• 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.
Poll Question #1

What neighborhood do you live in?

• Ansley Park
• Midtown
• Morningside Lenox Park
• Piedmont Heights
• Sherwood Forest
• Virginia Highland
• 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?

a. Housing Affordability  
b. Economic Development/Jobs  
c. Resources for Residents  
d. Parks  
e. Multi-Use Trails  
f. Equity and Inclusion  
g. Public Art  
h. Community Engagement  
i. Transit
Poll Question #4

What is your relationship to the Atlanta BeltLine?

- I use the trail
- I am a homeowner in a BeltLine neighborhood
- I rent a home in a BeltLine neighborhood
- I am a residential landlord in a BeltLine neighborhood
- I am a business owner in a BeltLine neighborhood
- I am a commercial landlord in a BeltLine neighborhood
- I am a developer
- I am a real estate broker
- I am a community activist/advocate
- I am generally interested in the BeltLine project
Poll Question #5

What are you most interested in within the Subarea? (Select your top 3)

• Improved connectivity (pedestrians/cyclists)
• Improved streets (road improvements, etc.)
• Maintaining existing neighborhood character
• Mixed-use development along the BeltLine
• Public safety
• Access to amenities
• Affordable housing
• Commercial affordability
• Parks and open space
Poll Question #6

Is tonight your first BeltLine meeting?

• Yes
• No
ATLANTA BELTLINE VISION

$10 BILLION in economic development

22 MILES of pedestrian-friendly rail transit

1,300 ACRES of new greenspace

50,000 PERMANENT JOBS

33 MILES of multi-use, urban trails

1,100 ACRES of environmental clean-up

48,000 CONSTRUCTION JOBS

5,600 UNITS of affordable workforce housing

EQUITY & INCLUSION

COMMUNITY ENGAGEMENT

PUBLIC ART

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

Update the 2011 Subarea 6 Master Plan to address changes in land use, zoning, mobility, and other discrepancies throughout the subarea.

PURPOSE & OUTCOMES

To build on the foundation of the 2011 Master Plan by documenting changes since adoption.

To provide recommendations to guide growth and development for vibrant, livable mixed-use communities in the area of transit-oriented development (land use/zoning), mobility, affordable housing, green space, etc.
CONTENTS OF A MASTER PLAN

• Land use, zoning, and mobility recommendations

• Market analysis of the subarea

• Developmental strategies to catalyze opportunity parcels

• Strategies to retain and preserve naturally occurring small businesses and affordable housing
NEIGHBORHOODS
Ansley Park, Midtown, Morningside Lenox Park, Piedmont Heights, Sherwood Forest, and Virginia Highland

MAJOR AMENITIES
Piedmont Park, the Atlanta Botanical Gardens, Midtown Atlanta, Ansley Mall, Midtown High School, and Ansley Golf Course
**RESIDENTIAL**

- Primarily single-family residential throughout.
- Pockets of low-density residential and higher in the north, with the majority located in the south.

**RETAIL**

- Retail and mixed-uses are concentrated along the major thoroughfares Ponce de Leon Ave., Monroe Dr., and Piedmont Ave.
**EXISTING ZONING**

**UNDERLYING ZONING**

- Primarily single-family residential, though residential density increases towards the south.
- Commercial uses are located along the Beltline, with industrial concentrated in the north.

**ZONING OVERLAYS**

- There is potential for future historic districts to be created in the Virginia Highland and Ansley Park neighborhoods.
Market study will look at demographics and market profile within the study area compared to Northeast Atlanta and Metro Atlanta.

- Analysis will look at available apartments and determine if they can remain attainable.
- Subarea 6 has many local businesses, and the plan will determine how at risk these businesses are and how to create an environment where they can thrive.
# Existing Residential Conditions

- Primarily built out (slow growth)
- Larger households and older population
- Very low housing vacancies
- Lower rents indicate naturally occurring affordable housing

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Subarea 6</th>
<th>Trade Area</th>
<th>City of Atlanta</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>13,267</td>
<td>64,101</td>
<td>511,326</td>
</tr>
<tr>
<td>Households</td>
<td>7,198</td>
<td>36,532</td>
<td>228,671</td>
</tr>
<tr>
<td>Average HH Size</td>
<td>1.81</td>
<td>1.72</td>
<td>2.08</td>
</tr>
<tr>
<td>HH Growth Rate, 2010-2020</td>
<td>7.8%</td>
<td>22.3%</td>
<td>21.8%</td>
</tr>
<tr>
<td>Median Age</td>
<td>37.5</td>
<td>36.2</td>
<td>34.8</td>
</tr>
<tr>
<td>Median HH Income</td>
<td>$105,042</td>
<td>$104,830</td>
<td>$68,886</td>
</tr>
<tr>
<td>Housing Units</td>
<td>7,741</td>
<td>41,336</td>
<td>269,499</td>
</tr>
<tr>
<td>Residential Vacancy Rate</td>
<td>7.0%</td>
<td>11.6%</td>
<td>15.1%</td>
</tr>
<tr>
<td>Homeownership Rate</td>
<td>47.2%</td>
<td>41.8%</td>
<td>41.6%</td>
</tr>
<tr>
<td>Avg. Asking Rent, per Month</td>
<td>$1,600</td>
<td>$1,900</td>
<td>$1,700</td>
</tr>
<tr>
<td>Rental Vacancy Rate, Q4 2020</td>
<td>3.6%</td>
<td>4.0%</td>
<td>5.3%</td>
</tr>
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</table>
### Retail Conditions

<table>
<thead>
<tr>
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<th>Subarea 6</th>
<th>Trade Area</th>
<th>City of Atlanta</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avg. Asking Rent, per Month</td>
<td>$2.03</td>
<td>$2.47</td>
<td>$2.41</td>
</tr>
<tr>
<td>Vacancy Rate, Q4 2021</td>
<td>4.0%</td>
<td>3.5%</td>
<td>4.8%</td>
</tr>
</tbody>
</table>

Retail rents decreased 17% in Subarea 6 between Q4 2020 and Q4 2021, compared to growing 13% in the Trade Area and 30% in the City, over the same period.

Aging retail and office space in the subarea and long-term tenants are keeping rents in the area comparatively low.

### Office Conditions

<table>
<thead>
<tr>
<th></th>
<th>Subarea 6</th>
<th>Trade Area</th>
<th>City of Atlanta</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avg. Asking Rent, per Month</td>
<td>$2.65</td>
<td>$3.18</td>
<td>$2.72</td>
</tr>
<tr>
<td>Vacancy Rate, Q4 2021</td>
<td>6.4%</td>
<td>0.3%</td>
<td>1.5%</td>
</tr>
</tbody>
</table>
EXISTING MOBILITY

ON-STREET BICYCLE CONNECTIVITY

• There are few dedicated bicycle routes throughout the subarea.

• Lack of connection between the east and west bicycle access points.

MARTA

• Well connected to the bus system via nine service lines.

• Nearest rail station is Midtown MARTA Station.
ROADWAY UPGRADES

- Monroe Dr. Complete Street Project
- 15th St. Extension Project
- Ponce Streetscape Project

TRANSIT

MARTA has recently undertaken a transit study investigating possible connections between Lindbergh/Armour Yards and Bill Kennedy/Memorial Drive. This study provides a more in-depth analysis that looks at critical sections along this corridor.
COMMUNITY FACILITIES

School Facilities
Midtown High School, Morningside Elementary School, Hillside Atlanta, Heritage Preparatory School

Parks and Open Space
Piedmont Park, Ansley Park, McClatchey Park, Winn Park, John C. Howell Park, Orme Park
RETAIL AND COMMERCIAL

RETAIL NODES

1. ANSLEY MALL/SQUARE
2. AMSTERDAM WALK

3. MIDTOWN PROMENADE
4. MIDTOWN PLACE
PREVIOUS STUDIES AND PLANS

APPENDIX III: NPU POLICIES & MAPS

The Atlanta Comprehensive Development Plan includes NPU Policies, which are implemented in local plans. The Comprehensive Development Plan (CDP) is updated by the Department of City Planning for inclusion in the City of Atlanta official policies and standards by the Planning and Development: Neighborhoods, Parks, and Open Space Department. The NPU Policies are designed to implement the Comprehensive Development Plan and ensure the effective implementation of the city’s development vision. These policies are designed to support the goals of the NPU Policies.

NPU Policies - click on each NPU below to go to their local policies:
- [Policy 1]
- [Policy 2]
- [Policy 3]
- [Policy 4]
- [Policy 5]
- [Policy 6]
- [Policy 7]
- [Policy 8]
- [Policy 9]
- [Policy 10]
**Previous Studies and Plans**

**Land Use**

- Encourage density along the BeltLine Corridor with appropriate building height and transitional height planes to adjacent single-family areas. (VaHi Master Plan Update, Midtown Garden Master Plan, NPU-E & F Policies) *Mixed-Development along the BeltLine corridor.*

- Beltline property between Cresthill Ave. and Monroe Ave. should maintain the single-family land use and R-4 zoning and character. (VaHi Master Plan Update, NPU-F Policies). *Low Density Commercial, and part of this intersection a land use was not identified as consensus was not reached in 2011.*

- Support the retention of existing single-family and existing multi-family land uses (Midtown Garden Master Plan). *Support the retention of existing single-family and existing multi-family land uses.*

- Provide diverse housing stock that provides affordable housing option in new development along the BeltLine (VaHi Master Plan Update, Midtown Garden Master Plan).

*Denotes recommendations form the 2011 Subarea 6 Master Plan*
ZONING

• Support zoning designations that allow for up to 9-story developments along the Beltline and 4-story developments along Ponce Pl (VaHi Master Plan Update).

  Development should step down to Piedmont Park

• Maintain current R-4 zoned properties and preserve historical platting (VaHi Master Plan Update, NPU E & F Policies).

• Current C-1 and residential parcels on Monroe Dr. should remain zoned to a classification that is consistent with their existing character (VaHi Master Plan Update). C or MRC zoning districts are appropriate along Monroe Dr.

*Denotes recommendations form the 2011 Subarea 6 Master Plan
MOBILITY

• Realignment of Monroe Dr., 10th St., and Virginia Ave. to improve long-term operations and safety for all users (Midtown Garden Master Plan). 10th St. should be aligned farther north, and Virginia Ave. should be aligned to a right angle with Monroe Dr.

• Future redevelopment to explore opportunities for inter-parcel connectivity to the BeltLine (Midtown Garden Master Plan, Piedmont Heights Framework Plan). Create a publicly funded crossing from Ansley Mall to the BeltLine.

*Denotes recommendations from the 2011 Subarea 6 Master Plan
MOBILITY CONTINUED

- Increase bike/ped opportunities throughout the various neighborhoods (Midtown Garden Master Plan, Morningside Lenox Park Masterplan, Piedmont Heights Framework Plan, NPU-F Policy). Install sidewalks and bike lanes on various streets throughout subarea (refer to plan for specific locations).

- Implement traffic calming measures along Ponce Pl and Key Neighborhood Intersections, (VaHi Master Plan Update, Morningside Lenox Park Master Plan). Implement bulbouts and chicanes to calm traffic along Ponce Pl.

*Denotes recommendations form the 2011 Subarea 6 Master Plan*
KEY UPCOMING DATES:

• Design Workshop Week: May 16<sup>th</sup> – 26<sup>th</sup>
  • Ansley Mall - exact location TBD
  • Self guided open hours TBD
  • Staffed Open House dates TBD
  • Virtual Engagement - Interactive online mapping activity TBD
• Public Meeting #3: August 18<sup>th</sup>
• Public Meeting #4: September 29<sup>th</sup>
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

Was the information presented tonight helpful in changing your perception and/or understanding of the BeltLine project?

• Yes
• No
• No opinion
Poll Question #8

Did you learn something new?

• Yes
• No
• Need more clarity
Poll Question #9

What is your preferred method or methods of communication?

• Email
• Social Media
• Automated Phone Call
• Text Message
• US Postal Mailing
Key Upcoming Dates:

Design Workshop
Week: May 16th – 26th

Public Meeting #3: Aug. 18th

Public Meeting #4: Sept. 29th

**PROJECT TEAM:**

- Subarea 6 Project Manager – Lynnette Reid, Director of Planning at ABI
  
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- Subarea 6 Senior Community Engagement Manager – Nathan Soldat
  
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- Subarea 6 Consultant Lead - Andrew Kohr, PLA, ASLA/ Associate Principal at POND
  
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- Subarea 6 Consultant – Chris Barnum/Urban Planner at POND
  
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