SOUTHEAST STUDY GROUP

Subarea 4 Master Plan Update Public Meeting #4

January 20, 2022 at 6:30pm
• Your line is muted, and you won’t be able to share your video or screen during the meeting.
• A recording of this meeting, the presentation and all other supporting materials will be made available online at www.beltline.org/meetings.
Poll Question #1

What neighborhood do you live in?

- Cabbagetown
- Edgewood
- Grant Park
- Ormewood Park/Glenwood Park
- Reynoldstown
- 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 long have you lived in your neighborhood?

• 1-5 years
• 6-10 years
• 11 or more years
Poll Question #3

What is the most important part(s) of the BeltLine to you? (multiple choice)

- Housing Affordability
- Economic Development/Jobs
- Resources for Residents
- Parks
- Multi-Use Trails
- Equity and Inclusion
- Public Art
- Community Engagement
- Transit
Poll Question #4

Is tonight your first BeltLine meeting?

• Yes
• No
ATLANTA BELTLINE VISION

$10 BILLION in economic development!

ATLANTA BELTLINE VISION:
To be the catalyst for making Atlanta a global beacon for equitable, inclusive, and sustainable city life.

50,000 PERMANENT JOBS

33 MILES of multi-use, urban trails

22 MILES of pedestrian-friendly rail transit

1,300 ACRES of new greenspace

5,600 UNITS of affordable workforce housing

EQUITY & INCLUSION

1,100 ACRES of environmental clean-up

PUBLIC ART

48,000 CONSTRUCTION JOBS

COMMUNITY ENGAGEMENT
AGENDA

• Background and Schedule
• Community Engagement
• Goals
• Draft Plan Recommendations
• Discussion
• Next Steps
• Adjourn
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.
Original Subarea Master Plans

- 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

★ = Subareas updated and readopted to date
Planning Process Schedule

(this schedule is subject to change as we monitor the impacts of COVID)

Subarea 4 Master Plan Update – Kickoff
• July 19, 2021 at 6:30pm

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

Subarea 4 Master Plan Update – Design Workshops
• October 13 (virtual)
• October 14 & 16 (in-person Lang Carson Park)

Subarea 4 Master Plan Update – Draft Recommendation 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.
Engagement Website Breakdown:

Unique Users: 5049
Total Map Comments: 255
Survey Responses: 154
Community Engagement to Date

- Social Pinpoint total site visits: 14,462
- Social Pinpoint total unique users: 5,049
- Survey responses: 154
- Interactive map comments: 255
- Postcards sent: 7,910
- ROW signs placed: 20
- 4 virtual meetings
- Total # of virtual meeting participants: 193 (does not include FB participants)
- 2 in-person design workshops
- 4 Stakeholder meetings
- Flyers and updates distributed to 6 neighborhood associations, 3 NPUs (O, N, and W), 5 churches/religious organizations, and the Reynoldstown Senior Residences
1. Community Engagement (public meetings, neighborhood association meetings, NPUs) through the Subarea Update Process

2. Drafting Plan Recommendations/Additional Feedback from Neighborhood Associations/NPUs

3. Introduce Plan to City Council for Adoption (Date TBD)

4. Additional Neighborhood and Neighborhood Planning Unit Engagement

5. Amend Draft Document to Reflect Input

6. Final Plan Adoption
The proposed Subarea 4 Master Plan community goals are organized by following elements:

1. Land Use and Urban Design
2. Mobility
3. Historic Resources
4. Economic Development
5. Parks and Greenspace
6. Housing
Land Use

- Establish Transit Oriented Development (TOD) along the Atlanta BeltLine to support future transit
- Use height and intensity transitions where development adjoins single-family and low-rise residential areas
- Provide pedestrian oriented development that activates the street and the corridor
- Provide uses that support variety of housing type/choices, diversified employment options and recreational opportunities for all ages

Mobility

- Implement light-rail transit on the BeltLine
- New street connections and/or retrofitted existing streets with new development to improve neighborhood circulation, especially when connected to major thoroughfares
- 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 per the Urban Design Commission
- Repurpose (where possible) building 50 years or older
- Reflect local history in public art, parks, and new developments

Economic Development Goals

- Provide daily goods and services that serve both new development and existing neighborhoods, including banks, pharmacies, childcare facilities, and a grocery store
- Support the creation and retention of small and large businesses
- Provide land uses that can accommodate a range of employment opportunities throughout Subarea
Housing Goals

- Provide and encourage housing for families who earn between 30-80% of area median income, consistent with the ABI Housing Working Group Study recommendations (Note: housing at or below 50% of AMI will require the partnership of other Housing Agencies and non-profits to achieve this level of affordability)
- Preserve the public subsidy for longer term affordability where possible to mitigate involuntary displacement
- Encourage a variety of housing types to meet a variety of housing choice needs

Parks and Green Space

- Provide diverse, open, cultural, and civic spaces to promote social interaction, celebrate local art, improve community health, and retain distinctive neighborhood character
- Enhance existing parks per the City of Atlanta Park Master Plan
- Encourage new developments to consolidate green space into usable pocket parks rather than buffers, berms, landscape islands, or other unusable areas
MOBILITY RECOMMENDATIONS

**Planned Projects**

**Project Type**

- Roadway TSM&O
- Roadway Maintenance
- Street Extension
- New Street
- Street Enhancements

**Atlanta Beltline Corridor**

- Existing Paved Trail
- Interim Trail

**Project Type**

- Roadway
- Roadway Expansion
- Traffic Circulator Study

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**Welcome** > **Background** > **Goals** > **Plan Recommendations** > **Discussion** > **Next Steps** > **Adjourn**
MARTA is performing a study that identifies transit connections from Bill Kennedy Way to either King Memorial or Inman Park – Reynoldstown MARTA Stations
PLANNED PROJECTS

Prioritized Projects
- ADA Improvements
- Sidewalk Improvements
- Multiuse Trail
- Multimodal Improvements
- Shared Street

Prioritized Projects
- Crossing
- ADA Improvements

Prioritized Projects
- Traffic Circulator Study

Atlanta Beltline Corridor
- Existing Paved Trail
- Interim Trail
Project #11: Cycle Atlanta Phase 1.0
Implementation
Project #57: Imagine Memorial

Source: NACTO

Source: Land8

Source: City of Wauwatosa

Source: NYCDOT
Project #19, #64, and #69: ADA Improvements

Source: TranSystems

Source: City of Pleasanton

Source: American Society of Landscape Architects

Source: Streets of Los Angeles
MOBILITY RECOMMENDATIONS

Project #61, #62, #63, and #64: Mid-Block Crossings

Source: The Greenway Collaborative
Source: City of Orlando
Source: Florida DOT
Source: Maricopa Association of Governments
1. AT&T Site
2. Reliant Site
3. Argos Site
1. AT&T Site
2. Reliant Site
3. Argos Site

Proposed I-Mix Land Use
- Retail along Fulton Terrace
- Commercial/light industrial on ground floors along Chester Avenue
- Preserve existing building for affordable commercial/light industrial
- Greenspace opens to BeltLine
- Parking below grade
1. AT&T Site
2. Reliant Site
3. Argos Site
1. AT&T Site
2. Reliant Site
3. Argos Site

Proposed I-Mix Land Use
- Residential along Chastain
- Transition from single-family to higher density
- Commercial/light industrial along Pearl Street
- Connect Woodward Avenue for all modes of transportation
- Parking deck along I-20
1. AT&T Site
2. Reliant Site
3. Argos Site

Proposed I-Mix Land Use
• Light industrial/commercial on ground floors fronting BeltLine
• Residential above
• Greenspace opens to BeltLine
• Parking deck with creative screening
SITES SUSCEPTIBLE TO CHANGE

1. AT&T Site
2. Reliant Site
3. Argos Site
Background on Hulsey Yard:

• 70-acre site
• CSX active rail line through the site
• MARTA's Blue and Green Lines traverse the rail yard
• Identified as possible BeltLine Transit Option
• Adjacent to the BeltLine corridor
• Intersects with Cabbagetown, Inman Park, Old Fourth Ward and Reynoldstown
Recent site history:

- **May 2019** - Intermodal Operations Ceases
- **Summer 2019** - Community led Hulsey Yard Neighborhood Master Plan
- **April 2020** - Site is reactivated with Transflo Facility
- **December 2021** - Hulsey Yard becomes 1 of 4 “Pop-up Ports” for the GA Port Authority.

Should the property be sold or rezoned in the future, the recommendation is mixed use within Subarea 4 Master Plan Update.

The key recommendations from the Hulsey Yard Master Plan will be included in the Subarea 4 Master Plan, and if the property is sold and rezoned details will be refined in that process.
2011 FUTURE LAND USE
## Future Land Use Updates

<table>
<thead>
<tr>
<th>Area</th>
<th>2011 Subarea Plan</th>
<th>2021 Subarea Plan (Proposed) Reflects development that has occurred</th>
</tr>
</thead>
</table>
| 1    | Mixed-Use 5-9 Stories  
Mixed-Use 1-4 Stories  
Residential 1-4 Stories | Medium-Density Mixed Use  
Stein Steel Redevelopment |
| 2    | Residential 1-4 Stories  
Mixed-Use 1-4 Stories | Medium-Density Residential |
| 3    | Mixed-Use 5-9 Stories  
Mixed-Use 10+ Stories  
Office/Institutional | Medium-Density Mixed Use  
Atlanta Diaries |
| 4    | Park (proposed)  
Community Facility | Medium-Density Mixed Use  
750 Glenwood Development |
| 5    | Park (proposed)  
Community Facility | High-Density Mixed Use  
Kroger on Glenwood |
| 6    | Residential 5-9 Stories | Medium-Density Residential  
842 Berne Street |
| 7    | Mixed-Use 1-4 Stories | Medium-Density Residential  
915 Glenwood |
| 8    | Office/Institutional  
Mixed-Use 10+ Stories  
Mixed-Use 1-4 Stories | Medium-Density Mixed Use  
Madison Yards |
| 9    | Mixed-Use 1-4 Stories  
Residential 1-4 Stories  
Park (proposed) | Medium-Density Residential  
982 Memorial Drive |
| 10   | Office/Institutional | Industrial Mixed Use (I-Mix) |
| 11   | Industrial | Industrial Mixed Use (I-Mix) |
| 12   | Residential 5-9 Stories | Industrial Mixed Use (I-Mix) |
The following policies are considerations for BeltLine wide and may not necessarily apply to Subarea 4

1. Promote the use of tools (e.g., property tax abatements) to incentivize preservation and creation of affordable units
2. Encourage the production of affordable for-sale and multi-family affordable housing units
3. Promote existing anti-displacement programs and policies that support legacy homeowners with financial literacy, maintenance grants, and other ongoing costs of ownership
   - Explore property tax relief for legacy homeowners
4. Promote existing anti-displacement programs that support legacy renters with financial literacy and other potential tools to minimize risks of displacement
   - Short-term/emergency solutions for tenants facing eviction
   - Renters’ rights programs and education
5. Consider/Champion feasibility of City led Tenant Protection Ordinances
6. Work with other partners to deliver comprehensive wealth-building programs for low and moderate-income residents and businesses
7. Collaborate with non-profit and community-based developers focused on long-term affordability and mixed-income communities
8. Consider/Champion City led Multi-Unit Preservation Districts to preserve naturally occurring affordable housing.
• Landmarks, historic focal points
• Arts
  • Functional art
  • Artist studios/housing
  • Pop-up studios and businesses
• Open space
  • Community Initiated Pocket Parks
• Wayfinding and signage
• Streetscapes
• Creative bike parking (destination and trail adjacent) – Dairies, Krobar, Muchacho
PLACEMAKING & PLACEKEEPING

1. Community Initiated Pop-up Events
2. Community Initiated Pocket Park
3. Consider Shade Devices
   Installation Art
4. Community Initiated Pop-up Events

Stumpery Garden

5. Ramp improvements
Planned Projects

6. Reynoldstown Community Gathering Space

7. Crosswalk Enhancements

8. Creative Bike Parking

9. Freeway Signage
10. Crosswalk art and gateway art/signage
Planned Projects

11. Raised crosswalks – physically and/or through art

12. Directional signage on BeltLine to area destinations
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.
Present recommendations to study area neighborhoods/NPU’s:
  - Reynoldstown, Cabbagetown, Glenwood Park, Grant Park, Edgewood and Ormewood Park
  - NPU-N, NPU-O, NPU-W and NPU-Y

Share final Subarea 4 Master Plan update document with study area neighborhoods/NPU’s

Enter the City’s formal adoption process: 3rd Qtr. 2022

*This schedule is subject to change as we monitor the impacts of COVID*
Virtual Meeting
Feb. 3rd, 2022
6:30-7:30pm

In Person Workshop
Feb. 5th, 2022
10:30am-12:30pm
Poll Question #5

Was the information presented tonight helpful?

- Yes
- No
- No opinion
Poll Question #6

Did you learn something new?

• Yes
• No
Poll Question #7

What is your preferred method or methods of communication? (multiple choice)

- Email
- Social Media
- Automated Phone Call
- Text Message
- US Postal Mailing
Director of Planning, Subarea 4 Plan Project Manager:
Lynnette Reid: 404-477-3550, lreid@atlbeltline.org

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For more information on the project: beltline.org/

Share your feedback: engage@atlbeltline.org
THANK YOU!