WHERE DO YOU LIVE?
Please indicate where you live or own a business.
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 Proposed New Streets

This draft street framework plan shows only specific new street connections that are critical to improving access between the Atlanta BeltLine Corridor and surrounding areas. Additional streets not shown here must also be provided as redevelopment occurs. These should create no blocks no longer than 400 feet on one side, and should connect to exiting and future streets on adjacent sites within the BeltLine Tax Allocation District (TAD).

DO YOU HAVE ANYTHING TO ADD ABOUT THE STREET FRAMEWORK & GREENWAY TRAILS PLAN?

Review this map and determine if you would change anything. Come talk to us at one of the tables or place sticky notes on the map with your comments.
DO YOU HAVE ANYTHING TO ADD ABOUT REVITALIZATION OPPORTUNITIES?

Use sticky notes to tell us if we missed anything.
MULTI-FAMILY RESIDENTIAL

MIXED-USE DEVELOPMENT

MIXED INDUSTRIAL

Note: these photos are provided for reference only to show some of the potential types of development that could be built in each land use category.
DO YOU HAVE ANYTHING TO ADD ABOUT HISTORIC RESOURCES?

Use sticky notes to tell us if we missed anything.
**KEY POINTS ABOUT THE MARKET**

**DEMOGRAPHICS**
- **Losses** in lower-income ($50,000 or less per year) households age 45-54.
- **Gains** in the total number of households, especially in those age 25-44 making $50,000 or more per year.
- Majority of the households are **renter-occupied** (and this percentage is increasing).
- Top workplace locations: Downtown, Midtown Airport

**HOME VALUES**
- Sale prices for single-family home resales have been **steadily increasing** since 2015.
- The volume of home resales has been **steadily increasing** since 2015 and more than doubled 2016-2017.

**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.

**STRENGTHS**
- Convenient access to job centers (Downtown Atlanta, Midtown, and Airport) via major corridors and highways.
- Development momentum surrounding many large-scale revitalization and reuse projects (Pittsburgh Yards, Murphy Crossing, Lee + White).
- Reinvestment in historic residential neighborhoods, such as Adair Park.

**CHALLENGES**
- Uneven levels of investment scale and momentum within the subarea.
- Uneven development patterns due to connectivity barriers.
- Much of the larger available land lots remains industrial and requires lengthy, large-scale redevelopment.

**OPPORTUNITIES**
- Subareas to the east experiencing major investments will spur investment within subarea 2.
- Infill opportunities with the subarea lends itself to creative, mix-used development, with retail focused on food & beverage and/or grocery/pharmacy and residential opportunities focused on townhomes and apartment communities.

**RECENT DEVELOPMENT ACTIVITY**

- **Englewood Manor Redevelopment/Under Construction**
- **Cooper-Bradley Apartments Redevelopment/Under Construction**
- **Metro Lofts Redevelopment/Proposed**
- **The Beacon Atlanta (Spring 2018)**
- **Pittsburgh Yards (2017)**
- **Academy Lofts Redevelopment/Proposed**
- **The Milton (95 - Units, Affordable Apartments: 2019)**
- **Pittsburgh Yards (Cons. Started March 2018)**
- **Masonic Lodge Redevelopment/Metropolitan Ave Library (late 2017)**
- **Gateway Capitol View (162 - units, Senior Affordable: late 2017)**
- **Murphy Crossing (2021+)**
- **Adair Court (77 - Unit Senior Affordable Apartments) Under Construction**
- **Cut Rate Box Co Redevelopment/Proposed**
- **Pratts Stacks Townhomes (Early 2019)**
- **Capitol View Apartments Redevelopment/Columbia Residential: 2020**
- **Lee + White Adair Court: (77 - Unit Senior Affordable Apartments)**
- **1099 Boulevard SE (Pollack Shores)(Summer 2020)**
- **Englewood Manor Redevelopment/New AHA property**
- **Turner Field/GSU 1.5mil SF office; 2,750 apartments; 625 hotel rooms; 50 SFH**
## Potential Development Types

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Estimated Total Demand 2018-2022</th>
<th>Estimated Total Demand 2023-2030</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Rental Apartments</strong></td>
<td>342 units total or 68 per year</td>
<td>984 units total or 123 per year</td>
<td>Current rents support multi-family residential developments with parking lots, with the potential for developments with parking decks as rents increase</td>
</tr>
<tr>
<td><strong>Single-Family Houses</strong></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 the limited number of empty lots; remodeled or rebuilt homes will be limited by the number of available infill lots</td>
</tr>
<tr>
<td><strong>Townhouses</strong></td>
<td>149 units total or 30 per year</td>
<td>639 units total or 80 per year</td>
<td>Townhouses will become more prevalent, since land is scarce and land prices are increasing; it is likely that available lots will be rezoned for higher density</td>
</tr>
<tr>
<td><strong>Neighborhood Retail/Restaurant</strong></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 the construction of new retail or restaurant space—retail will likely be adaptive reuse or ground floor of mixed-use buildings, heavy on food and beverage service or grocery/pharmacy driven</td>
</tr>
<tr>
<td><strong>Office</strong></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 mixed-use buildings, most likely local serving retail and services</td>
</tr>
</tbody>
</table>

**Notes:**
- **Rental Apartments:**
  - Current rents support multi-family residential developments with parking lots, with the potential for developments with parking decks as rents increase.
- **Single-Family Houses:**
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- **Office:**
  - Will likely be adaptive reuse or ground floor of mixed-use buildings, most likely local serving retail and services.
LAND USE & URBAN DESIGN

» Protect single-family areas from commercial and multi-family encroachment by focusing development in the BeltLine TAD area.

» Use existing zoning tools to create a height transition between primarily single-family areas and redevelopment areas.

» Place townhouses, live/work units, or small lot single-family homes where development abuts primarily single-family areas.

» Expand neighborhood commercial uses.

» Encourage developers to provide space for local businesses, not just chain stores.

» Provide land uses that support job creation for a range of skill levels.

» Utilize new buildings to define streets and parks in the way that walls define a room.

» Encourage developers to use basic elements of good design in buildings.

» Encourage developers to use basic elements of good design in buildings.

» Utilize contextual materials where new buildings adjoin existing neighborhoods.

» Place parking decks underground or in the middle of blocks where not visible from parks, the BeltLine, or existing or new streets.

» Support vending opportunities.

» Exclude retail from I-1 and I-2 zoning.

» Encourage alleys in new development.

» Support the conversion of some State Farmers Market structures into business incubator space.

» Allow MR-4B zoning to be compatible with a "Medium Density Residential" land use.

MOBILITY

» Utilize complete streets principles to ensure network for all users, ages, and abilities.

» Promote shared parking, reduce street widths, and maximized sidewalks.

» Incorporate the recommended thoroughfare typologies.

HISTORIC RESOURCES

» Preserve resources already identified in the BeltLine Historic Resource Survey.

» Preserve other resources not identified in the BeltLine Historic Resource Survey.

» Reflect local history in public art, parks, and new developments.

» Encourage partnerships with schools and colleges to catalog subarea history.

OVERALL SUBAREA 2 GUIDING PRINCIPLES

» ENCOURAGE THE ECONOMIC DEVELOPMENT OF THE HERITAGE COMMUNITIES.

» IDENTIFY AND PRESERVE HISTORIC RESOURCES AND THE LOCAL SENSE OF PLACE.

» UTILIZE REDEVELOPMENT TO MEND THE URBAN FABRIC.

» PROVIDE A SAFE AND BALANCED TRANSPORTATION SYSTEM.

» PROVIDE CONNECTIVITY, CONTINUITY, AND REDUNDANCY AMONG VARIOUS MODES OF TRANSPORTATION

» CONNECT NEIGHBORHOODS AND PUBLIC FACILITIES WITH TRANSPORTATION

» PROVIDE ADEQUATE PARKING FACILITIES

» PROVIDE A BALANCED MIX OF COMPATIBLE LAND USES

» EXPAND HOUSING OPTIONS

» PROVIDE A RANGE OF SAFE PARKS AND OPEN SPACE.
- Locate public art across the subarea.
- Encourage affordable artist space.
- Local public art at transit stops.
- Design both bus and rail transit facilities as public art.
- Engage schools in public space design.
- Landscape features and public art should include themes or subject matter that will support the BeltLine Arboretum.

- Design BeltLine parks to provide a range of activities.
- Recognize that “open space” does not just mean “green space.”
- Provide playgrounds in new parks.
- Surround new open spaces with streets and buildings to the maximum extent possible.
- Encourage new development to concentrate green space into usable pocket parks rather than buffers, berms, landscape islands, or other unusable areas.
- Local private swimming pools and amenity areas in courtyards, rooftops, or sides, rather than adjacent to the street.
- Incorporate the recommendations of the Atlanta BeltLine Arboretum Concept Plan.
- Provide space for vendors in existing and proposed parks, including around transit stops.
- Investigate incorporating stormwater ponds into new parks.

...DID WE MISS ANYTHING?
Street networks are the backbone upon which we build communities. Good street networks:

- Allow better access for emergency vehicles
- Decrease the amount of land required for development
- Provide more direct routes to your destination
- Provide redundancy and make the street network more efficient
- Increase levels of walking and biking, and decrease the amount of driving
- Improve health by increasing walking and biking, and therefore decreasing health problems
- Improve safety by decreasing the number of fatal traffic accidents

Source: Congress for the New Urbanism

CONNECTIVITY FACTS

All streets recommended by the Atlanta Transportation Plan have been included in the draft BeltLine Subarea Master Plan street framework plan. All projects citywide were evaluated based on the three goals of Atlanta’s Transportation Plan: Safety, Mobility, and Affordability. Each goal consisted of four objectives and evaluation metrics used as guidance to determine whether the project had the potential to help achieve the objective.

SAFETY

- Objective #1: Eliminate traffic fatalities
- Objective #2: Target projects at high crash locations
- Objective #3: Reduce transportation related emissions to improve air quality
- Objective #4: Provide all residents with active transportation opportunities to improve health

MOBILITY

- Objective #1: Focus density and economic development to support transportation investments
- Objective #2: Reduce congestion
- Objective #3: Funding Identified
- Objective #4: Fix existing infrastructure and address critical maintenance

AFFORDABILITY

- Objective #1: Provide transportation options to economically disadvantaged neighborhoods
- Objective #2: Expand access to jobs and services
- Objective #3: Reduce household transportation costs for lower income households
- Objective #4: Support livable communities and local character through great design

Source: Atlanta’s Transportation Plan, 2018

ATLANTA’S TRANSPORTATION PLAN

NEIGHBORHOOD STREET

TRAFFIC CALMING
Attendees were asked to identify the proposed projects they would like to keep, change, or remove from the previous plan. The results from the Kickoff Meeting are summarized below:

Green Dots: Keep the Proposed Project As-Is
Blue Dots: Make a Change to the Proposed Project
Red Dots: Completely Remove the Proposed Project

### General Comments

**REDEVELOPMENT OPPORTUNITIES & NODES**
- Murphy Triangle Node: more parks, businesses that support community, coffee shops, cleaners, boutiques
- University Avenue Node: mixed use needs to do more than just serve current residents, it needs to attract new ones
- McDaniel Street Node: remove junkyard, doesn’t look appealing or doesn’t provide jobs
- Food Desert – encourage small businesses around Lakewood/Pryor Rd.
- Recognize that redevelopment will be incremental

**MOBILITY AND GREENSPACE RECOMMENDATIONS**
- Want bus routes connecting Dill @ Metropolitan to Oakland City Station
- Trail connection to School & Carver High School
- Loved the SA2 streetscape framework idea from the start. Why not route the trail along Pryor Road or High Point Avenue rather than require easements that alter the character of the neighborhood?

### Goats & Principles

- Provide businesses that help neighborhood thrive and grow, not Family Dollars and gas stations all over
- Dog parks
- Lots of notes about "encouraging" developers to promote local business, affordable spaces, etc. Will encouragement be enough? Are there better ways to implement these?
- Prioritizing transit on the BeltLine corridor!! This was a part of the original vision.

### Existing Land Use Map

More residential—don’t want industrial this close to our backyards
More green please!

### Summary of Kickoff Meeting Comments

#### PROJECT DESCRIPTION

<table>
<thead>
<tr>
<th>DOT RESULTS</th>
<th>STREETSCAPES:</th>
</tr>
</thead>
<tbody>
<tr>
<td>SS.1 University Avenue</td>
<td>❗️❗️❗️❗️❗️</td>
</tr>
<tr>
<td>SS.3 Boynton Avenue</td>
<td>(no dots placed)</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>DOT RESULTS</th>
<th>MULTI-USE TRAILS:</th>
</tr>
</thead>
<tbody>
<tr>
<td>M.1 Pryor Road Trail East (BeltLine to Pryor Rd @ Thornton St)</td>
<td>❗️❗️❗️❗️❗️</td>
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<tr>
<td>M.2 Pryor Road Trail West (BeltLine to Pryor Rd @ Thornton St)</td>
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<tr>
<td>M.3 Southtown Trail Connector (Pryor Rd @ Thornton St to Lakewood Fairground)</td>
<td>❗️❗️❗️❗️❗️</td>
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<td>M.4 Capitol View Manor Trail (BeltLine to Metropolitan Ave)</td>
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<tr>
<td>M.5 AMC Connector (Capitol View Manor to AMC)</td>
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</tr>
<tr>
<td>M.6 Capitol View Trail (Metropolitan Ave to Oakland City MARTA east entry)</td>
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<tr>
<td>M.7 Allene Avenue Trail (Perkerson Park to BeltLine)</td>
<td>❗️❗️❗️❗️❗️</td>
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<tr>
<td>M.8 Murphy Triangle Trail Spur South (Oakland City MARTA to BeltLine)</td>
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<td>M.9 Murphy Triangle Trail Spur North (Allene Ave to Murphy Ave)</td>
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<td>M.10 Ridge Ave Trail and Bridge (Bridge Ave to BeltLine)</td>
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<td>M.11 Boynton Ave Trail</td>
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<table>
<thead>
<tr>
<th>DOT RESULTS</th>
<th>PARK SPACE:</th>
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</thead>
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<tr>
<td>P.1 Murphy Crossing Park</td>
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<tr>
<td>P.2 Green Street (Catherine St)</td>
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<tr>
<td>P.3 Allene Avenue Park</td>
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<tr>
<td>P.4 Hillside Park</td>
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<tr>
<td>P.5 High Point Park</td>
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<tr>
<td>P.6 South River Park</td>
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<td>P.7 McDonough / Jonesboro Triangle Park</td>
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<tr>
<td>P.8 Boynton Ave Linear Park</td>
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<td>P.9 Four Corners Park Expansion</td>
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<td>P.10 Pittman Park Expansion</td>
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<td>P.11 Murphy Linear Park South</td>
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</tr>
<tr>
<td>P.12 Murphy Linear Park North</td>
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<tr>
<td>P.13 South Atlanta Park Expansion</td>
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<td>P.14 University Park</td>
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<tr>
<td>P.15 Multiple proposed private parks</td>
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