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*
- Encourage developers to provide space for local businesses, not just chains, and ensure that businesses serve the diverse needs of local residents*

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*
- Ensure that major thoroughfares serve all modes of transportation, not just cars*

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) mid-century buildings resources near the Atlanta BeltLine corridor*
- Reflect local history in public art, parks, and new developments*

ECONOMIC DEVELOPMENT

- Provide economic development activities compatible with the land use vision
- Support the growth of small and large businesses
- Provide land uses that can accommodate a range of employment opportunities
- Provide space for light industrial 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*

*Goal is specific to Subarea 3
Merged Goals
Common Goals from All Subarea Master Plans and Subarea 3 Master Plan Goals

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 existing and future 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.
- 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 parks to provide a range of activities that meet the diverse needs of area residents*
- Design 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*

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 families earning 30-60% of the area median income, consistent with the Housing Working Group Final Report.
- 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*

*Goal is specific to Subarea 3
1. **Encourage economic development**

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 3 must be respected as the Atlanta BeltLine vision is implemented. This means preserving officially-designated historic resources. 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 3. 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.