LAND USE AND URBAN DESIGN
- Establish Transit Oriented Development (TOD) along the Atlanta BeltLine
- Create a mix of uses along the Atlanta BeltLine
- Scale development differently based on infrastructure, context, accessibility, and land availability
- Preserve and protect single-family and low-rise residential areas
- Use height and intensity transitions where development adjoins single-family and low-rise residential areas
- Provide quality urban design in new development
- Orient buildings to the corridor
- Design buildings that support pedestrian activities along the BeltLine corridor and public streets*
- Building design should incorporate and reflect elements of the character and architectural themes of the neighborhood*
- Encourage developers to provide space for local businesses, not just chains, and ensure that businesses serve the diverse needs of local residents*
- Incorporate community-based plans and input into all Atlanta BeltLine, Inc. RFPs for projects in Subarea 2*

MOBILITY
- Establish safe, efficient, and continuous pedestrian facilities
- Incorporate other Atlanta BeltLine initiatives into the design of streets, when feasible
- Encourage a diverse range of new streets and retrofitted existing streets
- Ensure that transportation facilities serve people of different ages and abilities
- Use a context-based approach to address the traffic impacts along major thoroughfares
- Address traffic impacts along major thoroughfares with solutions appropriate to the local context*
- Promote shared parking and reduced street widths*

HISTORIC RESOURCES
- Use applicable city, state, and federal historic preservation requirements to guide historic preservation efforts along the Atlanta BeltLine
- Incorporate significant historic resources into the Atlanta BeltLine
- Repurpose (where possible) significant historic resources near the Atlanta BeltLine corridor*
- Reflect local history in public art, parks, and new developments*
- Build on the oral history project being conducted to preserve and tell neighborhood stories*

ECONOMIC DEVELOPMENT
- Provide economic development activities compatible with the land use vision
- Support the growth of small and large businesses and encourage jobs with a variety of skill requirements and wage levels*
- Provide land uses that can accommodate a range of employment opportunities
- Provide space for light industrial and other blue collar uses
- Target certain industries to areas best suited for them
- Support a mix of employment options along the Atlanta BeltLine
- Provide daily goods and services that serve both new development and existing neighborhoods, including banks, pharmacies, childcare facilities, and a grocery store*
- Encourage businesses in the Subarea to reach out to local residents as jobs are available*
PUBLIC ART & CULTURE
- Respond to the linear nature of the Atlanta BeltLine in public art
- Respond to existing site conditions
- Respond to the ways existing sites along the Atlanta BeltLine are used
- Provide art that is democratic
- Incorporate art that can be experienced in both daytime and nighttime
- Collaborate with schools and other institutions along the Atlanta BeltLine
- Encourage the use of interdisciplinary approaches, innovative uses (or re-uses) of materials and new technologies
- Incorporate public art into Atlanta BeltLine park and streetcar design projects
- Attract broad forms of artistic expression
- Locate public art across the subarea*
- Promote local public art at transit stops*
- Design both bus and rail transit facilities as public art*
- Reflect local character, culture, and history in all arts and culture programming*

PARKS & GREEN SPACE
- Promote urban agricultural initiatives, including community farms, gardens, and farmers’ markets and preserve Aluma Farm*
- Improve the utilization of existing under-used open spaces
- Surround open spaces with streets or buildings to the maximum extent possible
- Encourage new developments to consolidate green space into usable pocket parks rather than buffers, berms, landscape islands, or other unusable areas
- Enhance existing parks
- Use organic farming methods on urban farms and make produce available to local residents
- Design BeltLine parks to provide a range of activities that meet the diverse needs of area residents*
- Provide park amenities that serve people of all ages*
- Investigate incorporating stormwater ponds into new parks*
- Incorporate themes or subject matter into landscape features that will support the BeltLine Arboretum*
- Implement the parks identified in the Subarea Master Plan*

HOUSING
- Provide a mix of owner-occupied and rental housing as part of an equitable housing strategy
- Avoid an over-concentration of low-income units to ensure optimal housing opportunities regardless of income level
- Strategically target and leverage subsidies in coordination with other public funding sources, including city, state and federal resources.
- Provide housing for low and very low income families, consistent with the Housing Working Group Study
- Encourage housing in accordance with an existing certified “green construction” set of standards, such as EarthCraft or LEED, in order to improve public health and the environment
- Preserve the public subsidy for longer term affordability where possible, while allowing the owners to capture some of the equity build-up
- Provide mixed-income housing, wherever possible
- Preserve existing subsidized and non-subsidized rental and owner-occupied affordable housing*
- Continue to educate property owners on resources that allow them to remain in their homes*
- Partner with non-profit organizations to meet affordable housing needs*
1. Encourage the economic development of Subarea 2
   Existing area residents and business should have opportunities to prosper with the coming of the BeltLine and the opportunities it will bring. Growth should occur in a manner that works in concert with the existing neighborhood and mitigates negative impacts.

2. Identify and preserve historic resources and the local sense of place
   The rich history of Subarea 2 must be respected as the Atlanta BeltLine vision is implemented. This means preserving historically significant buildings and sites. It also means preserving the culture and identity of local communities and using future public and private improvements to tell their stories.

3. Utilize redevelopment to mend the urban fabric
   New development should be urban, rather than suburban, in form and scale. It should establish new blocks and streets that allow for a variety of land uses. Building materials should be durable and environmentally friendly.

4. Provide a safe and balanced transportation system
   Transportation systems should provide facilities for transit riders, drivers, bicyclists, and pedestrians. They should reflect the needs of people of different ages, incomes, and abilities, and ensure that all facilities are planned for equally.

5. Provide connectivity, continuity, and redundancy among various modes of transportation
   The transportation plan should focus first on filling gaps in pedestrian and bike facilities, while improving connectivity between all modes of travel. Multiple systems should be provided to truly reduce automobile use. Major barriers between neighborhoods should be overcome and connections across the BeltLine should be enhanced.

6. Minimize the supply of new parking
   Use parking and transportation management tools to reduce traffic, lessen the environmental impact of driving, increase equity and affordability, make efficient use of parking, promote carpooling and public transportation, and encourage walking and biking.

7. Provide a balanced mix of compatible land uses
   Ensure a mix of compatible uses and expand commercial opportunities. Strive to protect single-family neighborhoods from commercial, multifamily, and industrial encroachment by encouraging development at key intersections and near the BeltLine.

8. Expand housing options
   Mitigate involuntary displacement of existing residents, while encouraging a mix of new housing types and affordable housing options that reflect the desired scale and character of Subarea 2. Include housing for families with children and identify housing opportunities where seniors can walk to parks, transit, retail services, churches, and other daily needs.

9. Provide a range of safe parks and open space
   Utilize parks and recreation areas to connect residential areas and commercial/mixed-use areas. Encourage parks, greenways, multi-use trails and recreation facilities for people of different ages.
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 within 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 450 feet on one side, and should connect to exiting and future streets on adjacent sites within the BeltLine Tax Allocation District (TAD).
Market Study:
Existing Conditions
Atlanta BeltLine Subarea 2

Market Analysis
Exhibit 23
Overview of Development Activity Around the Study Area
2000 - 2018
SOURCE: Noell Consulting Group, CoStar

The Beacon Atlanta
(Spring 2018)
The Milton (95 - Units
Affordable Apartments: 2019)
Pittsburgh Yards (Cons. Started March 2018)
Masonic Lodge Redevelopment
Redevelopment/Metropolitan Ave Library (late 2017)
Gateway Capitol View (112 Units: Senior Affordable, Summer 2021)
Lee + White Adair Court: (77 - Unit Senior Affordable Apartments)
Academy Lofts Adair Park (35 - Units Affordable Apartments: Spring 2019)
MetroLofts Redevelopment
Under Construction/Proposed
Englewood Manor Redevelopment/New AHA property
Kralit Baskets Townhomes
(early 2019)
subset of Pratts Stacks Townhomes
(2019+)
1099 Boulevard SE (Pollack Shores) (Summer 2020)
Auburn Hills Townhomes/Community Center
The Milton (95 - Units Affordable Apartments: Spring 2019)
The Alliance (140 Units Affordable Apartments: Summer 2019)
The City (347 Units Affordable Apartments: Fall 2020)
The Villages at Cumberland Crossing (Late 2018)
Lee + White Metropolitan Lofts Redevelopment
New AHA property
Metropolitan Lofts Redevelopment
School of Cinematic Arts Affordable Apartments
Capitol View Apartments Redevelopment
(Columbia Residential: 2020)
Capitol View Apartments Redevelopment
(Columbia Residential: 2020)

DRAFT
February 4, 2019

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.

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

SOURCE: Noell Consulting Group, CoStar