Subarea 4 Master Plan Update Public Meeting #2

September 30 @ 6:30pm

@atlantabeltline
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• 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, 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.
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.
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 many BeltLine meetings have you been to?

- None
- 1-4 meetings
- 5 or more meetings
Poll Question #3

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.
Atlanta Beltline Vision: To be the catalyst for making Atlanta a global beacon for equitable, inclusive, and sustainable city life.

- 30,000 Permanent Jobs
- 33 Miles of multi-use, urban trails
- 5,600 Units of affordable workforce housing
- $10 Billion in economic development
- 22 Miles of pedestrian-friendly rail transit
- 1,300 Acres of new greenspace
- 1,100 Acres of environmental clean-up
- 48,000 Construction Jobs

Public Art

Equity & Inclusion

Community Engagement
• 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
(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.
PLANNING PROCESS

1. Community Engagement (public meetings, neighborhood association meetings, NPUs) through the Subarea Update Process

2. Drafting Plan Recommendations

3. Introduce Plan to City Council for Adoption

4. Additional Neighborhood, and Neighborhood Planning Unit Engagement

5. Amend Draft Document

6. Final Plan Adoption
COMMUNITY ENGAGEMENT STRATEGY

Take a look at our Interactive Website

Social Pinpoint

WELCOME > BACKGROUND > GOALS > EXISTING CONDITIONS > QUESTIONS & ANSWERS > MEETING WRAP UP

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

Total Page Visits: 3928

Total Map Comments: 170

Survey Responses: 73

COMMUNITY ENGAGEMENT SUMMARY
Interactive Map
Comments: Ideas and Suggestions
# of Ideas/Suggestions: 63

“Dunkin drive thru creates traffic queues and dangerous lane changes on Moreland. Update zoning along Moreland to prohibit drive thrus.”
👍 (12 likes)

“Glenwood Ave SE bike lane safety upgrade. This will provide a safer east-west movement of people walking and cycling thru northern Grant Park, Glenwood Park, and North Ormewood Park.”
👍 (10 likes)

“One way protected bike lane from Carroll St to the Southside BeltLine trail on both sides of Boulevard SE.”
👍 (7 likes)
Interactive Map

Comments:
Safety Concerns and Mobility Issues

# of Safety Comments: 49
# of Mobility Comments: 31

This crosswalk always feels dangerous for pedestrians. Cars often go very fast around this curb and have a blind corner.”

“Madison Yards driveway entrances crossing BeltLine need safety improvements as drivers are not looking before turning in and exiting. Vehicles will stop over the crosswalk, blocking the BeltLine.”

“Sidewalk abruptly ends on west side of the street. Accessing Chik-fil-a and the ridiculous sea of parking allowed at this shopping center is more difficult than it should be.”

Background > Goals > Existing Conditions > Questions & Answers > Meeting Wrap Up
The Subarea 4 Master Plan community goals are organized by three elements:

1. Land Use and Urban Design
2. Circulation and Mobility
3. Greenspace and Public Art
1. Encourage a variety of uses at appropriate locations within the subarea to support future transit, promote reuse of historic properties, facilitate economic growth and improve community health.

2. Promote development that supports and serves the needs of the neighborhoods at a scale and intensity commensurate with community values and future needs.

3. Retain the rich diversity and distinct character of the community through quality architecture, design cohesiveness of streetscapes and a variety of civic spaces.

4. Strengthen the subarea’s identity as a series of neighborhoods and marketplaces offering housing choices, employment diversity and recreational opportunities for all ages.
Poll Question #4

How do you feel about these goals?

- Goals are too broad
- Goals are too specific
- Goals are no longer relevant
- Goals are just right
Please type in the chat how you would improve these goals
You can also raise your hand and verbalize your suggestion
1. Provide compatibility, connectivity and continuity in community-wide transportation solutions for all modes of travel through innovative strategies that also protect the character and integrity of the neighborhoods.

2. Provide a safe, efficient and continuous network of pedestrian and bicycle facilities as part of all planned streetscape and roadway improvements for improved access to transit and better health of the community.

3. Maintain and improve traffic flow along the major thoroughfares of Memorial Drive, Moreland Avenue, Boulevard and DeKalb Avenue, while employing appropriate safety measures, improving accessibility to local businesses, and meeting the parking needs of the community.
Poll Question #5

How do you feel about these goals?

- Goals are too broad
- Goals are too specific
- Goals are no longer relevant
- Goals are just right
Please type in the chat how you would improve these goals
You can also raise your hand and verbalize your suggestion
1. Ensure the livability of the subarea by improving the accessibility and quality of parks, open spaces and recreational opportunities, enhancing streetscapes, preserving cultural and historic assets and integrating a public arts program.

2. Provide diverse, open, cultural, and civic spaces to promote social interaction, celebrate local art, improve community health, and retain distinctive neighborhood character.
Poll Question #6

How do you feel about these goals?

- Goals are too broad
- Goals are too specific
- Goals are no longer relevant
- Goals are just right
Please type in the chat how you would improve these goals
You can also raise your hand and verbalize your suggestion
The local area has seen the strongest growth in young professional households aged 25-34.

Compared to the City of Atlanta, the local area has a much higher percentage of households concentrated in the young and mature professional household range 25-55.
The number of people in the local area who have college degrees has gone up significantly, particularly among those with a master’s degree or more. The local area has a higher educational attainment level than City of Atlanta.
Household incomes have seen large increases since 2011 with the local area outpacing city and regional growth rates.

Subarea 4 Median Income, 2019

Subarea 4 Median Income % Change, 2011-2019

Subarea 4 Household Income Distribution, 2011 vs 2019
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 Grant Park
11. ENSO
12. 915 Glenwood
1. The Larkin
2. Atlanta Dairies
3. Madison Yards
4. Glencastle
5. Glenwood Kroger
Development has been primarily residential and retail. Retail chasing increasing high income households and underserved market.

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
NEW DEVELOPMENT ACTIVITY

1. Stein Steel (For Sale Residential)
2. Madison Reynoldstown (Multifamily)
3. 982 Memorial (Multifamily)
4. The Lodge (Office & Retail)
5. 560 Edgewood (Office)
6. 667 Auburn (Office)
Atlanta’s 5 largest industries based on growth from 2011-2019 are highlighted in bold. The Atlanta Metro saw a significant hit in the Leisure & Hospitality Industry during the 2020 pandemic.

<table>
<thead>
<tr>
<th>Industry Sectors</th>
<th>Total Growth '11-'19</th>
<th>Share of Growth</th>
<th>Percent Change '11-'19</th>
<th>2020 Job Losses</th>
<th>Total Growth 2021-2026</th>
<th>Share of Growth</th>
<th>Percent Change '21-'26</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional &amp; Business Services</td>
<td>146,587</td>
<td>25.5%</td>
<td>30.8%</td>
<td>(21,880)</td>
<td>38,348</td>
<td>15.8%</td>
<td>7.1%</td>
</tr>
<tr>
<td>Education &amp; Health Services</td>
<td>105,055</td>
<td>18.3%</td>
<td>34.7%</td>
<td>(13,613)</td>
<td>50,678</td>
<td>20.9%</td>
<td>13.8%</td>
</tr>
<tr>
<td>Leisure &amp; Hospitality</td>
<td>83,259</td>
<td>14.5%</td>
<td>34.6%</td>
<td>(60,859)</td>
<td>61,374</td>
<td>25.3%</td>
<td>23.9%</td>
</tr>
<tr>
<td>Transportation, Warehousing, &amp; Utilities</td>
<td>45,552</td>
<td>7.9%</td>
<td>37.5%</td>
<td>(1,391)</td>
<td>15,840</td>
<td>6.5%</td>
<td>9.7%</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>40,243</td>
<td>7.0%</td>
<td>13.9%</td>
<td>(14,535)</td>
<td>17,070</td>
<td>7.0%</td>
<td>6.0%</td>
</tr>
<tr>
<td>Construction</td>
<td>38,303</td>
<td>6.7%</td>
<td>44.5%</td>
<td>(2,669)</td>
<td>11,134</td>
<td>4.6%</td>
<td>8.4%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>30,959</td>
<td>5.4%</td>
<td>19.1%</td>
<td>(7,943)</td>
<td>-1,028</td>
<td>-0.4%</td>
<td>-0.6%</td>
</tr>
<tr>
<td>Financial Activities</td>
<td>28,560</td>
<td>5.0%</td>
<td>17.2%</td>
<td>1,237</td>
<td>9,714</td>
<td>4.0%</td>
<td>5.4%</td>
</tr>
<tr>
<td>Information</td>
<td>25,265</td>
<td>4.4%</td>
<td>28.3%</td>
<td>(6,052)</td>
<td>4,682</td>
<td>1.9%</td>
<td>4.6%</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>16,289</td>
<td>2.8%</td>
<td>11.0%</td>
<td>(7,369)</td>
<td>6,993</td>
<td>2.9%</td>
<td>4.8%</td>
</tr>
<tr>
<td>Other Services</td>
<td>11,135</td>
<td>1.9%</td>
<td>12.9%</td>
<td>(10,547)</td>
<td>4,300</td>
<td>1.8%</td>
<td>4.6%</td>
</tr>
<tr>
<td>Government</td>
<td>2,336</td>
<td>0.4%</td>
<td>3.9%</td>
<td>(4,464)</td>
<td>23,120</td>
<td>9.5%</td>
<td>7.0%</td>
</tr>
<tr>
<td>Natural Resources &amp; Mining</td>
<td>391</td>
<td>0.1%</td>
<td>37.4%</td>
<td>50</td>
<td>117</td>
<td>0.0%</td>
<td>6.7%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>573,933</strong></td>
<td><strong>100%</strong></td>
<td><strong>22.8%</strong></td>
<td><strong>(150,033)</strong></td>
<td><strong>242,342</strong></td>
<td><strong>100%</strong></td>
<td><strong>8.8%</strong></td>
</tr>
</tbody>
</table>
Coming out of the pandemic, the 5 largest industries are also projected to comprise most of the growth through 2026.

<table>
<thead>
<tr>
<th>Industry</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>2023</th>
<th>2024</th>
<th>2025</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional &amp; Business Services</td>
<td>21,880</td>
<td>7,090</td>
<td>8,313</td>
<td>13,286</td>
<td>17,663</td>
<td>24,390</td>
</tr>
<tr>
<td>Education &amp; Health Services</td>
<td>13,613</td>
<td>2,226</td>
<td>17,881</td>
<td>33,066</td>
<td>39,703</td>
<td>43,872</td>
</tr>
<tr>
<td>Leisure &amp; Hospitality</td>
<td>60,859</td>
<td>48,300</td>
<td>25,598</td>
<td>7,941</td>
<td>2,543</td>
<td>8,220</td>
</tr>
<tr>
<td>Transportation, Warehousing, &amp; Utilities</td>
<td>1,391</td>
<td>4,519</td>
<td>11,231</td>
<td>15,298</td>
<td>17,234</td>
<td>18,731</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>14,535</td>
<td>6,473</td>
<td>(171)</td>
<td>4,942</td>
<td>7,391</td>
<td>8,893</td>
</tr>
<tr>
<td>Construction</td>
<td>2,669</td>
<td>1,824</td>
<td>7,175</td>
<td>10,336</td>
<td>12,207</td>
<td>12,933</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>7,943</td>
<td>6,446</td>
<td>3,674</td>
<td>3,591</td>
<td>(4,700)</td>
<td>(6,153)</td>
</tr>
<tr>
<td>Financial Activities</td>
<td>1,237</td>
<td>3,710</td>
<td>7,800</td>
<td>10,301</td>
<td>11,084</td>
<td>11,870</td>
</tr>
<tr>
<td>Information</td>
<td>6,052</td>
<td>1,117</td>
<td>1,495</td>
<td>2,790</td>
<td>3,235</td>
<td>3,400</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>7,369</td>
<td>8,642</td>
<td>4,783</td>
<td>2,732</td>
<td>2,161</td>
<td>(1,964)</td>
</tr>
<tr>
<td>Other Services (except Public Administration)</td>
<td>10,547</td>
<td>11,224</td>
<td>9,063</td>
<td>7,733</td>
<td>7,343</td>
<td>7,159</td>
</tr>
<tr>
<td>Government</td>
<td>4,464</td>
<td>6,069</td>
<td>623</td>
<td>5,975</td>
<td>10,983</td>
<td>14,102</td>
</tr>
<tr>
<td>Natural Resources &amp; Mining</td>
<td>50</td>
<td>156</td>
<td>257</td>
<td>276</td>
<td>276</td>
<td>274</td>
</tr>
<tr>
<td>Total Employment</td>
<td>150,033</td>
<td>(87,379)</td>
<td>11,484</td>
<td>74,273</td>
<td>108,117</td>
<td>131,408</td>
</tr>
<tr>
<td>Top 5 Largest Industries</td>
<td>113,556</td>
<td>(62,266)</td>
<td>7,599</td>
<td>53,689</td>
<td>79,508</td>
<td>98,307</td>
</tr>
</tbody>
</table>
Jobs in the subarea are mostly concentrated in lower wage sectors.

- 2/3 of jobs pay less than $40,000 annually
- Over 50% of jobs located in service industries (retail, F&B)

### Top 10 Industry Sectors in Study Area

<table>
<thead>
<tr>
<th>Industry Sector</th>
<th>Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Trade</td>
<td>32%</td>
</tr>
<tr>
<td>Accommodation and Food Services</td>
<td>21%</td>
</tr>
<tr>
<td>Information</td>
<td>10%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>7%</td>
</tr>
<tr>
<td>Administration &amp; Support</td>
<td>6%</td>
</tr>
<tr>
<td>Construction</td>
<td>5%</td>
</tr>
<tr>
<td>Professional, Scientific, and Technical Services</td>
<td>4%</td>
</tr>
<tr>
<td>Health Care and Social Assistance</td>
<td>4%</td>
</tr>
<tr>
<td>Educational Services</td>
<td>3%</td>
</tr>
<tr>
<td>Other Services</td>
<td>3%</td>
</tr>
</tbody>
</table>

### Total Jobs by Annual Earnings

<table>
<thead>
<tr>
<th>Annual Earnings</th>
<th>Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>$40,000+</td>
<td>33.9%</td>
</tr>
<tr>
<td>$15,001 - $39,999</td>
<td>39.6%</td>
</tr>
<tr>
<td>&gt; $15,000</td>
<td>26.5%</td>
</tr>
</tbody>
</table>
Local Commuter Patterns

65% of residents in the subarea commute to high paying jobs within the perimeter.

Glencastle has 81,000 SF of office under construction.

Atlanta Dairies has 40,000 SF of proposed office space.

664,000 SF of office under construction along Eastside trail.

Top Workplace Locations (By Zip Code)

<table>
<thead>
<tr>
<th>Location</th>
<th>14%</th>
<th>12%</th>
<th>7%</th>
<th>7%</th>
<th>5%</th>
<th>5%</th>
<th>3%</th>
<th>3%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Midtown</td>
<td>14%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Buckhead</td>
<td>12%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Emory</td>
<td></td>
<td>7%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Central Perimeter</td>
<td></td>
<td>7%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>West Midtown/GT</td>
<td></td>
<td>5%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cumberland</td>
<td></td>
<td>5%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>East Atlanta</td>
<td></td>
<td>3%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Airport</td>
<td></td>
<td>3%</td>
<td></td>
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</tr>
</tbody>
</table>

WELCOME > BACKGROUND > GOALS > EXISTING CONDITIONS > QUESTIONS & ANSWERS > MEETING WRAP UP
Forecasted growth based off historic rates indicate the addition of nearly 700 households, but the loss of nearly 150. Most loss would be in households earning less than $75,000 annually who would be either priced out or chose to relocate outside the subarea. Policy intervention can have the greatest impact on providing rental units for households earning $35-$60k, or 64-110% of AMI.

<table>
<thead>
<tr>
<th>Household Income</th>
<th>Projected Growth ‘21 – ‘26</th>
<th>Min-Max Rent at 20-33% Income</th>
<th>Min-Max Sales Price at 3x Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $15,000</td>
<td>-30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$15,000 - $24,999</td>
<td>-21</td>
<td>$583 - $1,389</td>
<td></td>
</tr>
<tr>
<td>$25,000 - $34,999</td>
<td>8</td>
<td>$833 - $2,083</td>
<td></td>
</tr>
<tr>
<td>$35,000 - $49,999</td>
<td>-14</td>
<td>$1,250 - $2,778</td>
<td>$225,000 - $299,000</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td>-75</td>
<td>$1,667 - $4,167</td>
<td>$300,000 - $449,999</td>
</tr>
<tr>
<td>$75,000 - $99,999</td>
<td>9</td>
<td>$2,500+</td>
<td>$500,000+</td>
</tr>
<tr>
<td>Income $150,000 +</td>
<td>613</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>544</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
EXISTING MOBILITY

- Bus
- Rail
- Bicycle Routes
- Multi Use Trail
- MARTA Stations
MOBILITY PROJECTS

Project Type

- Roadway Expansion
- Roadway TSM&O
- Bike and Pedestrian
- Neighborhood Improvements
- Complete Streets
- Lighting Upgrades
- Street Enhancements
- Transit Expansion

Project Type

- Roadway Expansion
- Roadway TSM&O
- Bike and Pedestrian
- Transit Expansion

Atlanta BeltLine

MARTA Stations
Windshield Survey Observations

- Green crosswalks and protected bike lanes/cycle track
- Two-state turn queue boxes at intersections
- Rectangular rapid flashing beacon
- Bike lanes present on many neighborhood streets
- Diagonal crosswalks
- Sidewalks on both sides of street
Opportunities

- Cracked and disconnected sidewalks
- Lack of ADA-accessible pedestrian ramps
- Sidewalks are not on both sides of the street
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 #7

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 #8

What is your preferred method or methods of communication?

- Email
- Social Media
- Automated Phone Call
- Text Message
- US Postal Mailing
Poll Question #9

Was this meeting helpful?

• Yes
• No
• No opinion
(this schedule is subject to change as we monitor the impacts of COVID)

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

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

Subarea 4 Master Plan Update – Final Recommendations
• Thursday, January 20th at 6:30 p.m.
Director of Planning, Subarea 4 Plan Project Manager:
Lynnette Reid: 404-477-3550, lreid@atlbeltline.org

Community Engagement Manager for Subarea 4
Nathan Soldat: nsoldat@atlbeltline.org

For more information on the project: beltline.org/

Share your feedback: engage@atlbeltline.org