Subarea 4
Master Plan
Update
Public Meeting #3
October 13
@ 6:00pm
TONIGHT’S ON + OFF CAMERA TEAM

Facilitator
Nathan Soldat
Community Engagement, ABI

Presenter
Lynnette Reid
Director of Planning, ABI

Presenter
Nick Miller Jr.
Project Manager/Planner
Sizemore Consulting

Presenter
Ed Caddell
NEPA Planner
Sizemore Consulting

Expert Voice
Beth McMillan
VP, Community Planning, Engagement, Art, ABI

Expert Voice
Cheslea Arkin
Senior Housing Policy & Development Manager, ABI

Meeting Support
Rashida Williamson
External Affairs Project Assistant, ABI

Meeting Support
Heather Clavé
Marketing & Communications Manager, ABI
• 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.

- $10 BILLION in economic development
- 22 MILES of pedestrian-friendly rail transit
- 1,300 ACRES of new greenspace
- 48,000 CONSTRUCTION JOBS
- 1,100 ACRES of environmental clean-up
- 5,600 UNITS of affordable workforce housing
- 33 MILES of multi-use, urban trails
- 30,000 PERMANENT JOBS
• 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
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.

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

- Establish Transit Oriented Development (TOD) along the Atlanta BeltLine to support future transit
- Create a mix of uses along the Atlanta BeltLine
- Scale development differently based on context, neighborhood character, 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 and sustainable a design in development (e.g. architecture, design cohesiveness of streetscapes and a variety of civic spaces
- 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
Poll Question #4

How do you feel about the Land Use goals?

- Goals are too broad
- Goals are too specific
- Goals are just right
- Implement light-rail transit on the BeltLine
- Establish safe, efficient, and continuous pedestrian facilities
- New street connections and/or retrofitted existing streets with new development to improve neighborhood circulation, especially when connected to major thoroughfares
- Ensure that transportation facilities serve people all ages and abilities
- 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
- Ensure that major thoroughfares serve all modes of transportation, not just cars
- Support shared parking areas/decks in new developments
Poll Question #5

How do you feel about the mobility goals?

- Goals are too broad
- Goals are too specific
- Goals are just right
• Use applicable city, state, and federal historic preservation requirements to guide historic preservation efforts along the Atlanta BeltLine per the Urban Design Commission
• Preserve significant historic resources within the Atlanta BeltLine planning area
• Repurpose (where possible) mid-century buildings
• Reflect local history in public art, parks, and new developments
Poll Question #6

How do you feel about the historic resource goals?

• Goals are too broad
• Goals are too specific
• Goals are just right
**PROPOSED GOALS**

Economic Development

- 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.
- Provide opportunities for industrial mixed uses where appropriate.
Poll Question #7

How do you feel about the economic development goals?

- Goals are too broad
- Goals are too specific
- Goals are just right
Parks and Greenspace

• 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

• 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
Poll Question #8

How do you feel about the park and greenspace goals?

- Goals are too broad
- Goals are too specific
- Goals are just right
• Provide a mix of owner-occupied and rental housing as part of an equitable housing strategy
• Strategically target and leverage subsidies in coordination with other public funding sources, including city, state and federal resources
• 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
• Provide and encourage mixed-income housing, wherever possible
• Encourage a variety of housing types to meet a variety of housing choice needs
Poll Question #9

How do you feel about the housing goals?

• Goals are too broad
• Goals are too specific
• Goals are just right
CITY FUTURE LAND USE

Future Land Use
- Community Facilities
- Open Space
- Industrial
- Low-Density Commercial
- High-Density Commercial
- Single-Family Residential
- Low-Density Residential
- Medium-Density Residential
- High-Density Residential
- Very High-Density Residential
- Mixed-Use
- Mixed-Use Low-Density
- Mixed-Use Medium-Density
- Mixed-Use High-Density
- Office/Institutional
- Transportation/Communication
- Downtown Streetcar
CLOCKWISE FROM TOP LEFT

HIGH DENSITY:
Ponce City Market

MEDIUM DENSITY:
Atlanta Dairies

MEDIUM DENSITY:
SPX Alley, BeltLine Eastside Trail

MEDIUM-LOW DENSITY (Neighborhood Scaled):
Northern Liberties, Philadelphia

LOW DENSITY:
Proposed “Micro Mixed-Use” in Chosewood Park
LAND USE EXAMPLES – RESIDENTIAL

CLOCKWISE FROM TOP LEFT

HIGH DENSITY:
77 12th, Midtown Atlanta

MEDIUM DENSITY:
Modera Reynoldstown

MEDIUM-LOW DENSITY:
Townhomes, Glenwood Park

LOWER DENSITY:
Duplex in Cabbagetown

LOW DENSITY:
Cottages on Vaughan
Tiny Homes in Clarkston
LAND USE EXAMPLES — COMMERCIAL/RETAIL/OFFICE

CLOCKWISE FROM TOP LEFT

HIGH DENSITY:
725 Ponce/BeltLine Eastside Trail

HIGH DENSITY OFFICE:
Microsoft Campus, Atlantic Station

MEDIUM DENSITY:
The Works, Upper Westside (Atlanta)

MEDIUM DENSITY:
Krog Street Market, BeltLine Eastside Trail

LOWER DENSITY:
Little Five Points Neighborhood Commercial District
LAND USE EXAMPLES – INDUSTRIAL/I-MIX

INDUSTRIAL MIXED-USE DEVELOPMENT (I-MIX)

TOP:
Lee and White, BeltLine Westside Trail

BOTTOM:
Pittsburgh Yards, BeltLine Southside Trail
What Land Uses are missing in Sub Area 4?

Drop your thoughts into the chat.

You can also raise your hand and verbalize your suggestion.
EXISTING MOBILITY

- Bus
- Rail
- Bicycle Routes
- Multi Use Trail
- MARTA Stations
### Planned Projects

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<tr>
<th>Project Type</th>
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<tbody>
<tr>
<td>Roadway Expansion</td>
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<tr>
<td>Roadway TSM&amp;O</td>
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<tr>
<td>Bike and Pedestrian</td>
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<td>Neighborhood Improvements</td>
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<td>Complete Streets</td>
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<td>Lighting Upgrades</td>
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<tr>
<td>Street Enhancements</td>
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<td>Transit Expansion</td>
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*Transportation Systems Management and Operations (TSM&O)*
Streets Framework

- Transit Alignment
- Transit Alignment Option
- Downtown Streetcar
- Street Framework Plan
- Transit Routes
  - Bus
- Multiuse Trails
  - Existing
- Bicycle Routes
  - Existing
- MARTA Stations
- MARTA Rail Line
Problem
Corridors:

1. Boulevard SE
2. Memorial Dr.
3. Glenwood Ave.
4. Wylie St.
5. Bill Kennedy Way

“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.”  (22 likes)

“Sidewalk abruptly ends on west side of the street. Accessing Chick-fil-a and the ridiculous sea of parking allowed at this shopping center is more difficult than it should be.”  (8 likes)

This crosswalk always feels dangerous for pedestrians. Cars often go very fast around this curb and have a blind corner.”  (13 likes)
What is missing related to mobility in Sub Area 4?

Drop your thoughts into the chat.

You can also raise your hand and verbalize your suggestion.
GREENSPACE, COMMUNITY FACILITIES, HISTORICAL ASSETS
Tell us about the community assets in Sub Area 4.

Drop your thoughts into the chat.

You can also raise your hand and verbalize your suggestion.
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)

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**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
THANK YOU!