Subarea 4 Master Plan Update Kick-Off!

July 19 @ 6:30pm

@atlantabeltline

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@atlantabeltline
GOAL:
To implement the Redevelopment Plan goals in the context of each unique geographic area.

PURPOSE & OUTCOMES:
To guide growth for vibrant, livable mixed-use communities by applying best management practices for transit-oriented development, mobility, affordable housing, green space, and alternative modes of transportation.

The outcome is a Master Planning document updated through the voice of community and adopted by the City of Atlanta for information in the Comprehensive Development Plan.
VIRTUAL MEETING FORMAT

• Your line is muted, and you won’t be able to share your video or screen during the meeting.

• To submit questions and provide answers, you may do so in the Q&A box anytime during the meeting.

• During discussions you may use the “Raise Hand” feature.

• A recording of this meeting, the presentation, a copy of tonight’s Q&A and all other supporting materials will be made available online at www.beltline.org/meetings

• If you are having technical difficulties during the meeting, please email engage@atlbeltline.org
VIRTUAL MEETING FORMAT
(CONTD.)

Phone Attendees
• Press *9 on telephone keypad to “raise your hand” during the Q&A to indicate you want to speak. Facilitator will unmute your mic.

Online Attendees:
• Submit a question or comment any time in Q&A box.
• The “raise your hand” feature is available to all Zoom participants however we are prioritizing phone attendees.

Facebook Live Attendees:
• Please feel free to participate in the “Comments Section.” Someone on our staff will make sure I see your questions.
Poll Question #1

What neighborhood do you live in?

- Reynoldstown
- Cabbagetown
- Edgewood
- Grant Park
- Glenwood Park
- Ormewood Park
- A BeltLine neighborhood in the City of Atlanta not on this list
- A neighborhood in the City of Atlanta not on this list
- A neighborhood not in the City of Atlanta
Poll Question #2

How do you feel about the Beltline Master Plan Updates?

• Thrilled
• Happy
• No opinion
• Apprehensive
• Upset
Poll Question #3

How many BeltLine meetings have you been to?

• None
• 1-4 meetings
• 5 or more meetings
Poll Question #4

How would you rate your knowledge of the BeltLine's full portfolio of projects?

• I'm an expert.
• I know more than most people.
• I don't know a lot, but I want to learn more.
• I don't know anything about the BeltLine.
Vision: to be the catalyst for making Atlanta a global beacon for equitable, inclusive, and sustainable city life.
Original Subarea Master Plan

- Original 10 Subarea Master Plans created over 10 years ago
- A lot has happened, it’s time to update them to reflect these changes and the potential for the future
- Updates are adopted into the Comprehensive Development Plan (CDP)
- We are NOT starting from scratch
<table>
<thead>
<tr>
<th>Consulting Team</th>
<th>Role</th>
<th>Name</th>
</tr>
</thead>
</table>
| **Sizemore Group** | Award-winning Planning And Architecture | Deanna Murphy, AICP, M. ARCH  
Bill de St. Aubin, AIA, LEED AP, CEO  
Nick Miller | Project Manager  
Chirag Date  
Ashlyn Oakes | Sr. Project Planner  
Project Planner Intern |
| **Modern Mobility Partners** | Transportation | Kirsten Mote |
| **Noell Consulting Group** | Market Analysis | David Laube  
Jordan Rowe |
| **Duncan Associates** | Zoning & Land Use | Kirk Bishop |
| **Lakota Group** | Landscape Architecture | Kevin Clark  
Scott Freres |
PLANNING PROCESS

1. Community Engagement through the Update Process
2. Drafting the Final Document
3. Introduce Plan to City Council for Adoption
4. Neighborhood Planning Unit Engagement
5. Amend Draft Document
6. Final Plan Adoption
Take a look at our Interactive Website

Social Pinpoint

COMMUNITY ENGAGEMENT STRATEGY

- Stakeholder Working Groups
- Web-Based & Social Pin Point
- Festivals & Community/Pop-Up Events
- Project Survey
- Technical & Small Group Discussions
- Design Workshops
- Virtual Public Meetings

Take a look at our Interactive Website
Social Pinpoint
Household incomes have seen large increases since 2011 with the local area outpacing city and regional growth rates.
The local area has seen the strongest growth in young professional households aged 25-34.
Development has been primarily residential and retail.

**Development Totals**
- 3,039 multifamily rental units added
- 369 for-sale units added
- 75% attached product (condos, duplexes, townhomes)
- ~107,000 SF of office space
- ~452,000 SF of retail space
EXISTING STUDIES

1. ABI Affordable Housing Working Group Report
2. Atlanta BeltLine 2030 Strategic Implementation Plan
3. Atlanta BeltLine Redevelopment Plan
4. Atlanta City Design – Aspiring to the Beloved Community
5. Atlanta Streetcar System Plan
6. CAP/ADID Downtown Atlanta Master Plan
7. City of Atlanta Comprehensive Development Plan
8. DCP Inclusionary Zoning Report
9. Hulsey Yard Neighborhood Master Plan
10. Imagine Memorial
11. Memorial Dr.–Martin Luther King, Jr. Drive Area Revitalization Study
12. Moreland Corridor LCI Update
13. One Atlanta Economic Mobility, Recovery and Resiliency Plan
14. One Atlanta Housing Affordability Plan
15. One Atlanta Strategic Transportation Plan
16. Reynoldstown 2000 and Beyond: A Neighborhood Master Plan
WHAT WOULD YOU LIKE TO...

Preserve?

Change?

Create?

Connect?
Existing Community Facilities, Public Space, Parks, Schools & Landmarks

- Schools
- Community Facilities
- Parks

Schools
Community Facilities
Schools
Parks
WHAT WOULD YOU LIKE TO...

Preserve?

Change?

Create?

Connect?
WHAT WOULD YOU LIKE TO...

Preserve?

Change?

Create?

Connect?
Major Multifamily Housing Projects

1. Lumen Grant Park
2. Reynoldstown Senior Residences
3. Station R
4. Modera Reynoldstown
5. RT Dairies (Formerly Alta Dairies)
6. Alta East
7. 841 Memorial
8. Elan Madison Yards
9. Link Grant Park
10. Glenwood at Grant Park
11. ENSO
12. 915 Glenwood
Major Commercial Projects

1. The Larkin
2. Atlanta Dairies
3. Madison Yards
4. Glencastle
5. Glenwood Kroger
WHAT WOULD YOU LIKE TO...

Preserve?

Change?

Create?

Connect?
WHAT WOULD YOU LIKE TO...

- Preserve?
- Change?
- Create?
- Connect?
Existing Mobility

- MARTA Stations
- Multi-Use Trail
- Bicycle Routes
- Transit Routes
  - Bus
  - Rail

Inman Park-Reynoldstown
King Memorial

Existing Conditions
Traffic Volume

2019 AADT
- 0 - 39,999
- 40,000 - 99,999
- 100,000 - 199,999
- 200,000 - 315,000
- MARTA Stations
WHAT WOULD YOU LIKE TO...

Preserve?

Change?

Create?

Connect?
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UPCOMING MEETINGS

TENTATIVE SCHEDULE

Subarea 4 Master Plan Update – Kick-Off
• Monday, July 19th at 6:00 p.m.

Subarea 4 Master Plan Update – Data Presentation
• Thursday, September 30th at 6:30 p.m.

Subarea 4 Master Plan Update – Design Workshops
• October – Dates & times to be announced

Subarea 4 Master Plan Update – Draft Presentation
• Thursday, November 4th at 6:30 p.m.

Subarea 4 Master Plan Update – Final Draft Presentation
• Thursday, January 20th at 6:30 p.m.
CONTACT INFORMATION

Community Engagement Managers:
Whitney Fuller: wfuller@atlbeltline.org
Nathan Soldat: nsoldat@atlbeltline.org

Director of Planning:
Lynnette Reid: 404-477-3550, lreid@atlbeltline.org

For more information on the project: beltline.org/

Share your feedback: engage@atlbeltline.org
THANK YOU!
HOME EMPOWERMENT! TAX APPEAL WORKSHOP

Tax Appeal
• The Atlanta BeltLine Partnership, Atlanta Legal Aid, and Grove Park Foundation are partnering to guide property owners in BeltLine neighborhoods through the property tax assessment appeal process.

The Fix That!
• Home Repair Series, a 4-part series of free online workshops focused on helping you make simple repairs in your home, save money on repairs, and making you safer and more secure in your home. Join us for the final workshops in our series:

Plumbing Basics with Heads Plumbing:
Wednesday, July 28th at 6:00 p.m.

Visit beltline.org/empower or call 404-446-4404
JOBS OFFS: GROW ON THE BELTLINE

Construction Education Foundation of Georgia:
• CEFGA, is one of our newest workforce partners. They offer a four-week construction readiness training and certification program providing skills to kickstart your career in the industry.

Juvo Jobs:
• Juvo360 helps residents find hyper-local work inside their communities. Download the Juvo Jobs app and apply for jobs on your mobile device.

Visit beltline.org/workforce-partnerships or call 404-446-4404
Poll Question #5

How did you hear about this meeting?

• Email from Atlanta BeltLine, Inc.
• Social Media
• Next Door
• Newsletter
• Communication from a family member, friend or neighbor
• Other
Poll Question #6

Was this meeting helpful?

• Yes
• No
• No opinion
Resources

Where We Are Today

Timeline for Trail Completion
• Year-over-year maps through 2023
• Projected timeline for completion
• Budget and expenditures

Additional Financial Impact Examples
• Legacy Resident Retention Fund: [www.beltline.org/retentionfund](http://www.beltline.org/retentionfund) and 678-718-5469
• Home Empowerment Workshops: [www.beltline.org/empower](http://www.beltline.org/empower)
• STRIVE (job training and career support): [www.beltline.org/workforce-partnerships](http://www.beltline.org/workforce-partnerships) or call 404-446-4404
• Juvo Jobs (app that connects you to nearby jobs): [www.beltline.org/workforce-partnerships](http://www.beltline.org/workforce-partnerships) or call 404-446-4404
Subarea 4
Natural Features

Brownfield Parcels
Brownfield Remediation Sites
15' Contours
Subarea 4
Existing Land Use

HDC  MU
HDR  O-I
I  OS
LDC  TCU
LDR  V
MDR
Subarea 4
Existing Zoning

- C-1
- NC-2
- C-2
- NC-7
- C-3
- O-1
- HC
- PD-H
- I-1
- PD-MU
- I-2
- R-4
- MR-2
- R-4A
- MR-3
- R-4B
- MR-4A
- R-5
- MR-5A
- R-4C
- MRC-1
- RG-2
- MRC-2
- RG-3
- MRC-3
- SPI-22

Atlanta BeltLine®
Subarea 4
Plan Review & Items for Coordination

- COA Renew Projects
- Cycle Atlanta Phase 1
- COA TSPLOST Projects
- COA CIP Connect Atlanta Plan
- COA Renew Projects
- Renew Projects

Atlanta BeltLine
Affordable housing has been spurred on in areas near completed trails.

Completing the 22-mile loop with increase affordable housing in all geographies.
Atlanta BeltLine - Affordable Housing Approach

As of 8/31/2020

**Strategies for Creation and Preservation**

**Policy**
Support existing affordable housing policy (Inclusionary Zoning/Development Authority Ordinance) and work toward new policy initiatives.

**Preservation**
Engage partners to identify existing affordable housing units at-risk of expiration to preserve affordability.

**Developer Incentives (BAHTF)**
Utilizing the Housing Trust Fund to provide gap financing and other developer incentives for affordable housing production.

**Programs**
Partner with agencies to design and implement Anti-Displacement strategies, Rental Assistance, and other innovative programs to help create/preserve affordable housing units.

**Acquisition/ Direct Development**
Acquire vacant land and/or distressed real estate for future housing development.

**Developer Incentives (TAD Increment)**
Utilizing the TAD Increment to provide gap financing and other developer incentives for affordable housing production.

<table>
<thead>
<tr>
<th>Affordable Units</th>
<th>Total Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>28,000</td>
<td>5,600</td>
</tr>
</tbody>
</table>
What is AMI mean?

Area Median Income (AMI): a measure of an area’s median income calculated annually by HUD (Department of Housing and Urban Development).

For more details, please visit: beltline.org/housing or hud.gov

CHART LEGEND >>

| ABI | Atlanta BeltLine |
| AH | Atlanta Housing |
| DAF | Development Authority of Fulton County |
| DCA | Department of Community Affairs |
| IA | Invest Atlanta |

Housing Affordability 101

<table>
<thead>
<tr>
<th>FY 2020 Income Limit Area</th>
<th>Median Family Income Limit Category</th>
<th>FY 2020 Income Limit ($</th>
<th>Persons in Family</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta-Sandy Springs-Roswell, GA HUD Metro FMR Area</td>
<td>$82,700</td>
<td>1 2 3 4 5 6</td>
<td></td>
</tr>
<tr>
<td>Very Low (50%) Income Limits ($)</td>
<td>28,050 33,100 37,250 41,350 44,700 48,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Extremely Low Income Limits ($)</td>
<td>17,400 19,850 22,350 26,200 30,680 35,160</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low (80%) Income Limits ($)</td>
<td>46,350 52,950 59,550 66,150 71,450 76,750</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>INCOME</th>
<th>Maximum Affordable MONTHLY HOUSING COSTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $20,000</td>
<td>$500</td>
</tr>
<tr>
<td>$20,000 - $30,000</td>
<td>$750</td>
</tr>
<tr>
<td>$30,000 - $40,000</td>
<td>$1,000</td>
</tr>
<tr>
<td>$40,000 - $50,000</td>
<td>$1,250</td>
</tr>
<tr>
<td>$50,000 - $60,000</td>
<td>$1,500</td>
</tr>
<tr>
<td>$60,000 - $75,000</td>
<td>$1,750</td>
</tr>
<tr>
<td>$75,000 - $100,000</td>
<td>$2,000</td>
</tr>
</tbody>
</table>
Affordable Housing created & Preserved
Affordable Housing created & Preserved

3,966 TOTAL AFFORDABLE UNITS (2006–Present)

- 965 UNITS SUPPORTED BY I/A/ABI
- 593 UNITS SUPPORTED BY DDCA/AB, AND DACE
- 1,558 AFFORDABLE UNITS BELTLINE PLANNING AREA
  Outside TAD within 1/2 Mile of the Atlanta BeltLine.
- 1,029 UNITS SUPPORTED BY I/A/ABI
- 1.3 UNITS SUPPORTED BY DDCA/AB
- 2,408 AFFORDABLE UNITS BELTLINE TAX ALLOCATION DISTRICT (TAD)
  TAD Goal: 5,600 Units
Affordable Housing pipeline

Currently Publicly Announced Pipeline:

830
Affordable Units

CY 2018/2019 – 2020 Combined Goal = 500 affordable units

- 55 Milton – 156 affordable units
- Parkside at Quarry Yards – 182 affordable units
- Aspire Westside – 26 affordable units
- 72 Milton – 64 affordable units
- Atlanta Diaries II – 38 affordable units
- Fairfield Southside Trail – 47 affordable units
- Alexan 8West – 40 affordable units
- 680 Hamilton – 41 affordable units
- 1015 Boulevard – 48 affordable units
- Stanton Park – 56 affordable units

Affordable Units Created/Preserved
Where we are today: Econ. Dev.

REDEVELOPMENT PLAN GOAL

• $10 billion in economic development

STATUS

• $7 billion generated in private development
• Nearly $670 million invested in the project at the end of 2020 including more than $50 million in private contributions
• Return on investment of over 10-to-1
• ~2 million visitors to the Atlanta BeltLine annually
Where we are today: Jobs

**PERMANENT PRIVATE JOB CREATION (BELTLINE PLANNING AREA)**

<table>
<thead>
<tr>
<th>Year</th>
<th>Jobs</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>6,100</td>
<td>+57%</td>
</tr>
<tr>
<td>2014</td>
<td>9,600</td>
<td>+17%</td>
</tr>
<tr>
<td>2015</td>
<td>11,200</td>
<td>+22%</td>
</tr>
<tr>
<td>2016</td>
<td>13,700</td>
<td>+36%</td>
</tr>
<tr>
<td>2017</td>
<td>18,700</td>
<td>+12%</td>
</tr>
<tr>
<td>2018</td>
<td>21,000</td>
<td>+11%</td>
</tr>
<tr>
<td>2019</td>
<td>23,300</td>
<td></td>
</tr>
</tbody>
</table>

**Estimated Job Attraction**

- 2013: 6,100
- 2014: 9,600
- 2015: 11,200
- 2016: 13,700
- 2017: 18,700
- 2018: 21,000
- 2019: 23,300

**Actual Thru '17:** 30,000

**'18 - '19 Forecast:** 23,300

**ONE-YEAR CONSTRUCTION JOB CREATION**

<table>
<thead>
<tr>
<th>Year</th>
<th>Jobs</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>22,490</td>
<td>+18%</td>
</tr>
<tr>
<td>2016</td>
<td>26,600</td>
<td>+11%</td>
</tr>
<tr>
<td>2017</td>
<td>29,600</td>
<td>+12%</td>
</tr>
<tr>
<td>2018</td>
<td>33,450</td>
<td>+30%</td>
</tr>
<tr>
<td>2019</td>
<td>43,560</td>
<td>+13%</td>
</tr>
<tr>
<td>2020</td>
<td>49,470</td>
<td></td>
</tr>
</tbody>
</table>

**Construction Jobs Estimate**

- 2015: 22,490
- 2016: 26,600
- 2017: 29,600
- 2018: 33,450
- 2019: 43,560
- 2020: 49,470

**Source:** U.S. Census Data and Private Investment Tracking
STATUS

• Acquired right of way for future transit where running adjacent to BeltLine trail

• With MARTA, ABI obtained FTA Tier I EIS, Record of Decision to advance transit around 22-mile loop

• Working with City and MARTA to advance Streetcar East Extension and Streetcar West Extension
Estimated trail status with SSD by end of year:

2021

Timeline for Completion

Atlanta BeltLine Trails 2021
Supported by SSD Funding
EXPANSION: STREETCAR EAST EXTENSION

- Working with City of Atlanta, Atlanta Beltline Inc.
- Design 2022-2024
- Construction 2024-2026
- In Service 2027