Atlanta BeltLine

Subareas 10

Master Plan Updates

April 28, 2018
<table>
<thead>
<tr>
<th><strong>22 miles, connecting 45 neighborhoods</strong></th>
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<tbody>
<tr>
<td><strong>22 MILES of transit</strong></td>
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<tr>
<td><strong>46 MILES of streetscapes and complete streets</strong></td>
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<tr>
<td><strong>33 MILES of urban trails</strong></td>
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<td><strong>1,300 ACRES of new greenspace</strong></td>
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<td><strong>700 ACRES of renovated greenspace</strong></td>
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<td><strong>1,100 ACRES of environmental clean-up</strong></td>
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<td><strong>$10-20B in economic development</strong></td>
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<tr>
<td><strong>30,000 permanent jobs</strong></td>
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<tr>
<td><strong>48,000 construction jobs</strong></td>
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<tr>
<td><strong>28,000 new housing units</strong></td>
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<tr>
<td><strong>5,600 affordable units</strong></td>
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<tr>
<td><strong>CORRIDOR-WIDE public art, historic preservation, and arboretum</strong></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.
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.
Subarea Master Plan Update

Purpose

- The original 10 Subarea Master Plans completed ~10 years ago
  - 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
Study Group 1: Kick-off Meeting

Study Group 2: Workshop (*You are here)
- 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)
- Location: Mount Ephraim Baptist Church (1202 W. Marietta Street)

Study Group 3: Review Draft Recommendations and Concept Plans
- Monday, June 25th, 6:30 P.M. to 8:00 P.M.
- Location: Hagar’s Palace 19 Joseph E. Lowery Blvd. NW 30314

Study Group 4: Final Presentation
- Monday, August 27th, 6:30 P.M. to 8:00 P.M.
- Location TBD

Plan Adoption: 4th Quarter 2018
Subarea 10 Workshop Agenda

- Subarea Master Plan Update Purpose and Process
- Subarea 10 PowerPoint Presentation
  - Context
  - Community Engagement Results – Study Group Meeting 1
  - Market Analysis
  - Land Use + Revitalization Opportunities Analysis
  - Mobility + Connectivity Analysis
- Workshop Activities
<table>
<thead>
<tr>
<th>Plans 2009 - present</th>
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<tbody>
<tr>
<td>Vine City/Washington Park LCI</td>
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<tr>
<td>Atlanta Region Plan 2040</td>
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<tr>
<td>Tier 1 Final Environmental Impact Statement</td>
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<tr>
<td>Atlanta Beltline 2030 Strategic Implementation Plan</td>
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<tr>
<td>Westside TAD Neighborhoods Strategic Implementation Plan</td>
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<tr>
<td>Mixed Income TOD Implementation Strategy</td>
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<tr>
<td>Transit-Oriented Development Implementation Strategy Assistance</td>
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<tr>
<td>Washington Park Neighborhood Visioning Plan</td>
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<tr>
<td>Atlanta Beltline, Inc. Westside Impact Neighborhood Analysis</td>
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<tr>
<td>Atlanta Streetcar Systems Plan</td>
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<tr>
<td>City of Atlanta Capital Improvements Program &amp; Community Work Program</td>
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<tr>
<td>Proctor Creek Greenway Trail Master Plan &amp; Implementation Strategy</td>
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<tr>
<td>Proctor Creek Watershed Improvement Plan</td>
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<tr>
<td>Vine City/Washington Park LCI Update</td>
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<tr>
<td>Westside Land Use Framework Plan</td>
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<tr>
<td>Atlanta City Design</td>
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<td>D3 Westside Revive</td>
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<td>Art on the Atlanta BeltLine</td>
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NEIGHBORHOODS

SUBAREA 10

- Ashview Heights
- Bankhead
- English Avenue
- Harris Chiles
- Just Us
- Vine City
- Washington Park

- Atlanta University Center
- Grove Park
- Hunter Hills
- Mozley Park
- West End
3.26.18 Community Engagement Results
Overview

a. Vision Board

b. Strengths, Weaknesses, Opportunities, and Threats (S.W.O.T.) Analysis
   i. Placemaking, Community, and Connectivity
   ii. Mobility
   iii. Open Space
   iv. Land Use

c. Prioritization of Goals from the 2009 Master Plan
   i. Mobility
   ii. Open Space
   iii. Land Use
Attendees were asked to describe their vision for the Subarea by writing one word on a post-it note to place on the Subarea “Vision Board.”

<table>
<thead>
<tr>
<th>PLACEMAKING + COMMUNITY</th>
<th>MOBILITY</th>
<th>LAND USE</th>
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</thead>
<tbody>
<tr>
<td>Community</td>
<td>Beautiful</td>
<td>Outdoor Activities</td>
</tr>
<tr>
<td>Connectivity</td>
<td>Nature</td>
<td>Nature Trails For Hikers and Mountain Bikers</td>
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<tr>
<td>Placemaking</td>
<td>Inclusive</td>
<td>Mountain Biking</td>
</tr>
<tr>
<td>Destination</td>
<td>Opportunity</td>
<td></td>
</tr>
<tr>
<td>End Destination</td>
<td>Prosperous</td>
<td>More Atlanta University Center Student Involvement</td>
</tr>
<tr>
<td>Desirability</td>
<td>Inclusive Economic</td>
<td></td>
</tr>
<tr>
<td>Trendy</td>
<td>Development</td>
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Attendees were asked to identify *strengths* by writing their ideas on post-it notes.

**STRENGTHS: PLACEMAKING + SENSE OF COMMUNITY**

- HISTORIC AREA
- COMMUNITY GATHERING AREAS AND ORGANIZATIONS
- CULTURALLY-RICH
- RICH HISTORY + PROUD RESIDENTS

**STRENGTHS: MOBILITY**

- TRANSPORT ACCESS AND TRAIN STATION

**STRENGTHS: OPEN SPACE**

- COMMUNITY GATHERING AREAS AND ORGANIZATIONS
- OPENING OF THE BELTLINE TRAIL! FINALLY PUTTING WASHINGTON PARK ON PEOPLE’S MINDS!

**STRENGTHS: LAND USE**

- AFFORDABLE HOUSING
- HISTORIC AREA
- COMMUNITY GATHERING AREAS AND ORGANIZATIONS
Attendees were asked to identify *weaknesses* by writing their ideas on post-it notes.

<table>
<thead>
<tr>
<th>WEAKNESSES: PLACEMAKING + SENSE OF COMMUNITY</th>
<th>WEAKNESSES: LAND USE</th>
</tr>
</thead>
<tbody>
<tr>
<td>» LACK OF ART</td>
<td>» NON-QUALITY HOUSING/VACANT HOUSING</td>
</tr>
<tr>
<td></td>
<td>» FOOD DESERT</td>
</tr>
<tr>
<td></td>
<td>» ABANDONED, DILAPIDATED BUILDING</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>WEAKNESSES: MOBILITY</th>
<th>WEAKNESSES: OPEN SPACE</th>
</tr>
</thead>
<tbody>
<tr>
<td>» LACK OF SAFE ALTERNATE TRANSIT (PED/BIKE)</td>
<td>» POOR INFRASTRUCTURE/STORM DRAINAGE</td>
</tr>
<tr>
<td>» POOR INFRASTRUCTURE/STORM DRAINAGE</td>
<td>» BATHROOM NEEDED IN MADDOX PARK</td>
</tr>
<tr>
<td>» NEED MORE LIGHTING AND WALKABLE SIDEWALKS</td>
<td>» WATER FOUNTAINS NEEDED IN MADDOX PARK</td>
</tr>
<tr>
<td>» LIMITED SIDEWALKS; INVASIVE PLANTS OBSTRUCT PATH</td>
<td>» PELHAM AND SIMMONS CORNER FLOODS VERY FREQUENTLY</td>
</tr>
<tr>
<td>» BIKEABILITY</td>
<td>» JJ'S CORNER STORE ON LOWERY, LOTS OF STREET FLOODING</td>
</tr>
</tbody>
</table>
Attendees were asked to identify *opportunities* by writing their ideas on post-it notes.

### OPPORTUNITIES: PLACEMAKING + SENSE OF COMMUNITY

- Help neighbors in Vine City, English Avenue, Bankhead, etc., get involved in this planning - many don’t have internet access.
- Help lower-income neighbors gain access to resources (i.e., food, job, education, etc.) through transportation and development.

### OPPORTUNITIES: LAND USE

- Planning for food and shopping area.
- More stores with organic fruits and vegetables.

### OPPORTUNITIES: MOBILITY

- Off-road bike trails.
Attendees were asked to identify threats by writing their ideas on post-it notes.

**THREATS:**

**LAND USE**

- Lack of commercial zoning in NPU-K
- Low-quality renovations
- Not enough senior affordable housing
- Renters at risk
- Limited job opportunities for higher education
Residents prioritized goals from the previous Subarea Master Plan. Green dots represented high-priority goals. Red dots represented low-priority goals.

- Connect neighborhoods and link them to destinations by enhancing the street grid
- Coordinate multi-modal transportation improvements to make transit a more viable and accessible means of travel
- Provide trails and pedestrian-friendly streets to improve neighborhood walkability and safety
- Improve transportation safety along major corridors while respecting the urban context of the area

The greatest support was shown for coordinating multi-modal transportation improvements and providing trails and pedestrian-friendly streets to improve walkability and safety.
Residents prioritized goals from the previous Subarea Master Plan. Green dots represented high-priority goals. Red dots represented low-priority goals.

- Enhance opportunities for safe community gatherings
- Provide a connected network of parks and greenspaces
- Preserve historic features and enhance greenspaces
- Restore degraded environmentally-sensitive areas

The greatest support was shown for restoring degraded environmentally-sensitive areas.
Residents prioritized goals from the previous Subarea Master Plan. Green dots represented high-priority goals. Red dots represented low-priority goals.

» Preserve historic resources and encourage adaptive reuse of buildings
» Create a safe environment for residents and businesses
» Ensure a mix of quality housing options
» Strengthen employment and commercial centers
» Promote transit-oriented mixed-use development
» Protect single-family neighborhoods and neighborhood transitions
» Improve neighborhood retail services
» Create opportunities for public art

The greatest support was shown for improving **neighborhood retail services** and creating opportunities for **public art**.
The Washington High School Student Council was asked to identify strengths and weaknesses their community. Students used green dots to represent high priority elements and red dots to represent elements of lower priority.
Demographics

- Losses in lower-income residents from 2000-2018, all age ranges
  * Subarea 10 had a total of 6,039 households in 2000 versus 4,001 households in 2018, a 34% reduction
  * 91% or 1,860 of households moving out of the area made under $25,000
- Small gains in households with higher incomes
- Percent of households with bachelor degrees is increasing
- Majority of the households are renter-occupied
- Top workplace locations for Subarea 10: South DeKalb, Greenbriar/Cascade Road, West Midtown/Georgia Tech and College Park

*Job locations determined using LED on the Map, a census tool to determine the work destinations of the residents living in an area
Home Values

• Sale prices for single-family homes have been steadily increasing since 2015
• Median home price for new and resale single family homes was $76,700.00 in 2017
• Few new single family homes sold, as values don’t justify current construction costs
• Increasing amount of resales, with prices rising since 2017
• Overall one of the most affordable areas along the BeltLine with a high concentration of homes under $100,000
Commercial Market

- Increasing retail and office traffic just outside the Subarea, mostly Downtown and near the stadiums
- Not much activity occurring in the Subarea relative to other areas of the City and to Subarea 9, as much of the area is developed with single family uses
- Potential spillover from Subarea 9, if catalytic sites, such as Urban Creek Partners, move forward
- Potential commercial development opportunities are primarily along Hollowell and Boone
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
• 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
The previous Subarea 10 Master Plan highlighted areas for land use changes.
The previous Subarea 10 Master Plan highlighted specific development nodes that are highlighted with blue boundary lines.

Additional areas highlighted with red boundary lines have a realistic potential for redevelopment and are recommended for additional study as a part of the Master Plan Update.
Subarea 10:
Mobility Analysis:
Connectivity Barriers

**METHODOLOGY:**
(1.) Analyze key corridors connecting to the Atlanta BeltLine
(2.) Look at crosswalks, ADA accessibility, topography, sidewalks, bike facilities and roads

**KEY CORRIDORS:**
- Hollowell Parkway
- Boone Boulevard
- Mj King Jr Drive
- Lowery Boulevard
- Westview Drive

**MAJOR ISSUES:**
- Missing street connections in the northern part of the Subarea
- Missing sidewalks and sidewalks in poor condition
- ADA non-compliant intersections on Westview Dr. and Lowery Blvd.
- Need for improved pedestrian crossings at high volume pedestrian intersections
DRAFT RECOMMENDATIONS:

- Improve ADA accommodation on Westview Drive and Lowery Blvd and in other key locations
- Provide street or multi-use trail connection from North Avenue east of the BeltLine to North Avenue west of the BeltLine
- Look at option for bike lanes on Lowery Blvd between ML King Jr Drive and Boone Blvd
- Improve railroad crossings

DRAFT RECOMMENDATIONS HEARD FROM THE PUBLIC:

- Improved safe walking and biking access to transit
Workshop Next Steps

What happens now? **Your feedback matters.**

1. **Community Input Activity:** Review information boards, development activity boards, and the community engagement results from the previous Subarea Master Plan kickoff meeting

2. **Fill out the Workshop Worksheet, Meeting Evaluation Form and Comment Cards**

3. **Be on the lookout for more information regarding Study Group Meeting #3**
   - Monday, June 25th, 6:30 P.M. to 8:00 P.M.
   - Location: Hagar’s Palace 19 Joseph E. Lowery Blvd. NW 30314
Community Input Activity: Breakout Session

*Step 1.* Using your Workshop Worksheet as a guide, visit each of the stations around the room to participate in further activity.

*Step 2.* Answer the questions on the Worksheet that correspond to each station.

*Step 3:* Turn in your Worksheet, meeting evaluation form, and comment cards prior to leaving.

Consultant team members will be available for questions at each station.
Questions

Thank you!