



Atlanta
BeltLine®



Image: Atlanta BeltLine Westside Trail
Source: Atlanta BeltLine, Inc.

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SUBAREA 9 MASTER PLAN UPDATE

OCTOBER 2020

Adopted by the Atlanta City Council on



TABLE OF CONTENTS

Executive Summary	4-11
Context	12-18
The Subarea Today	19-48
Land Use/Zoning	
Community Facilities	
Historic Resources	
Mobility	
Open Space	
Market Conditions	
Plan Review	
Community Engagement	49-53
The Subarea of the Future	54-91
Future Land Use / Recommendations	
Development Concepts	
Implications of Growth and Development on	
Involuntary Displacement	
Future Mobility / Recommendations	
BeltLine Future Transit	
Open Space / Recommendations	
Future Zoning	
Historic Preservation	
Arts and Culture	





EXECUTIVE SUMMARY

OVERVIEW

The Atlanta BeltLine Planning Area consists of 15,000 acres within an approximately one-half-mile radius of the BeltLine corridor. The Planning Area is divided into ten geographic subareas, which are the basis for area-specific master planning. Comprising 1,386 acres, the BeltLine Subarea 9 is located in the west/northwest portion of the overall BeltLine project area, very close to the geographic center of the City of Atlanta. The Subarea is bounded by Norfolk Southern freight rail lines to the north and east, D.L. Hollowell Parkway to the south and Johnson Road to the west. The neighborhoods located within the subarea include English Avenue, Knight Park/Howell Station, Rockdale, Grove Park, and a portion of the West Highlands neighborhood and residential properties along Johnson Road.

The initial BeltLine Subarea 9 Master Plan was adopted by the Atlanta City Council on March 16, 2009. Much has happened since approval of the initial Master Plan. This Master Plan Update offers the opportunity to build on the foundation of the plans that have been adopted since the approval of the original Master Plan. The update reflects the current market conditions, recent development patterns and the community's vision.

PLANNING PROCESS

The planning process for the Master Plan Update was conducted in four parts, which include an inventory, analysis, draft recommendations and final recommendations. The community's input and vision was sought and received during each part of the planning process.

Inventory and Analysis

The update began with a broad-based inventory and analysis which included:

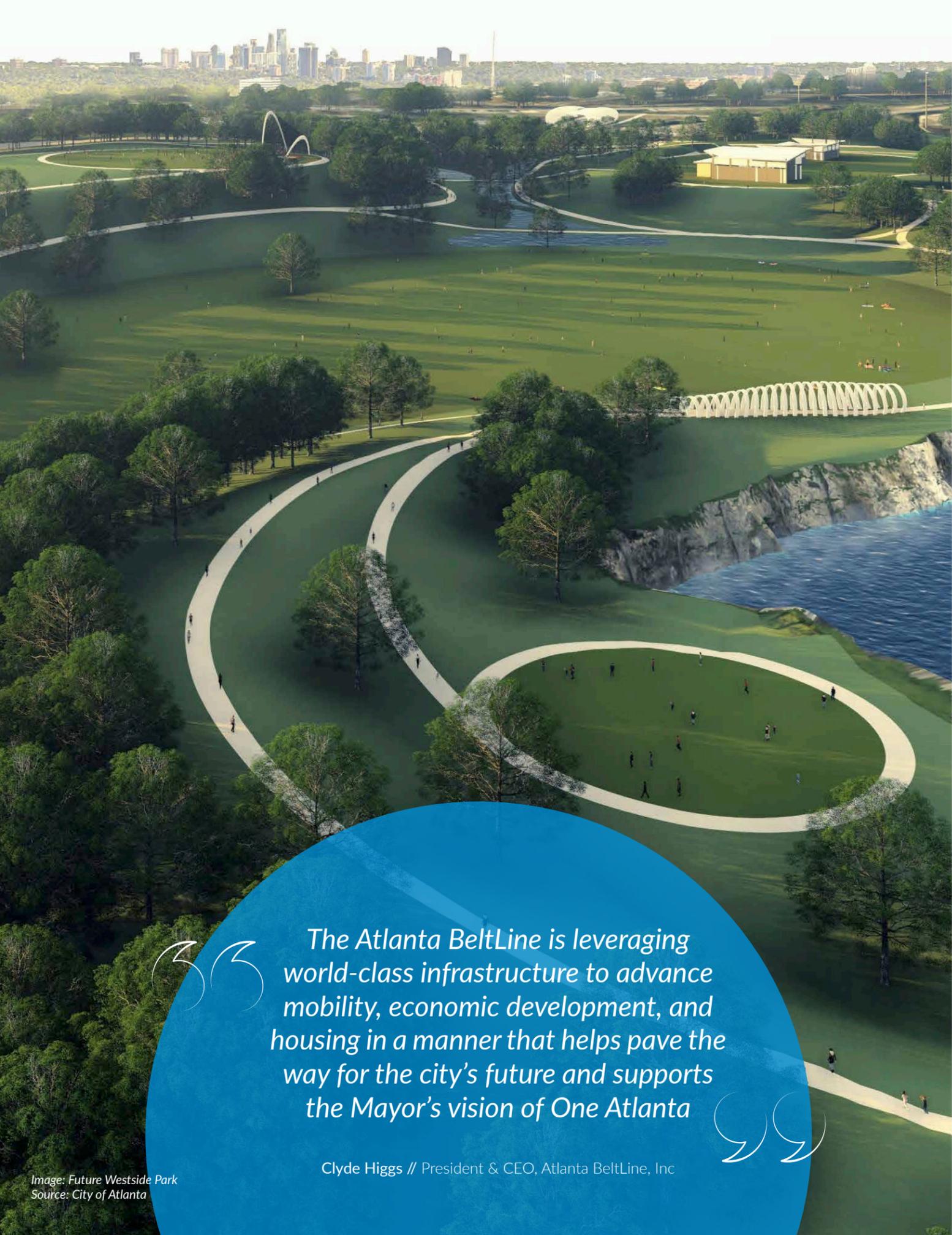
- A review of the 2009 Subarea 9 Master Plan as it constitutes the starting point for this update

- Review of relevant plans that focus on recommendations that directly affect Subarea 9
- Tours and site inspections throughout the subarea
- Interviews and meetings with local stakeholders such as neighborhood associations and local foundations and agencies, such as the City of Atlanta and MARTA
- Mapping a number of relevant subarea conditions including existing land use, planned and proposed development and transportation conditions
- Analyzing historic preservation survey data

Market Study

A detailed market analysis was conducted to provide an overview of existing demographics, development patterns, home values and commercial markets. The following characteristics are noted:

- The overall land area is roughly 30% undeveloped, 18% industrial, 17% residential, 16% transportation, communication and utilities, 9% office/institutional, 6% parks, 3% commercial and 1% mixed-use
- The 280-acre future Westside Park will occupy 20% of the subarea when complete, and is anticipated to be a significant catalyst to future development in the area
- The Subarea 9 population has grown significantly since 2000
- Gains have occurred in the number of households, in the percentage of homeowners aged 25 to 54 and in the average household income
- Losses have occurred in the number of households making under \$50,000 that are 35 and older
- 43% of individuals living in the subarea are between the ages of 18 and 34; 24% have a Bachelor's Degree or higher; average household income has risen \$3,000 to \$27,000 from 2010-2018
- The area has significantly more renters than owners
- Very little retail and restaurants development exists within the subarea
- Significant redevelopment projects are planned



The Atlanta BeltLine is leveraging world-class infrastructure to advance mobility, economic development, and housing in a manner that helps pave the way for the city's future and supports the Mayor's vision of One Atlanta

Clyde Higgs // President & CEO, Atlanta BeltLine, Inc

Image: Future Westside Park
Source: City of Atlanta



along West Marietta Street, D.L. Hollowell Parkway, and Marietta Boulevard.

Community Engagement A key component of the planning process was ongoing public involvement, with robust engagement occurring over a period of almost one year. Numerous public meetings, neighborhood-specific meetings, a workshop and open houses kept the public informed and involved in the development of the plan update. The meetings were advertised at NPU meetings via meeting flyers posted at community facilities, signage along major corridors and email notices to NPUs, neighborhood associations and the BeltLine email distribution list. Meetings were also advertised on the BeltLine's website and other social media platforms. The outreach process included:

- Stakeholder interviews and meetings that occurred throughout the process
- Six Study Group public meetings that included a Saturday workshop and an open house

- Three Stakeholder Committee meetings
- Numerous small group meetings (Historic Westin Heights/Bankhead Neighborhood Association, MARTA, City of Atlanta Parks and Recreation Department, Grove Park Foundation, Grove Park Neighborhood Association)
- Engaged student leaders from Washington High and Douglass High School, to provide input on what the Strength, Weaknesses, Threats, and Opportunities are in their community, and to explain the master plan process and goals. Several even participated in the Saturday workshop.

SUBAREA GOALS

The Subarea 9 Master Plan Update highlights specific Subarea Goals, developed in collaboration with stakeholders and community members throughout the master planning process. Plan recommendations directly address the goals.

Study Group Meeting Organization Chart



PRIORITY RECOMMENDATIONS

The master planning process resulted in the development of specific implementable Action Items designed to achieve the Land Use, Mobility and Open Space goals outlined in the plan. As part of the engagement process, the community ranked each Action Plan item in priority order. The results of the exercise highlighted the recommendations that are most important to those living and working in subarea.

LAND USE GOALS:

- Promote transit-oriented mixed-use development
- Create livable activity centers
- Preserve and strengthen neighborhoods
- Promote affordable housing strategies
- Preserve historic, natural and cultural resources

MOBILITY GOALS:

- Promote alternative modes of transportation
- Promote transportation network connectivity
- Improve the function and character of existing roadways

OPEN SPACE GOALS:

- Make Westside Park an attractive local/regional destination
- Accommodate access to Westside Park
- Ensure safe, integrated, and convenient local access to recreational opportunities

THE TOP FIVE LAND USE ACTION ITEMS INCLUDE

- Land use designation change: Increase density (MU 10+ stories and Multifamily 5-9 stories) at the Bankhead MARTA station
- Develop an incentive program that promotes the adaptive reuse of properties that support job creation
- Develop and implement a plan to promote neighborhood stabilization tools, such as federally funded homeowner rehabilitation programs, or evaluate programs/funds that can be used to offset increases in property taxes
- Implement zoning regulations that encourage a variety of housing options such as allowing rental apartments in homes and allowing small multifamily buildings to remain in residential areas.
- Develop measures that promote the preservation of historic structures

THE TOP FIVE MOBILITY ACTION ITEMS INCLUDE

- Advance pedestrian and bicycle improvements that connect neighborhoods and amenities
- Add sidewalks on major corridors that do not have sidewalks or intermittent sidewalks
- Evaluate multi-use trail under D.L. Hollowell Parkway through culvert along Proctor Creek to provide access to Proctor Creek Trail and Bankhead MARTA station
- Add connection to Westside Park from Knight Park/Howell Station at SW apex of Niles Avenue and from Grove Park along the eastern edge of Hortense Place NW and extending from Edwin Place NW and Newman Place NW
- G8-A1: Advance improvements that provide enhanced access for pedestrians and bikers





Image: Alternative Transportation Modes - J.E. Lowery Blvd.
Source: the Collaborative, Inc.

THE TOP FIVE OPEN SPACE ACTION ITEMS INCLUDE

- Advance funding and development of Westside Park
- Incorporate uses at the future Westside Park that are unique and not found in other area parks
- Advance transportation improvements that provide connections between area neighborhoods and Westside Park
- Develop greenway/trails plan to connect area parks and Westside Park

AFFORDABLE HOUSING

The Subarea 9 community ranked affordable housing as a top priority throughout the public engagement process. Affordable housing refers to housing that is no more than 30% of a family's annual income. Concerns related to the implications of growth and development on housing costs stem from the growing desirability of Subarea 9 and reflect many of the same reasons why current residents value living in the community.

This Plan discusses some key strategies that will help the City and communities combat the loss of legacy residents and businesses that are at-risk of being priced out of their neighborhoods. These strategies for retaining legacy residents and businesses are found throughout the document, particularly in the Land Use Goals and Affordable Housing elements of the Plan. Increasing affordable housing options, improving access to capital for existing legacy businesses, and utilizing redevelopment to mend the urban fabric are many but not all of the approaches to mitigating displacement and enhancing resident retention and upward mobility.

The housing strategies in the Subarea 9 Master Plan Update are consistent with "One Atlanta," the City of Atlanta's comprehensive plan for the creation

FRAMEWORK PLAN

The Framework Plan highlights the key land use, mobility and open space recommendations set forth in the Master Plan. Functioning as a long-term plan that responds to the diverse needs of the subarea community, the Subarea 9 Master Plan Update provides a vision for future improvements to the subarea over time. The plan seeks to guide sustainable growth while protecting area resources.

 [See the Framework Plan Map](#)



and preservation of affordable housing. Moreover, it is the intent of this Subarea Master Plan to meet the requirements of the Georgia Department of Community Affairs for a Community Revitalization Plan, so that applications for Low-Income Housing Tax Credits within the subarea would be eligible for additional points, once this plan is adopted by Atlanta City Council and reviewed by the Department of Community Affairs.

"ONE Atlanta" Housing Affordability Action Plan

In 2019, the City of Atlanta published a comprehensive plan for preserving and creating affordable housing across Atlanta. It includes 4 major goals and 45 recommended actions. The major goals are:

- Create and preserve 20,000 affordable homes and increase overall supply
- Invest \$1 billion from public, private and philanthropic sources
- Ensure equitable growth for all Atlantans and minimize displacement
- Support innovation and streamline processes

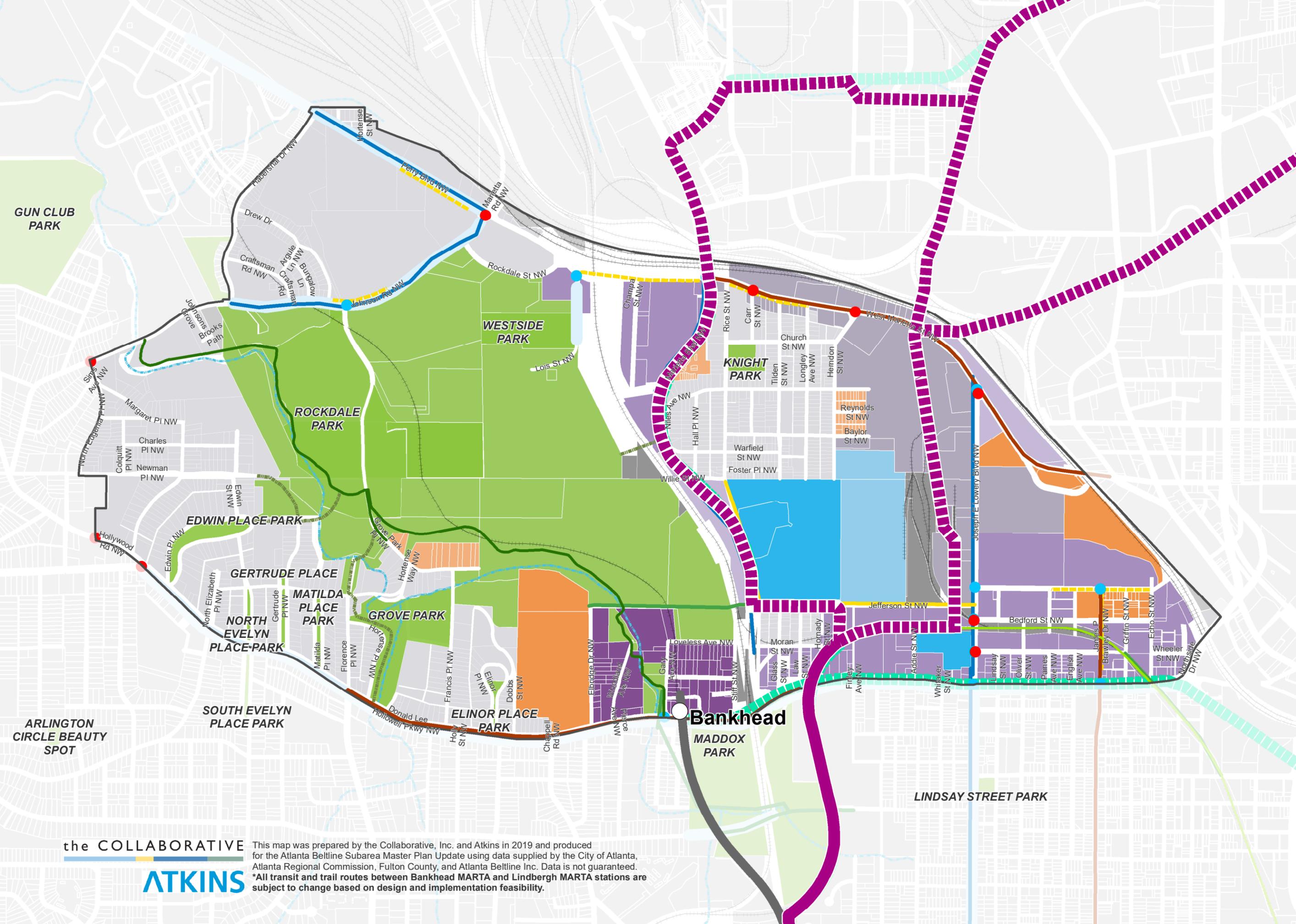
A major strength of the One Atlanta Housing Affordability Action Plan is that it includes the support of key organizations willing to work as partners with the City to achieve the plan's housing affordability goals. These public agencies include the Atlanta BeltLine, Invest Atlanta, Atlanta Housing (formerly the Atlanta Housing Authority), Fulton County/City of Atlanta Land Bank Authority, and the Department of City Planning.

Housing Strategies

Each Subarea Master Plan Update has produced affordable housing recommendations. These affordable housing recommendations should be considered both within each specific subarea, and throughout all BeltLine Communities, to ensure that the applicable affordable housing strategies are applied strategically. The following housing strategy recommendations are intended to ensure equitable growth within the subarea and minimize displacement for area residents.

- Add a "Missing Middle" Housing Ordinance to the City's Zoning Code to permit more affordable multi-unit housing structures
- Employ co-housing and senior housing product types that result in lower cost, lower-taxes and lower maintenance homes
- Employ mixed income housing and a mix of owner-occupied and rental housing near transit to foster social interactions and provide options for subarea residents of varying ages and income levels
- Form partnerships with stakeholder advisory groups to increase philanthropic and monetary investment in affordable housing
- Increase the availability and number of Homeowner and Senior Tax Exemptions and other housing programs
- Expand awareness of and increase participation in housing affordability programs through improved educational outreach to include:
 - Renters Rights
 - How to lower Property Taxes
 - How to Buy a Home
 - Appealing Property Tax Assessments (Refer to page 68 for additional comments.)
- Enhance engagement by continuing conversations with the community to address housing challenges as changes occur within the subarea





Framework Plan

Atlanta BeltLine Subarea 9

- Atlanta BeltLine Corridor**
- Trail and Transit Alignment
 - Trail and Transit Alignment Option
 - Westside Greenway Connector Trail
 - ADA Curb Ramps
 - Proctor Creek Greenway
 - Spur Trails
 - Intersection Improvement
- Circulation Bike & Ped**
- Bike Lane
 - Multiuse Trail
 - Sidewalk
 - Sidewalk Improvement
- Vehicular Circulation**
- Streetscape Improvements
 - Retrofit Avenue
 - Trolleyline
- Future Land Use**
- Parks
 - Mixed Residential Neighborhood
 - Multifamily 1-4 Stories
 - Multifamily 5-9 Stories
 - Mixed Use 10+ Stories
 - Mixed Use 5-9 Stories
 - Mixed Use 1-4 Stories
 - Mixed Industrial
 - Low Density Commercial
 - Office Institutional
 - Industrial
 - Transportation, Comm. and Utilities
 - See COA Future Land Use Map



This map was prepared by the Collaborative, Inc. and Atkins in 2019 and produced for the Atlanta Beltline Subarea Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta Beltline Inc. Data is not guaranteed. ***All transit and trail routes between Bankhead MARTA and Lindbergh MARTA stations are subject to change based on design and implementation feasibility.**

1 inch = 1,000 feet

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Atlanta BeltLine NORTH



ATLANTA'S AMBITIOUS STEP FORWARD

The Atlanta BeltLine is the most comprehensive revitalization effort ever undertaken in the City of Atlanta and among the largest, most wide-ranging urban redevelopment and mobility projects underway in the country.

At its most fundamental level, the BeltLine is a sustainable redevelopment project that promises to transform the very fabric of Atlanta by re-purposing an existing 22-mile rail corridor and nearby areas with a combination of transit, trails, parks and open spaces, housing, art, economic development investment and more. The BeltLine links comprehensive land use with transit-oriented design, turning the Atlanta BeltLine corridor into a framework for long-term sustainability by:

- Connecting 45 neighborhoods rich in history, culture and experiences;
- Offering a convenient alternative transportation choice to city residents, workers and visitors;
- Acting as a catalyst for job creation and economic revitalization in underserved Atlanta BeltLine neighborhoods and within the city;
- Providing more affordable workforce housing within the city;
- Improving air quality and public health;
- Reclaiming brownfield land;
- Creating economically vibrant and diverse communities;
- Integrating equitable development, community benefits and environmental justice;
- Improving access to new and existing recreational and cultural amenities;
- Creating public art;
- Reintroducing agriculture into the urban area, although it is not a mandate
- Protecting natural resources; and
- Promoting historic preservation.

REGIONAL IMPACT & NATIONAL SIGNIFICANCE

The benefits of the Atlanta BeltLine extend well beyond the City of Atlanta, making a positive impact on the greater Atlanta region. The project represents a new framework for the region's growth, centered on equitable housing, job and economic development growth, a future transit and trail network, an unprecedented expansion of park land and public spaces, and vital expansion of and connection to the regional transportation system. As a new major corridor with direct connections into the City's economic hubs of Buckhead, Midtown, and Downtown, the Atlanta BeltLine provides critical first and last mile transit, trail, and pedestrian connectivity. With links to the existing MARTA system, other transit services from outlying suburban counties, and regional trails such as Stone Mountain, PATH 400, and the Silver Comet Trail, the Atlanta BeltLine is a critical component in the framework of long-term transportation initiatives that serve everyone in the metro region.

Implementation of the Atlanta BeltLine and realizing these and other benefits will take time due to the project's complexity, scale and financial resources needed. However, when completed, the Atlanta BeltLine will ultimately connect and enrich 45 intown neighborhoods and put Atlanta on a path to 21st century economic growth and sustainability. Equally important, it will become a destination unto itself that offers a chance for Atlanta to redefine what it means to be a neighbor, to be a community, to be a region, and to share in all that the project has to offer.



Image: Site of the future Westside Park
Source: Atlanta BeltLine, Inc



CREATING AN ATLANTA FOR ALL

The Atlanta BeltLine is centered on the concept of creating a more sustainable Atlanta, where the needs of individuals are met without compromising the ability of future generations to meet their needs. The BeltLine represents people - all people. Much more than an infrastructure project, the BeltLine is reconnecting neighborhoods that were historically separated by the railroad through a comprehensive, multi-faceted program that is focused on improving lives. Enhancing mobility, fostering culture and improving connections to opportunity, the Atlanta BeltLine, Inc. is guided by core values that will build a more socially and economically resilient Atlanta through job creation, inclusive transportation systems, affordable housing and active public space.

DEFINING AND GUIDING IMPLEMENTATION

A series of planning and implementation documents have shaped the BeltLine's development. The BeltLine Redevelopment Plan and the creation of the associated Atlanta BeltLine Tax Allocation District (TAD) are the foundation documents upon which the BeltLine program was created. The Sustainability Action Plan, the Equitable Development Plan, Community Benefits Guiding Principles and Environmental Justice Policy are additional planning documents/policies created in support of the BeltLine program.



Take a Look!

For more information, review:

- [BeltLine Redevelopment Plan](#)
- [Sustainability Action Plan](#)
- [Equitable Development Plan](#)
- [Community Benefits Guiding Principles](#)
- [Environmental Justice Policy](#)
- [Unified Plan](#)

SUBAREA MASTER PLANS

The Atlanta BeltLine Planning Area consists of 15,000 acres within an approximately one-half-mile radius of the BeltLine corridor. The Planning Area is divided into ten geographic subareas, which, when combined, form five study group areas. The subareas are the basis for area-specific master planning, while the study group areas are used for community outreach purposes.

Beginning in early 2009, detailed, geographically-focused Master Plans were adopted for each of the ten Subareas. The Subarea Master Plans were developed over several months of robust community engagement in partnership with residents and various stakeholders. The Master Plans define a distinct neighborhood vision for land use, including affordable housing, and transit-oriented design, parks and greenspace, trails, historic preservation and streetscape revitalization in the respective geographic areas.



These community-based plans provide a long-term blueprint for growth as the Atlanta BeltLine is realized, serving as the primary policy tools for guiding land use/housing/transportation relationships along the Atlanta BeltLine. Each Subarea Master Plan contains area recommendations for land use, density, and building height. The resulting land use recommendations provide compatible neighborhood transitions to the BeltLine corridor while taking into consideration other site-specific concerns. They also include subarea-specific policies that are important to the stakeholders of each respective area. Adopted by the City of Atlanta into the Comprehensive Development Plan, the City's official land use policy, the Master Plans are used to guide amendments to the City's Future Land Use Plan and subsequent zoning changes.

The Subarea Master Plans are intended to be dynamic adaptable documents, responding to changing community needs, market conditions and implementation considerations. In most cases, these plan updates are intended to result in minor adjustments rather than wholesale changes.

The land use goals of the Master Plans, however, are intentionally long-term as land use often takes decades to change. The realization of each plan's land use goal will occur incrementally as the development community responds to market forces. In certain areas, there may also be interim uses that are less intense than the current zoning allows, or than the long-term land use plan recommends. These interim uses should not preclude the long-term guidelines set forth in the Subarea Master Plan Updates, the City's Future Land Use Plan and the Zoning Ordinance.

BELTLINE SUBAREA 9 OVERVIEW

The subarea population has increased since 2000, with 43% of individuals living in the subarea between the ages of 18 and 34. The area has significantly more renters than homeowners. However, since 2000, gains in homeownership have occurred in individuals aged 25 to 54. From 2000 to 2018, the number of households in Subarea 9 increased by 500. In the post-Recession period from 2010 to 2018, average household income rose roughly \$3,000 to \$27,014. Losses have occurred

in the number of households making under \$50,000 that are 35 and older. Subarea 9 ethnicity data has remained relatively stable in the ten-year period from 2009-2019.

Subarea 9 Ethnicity Profile		
	2009	2019
White (Non-Hispanic)	17.9%	15.6%
African American	79.6%	76.7%
Asian	0.1%	2.2%
Hispanic or Latino	1.5%	3.1%
Other	1.2%	2.4%

Source: Noell Consulting

Comprising 1,386 acres, the BeltLine Subarea 9 is located in the west/northwest portion of the overall BeltLine project area, very close to the geographic center of the City of Atlanta. The Subarea is bound by Norfolk Southern freight rail lines to the north and east, D.L. Hollowell Parkway to the south and Johnson Road to the west. Subarea 9 is just west of the popular West Midtown retail and dining activity center as well as the Georgia Institute of Technology (Georgia Tech). Subarea 9 lies within two Atlanta City Council Districts, Council District 3 and Council District 9 and four of the City's Neighborhood Planning Units (NPU), NPU G, J, K and L. Neighborhoods located within the subarea include Bankhead, English Avenue, Grove Park, Knight Park/Howell Station, Rockdale, a portion of the West Highlands neighborhood and residential properties along Johnson Road. Subarea 9, combined with Subarea 10, constitute Study Group 5.

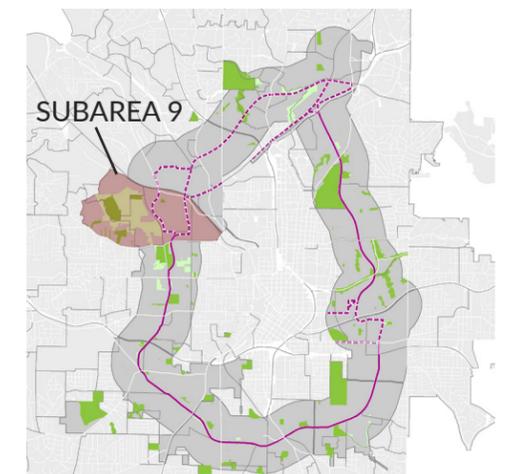
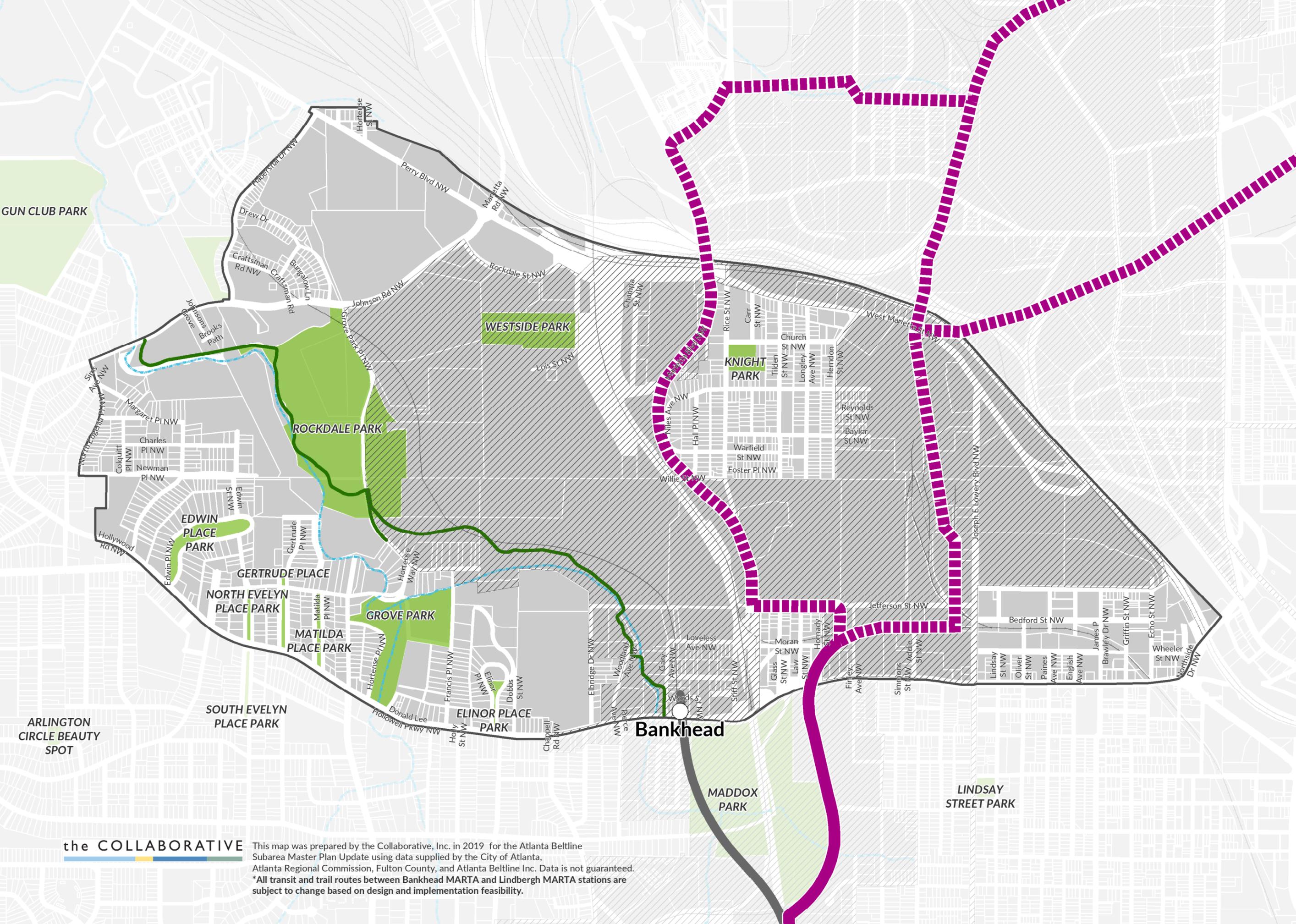


Image: BeltLine Subareas





Subarea Overview

Atlanta BeltLine Subarea 9

- Atlanta BeltLine Corridor**
- Trail and Transit Alignment
 - Trail and Transit Alignment Option
 - MARTA Stations
 - MARTA Rail Line
 - Tax Allocation District (TAD)
 - Proctor Creek Greenway
 - River/Creek
 - Railroad
 - Parks
- Streets**
- Local and Ramps
 - Collector
 - Minor Arterial
 - Principal Arterial
 - Interstate Expressway
 - Interstates



1 inch = 1,000 feet

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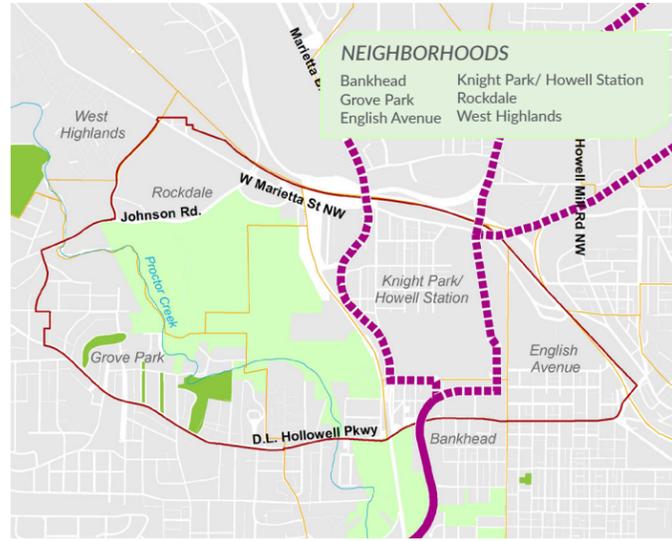


Image: Subarea 9 Neighborhood Map

The future 280-acre Westside Park is located within the western half of Subarea 9 and will, when completed, be the City's largest park. The Bankhead MARTA station is located to the south of the park, central to the Subarea and adjacent to Donald Lee Hollowell Parkway. The King Plow Arts Center, the Dogwood Senior Center and the Fulton County Jail are all located within the Subarea.

[See the Subarea Overview Map](#)

PREVIOUS MASTER PLANNING EFFORTS

The BeltLine Subarea 9 Master Plan was adopted by the Atlanta City Council on March 16, 2009. The list of previous planning efforts (see right) highlights the numerous studies and plans relevant to Subarea 9 that have been completed since initial adoption of the Master Plan. Some of these documents are topic-specific, such as the Atlanta Streetcar Systems Plan, while others are broad-based with a citywide focus, such as the Atlanta City Design document or area-specific, such as the District 3 Neighborhood Plan. Each of these documents was thoroughly reviewed and have impacted, as appropriate, the recommendations of the Subarea 9 Master Plan Update.

Documents approved since the formation of the 2009 Subarea 9 Master Plan:

- Atlanta Region Plan 2040 (2011)
- NPU-G Plan (2011)
- Atlanta BeltLine Tier 1 Final Environment Impact Statement (2012)
- Atlanta BeltLine 2030 Strategic Implementation Plan (2013)
- Westside TAD Neighborhood Strategic Implementation Plan (2013)
- Atlanta Streetcar Systems Plan (2015)
- City of Atlanta Capital Improvements Program & Community Work Program (2015)
- Integrated Action Plan: Economic Development, Housing, & Real Estate (2015)
- Proctor Creek Greenway Trail Master Plan & Implementation Strategy (2016)
- City of Atlanta Comprehensive Development Plan Update (2016)
- Westside Land Use Framework Plan (2017)
- Atlanta City Design (2017)
- Art and Culture Strategic Implementation Plan (2018)
- More MARTA Atlanta Program (2018)
- The City of Atlanta Zoning Reform (2018)
- Atlanta BeltLine, Inc (ABI) Affordable Housing Working Group Final Report (2018)
- D3: Westside Revive (2019)



Image: English Avenue Yards
Source: the Collaborative, Inc.



THE SUBAREA TODAY

OVERVIEW

Community character is the distinct identity of a place that can be further defined by the natural and built environments. It can also be influenced by a community's history and the culture of the people who live there.

The existing character of Subarea 9 developed as a result of the extension of the Atlanta trolley system from the downtown core, as the city was undergoing rapid change and growth during the early part of the 20th century. As part of this expansion, new neighborhoods and industrial centers were created on the west side of the city. The D.L. Hollowell Parkway corridor, a major thoroughfare in Northwest Atlanta due to its east/west connection to Midtown, Downtown and Interstate 285, was in its economic prime through the 1960s until the early 1970s.

PROGRESS TO DATE

Planned Development

A significant amount of realistic redevelopment potential exists throughout the subarea as a result of current development patterns, market conditions, availability of land and the scheduled completion of catalytic projects such as Westside Park.

Near-term projects are those projects that are expected to be developed within the next 1 to 5 years. In Subarea 9, it is expected that such projects will most likely be developed first along West Marietta Street and D.L. Hollowell Parkway as an expansion of growth from West Midtown to the east. Two additional near-term projects are on West Marietta Street adjacent to the BeltLine and adjacent to the Bankhead MARTA Station. Both of these proposed projects are in close proximity to Westside Park.

Midterm projects are those that are expected to be developed in the next 5-10 years. In Subarea 9, projects designated as midterm are located along J.E. Lowery

Boulevard. Although development plans do not yet exist, properties along this corridor are presented as good opportunities for revitalization and/or redevelopment.

 [See the Revitalization and Growth Opportunities Map](#)

Arts and Culture

The Atlanta BeltLine Subarea Master Plans have helped lay the groundwork for a new plan, the Atlanta BeltLine Arts & Culture Strategic Implementation Plan (SIP). The purpose of the Arts & Culture SIP is to help preserve and foster a distinct sense of place and identity for the communities and businesses located along the Atlanta BeltLine corridor.

The BeltLine corridor is divided into five neighborhoods as part of the Arts & Culture SIP. Subarea 9 is located within the Westside neighborhood. The recommendations set forth in the plan are largely based on community feedback. The Arts & Culture SIP is designed to help support the development of cultural facilities, partnerships and programs, lead to funding opportunities that will contribute to the quality of life of Subarea 9 residents and spur economic development along the corridor.

LAND USE

Land use relationships along the Atlanta BeltLine are guided by the recommendations of the Subarea Master Plans. These plans provide a long-term blueprint for growth within the community as the Atlanta BeltLine is realized over time. Parcel-by-parcel recommendations for use, density, building height, neighborhood transitions, the interface with the Atlanta BeltLine corridor and other site-specific considerations are part of the Subarea 9 land use analysis.

A detailed parcel-by-parcel analysis was performed to evaluate existing land uses in Subarea 9 and to develop the existing land use map.



The area is predominately defined by large industrial properties, community facilities, and large vacant parcels of land. The industrial facilities are in the eastern and northern parts of the subarea, adjacent to major community facilities such as the Fulton County Jail and the Atlanta Community Food Bank. Many of the large vacant parcels to the northwest will be redeveloped as Westside Park and will therefore be designated as park/open space in future land use maps. Commercial properties are located along the D.L. Hollowell Parkway and West Marietta Street corridors with many of these parcels now vacant. The neighborhoods of Grove Park, Knight Park/Howell Station, a portion of English Avenue and West Highlands occupy most of the single-family residential parcels on the map, with a small number of parcels located east of Marietta Boulevard between Jefferson St. and D.L. Hollowell Parkway. Very little mixed-use and multifamily development currently exists within Subarea 9.

 [See the City of Atlanta Future Land Use Map](#)



Image: Vacant Lot - Subarea 9
Source: the Collaborative, Inc.



Image: Single-Family Housing
Source: Noelle Consulting

ZONING

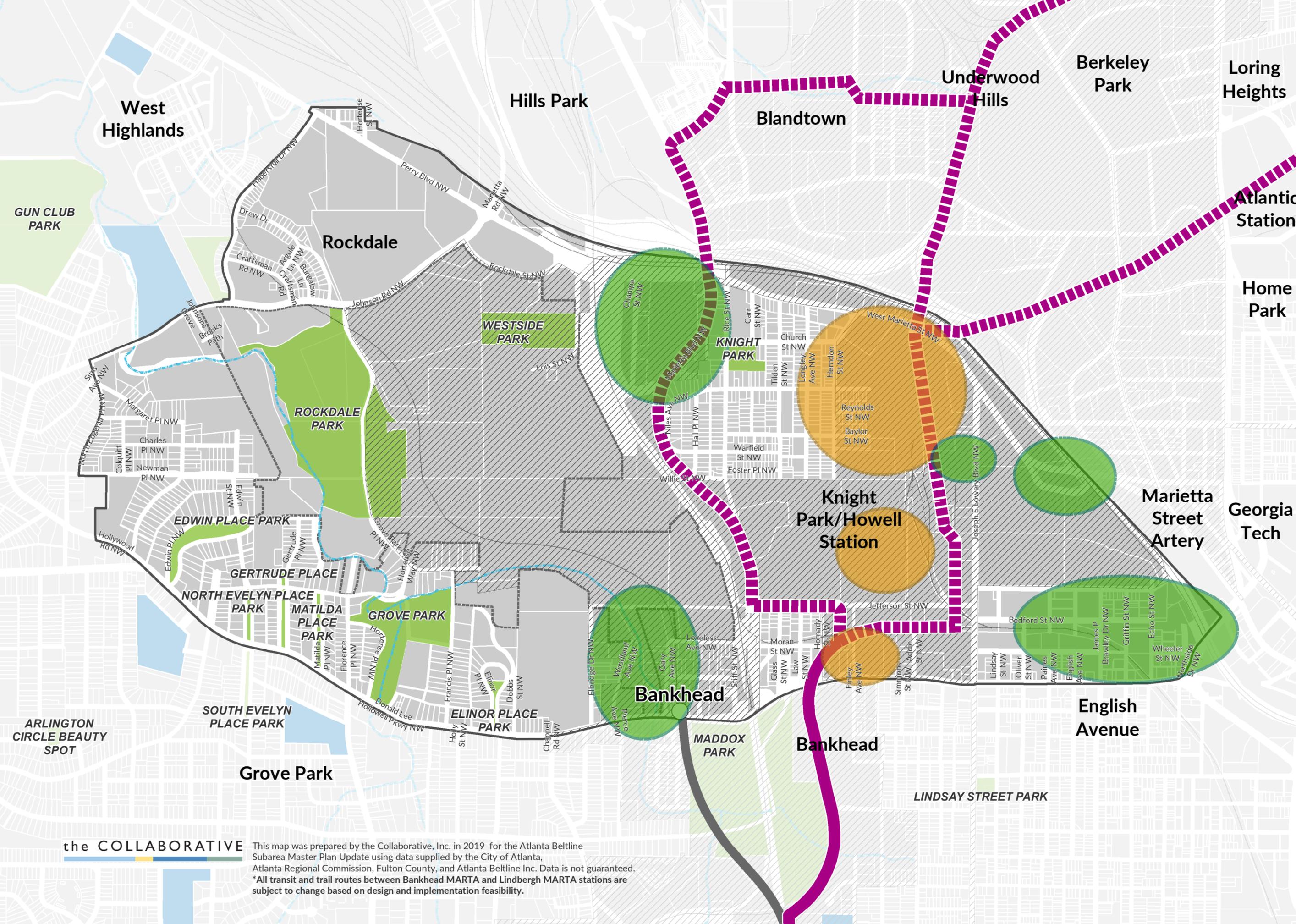
Zoning is used to regulate the physical development of land while controlling building height and the uses that can occur on any given parcel of land. According to the City of Atlanta's Zoning Map, more than half of Subarea 9 is designated Industrial, with Residential-Single-Family zoning occupying the second largest land area. The industrial zoned parcels occupy the site of the existing Bellwood Quarry, soon to become Westside Park. Planned development, residential-multifamily and residential-limited commercial properties exist to the west and southwest of the industrial parcels, with pockets of commercial zoning found along D.L. Hollowell Parkway and West Marietta Street. Only a small amount of QOL (Quality-of-Life) mixed-use exists around the Bankhead MARTA station and at the intersection of D.L. Hollowell Parkway and Northside Drive. Very few parcels are designated as Office Institutional and Live-Work in Subarea 9.

 [See the Existing Zoning Map](#)

COMMUNITY FACILITIES

Parks constitute the predominant community facility in Subarea 9. As the City's largest designated park space, the future Westside Park will provide the community with recreational opportunities at a regional scale. Grove Park, Knight Park and Edwin Place Park are additional City of Atlanta parks located within the subarea. North Evelyn Place Park, Gertrude Place Park and Matilda Place Park are linear parks found in the Grove Park neighborhood.

The Proctor Creek Greenway dually functions as a recreational feature and as an alternative mode of pedestrian access into and out of the subarea. When complete, the Greenway will eventually stretch from the BeltLine to the Chattahoochee River. Urban farms and community gardens are scattered throughout the subarea, providing residents with the opportunity to engage socially in healthy activities. Other important community facilities in the subarea are Woodson Elementary School, the Dogwood Senior Center, Asa G. Yancey Health Center, Good Samaritan Health Center, the Grove Park Recreational Center, the Atlanta



Revitalization and Growth Opportunities

Atlanta BeltLine Subarea 9

- Atlanta BeltLine Corridor
 - Trail and Transit Alignment
 - Trail and Transit Alignment Option
- Revitalization Opportunities
 - Mid term (5-9 yrs)
 - Near term (1-4 yrs)
- APS Schools
- MARTA Stations
- MARTA Rail Line
- Railroad
- River/ Creek
- Parks
- Future Westside Park
- Tax Allocation District (TAD)



1 inch = 1,000 feet
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This map was prepared by the Collaborative, Inc. in 2019 for the Atlanta Beltline Subarea Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta Beltline Inc. Data is not guaranteed. *All transit and trail routes between Bankhead MARTA and Lindbergh MARTA stations are subject to change based on design and implementation feasibility.

City of Atlanta Future Land Use

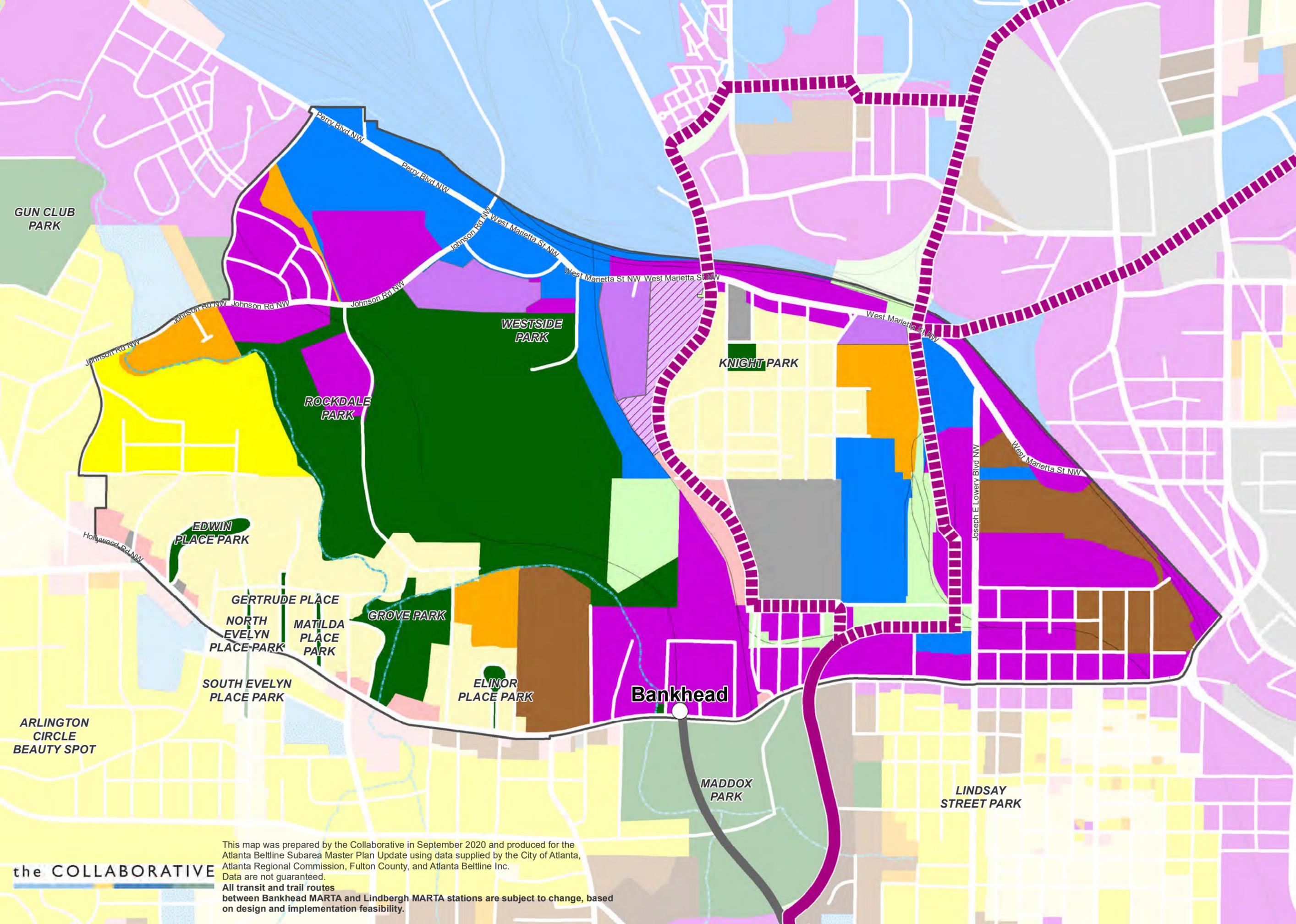
Atlanta BeltLine Subarea 9

- Atlanta BeltLine Corridor**
- Transit Alignment
 - Transit Alignment Option
- City of Atlanta Future Land Use**
- Community Facilities
 - Single Family Residential
 - Low Density Residential
 - Medium Density Residential
 - High Density Residential
 - Very High Density Residential
 - Low Density Commercial
 - High Density Commercial
 - Office/Institution/ Business Park
 - Office/Institution/ Residential
 - Open Space
 - Private Open Space
 - Industrial
 - High-Density Mixed-Use
 - Medium-Density Mixed-Use
 - Low-Density Mixed-Use
 - Mixed Use
 - Transportation/ Communications/ Utilities

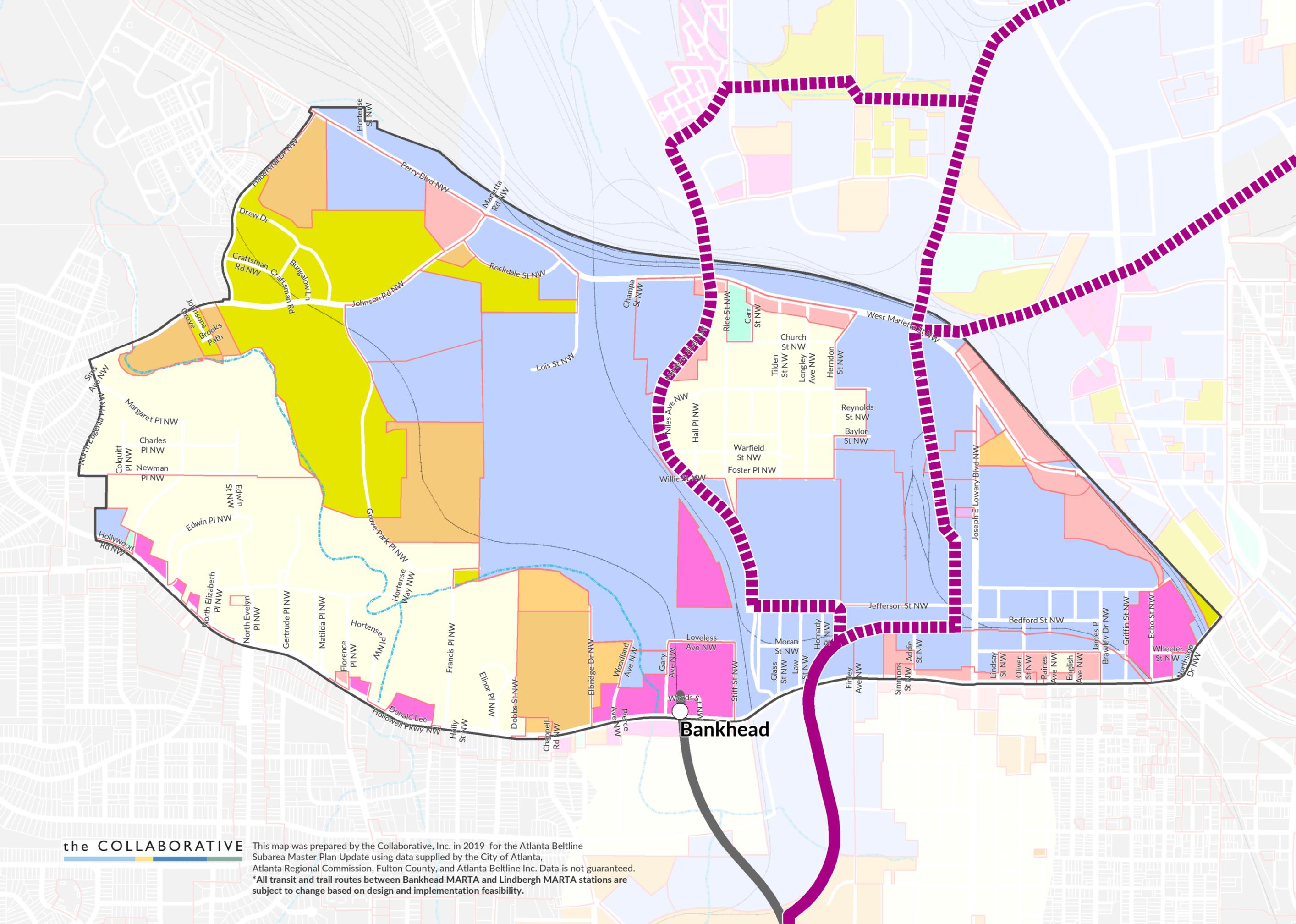


1 inch = 1,000 feet

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City of Atlanta's Existing Zoning

Atlanta BeltLine Subarea 9

Atlanta BeltLine Corridor

- Trail and Transit Alignment
- Trail and Transit Alignment Option
- City of Atlanta Zoning Districts
- SPI - Special Public Interest
- Commercial
- Industrial
- Historic & Cultural
- Live-Work
- QOL Multi-Family
- QOL Mixed Use
- Neighborhood Commercial
- Office Institutional
- Planned Development
- Residential - Single Family
- Residential - Duplex
- Residential - Multi-Family
- Residential - Limited Commercial

the COLLABORATIVE

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Community Food Bank, Fulton County Animal Shelter and the Fulton County Library Dogwood Branch.

 [See the Existing Community Facilities Map](#)

HISTORIC RESOURCES

Atlanta communities have a vibrant and rich history, which is important to remember and to capture in the face of future development. Knight Park/Howell Station, established in 1893, is currently on the National Register of Historic Places and is located just east of the future Westside Park. Grove Park, another culturally-rich neighborhood developed in the 1920s and 1930s, is characterized by wide, tree-lined avenues with frame cottages, Tudor, and ranch-style homes. While only a small portion of English Avenue is located within the subarea, it too has cultural history that dates back to the late 1800s as a neighborhood that was once home to Atlanta's established African-American community.

Historic buildings exist in Subarea 9 along major corridors such as D.L. Hollowell Parkway and West Marietta Street. Many of these non-residential buildings were constructed over fifty years ago and reflect the area's industrial past.

 *The Foundry at Puritan Mill, the King Plow Arts Center, and English Avenue Yards are notable examples of industrial buildings in the subarea that have been converted to flexible office and event spaces.*

In addition to buildings, objects of historic significance include railroad crossing signs and rail piers, a concrete obelisk, decorative sidewalks and telephone poles with bell-shaped insulators. Other historic structures include a smokestack and a water tower with decorative banding, a concrete bridge and a railroad overpass.

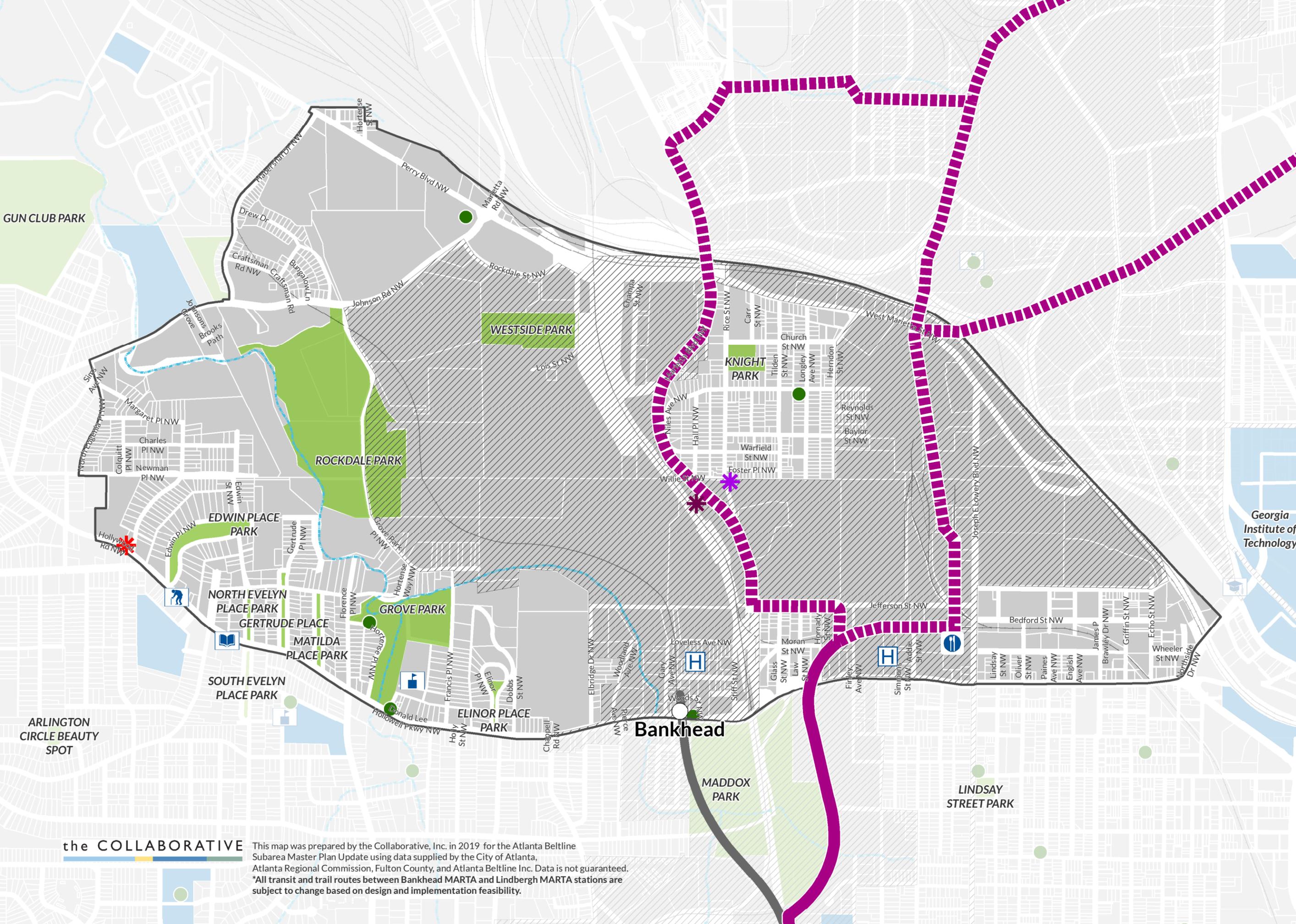
 [See the Historic Resources Map](#)

HISTORIC STRUCTURES		
Address	Name	Date
Jefferson St & Marietta Blvd	Metro Technology Center	1951
Jefferson St & Marietta Blvd	Metro Technology Center	1951
Hollowell & Marietta Blvd		1930
Hollowell Pkwy & Rice St	Overpass	1950

HISTORIC OBJECTS		
Address	Name	Date
Marietta Blvd & Railroad	Railroad crossing sign	1930
Marietta Blvd & Railroad	Concrete marker	1930
Marietta Blvd & Railroad	Telephone poles	1930
Echo St, Griffin and Brawley St	Echo St Underpass	1910
Echo St, Griffin and Brawley St	Echo St Underpass	1910
Echo St, Griffin and Brawley St	Echo St Underpass	1910
Rice St Railroad crossing	Railroad crossing	1930
Hollowell & Finley	Sidewalk	1900



HISTORIC BUILDINGS			
Address	Name	Date	National Register
1134 W Marietta St NW	O-60	1903	Contributing - Already listed
1124 W Marietta St NW		1939	Contributing - Already listed
1045 W Marietta St NW	Nationwide ?	1950	Contributing
1055 W Marietta St NW	Fuelman	1954	Contributing
950 W Marietta St NW	Mead Paper	1966	Non-contributing
1222 W Marietta St NW	K&G Tires & Rims	1940	Contributing
892 Jefferson St NW	New St. James Baptist Church	1910	Contributing
980 Jefferson St NW		1952	Contributing
980 Jefferson St NW	Freedom Mission Ministries	1969	Non-contributing
1090 Jefferson St NW	Office of Aging	1922	Contributing
780 Marietta Blvd NW	Fulton County Warehouse	1933	Contributing
736 Jefferson St NW		1900	Contributing
708 Jefferson St NW	Guardian Chemical Co	1890	Contributing
694 Jefferson St NW	Guardian Chemical Co	1948	Contributing
756 Echo St NW	Evan's Trucking	1945	Non-contributing
730 Echo St NW	Prager Paint Brushes	1962	Contributing - In near future
719 Echo St NW	Auto Body Shop	1960	Contributing
757 James P Brawley Dr NW	Total Plant & Floral	1954	Contributing
720 James P Brawley Dr NW	City Realty Artists Lofts		Non-contributing
950 Joseph E Lowery Blvd NW	Puritan Mill		Contributing - Already listed



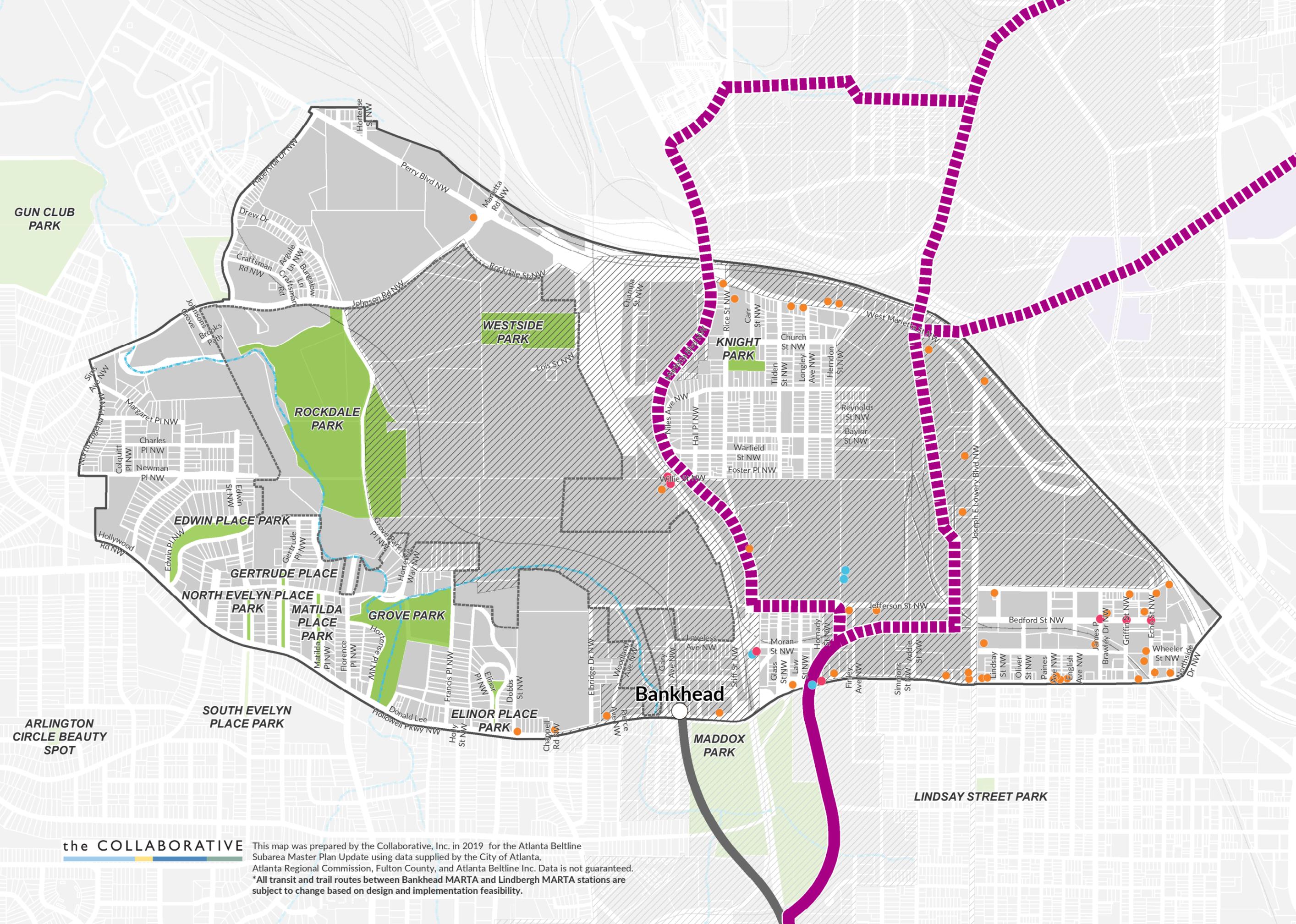
Existing Community Facilities

Atlanta BeltLine Subarea 9

- Atlanta BeltLine Corridor
- Trail and Transit Alignment
 - Trail and Transit Alignment Option
 - School Community Facilities
 - College Community Facilities
 - Senior Center
 - Library
 - Health Center
 - Food Bank
 - Fire Station
 - Animal Shelter
 - Correctional Institution
 - Community Garden
 - Parks



1 inch = 1,000 feet



Historic Resources

Atlanta BeltLine Subarea 9

- Atlanta BeltLine Corridor
- Trail and Transit Alignment Option
- Historic Buildings/Sites
- Historic Objects
- Historic Structures
- Tax Allocation District (TAD)
- Future Westside Park
- Parks



1 inch = 1,000 feet



LAND USE OBSERVATIONS & FINDINGS

Key land use observations in Subarea 9 based on community feedback and inventory and analysis include:

- The community expressed strong support for maintaining affordable housing, particularly in regard to legacy residents
- The community expressed strong support for land uses able to support retail and a variety of housing types
- While the area currently has single-family detached homes that contribute to the area's rental stock, there are few multifamily units in Subarea 9
- The number of dilapidated properties within the subarea can impact neighborhood stability
- There is a need for programming to inform homeowners that they may qualify for Homeowner and Senior Tax Exemptions
- Opportunities for the adaptive reuse of the area's older buildings can contribute to the preservation of historic properties
- The area's significant amount of industrial property can provide employment opportunities to residents
- Amendments to development-related zoning regulations may help preserve buildings and increase the affordable housing stock
- The completion of the Proctor Creek Greenway and the future Westside Park will likely catalyze the redevelopment/revitalization of nearby properties

MOBILITY

Mobility is a key component of urbanization, and its associated infrastructure helps shape urban form. There is a need for improved public transportation services with better options for those who rely upon alternative transportation modes. In addition, mobility improvements that will mitigate traffic congestion and improve access to key services are necessary from a social, safety and environmental standpoint.

Bicycle and Pedestrian Mobility

There are a lack of complete sidewalk connections in Subarea 9 with many sidewalk sections in need of repair along both major corridors and in residential areas.

J.E. Lowery Boulevard is the only street within the subarea to have complete north-to-south sidewalks. D.L. Hollowell Parkway provides complete sidewalks on both sides, going east-to-west along the southern boundary of the subarea.

The following streets lack sidewalk connections or have discontinuous sidewalks in need of repair:

- West Marietta Street/Perry Boulevard
- Marietta Boulevard
- Johnson Road
- Local neighborhood streets

ADA curb ramps are frequently lacking and crosswalks are faded or missing. Pedestrian traffic would benefit from increased separation between the pedestrian and vehicular zones, shade trees and lighting along major corridors. The existing bike lanes within the subarea are found along Jefferson Street and a portion of D.L. Hollowell Parkway, with future bike lanes planned along West Marietta Street. The recently-constructed Proctor Creek Greenway functions as an additional bicycle facility.

Street Framework

The major streets in the Subarea are noted below:

- D.L. Hollowell Parkway
- West Marietta Street/Perry Boulevard
- Marietta Boulevard
- J.E. Lowery Boulevard

Of these, D.L. Hollowell Parkway, West Marietta Street, and Marietta Boulevard are higher-capacity arterial/boulevard roads. Perry Boulevard and J.E. Lowery Boulevard are collector/avenue streets and carry lower traffic volumes. In addition to the above streets, Johnson Road, which forms the northwest boundary of Subarea 9, is an important street connection as it will provide access to Westside Park.

Roads currently operate at low congestion levels, although there is some peak-hour and localized congestion. The road with the highest traffic volume is D.L. Hollowell Parkway, carrying over 20,000 vehicles



per day. There is a relatively high percentage of truck volume on the State-designated truck routes due to the proximity of industrial and inter-modal facilities. D.L. Hollowell Parkway, Marietta Boulevard and portions of West Marietta Street are regional truck routes that carry a significant amount of both truck and commuter traffic.

Transit

The MARTA Green Line terminates at the Bankhead Station located in the southern part of the subarea. In 2015, the Bankhead MARTA station had approximately 1,900 trips per average weekday. Ridership volumes indicate the need for mobility improvements to improve access to the station, which is classified by MARTA as a Town Center. In order to support future transit-oriented development (TOD) opportunities, the length of the station platform will need to be expanded to accommodate larger trains. Construction of Westside Park and planned private developments will likely advance the need for this improvement.



Image: Bankhead MARTA Station
Source: the Collaborative, Inc.

There are three MARTA bus routes that run through the subarea and provide access to the Bankhead station and to surrounding areas. These routes are the 26 route (Marietta Street/Perry Boulevard), the 50 bus route (D.L. Hollowell Parkway) and the 58 bus route (West Lake Avenue/Hollywood Road). Collectively, these routes carried over 4,300 riders per average weekday in 2015. MARTA demand-responsive transit (DRT) is available within the subarea. DRT transit allows vehicles

to alter their routes based on demand rather than using a fixed route or timetable. This service provides transit service to individuals whose disabilities prevent them from using fixed route service.

★ See the Existing Mobility Map

CONNECTIVITY BARRIERS

A cohesive network of streets is required to improve mobility and provide access to and from existing and proposed development within the subarea. Because much of Subarea 9 is undeveloped, underdeveloped or large industrial parcels, street grid connectivity is relatively low. Steep topography and existing railroad rights-of-way serve as additional barriers.

Other connectivity barriers are key road thoroughfares with incomplete sidewalks or sidewalks that lack ADA-compliant curb ramps. Existing streets that lack appropriate bicycle and pedestrian infrastructure may present opportunities if they can be retrofit as Complete Streets to improve mobility.

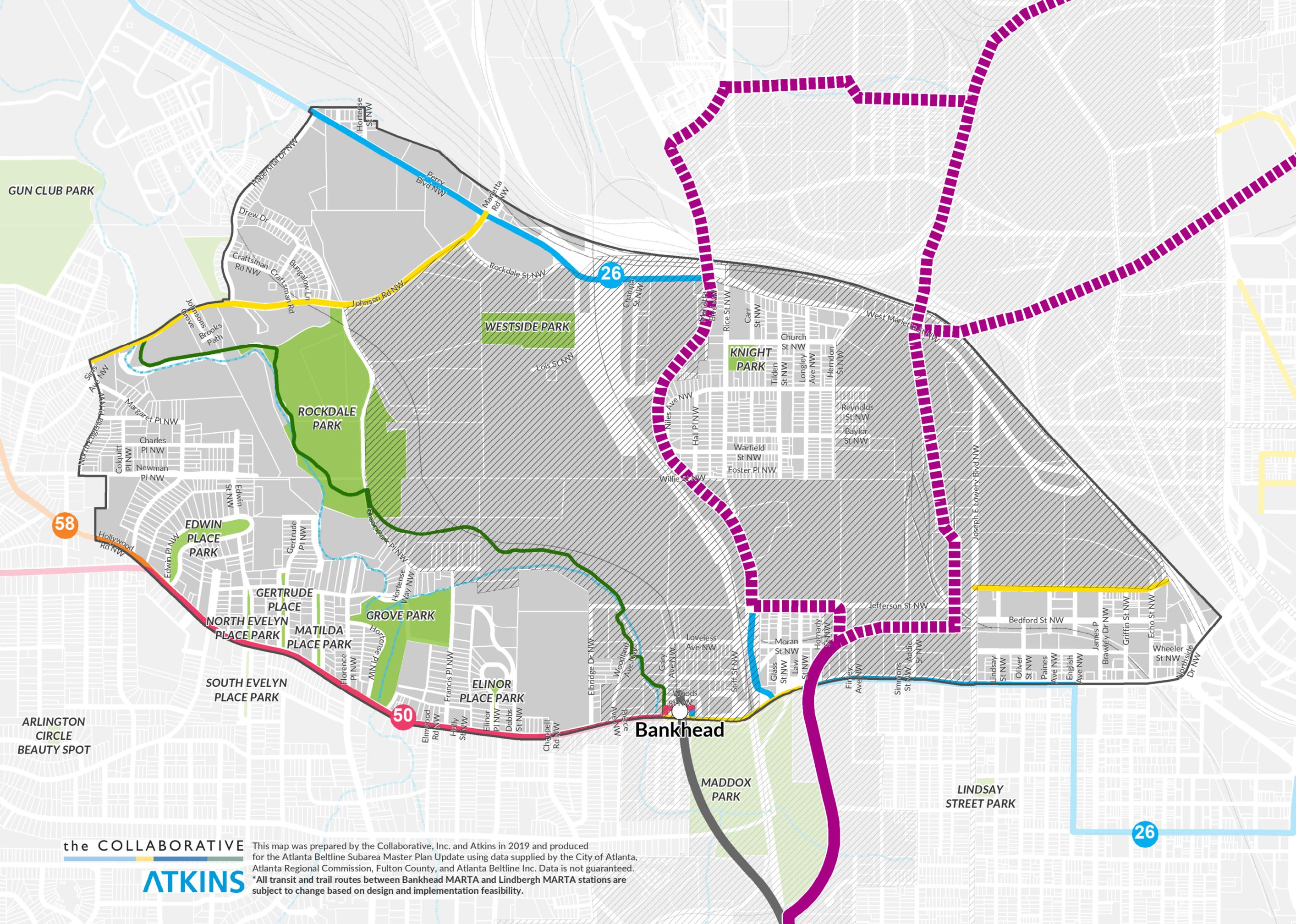
★ See the Existing Barriers to Connectivity Map

MOBILITY OBSERVATIONS & FINDINGS

Key mobility observations in Subarea 9 based on community feedback and inventory and analysis include:

- Poor bicycle and pedestrian connections to the Bankhead MARTA Station
- Lack of connecting and through streets due to existing development, topography and rail corridors negatively impacts connectivity both within the subarea and to the job, cultural and entertainment opportunities to the east
- Significant improvement of the overall street grid is not possible due to connectivity barriers
- Poor conditions exist at specific at-grade rail crossings
- Providing an additional connection to the east requires costly and complicated bridging of railroad





Existing Mobility

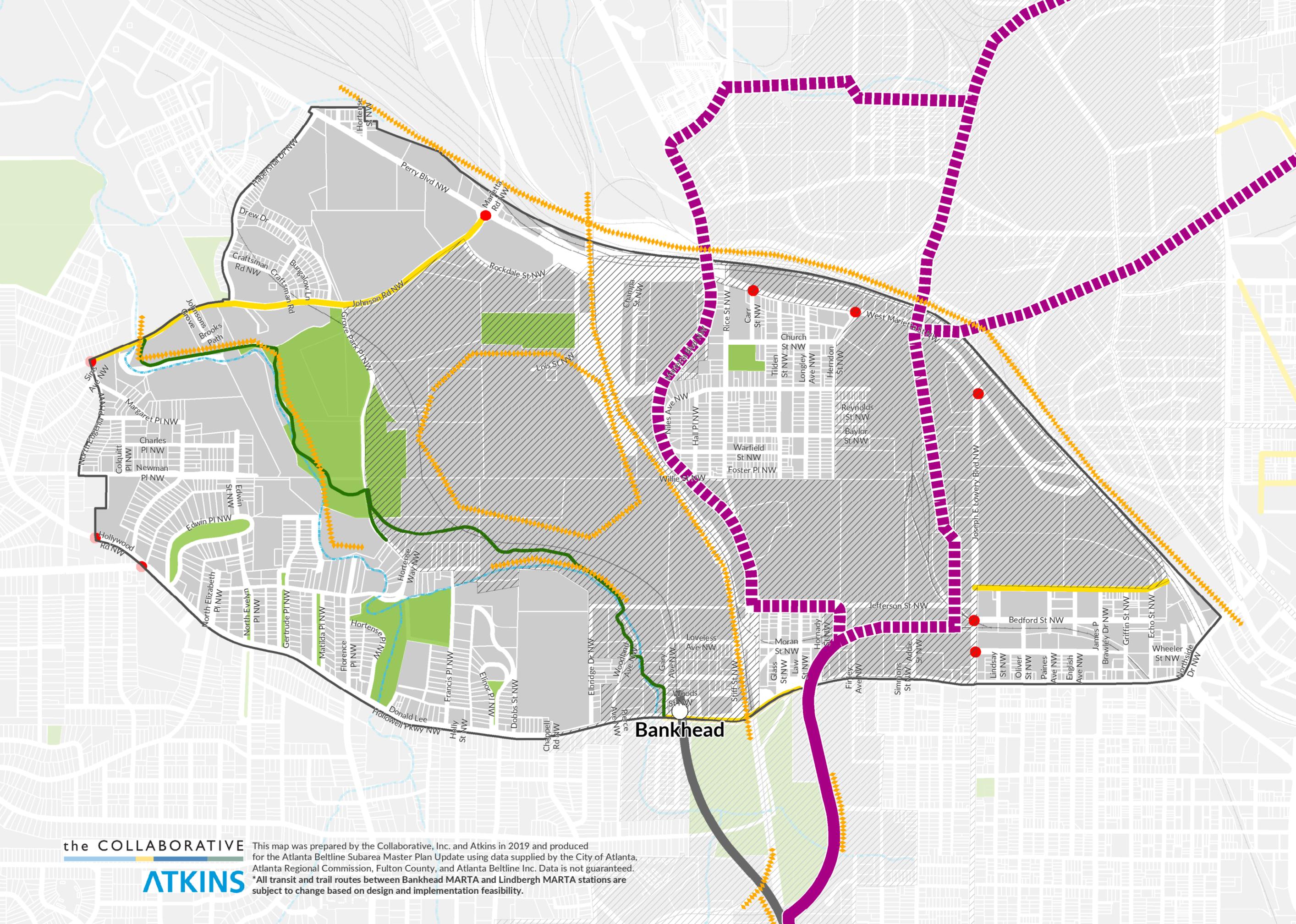
Atlanta BeltLine Subarea 9

- Atlanta BeltLine Corridor
- Trail and Transit Alignment
- Trail and Transit Alignment Option
- MARTA Stations
- MARTA Rail Line
- Existing Bicycle Routes
- Bus Routes
 - 26
 - 50
 - 58
- Proctor Creek Greenway
- River/Creek
- Railroad
- Parks
- Tax Allocation District (TAD)



1 inch = 1,000 feet

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Barriers to Connectivity

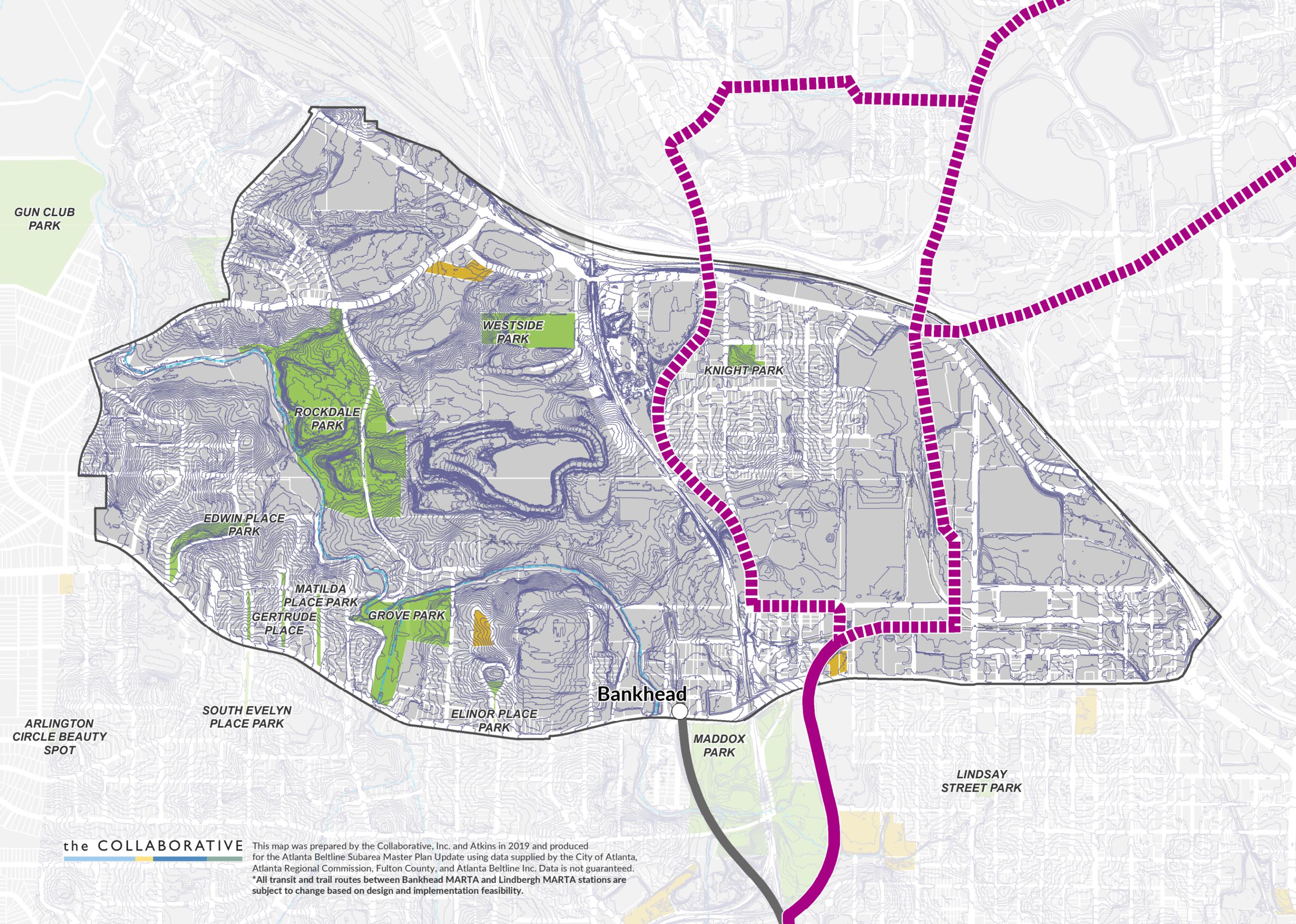
Atlanta BeltLine Subarea 9

- Atlanta BeltLine Corridor**
 - Trail and Transit Alignment
 - Trail and Transit Alignment Option
- Topographical Barrier
- ADA Non-compliant
- Proctor Creek Greenway
- Existing Bicycle Routes
- MARTA Stations
- MARTA Rail Line
- Railroad
- River/Creek
- Parks
- Tax Allocation District (TAD)



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Existing Natural Features

Atlanta BeltLine Subarea 9

- Atlanta BeltLine Corridor
-  Trail and Transit Alignment
 -  Trail and Transit Alignment Option
 -  5 ft. Contours
 -  River/Creek
 -  Brownfield Remediation Sites
 -  Parks



1 inch = 1,000 feet




the COLLABORATIVE

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- Limited street grid puts increased pressure on existing north-south and east-west streets, so enhancing alternative transportation modes become especially important
- Few bicycle facilities
- Missing or incomplete sidewalks, ADA curb ramps and crosswalks
- Improving bicycle and pedestrian experience on primary east-west corridors is important but difficult due to limited right-of-way, truck traffic and vehicular speeds
- Future Westside Park will significantly increase demand for enhanced pedestrian and bike infrastructure

OPEN SPACE

Open space in an urban environment provides numerous community, health, and social benefits. Two catalytic open space projects are already underway in the subarea - the future Westside Park and the Proctor Creek Greenway. Viewed by the community as major assets, much of the public input surrounding the park and greenway was centered around providing convenient access to both resources.



Nearly 40 years of research evidence confirms that nearby nature, including parks, gardens, the urban forest and green spaces, support human health and wellness.

NATURAL FEATURES

Westside Park

Currently in Phase 1 of construction, the 280-acre Westside Park will become the City's largest park when complete. The park will feature a grand overlook with views of the reservoir and paths to the future BeltLine trail. The construction of the park will provide users with the opportunity to walk, bike, and explore nature. The design for the second phase of the park is currently underway in a master planning effort led by the City's Department of Parks and Recreation.

Proctor Creek Greenway

When complete, the Proctor Creek Greenway will be a seven-mile trail system, totaling 400 acres of public green space adjacent to the creek. The first stretch of the greenway, completed in May of 2018, runs from the Bankhead MARTA station toward Boyd Elementary School on Johnson Road. The greenway follows the creek along the western side of the future Westside Park. It will eventually connect to Maddox Park south of D.L. Hollowell Parkway and further southward to Washington Park.



Image: Westside Park Under Construction
Source: Atlanta BeltLine, Inc.



Image: Proctor Creek Greenway, Phase 1
Source: Atlanta BeltLine, Inc.

Parks

Knight Park and Grove Park provide neighborhood residents with access to community features such as playgrounds, tennis courts, basketball courts and a recreation center. A number of small neighborhood parks are found within the subarea, mostly within the Grove Park neighborhood. These parks include:



- Edwin Place Park
- South Evelyn Place Park
- Gertrude Place
- Matilda Place Park
- Grove Park
- Elinor Place Park



[See the Existing Natural Features Map](#)

MARKET CONDITIONS

A detailed market analysis was conducted to provide an overview of existing demographics, development patterns, home values and commercial markets. The market analysis identified existing conditions that point toward specific future development patterns. Catalytic projects were identified, as well as proposed projects and projects under construction.

Demographics

Subarea 9 saw a 15% increase in the total number of households between 2000 and 2018, likely due to the close proximity of the subarea to Midtown and Downtown Atlanta. 80% of the net gain of approximately 500 households (i.e. 400 households) now make over \$50,000 annually. In addition, the number of young professional households continues to rise. Over the same time period, the largest household growth occurred in individuals between the ages of 25

and 34. On the contrary, losses in the subarea have occurred in lower income and older households (aged 35+).

Sixty-nine percent of households in Subarea 9 are renter-occupied, with approximately half of renters making under \$15,000 per year. The current monthly rent is \$1,300 for a new one-bedroom apartment and \$1,600 for a new two-bedroom apartment. Most renter-occupied households are comprised of singles under the age of 34. In contrast to renters, Subarea 9 homeowners are relatively varied in terms of income and age.

The percentage of households with higher education degrees has increased. In 2010, 14% of households held a Bachelor Degree, but by 2018, 24% of households were estimated to have a Bachelor Degree or higher. Most residents work outside of the subarea.

Home Values

Subarea 9 has seen steady increases in sale prices for single-family homes since 2010, with the strongest increases in home values occurring in the West Highlands and Knight Park/Howell Station neighborhoods. In 2010, the average home sale price was \$203,179. Just five years later, the average home sale price rose to \$249,431. Resale prices for single-

Land Use	Demand Potential (2018-2022)	Development Constraints	Notes
Rental Apartments	343 units or 69 per year	Rents at only the best sites can support structured parking	Midrise wood frame construction only
Single Family	29 or 6 per year	Lack of available land; land cost makes new construction unlikely	Mostly rehab, new construction in pockets at 2,300-3,000 SF
Townhomes	114 or 23 per year	Lack of available land suitable for multi-unit project	Entry level product for first time home buyers
Condominium		Post-recession financing is extremely limited	Limited demand exists for condo product, but construction not likely to occur
Neighborhood Retail/Restaurant	-10,000 SF	Rents do not justify stand-alone new construction	Likely projects will be food and beverage driven in mixed-use buildings
Class A/B Office	262,000 SF or 52,000 SF/yr.	Dependent upon identification of major tenant	More likely build-to-suit in a mixed-use building





family homes have steadily increased compared to the construction of new homes, which reached a sales peak in 2014 and has since declined. The 2017 median resale price of a single-family home was \$325,000 compared to a 2016 median new home sale price of \$448,500.

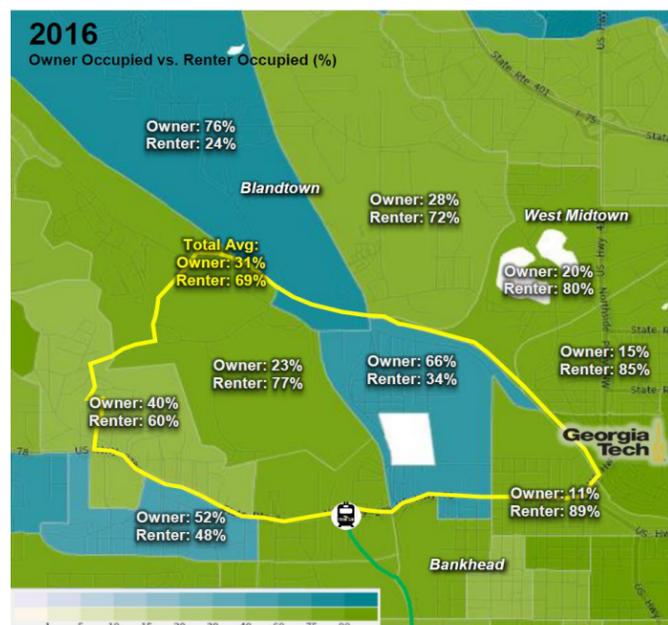


Image: Owner-Occupied vs. Renter-Occupied Properties, 2016
Source: Noell Consulting Group, via U.S. Census Bureau, Social Explorer

COMMERCIAL MARKETS

An increase in commercial development is anticipated within the subarea, but very little retail and office space currently exists. While there are limited food and entertainment options, a significant amount of commercial development exists and is planned to the east of Subarea 9 in West Midtown. Within the subarea, Phase II of the Foundry at Puritan Mill is currently under construction. When complete, this existing warehouse will be transformed into a restaurant destination. Additional proposed mixed-use development projects are located along major transportation corridors.

Two notable examples of proposed projects include:

- Quarry Yards - A transit-oriented, mixed-use development adjacent to the Bankhead MARTA station
- Westside Village - A multifamily development adjacent to Westside Park and the BeltLine corridor

A GROWING MARKET DEMAND

A growing demand exists for a greater number and better variety of housing types in Subarea 9. The demand for rental apartments and townhomes is expected to increase alongside the demand for neighborhood restaurant/retail/services.

 The estimated total demand for rental apartments in Subarea 9 is expected to reach 343 units in 2022 and 1,085 units in 2030.

According to the market analysis, several catalytic projects are proposed within the Subarea. The largest of them, the future Westside Park, is under development with build-out to occur over a period of years as funds become available. Another is Quarry Yards, adjacent to the Bankhead MARTA Station. An advancement of the build-out timetable for either of these projects will likely spark the redevelopment of underdeveloped properties and/or the rehabilitation of underutilized buildings in the subarea.



Image: Established Neighborhood, Subarea 9
Source: Noell Consulting Group



The Market Analysis also assesses types of development and the ability of the market to absorb additional residential units and office and commercial square footage. Overall, demand for all product classifications is moderate to low through 2022, but slowly increases through 2030.

In the near term, single family development will consist primarily of renovation projects, with only a few pockets able to justify new construction. Demand for just 70 single family units is projected through 2030 with the pricing for new construction ranging from \$350,000 to \$450,000. Townhome construction demand is stronger and focuses on entry level products geared primarily toward first-time home buyers. Demand for just over 325 units priced between \$250,000 to \$350,000 are projected through 2030.

The strongest residential demand in Subarea 9 is for rental apartments. Through 2030 demand calls for just under 1,500 rental apartment units consisting of wood frame construction only, with only the best sites able to support structured parking. Anticipated rental rates range from \$1,200 for a one-bedroom unit to \$1,600 for a two-bedroom unit.

Despite the community's desire for more retail, grocery store and restaurant options, there is little demand for this product type through 2022 as a result of higher density requirements associated with retail development. However, revitalization and catalytic developments will result in increased demand for food and beverage-driven destination concepts beyond 2022. As rents do not justify stand-alone new construction, most projects will be owner-occupied or in a mixed-use building.

Regarding office construction, there are several potential large tenant developments that could be catalytic and significantly improve demand for other product types. However, these catalytic developments are not likely to occur for at least the next five years. Per square foot office rent levels that the area can sustain make new construction rare unless the project is a build-to-suit or located in a mixed-use building.

MARKET OBSERVATIONS & FINDINGS

- Catalytic projects, whether they be infrastructure such as the future Westside Park or major projects such as the private development in the vicinity of the Bankhead MARTA Station can have a major impact on advancing the types of redevelopment desired by the community
- Demand for varied residential product type will increase diversity in the housing stock, but it will be important to capitalize on the opportunity to construct affordable units along with market rate units
- Construction of new affordable units will require subsidies. Along with subsidies, it will be important to secure land for affordable housing into the future. Rental options that accommodate low income individuals and families with children (2 and 3-bedroom apartments) should be made available.
- The inability of the market to support new construction provides opportunities for historic preservation and the adaptive reuse of existing buildings to attract small businesses to the area and support existing small businesses. As rents in older buildings are usually cheaper than new construction, adaptive reuse projects are more attractive to small business tenants
- Some of the near-term development and uses are likely to be interim in nature as the market cannot yet sustain the vision expressed in the Future Land Use Plan Map

PLAN REVIEW

A number of broad-based and topic-specific plans were reviewed to identify specific items that have an affect on the subarea. Each document was influential in highlighting the existing conditions that define the subarea and have impacted, as appropriate, the recommendations set forth in the Subarea 9 Master Plan Update.



PLAN REVIEW ITEMS		
	ITEMS/THEMES	RECOMMENDATIONS
Atlanta City Design	<ul style="list-style-type: none"> Benefits of Nature, Access, Ambition, and Progress should be made available to everyone Growth Corridors are areas of civic and social activity Conservation Corridors are open spaces designed to connect people to nature 	<ul style="list-style-type: none"> Align density with transit Invest in the West Design a citywide trail network Identify clusters for Eco-development
Comprehensive Transportation Plan Update	<ul style="list-style-type: none"> Reduce congestion, improve access, and support economic growth Maximize budgets by linking transportation and land use Improve safety 	<ul style="list-style-type: none"> Develop citywide sidewalk inventory/assessment Implement high priority multimodal corridors, as identified through the Renew Atlanta/ TSPLOST programs Develop a dedicated funding stream for maintenance backlog and capital projects
Streetcar System Plan	<ul style="list-style-type: none"> Create a network of interconnected transit corridors that will unify the BeltLine corridor with Connect Atlanta Plan Crosstown streetcar projects 	<ul style="list-style-type: none"> Crosstown/Midtown Streetcar Line - 3.7-miles long, to run along North Ave., Northside Dr. and D.L. Hollowell Pkwy. Phase 4 route along Northside Drive, from D.L. Hollowell Parkway to 10th Street
Renew Atlanta/ Infrastructure Bonds	<ul style="list-style-type: none"> Update transportation and municipal facilities citywide Invest in transit and transportation infrastructure through a Special Purpose Local Option Sales Tax (TSPLOST) and through a MARTA half-penny sales tax (More MARTA) 	<ul style="list-style-type: none"> Signal improvements at Marietta Rd. at Perry Blvd. and Johnson Rd. Signal improvements at W. Marietta St. Traffic Communications Corridor - Ivan Allen Blvd. to Marietta Blvd. Urban Path public art program - Grove Park Proctor Creek Greenway (Phase 1) Roadway construction - Newman Place Roadway resurfacing - Jefferson St. Bike project/neighborhood greenways - J.P. Brawley Dr. Atlanta BeltLine R.O.W. Acquisition
Cycle Atlanta	<ul style="list-style-type: none"> Improve safety and convenience of bicycling to six Metropolitan Atlanta Rapid Transit Authority (MARTA) rail stations 	<ul style="list-style-type: none"> Proposed bicycle facilities on W. Marietta Street (Phase 1.0) No recommendations specific to Subarea 9 (Phase 2.0)



PLAN REVIEW ITEMS		
	ITEMS/THEMES	RECOMMENDATIONS
Zoning Updates	<ul style="list-style-type: none"> Help promote quality design within the Subarea Ability to affect parking and affordable housing 	<p><i>Suggested Parking Recommendations:</i></p> <ul style="list-style-type: none"> Elimination of minimum requirements in residential areas with the BeltLine overlay zoning district Elimination of minimums and establishment of caps for areas within 2,640 feet of a high-capacity transit stop Elimination of requirements for residential and non-residential uses that do not hold an alcoholic beverage license in buildings built before 1965 <p><i>Suggested Affordable Housing Recommendations:</i></p> <ul style="list-style-type: none"> Establishment of standards for the provision of accessory dwellings within residential districts Establishment of a new MR-MU District that allows small, multifamily residential buildings to be improved and to remain in residential areas
Neighborhood Planning Efforts	<p><i>Westside Land Use Framework Plan:</i></p> <ul style="list-style-type: none"> Reinforce neighborhood identity Increase access to parks and open space Strengthen neighborhood assets Identify key infrastructure projects and investment opportunities <p><i>D3: Westside Revive:</i></p> <ul style="list-style-type: none"> Builds upon the ideas outlined in the Atlanta City Design and the City's Comprehensive Development Plan Reduce traffic on corridors New development to respect the existing neighborhood character Better access to amenities, incl. retail 	<p><i>Westside Land Use Framework Plan:</i></p> <ul style="list-style-type: none"> Medium-density mixed-use along/adjacent to the Jefferson Street corridor <p><i>D3: Westside Revive:</i></p> <ul style="list-style-type: none"> Include low-density multifamily or mixed-use fronting the BeltLine near Jefferson Street Expand the pedestrian network through an integrated system of streets and trail linkages Redesign Marietta Blvd. and W. Marietta St. to be multimodal corridors
NPU-G Plan	<p><i>Principle: Maintain and enhance quality of life for residents of the community</i></p> <ul style="list-style-type: none"> Employ regional strategies for land use, transportation, and economic growth Consider the effect of the built environment on history, culture, and the natural environment Employ efficient land uses 	<ul style="list-style-type: none"> Connections (e.g. greenway trails, intersection improvements, D.L. Hollowell Pkwy, street connections, transit, transit-oriented development and bicycle improvements) Redevelopment site analysis of Hollywood Courts, Bankhead Courts and Bankhead Court site analysis Opportunities for advancement (e.g. workforce development, green industry training, and education) Food access Public art Environmental and natural amenities





PLAN REVIEW ITEMS		
	ITEMS/THEMES	RECOMMENDATIONS
Atlanta BeltLine Environmental Impact Statement	<ul style="list-style-type: none"> New transit and multi-use trail alignments identified in the northwest quadrant of the city CSX corridor near the Bankhead MARTA Station falls within the study area Modern streetcar identified as the preferred transit mode 	<p><i>Transit Build Alternatives to use portions of the existing CSX freight rail ROW in the northwest zone</i></p> <ul style="list-style-type: none"> CSX Marietta Blvd. LRT Transit Alternative CSX Marietta Blvd. SC Transit Alternative <p><i>Transit build alternatives located adjacent to but outside the existing CSX freight rail ROW</i></p> <ul style="list-style-type: none"> Marietta Boulevard LRT Transit Alternative Marietta Boulevard SC Transit Alternative Trail alternative along Marietta Blvd.
City of Atlanta Capital Improvement Plan	<ul style="list-style-type: none"> Thirteen Atlanta BeltLine projects occupy 13.8% of total program costs 	<ul style="list-style-type: none"> Environmental Assessment of the Westside Evaluate proposed modern light rail along the Atlanta BeltLine between the Bankhead MARTA Station and West End or Oakland City See RENEW Atlanta Transportation Bond projects
ARC PLAN 2040	<ul style="list-style-type: none"> Lead as the Global Gateway to the South Encourage Healthy Communities Expand Access to Community Resources Sustainability as an overarching theme 	<ul style="list-style-type: none"> Employ adaptive reuse and infill development as ways to reduce the carbon footprint Utilize a range of housing types, better services and employment opportunities around transit centers
Atlanta BeltLine Corridor Design	<ul style="list-style-type: none"> Integrate pedestrian-friendly rail transit, trails, greenspace and abutting development Design drivers to include Character, Multi-Re-Use, Threshold, Performance, and Phased Buildout 	<ul style="list-style-type: none"> Engineering, streetscape, landscape design, historic preservation, public art, transit, trail and greenspace recommendations should be in keeping with the character of the Subarea 9 neighborhood



Image: ABI Quarterly Briefing, 3rd quarter 2018
Source: Atlanta BeltLine, Inc.



COMMUNITY ENGAGEMENT

OVERVIEW

Given that successful plans emerge from an open and engaging community engagement process, public involvement was a key component of the Subarea 9 Master Plan Update. It is important for the plan to capture the community's vision for the future, and the community was actively involved via a series of meetings conducted over a period of almost one year.

Engagement methods included six Study Group meetings, four Stakeholder Committee meetings, stakeholder interviews and engagement with students from Washington and Douglass High Schools.

All Subarea 9 Master Plan Update community meetings were held in conjunction with the Subarea 10 Master Plan Update meetings. As these two subareas constitute the BeltLine Westside Study Group 5, the community meetings were referred to as Study Group meetings. The Subarea 9 and 10 meetings were held together since the two share an important boundary, D.L. Hollowell Parkway, and because construction of the future Westside Park will impact future development in both subareas. The dates for the first four meetings were established at the beginning of the process so they could be advertised at each meeting, providing the community notice well in advance of the actual meeting date.

As community engagement associated with the Subarea Master Plans is an ongoing process, this engagement will not end at the completion of the Master Plan

Update. Ongoing interactions with the community via regular meetings will be necessary as future projects are implemented within the subarea.

STUDY GROUP MEETINGS

Subarea 9 Master Plan Update meetings were on Monday evenings in accordance with the BeltLine's Westside Study Group 5 meeting schedule. Each Study Group meeting served as a forum for broad based public engagement and interaction.

Meetings notification methods included:

- Meeting flyers posted at community facilities (i.e. senior center, churches, schools, etc.)
- Email distribution to neighborhood associations, NPUs, and elected officials
- Signs within the right-of-way displayed along major streets and intersections throughout the subarea
- Distribution via the Atlanta BeltLine, Inc. email list
- Notice on Atlanta BeltLine, Inc.'s website and social media platforms

The Study Group Meeting format varied, and included presentations with break-out sessions, open houses and interactive workshops. The first two meetings were high-level in nature, focusing on the community vision, concerns and validation of the goals and recommendations of the 2009 Master Plan. Ultimately, updated goals and specific action plan items were generated based on the public input received at the

Community Engagement Timeline



Study Group and Stakeholder Meetings. The Study Group Meeting format reflected the overall planning process as illustrated in the Study Group Meeting Organization Chart. The final two meetings were added

following initial presentation of the goals, action items and recommendations to ensure the community had adequate opportunity to review and comment on the final recommendations.



Image: Breakout Session - Study Group Meeting 2
Source: Project Team



Image: Study Group Meeting 1
Source: Project Team



S.W.O.T. Analysis Summary

STRENGTHS:

- Sense of community
- History and culture
- Central Location
- Future Westside Park

WEAKNESSES:

- Lack of retail and grocery store options
- Reduction in the number of owner-occupied homes
- Lack of access and connectivity to surrounding amenities and across railroad tracks
- Lack of good bike and sidewalk network with safe pedestrian crossings and lighting
- Amount of truck traffic
- Need for more affordable housing

OPPORTUNITIES:

- Legacy residents
- Entertainment options for younger couples and families
- Multi-use path along railroad buffer on West Marietta Blvd.

THREATS:

- Failure to protect current residents
- Investors buying real estate

STUDENT ENGAGEMENT

An essential aspect of any sustainable project is planning for future generations. For this reason, local students at Booker T. Washington High School and Douglass High School were recruited to participate in the planning process. Students at Washington High School, located within the BeltLine's Westside Study Group 5 planning area, identified strengths, weaknesses, opportunities and threats in their neighborhoods. Douglass High School students were invited to participate in the planning process as part of the school's S.T.E.M. (Science Technology Engineering and Math) program.

★ See the Subarea 9 Appendix for meeting summaries



Images: Breakout Session - Study Group Meeting #2
Source: Project Team

STAKEHOLDER MEETINGS

Three stakeholder meetings were conducted to gain an understanding of key issues. Invited stakeholders included representatives from City of Atlanta departments, City Council districts, NPU's (Neighborhood Planning Units), MARTA, the Atlanta Housing Authority, other service providers and neighborhood associations. Discussions with stakeholders were helpful in evaluating existing conditions, while the feedback received was influential in the formation of plan recommendations. It seems that more people participated in the community meetings compared to the stakeholder meetings as a result of the recent completion of D3 Westside Revive.

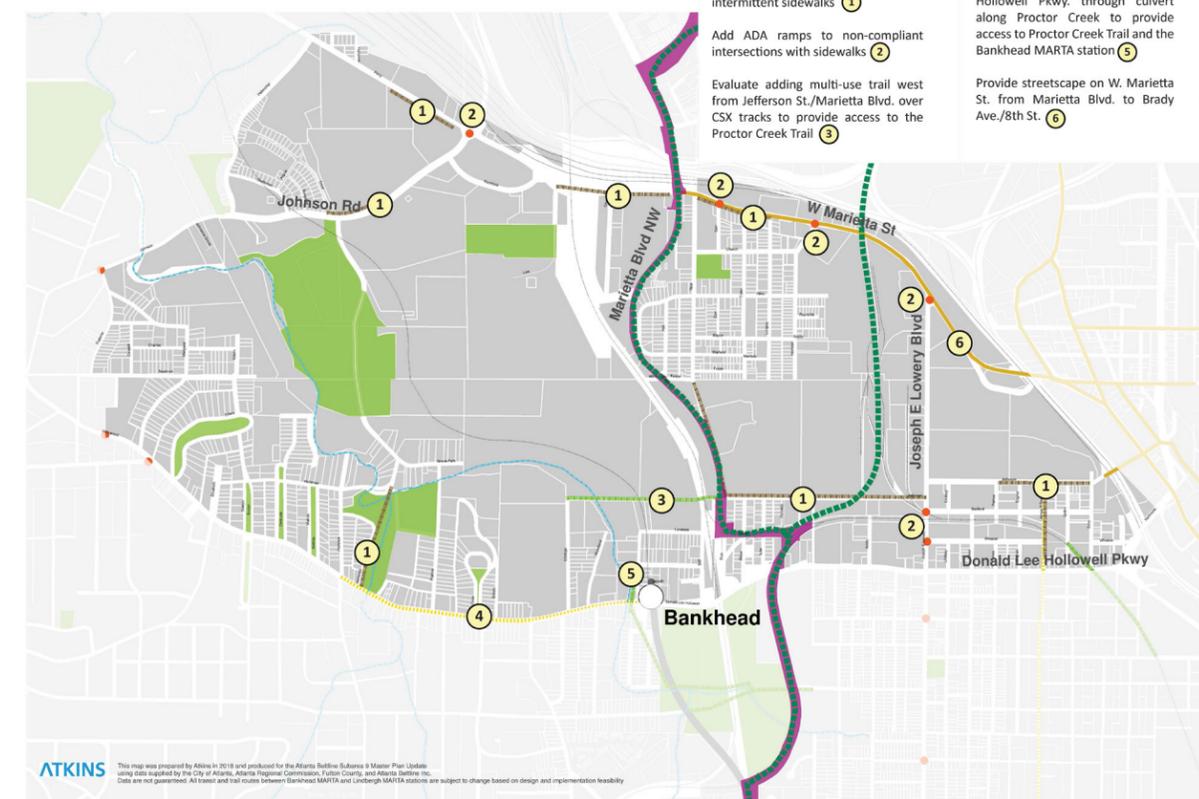


COMMUNITY OBSERVATIONS & FINDINGS

- Providing connections to the future Westside Park and the Proctor Creek Greenway from surrounding neighborhoods is essential to Subarea 9 residents
- Subarea residents emphasized the need for improved safety along roadways and sidewalks
- There is a need to preserve and protect existing neighborhoods and businesses amidst rising development
- There is increased concern regarding implications of growth and development on rising housing cost and involuntary displacement
- A strong sense of community, culture and history exists within the subarea
- There is an opportunity for higher-density, compact infill development on vacant industrial sites
- There is a desire for increased food and retail options within the subarea, and better access to commercial services outside of the subarea

WHAT ARE YOUR THOUGHTS ON THE DRAFT CIRCULATION (BIKE AND PEDESTRIAN) PLAN? ARE WE MISSING ANYTHING?

DIRECTIONS
1. Use sticky notes to tell us if we missed anything, and place them on the map.



DRAFT Circulation Plan - Bike and Pedestrian Map

Atlanta BeltLine Subarea 9

0 250 500 1,000 Feet

Atlanta BeltLine NORTH



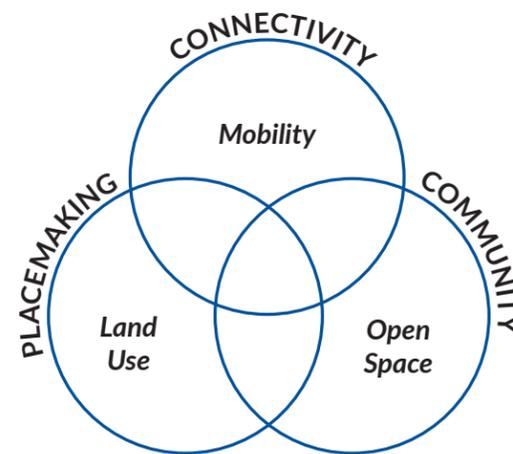
THE SUBAREA OF THE FUTURE

GUIDING PRINCIPLES

The guiding principles used to drive each aspect of the master planning process represent a synthesis of common themes based upon a foundation of public input. Each theme can be accomplished through strategies, or principles, that have social, environmental or economic implications. The guiding principles drove the assessment of the subarea goals and should therefore be used as a reference point, providing guidance for the implementation of the Master Plan.

The Subarea 9 Master Plan Update incorporates three themes to which the master plan goals and implementable action plan items are tied.

1. **CONNECTIVITY:** *Mobility*
2. **PLACEMAKING:** *Land Use*
3. **COMMUNITY:** *Open Space*



CONNECTIVITY: MOBILITY

The demand for improved connectivity throughout the subarea was expressed at each Study Group and Stakeholder meeting. Community members felt that better connectivity would result in better access to area resources and facilities that result in an improved quality of life.

Public comments, observations and recommendations that relate to connectivity include:

- Need sidewalks/bike lanes on Perry/Johnson Road
- Need access to Westside Park and the Bankhead MARTA Station from Knight Park/Howell Station and the Grove Park neighborhood
- Demand for a pedestrian bridge to cross Marietta Boulevard from Niles Avenue
- Desire for park access along the eastern edge of Hortense Place NW and extending from Edwin Place NW and Newman Place NW
- Desire for bike and pedestrian access to the Bankhead MARTA Station from surrounding neighborhoods
- Paving needed on J.E. Lowery Boulevard and W. Marietta Street
- Need for pedestrian-friendly crosswalks

Connectivity is related to the following Subarea 9 Mobility Goals:

- *Promote alternative modes of transportation*
- *Promote transportation network connectivity*
- *Improve the function and character of existing roadways*

The **guiding principles** used to inform the Subarea 9 Mobility Goals include:

- **Create walkable streets.** Employ sidewalks and high-quality design elements to improve the quality of the pedestrian walking experience.
- **Encourage the use of public transit.** Improve access to transit stations and bus stops.
- **Expand transportation choices.** Provide a interconnected network of roads, sidewalks, paths and multi-use trails to accommodate walkers, drivers, and bicyclists.



Image: Site of the future Westside Park
Source: Atlanta BeltLine, Inc.



- **Provide off-street multi-use trails.** Using trails as an alternative to roads will result in improved air quality and improved public health.
- **Make roadways equitable to all.** Transportation facilities should serve people of varying ages and abilities.
- **Enhance safety.** Focus on increasing safety for all travel modes.
- **Incorporate green infrastructure.** Examples include vegetated swales, rain gardens, and porous pavement.



Image: Biking the BeltLine
Source: Atlanta BeltLine, Inc.

PLACEMAKING: LAND USE

There is a strong desire within the subarea community to preserve existing structures while incorporating additional retail, restaurant, grocery store and mixed housing opportunities. Incorporating a mix of land uses to incorporate art and greenspace, celebrate history and showcase culture would build upon the existing identity of the subarea, resulting in a well-defined sense of place.

Public comments, observations and recommendations that relate to placemaking include:

- Affordable housing options and strategies needed
- More medium-density residential, low-density

- residential and low-density commercial
- Improve food access
- Live, work, eat and play south of West Marietta Street and east and west of J.E. Lowery Boulevard
- Medium-density mixed-use south of Knight Park/Howell Station
- Mix up density near the Bankhead MARTA Station

Placemaking is related to the following Subarea 9 Land Use Goals:

- *Promote transit-oriented mixed-use development*
- *Create livable activity centers*
- *Preserve and strengthen neighborhoods*
- *Promote affordable housing strategies*
- *Preserve historic, natural and cultural resources*

The **guiding principles** used to inform the Subarea 9 Land Use Goals include:

- **Create a mix of uses.** Place different uses near one another to promote vitality and sustainability.
- **Diversify housing opportunities.** Provide a balance of owner-occupied, rental and mixed-income and affordable housing types.
- **Accommodate growth at medium-to-high densities.** Locate transit-oriented development around MARTA bus and rail stops, future streetcar stations and the BeltLine corridor.
- **Preserve and enhance community character.** Keep the use and intensity patterns the same in single-family and low-density residential neighborhoods. Vary the intensity/scale of adjacent developments.
- **Celebrate the history of the area.** Preserve historic structures where appropriate. Incorporate historic markers, artifacts, and public art that tells a story.

COMMUNITY: OPEN SPACE

The open spaces that are located within cities can provide social, recreational and environmental benefits to the community. They contribute to a community's



identity and the health and wellbeing of its residents. Many of the public comments received were related to the future Westside Park.

Public comments, observations and recommendations that relate to open space include:

- Need for family-friendly recreational programming and additional gathering spaces
- Lack of recreational opportunities
- Provide safe, direct access to the Park from neighborhoods
- Provide connections to Proctor Creek Greenway

Community is related to the following Subarea 9 Open Space Goals:

- *Make Westside Park an attractive regional/local destination*
- *Accommodate regional access to Westside Park*
- *Ensure safe, integrated, and convenient local access to recreational opportunities*

The **guiding principles** used to inform the Subarea 9 Open Space goals include:

- **Replace underutilized spaces with greenspace.** Examples of such spaces include utility corridors, creek corridors, pocket parks and similar areas.
- **Surround open spaces with a mixture of uses.** Fronting open spaces with buildings and streets can increase visibility and improve safety. Open spaces adjacent to housing and other developments becomes an amenity for users.
- **Promote healthy community initiatives.** Examples of such initiatives include urban farms, farmers' markets, guided nature walks and other activities. Open spaces can also be used as outdoor classrooms to serve other areas of learning.

- **Enhance existing parks and open spaces.** Advocate for park improvements that will better serve the needs of the community.
- **Provide a connected network of open spaces.** Link existing and future parks with trails and natural features and focus on ensuring better access to park and open space resources for area residents.



Image: Washington Park Jamboree
Source: Atlanta BeltLine, Inc.



FUTURE LAND USE

When drafting future land use recommendations, mobility and circulation recommendations were taken into consideration to ensure an appropriate balance between the two. Planning efforts surrounding the construction of the future Westside Park were discussed with the City of Atlanta, and adjacent developments were evaluated in conjunction with current land use and projected growth trends. Existing zoning was assessed for consistency between land use recommendations and allowable uses. The City's Future Land Use map was reviewed and a detailed market analysis provided insight regarding realistic future development potential.



Land uses in the Subarea 9 Master Plan Update closely align with the land uses proposed in the Westside Land Use Framework Plan and the Council District 3 Neighborhood Master Plan.

LAND USE RECOMMENDATIONS

The following are specific geographic areas recommended for land use changes based on existing and proposed future conditions:

1. Westside Park
2. Bankhead MARTA Station
3. D.L. Hollowell Parkway Corridor
4. West Marietta Street Corridor
5. Joseph E. Lowery Boulevard Corridor
6. Marietta Boulevard Corridor
7. Jefferson Street Corridor

Some of the recommended land use changes are included as items in the Land Use Action Plan and are further described on the following pages:

1. Westside Park

- Increase existing park space to be consistent with the future Westside Park boundary

Most of the large vacant parcels in the middle of the subarea will be redeveloped as the future Westside Park. Market studies indicate that there will be a strong need for mixed-use and multifamily housing around the park.

along major corridors. The mixed industrial designation applies to parcels containing buildings that house a mix of industrial and non-industrial uses.

Other areas of the map are consistent with City of Atlanta recent rezonings and associated plans for future development.

Future land use recommendations were based upon:

- Previous master planning efforts
- Community and stakeholder input
- Subarea goals, strategies and action items
- Future mobility recommendations
- Future open space recommendations
- Existing zoning
- Projected market trends

Based on feedback received at the Stakeholder and Study Group meetings, uses able to support retail and a variety of housing types were most important to the Subarea 9 population. Such land uses include mixed-use, multifamily and commercial types.

THE PROCESS

To map future land use, each parcel within the Atlanta BeltLine's Tax Allocation District (TAD) boundary was evaluated individually. A small number of parcels located outside of the TAD at the southeast corner of the subarea were also included in the future land use map in an effort to be consistent with the original Subarea 9 Master Plan. Given the large size of the future Westside Park at Bellwood Quarry, the future land use map is predominantly defined by expanded park space. Large areas of medium-density mixed-use (i.e. 5-9 stories), increased multifamily (i.e. 1-4 stories and 5-9 stories) and mixed industrial areas are located



Image: Rendering of the Future Westside Park
Source: City of Atlanta



Image: Rendering of the future Quarry Yards development
Source: Atlanta BeltLine, Inc.

2. Bankhead MARTA Station

- Land use designation change: Increase density (MU 10+ stories and Multifamily 5-9 stories) at the Bankhead MARTA station

The highest density proposed in the Subarea is located adjacent to the Bankhead MARTA station, since density is often used to maximize public investment in transit. The mixed-use 10+ story designation for this area is based on recommendations outlined in the previous master plan, existing plans for a proposed transit-oriented development project and community input. Medium-density multifamily is proposed directly to the west.

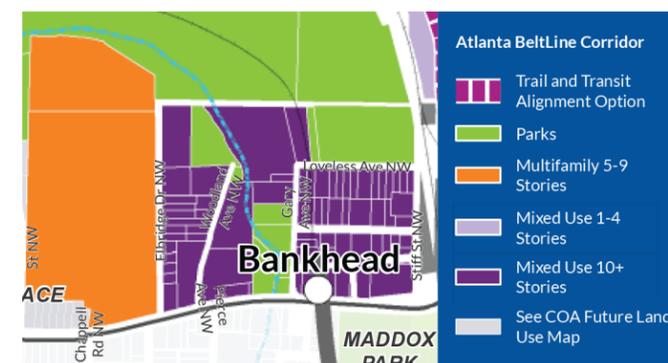


Image: Bankhead MARTA Station - Proposed Land Use
Source: the Collaborative, Inc.

3. D.L. Hollowell Parkway Corridor

- Land Use Designation Change: Provide medium-density mixed-use (MU 5-9 stories) south of Jefferson St. and north of D.L. Hollowell Pkwy.

The mixed-use 5-to-9 story recommendation is based on recommendations outlined in the Westside Land Use Framework Plan and the 2009 Subarea Master Plan, as well as the City of Atlanta's Land Use Map. Providing medium-density mixed-use along the subarea's southern corridor is compatible with the higher-density development proposed to the west near the Bankhead MARTA Station.



Image: D.L. Hollowell Parkway Corridor - Proposed Land Use
Source: the Collaborative, Inc.

4. West Marietta Street Corridor

- Land Use Designation Change: Provide medium density multifamily (MF 5-9 stories) south of West Marietta St. (SE corner) and south of Jefferson St.



Roughly half of the proposed medium-density multifamily parcels in the southeast corner of the Subarea are home to the Westmar Student Lofts, an 8-story apartment complex. The recommendation to expand the number of multifamily parcels is based upon the City of Atlanta Land Use Map, recommendations proposed in the recently-adopted D3: Westside Revive Plan and the community's desire to include a mix of owner-occupied and rental housing in the subarea.

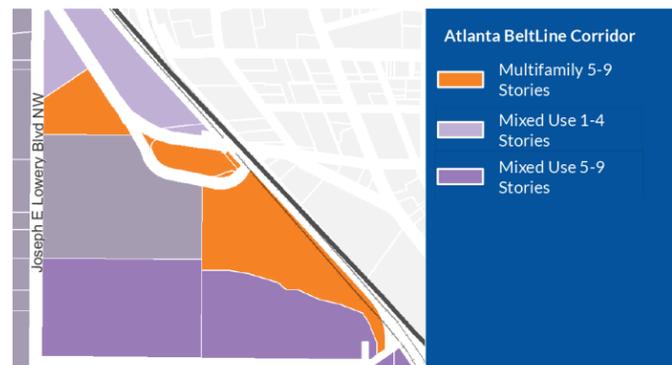


Image: West Marietta Street Corridor - Proposed Land Use
Source: the Collaborative, Inc.

5. Joseph E. Lowery Boulevard Corridor

- *Land Use Designation Change: Convert a portion of industrial properties along Joseph E. Lowery Blvd. to mixed industrial*

The mixed industrial designation applies to parcels containing buildings that house a mixture of light industrial and non-industrial uses. The BeltLine's mixed-industrial land use category is consistent with the City of Atlanta's I-MIX zoning category. I-MIX is allowed in areas previously used for industrial, high-density commercial, high-density mixed-use, or office institutional purposes. It was created to accommodate growth without losing land zoned for industrial uses in the process. The grouping of mixed-industrial parcels near the intersection of J.E. Lowery Boulevard and West Marietta Street is compatible with proposed plans to redevelop the WestRock Packaging Systems property.

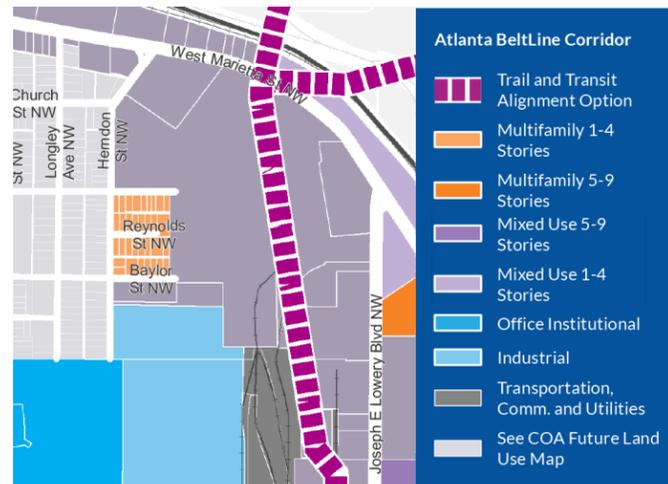


Image: J.E. Lowery Boulevard Corridor - Proposed Land Use
Source: the Collaborative, Inc.

6. Marietta Boulevard Corridor

- *Land Use Designation Change: Convert vacant land east of Lois St. to medium-density mixed-use (MU 5-9 stories)*

Converting vacant and industrial parcels directly east of the future Westside Park into medium-density mixed-use is a recommendation that is compatible with recent planning efforts and future development plans. Mixed-use developments are often located adjacent to parks to maximize land values and attract future residents.



Image: Marietta Boulevard Corridor I - Proposed Land Use
Source: the Collaborative, Inc.



- *Land Use Designation Change: Convert a portion of Marietta Blvd. from industrial to low-density mixed-use (MU 1-4 stories)*

The transit-oriented mixed-use category is proposed along Marietta Boulevard, a potential future BeltLine corridor route. Medium-density mixed-use located next to transit will promote sustainability and public health by providing alternative modes of transportation and encouraging walking.

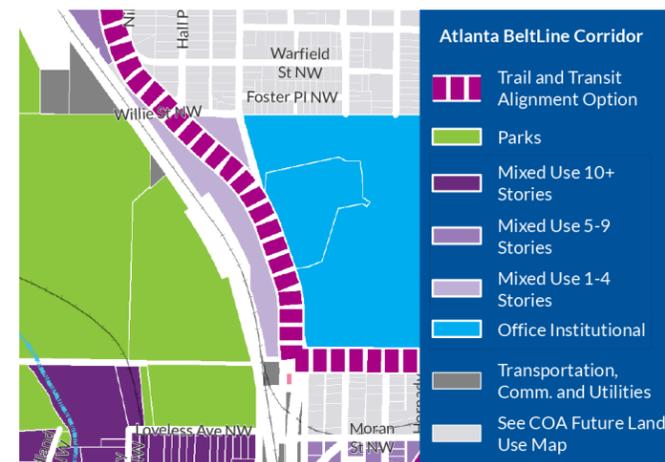


Image: Marietta Boulevard Corridor II - Proposed Land Use
Source: the Collaborative, Inc.

7. Jefferson Street Corridor

- *Land Use Designation Change: Provide medium-density multifamily (MF 5-9 stories) south of West Marietta St. (SE corner) and south of Jefferson St.*

The medium-density multifamily 5-9 story land use designation is used to describe a pocket of parcels adjacent to Echo Street in the southeastern corner of the subarea. The recommendation to transform the previously industrial and vacant land into multifamily residential units, including town homes and condominiums, is based on the need for increased multifamily and mixed-income rental developments and the Echo Street Communities project, currently in the pre-construction phase.

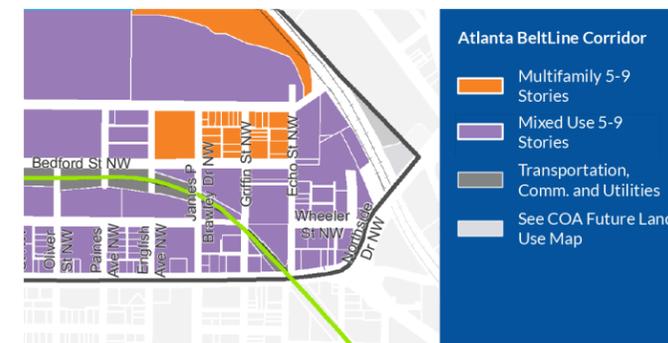


Image: Jefferson Street Corridor - Proposed Land Use
Source: the Collaborative, Inc.

[See the Future Land Use Map](#)

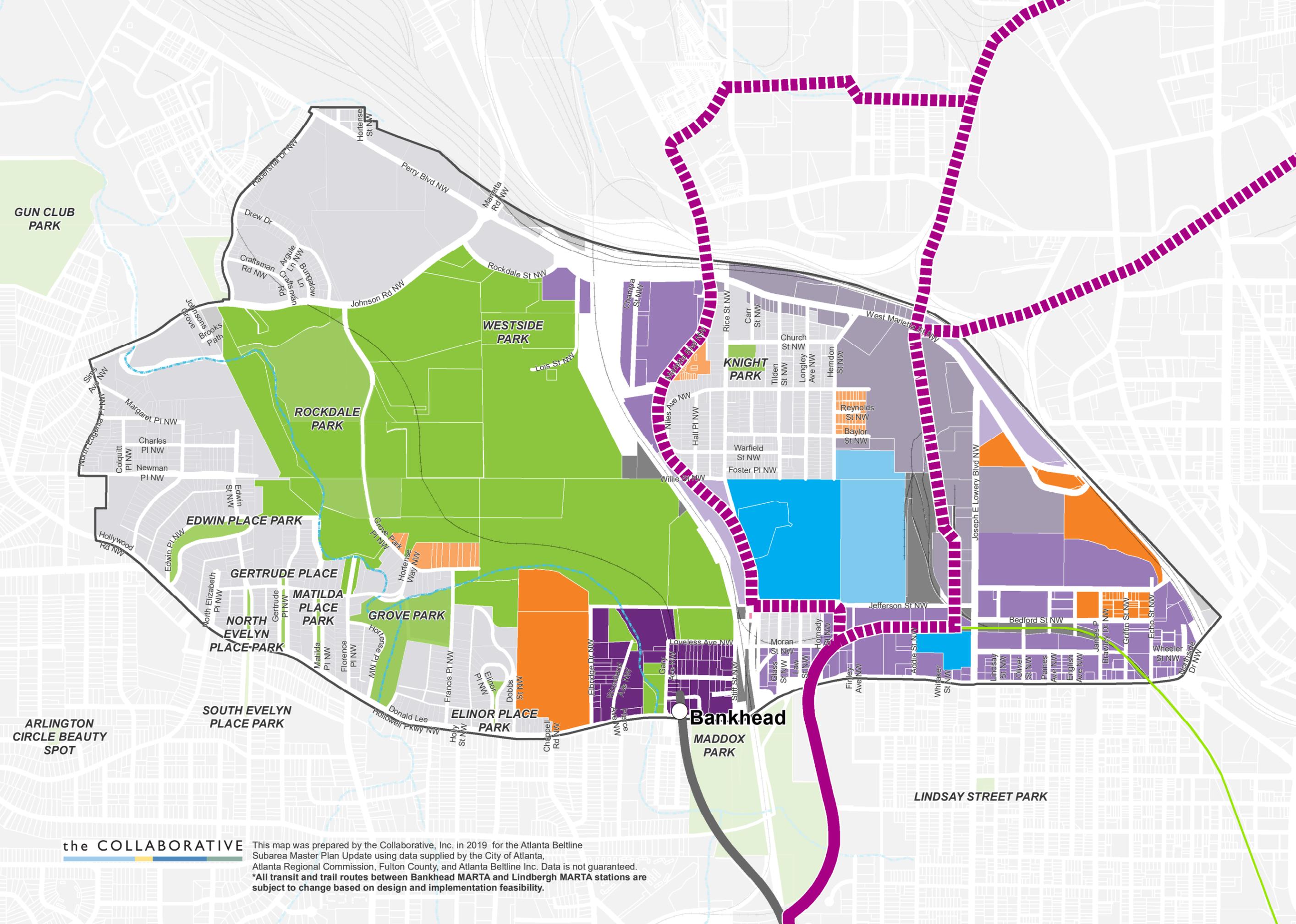
LAND USE AND URBAN DESIGN

Land Use and Urban Design are essential components of the community revitalization process. Land Use is the designation of certain areas or parcels of land for specific uses. Urban Design is the process of shaping the physical setting of the community with regards to the design of buildings, spaces and landscapes. The combination of land use and urban design in the context of the Atlanta BeltLine works to provide a framework for transit-oriented development that supports mixed-use development, mobility, walkability and preservation within the confines of the established neighborhoods with which it exists.

The following renderings represent what can be achieved when high-quality urban design standards are implemented in the context of new development. Such design techniques result in an improved sense of place and include:

- Activation of the street edge
- Incorporation of outdoor seating
- Installation of plant material
- Facade improvements and renovation of existing buildings

The BeltLine Overlay District is a City of Atlanta Zoning District established in 2007 to create urban design regulations to guide development within the Beltline planning area. The Overlay helps to preserve



Future Land Use

Atlanta BeltLine Subarea 9

- Atlanta BeltLine Corridor**
- Trail and Transit Alignment
 - Trail and Transit Alignment Option
 - Westside Greenway Connector Trail
 - Parks
 - Mixed Residential Neighborhood
 - Multifamily 1-4 Stories
 - Multifamily 5-9 Stories
 - Mixed Use 10+ Stories
 - Mixed Use 5-9 Stories
 - Mixed Use 1-4 Stories
 - Mixed Industrial
 - Low Density Commercial
 - Office Institutional
 - Industrial
 - Transportation, Comm. and Utilities
 - See COA Future Land Use Map



1 inch = 1,000 feet

the COLLABORATIVE

This map was prepared by the Collaborative, Inc. in 2019 for the Atlanta Beltline Subarea Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta Beltline Inc. Data is not guaranteed. ***All transit and trail routes between Bankhead MARTA and Lindbergh MARTA stations are subject to change based on design and implementation feasibility.**



the integrity of the Atlanta BeltLine corridor and the adjacent communities while improving the pedestrian and transit orientation of new development. It is a tool that can be used by developers in advance of future planning efforts and by the public to ensure that community character is acknowledged and preserved.

RECOMMENDED DEVELOPMENT CONCEPTS

Much of Subarea 9 has the potential to be redeveloped in a manner that is compatible with community desires.

Development concepts include:

- Infill Development
- Transit-Oriented Development
- Adaptive Reuse

The BeltLine Overlay District standards focus primarily on the creation of pedestrian-oriented building forms consistent with local scale and character in addition to urban streetscapes.



Image: Activation of the Street Edge + Adaptive Reuse
Source: the Collaborative, Inc.



Image: Complete Street Conditions, J.E. Lowery Blvd.
Source: the Collaborative, Inc.

Infill Development

Urban infill prevents sprawl and leads to the creation of walkable communities, which in turn has a positive effect on the environment through improved air quality. Infill development is economically beneficial since it encourages growth in areas where existing infrastructure is already in place. The large amount of vacant land and parcels that contain dilapidated structures located within the subarea presents an opportunity for future infill development. Infill development is the redevelopment of land in an urban environment to new construction. These properties offer the opportunity for additional housing, commercial and office development which can be more affordable. They can enhance the street edge with landscaping and sidewalk improvements. Historic preservation can also be implemented as a form of infill development to provide usable and attractive buildings on existing developed land.

Transit-Oriented Development (TOD)

The Atlanta BeltLine seeks to create walkable, compact transit-oriented development along the BeltLine corridor. Using TOD principles around existing MARTA bus and rail stops, as applicable, future streetcar stations and the Atlanta BeltLine corridor will accommodate

growth at moderate to high densities, transitioning to existing single-family and low-rise residential areas. Parkside at Quarry Yards, the proposed Bankhead MARTA Station redevelopment project, is an example of a transit-oriented development. Once constructed, the project will include multifamily residential and office units, retail and restaurant space, and a hotel.

Adaptive Reuse

Adaptive reuse refers to the process of reusing an existing building for a purpose other than that for which it was originally built. Residents' need for restaurant and retail options could be met by retrofitting vacant or under-utilized industrial and commercial buildings into thriving restaurant and retail destinations. Employing flexible building typologies is another way to plan for the conversion of non-commercial buildings into commercial destinations. Adaptive reuse is an effective way to preserve historic structures while avoiding high costs associated with new construction.

IMPLICATIONS OF GROWTH AND DEVELOPMENT ON INVOLUNTARY DISPLACEMENT

The Subarea 9 community ranked affordable housing as a top priority throughout the public engagement





process. Affordable housing refers to housing that is no more than 30% of a family's annual income. Concerns related to the implications of growth and development on housing costs stem from the growing desirability of Subarea 9 and reflect many of the same reasons why current residents value living in the community.

While land use and zoning regulations are useful, these regulations can impact housing by unintentionally or inadvertently raising housing costs and preventing certain types of housing from occurring in specific areas. Increased rents and the inability to pay monthly mortgages can lead to the involuntary displacement of individuals. Zoning amendments can be used to address housing concerns associated with rising mortgages and rents. For example, the allowance of accessory dwellings within residential districts provides a cheaper rental option compared to most multifamily residential housing units. Similarly, the new MR-MU District allows older multifamily residential buildings to remain in residential areas, providing a cheaper rental option as compared to the cost of new construction.

In addition, cultural displacement can occur as a result of gentrification and other market forces when members of a community choose to move because their neighbors and local businesses have left the areas in which they live. One way to address cultural displacement is to implement arts and cultural initiatives and small business initiatives along the BeltLine corridor to ensure that local history is preserved and businesses aren't involuntary displaced.

The Atlanta BeltLine promotes equitable development to help breakdown longstanding economic and cultural barriers. One key area of implementing equity involves minimizing displacement and leveraging economic opportunity in a way that stabilizes neighborhoods. In addition to what is listed below, the community made additional recommendations to further stabilize the community, including (1) supporting residents in the creation of an informational resource to help empower and educate residents about how development works to ensure that community desires/needs are achieved when new development occurs; and (2) coordinating with local agencies, governments, schools and non-

profits to provide strategic programming for local residents (e.g. job fairs, job-training opportunities, wealth building, etc). Specific housing strategies can be implemented to further address concerns.

Equitable and affordable housing strategy recommendations:

- "Missing Middle" housing
- Co-housing
- Senior housing
- Mixed-income housing
- Mix of owner-occupied and rental housing
- Continued conversations with the community
- Homeowner and Senior Tax Exemptions and other housing programs
- Subsidies to create new affordable housing
- Develop strategies around purchasing land for affordable housing
- Educational outreach to include:
 - Renters Rights
 - Appealing Property Tax Assessments
 - How to lower Property Taxes
 - How to Buy a Home

Mixed-income housing that meets the needs of a range of incomes from 30% to 80% of area median income (AMI) will be needed and will require a collaborative effort from both public housing agencies and private partners. Likewise, neighborhood stabilization tools such as federally funded homeowner rehabilitation programs or programs/funds that can be used to offset increased property taxes must be evaluated to help existing homeowners. Effectively meeting the housing needs of the diverse groups of individuals that make up the Subarea 9 community will lead to healthy growth within the subarea. The BeltLine's focus on inclusive growth without displacement will be key in Subarea 9 where populations vulnerable to displacement will be sensitive to increasing housing costs.

STRATEGIES AND IMPLEMENTATION PRIORITY RECOMMENDATIONS

After the original Master Plan goals were revised based on public comments, strategies associated with each



goal were developed. The strategies focus on how to accomplish each goal. Strategies were the starting point for defining implementable Action Items.

The following Land Use Strategies & Implementation Priority Recommendations Chart is comprised of Action Items that accomplish the respective goals. The priority ranking identifies the items ranked highest by the community. The items designated as priority 1

reflect the items that the community believes should be implemented first.

The items in the chart are proposed projects. Estimated project costs and funding availability were not identified, but can be used as a resource for future projects for the responsible agencies.

STRATEGIES & IMPLEMENTATION PRIORITY RECOMMENDATIONS		PRIORITY					TIMEFRAME	RESPONSIBLE PARTY	
		1	2	3	4	5			
LAND USE	GOAL 1: PROMOTE TRANSIT-ORIENTED MIXED-USE DEVELOPMENT	Land use change: Increase density (MU 10+ stories and Multifamily 5-9 stories) at the Bankhead MARTA station	●					Short-Term	Department of City Planning
		Develop regulations that reduce the minimum parking requirements					●	Adopted in 2019	Department of City Planning
		Evaluate the adoption of incentives or regulations that require developments to construct surface parking as an interim phase, and that call for future phases to incorporate structured parking				●		Mid-Term	Department of City Planning
	GOAL 2: CREATE LIVABLE ACTIVITY CENTERS	Evaluate the adoption of incentives or regulations that require developments to construct lower floor multifamily units in a manner that provides for the conversion to commercial uses in the future					●	Mid-Term	Department of City Planning
		Develop an incentive program that promotes the adaptive reuse of properties that support job creation	●					Short-Term	Department of City Planning/Economic Development Staff
		Evaluate the adoption of incentives or regulations that provide a bonus for the incorporation of public spaces for artistic use, incorporate art or contribute to a public art program					●	Mid-Term	Department of City Planning
		Evaluate the adoption of incentives or regulations that provide a bonus for the consolidation of substantial green space into usable areas such as pocket parks				●		Mid-Term	Department of City Planning
		Land Use Change: Convert a portion of industrial properties along Joseph E. Lowery to mixed industrial					●	Short-term	Department of City Planning
		Land Use Change: Convert vacant land east of Lois Street to medium-density mixed-use (MU 5-9 stories)				●		Short-Term	Department of City Planning
		Land Use Designation Change: Convert a portion of Marietta Boulevard from industrial to low-density mixed-use (MU 1-4 stories)			●			Short-Term	Department of City Planning
		Land Use Designation Change: Provide medium density multifamily (MF 5-9 stories) south of West Marietta Street (SE corner) and south of Jefferson Street					●	Short-Term	Department of City Planning
	Land Use Designation Change: Provide medium-density mixed-use (MU 5-9 stories) south of Jefferson Street and north of D.L. Hollowell Parkway					●	Short-Term	Department of City Planning	
	GOAL 3: PRESERVE AND STRENGTHEN NEIGHBORHOODS	Implement the recommendations of the Westside Land Use Framework Plan					●	Mid-Term	GDOT, Dept. of Planning, City of Atlanta
		Adopt D-3 Westside Revive					●	Adopted in 2019	City of Atlanta
		Develop and implement a plan to promote neighborhood stabilization tools, such as federally funded homeowner rehabilitation programs		●				ONE Atlanta Affordability Action Plan - ongoing implementation	City of Atlanta, Invest Atlanta, Housing Authority, Atlanta BeltLine
GOAL 5: PRESERVE HISTORIC, NATURAL AND CULTURAL RESOURCES	Implement zoning regulations that encourage a variety of housing options such as allowing rental apartments in homes	●					Short-Term	Department of City Planning	
	Develop measures that promote the preservation of historic structures	●					Short-Term	Department of City Planning	
	Develop standards that provide bonuses for the preservation of historic, natural and cultural resources					●	Mid-Term	Department of City Planning	
	Develop standards that require large private developments to incorporate public art that celebrates the history of the area		●				Short-Term	Department of City Planning	
	Develop regulations that provide a bonus for projects that incorporate improved and sustainable stormwater management practices that exceed the City's existing requirements					●	Mid-Term	Department of City Planning, Watershed Management	

Short-Term = 0-3 Years

Mid-Term = 4-10 Years

Long-Term = 10+ Years





FUTURE MOBILITY

Enhancing mobility options is vital to the community, who expressed a desire to see resources dedicated to necessary improvements, such as more sidewalks throughout the subarea. The community regularly cited the need to promote sustainability, enhance connectivity, reduce congestion and to provide alternative transportation modes in the community meetings. In addition, the transportation projects identified in this plan are also influenced by the recommendations from local relevant plans, such as D3: Westside Revive and the Atlanta Streetcar System Plan. Mobility improvements are intended to promote non-motorized travel throughout the subarea, with an emphasis on access to/from the BeltLine corridor.

MOBILITY RECOMMENDATIONS

The following mobility recommendations are based on the assessment of existing conditions and feedback received in the community meetings. Specific recommendations are outlined in greater detail in the paragraphs to follow.

1. Bicycle and Pedestrian Mobility:

- Add sidewalks on major corridors that do not have sidewalks or have intermittent sidewalks
- Add ADA ramps to non-compliant intersections with sidewalks
- Evaluate adding multi-use trail west from Jefferson Street/Marietta Boulevard over CSX tracks to provide access to the Proctor Creek Trail
- Continue bike lane on D.L. Hollowell Parkway to West Lake Avenue
- Evaluate multi-use trail under D.L. Hollowell Parkway through culvert along Proctor Creek to provide access to the Proctor Creek Trail and Bankhead MARTA Station
- Provide streetscape on West Marietta Street from Marietta Boulevard to Brady Avenue/8th Street
- Add a connection at Westside Park from Knight Park/Howell Station at southwest apex of Niles Avenue and from Grove Park along the eastern edge of Hortense Place NW and extending from Edwin Place NW and Newman Place NW

2. Vehicular Mobility:

- Evaluate Street Retrofit: J.E. Lowery Blvd. – Convert 3 lanes to 2 lanes with 5 ft. wide bike lanes
- Streetscape improvements: Lois Rd., Johnson Rd. and Perry Blvd.
- Street Retrofit: Marietta Blvd. – Evaluate a road diet and potential for near-term cycle track/future BeltLine transit
- BeltLine and D.L. Hollowell Pkwy to North Ave. corridor –streetcar/LRT
- Various intersection improvements consistent with the original Subarea Master Plan

3. Street Framework:

- Enhance the street network by requiring new developments to construct new streets as outlined in the street framework plan
- Add connection to Westside Park from Knight Park/Howell Station at SW apex of Niles Avenue
- Provide multimodal operational, access and safety improvements to accommodate future development

PEDESTRIAN CIRCULATION

Many of the future sidewalk projects in Subarea 9 are intended to become part of Complete Streets Programs via the City's Renew Atlanta infrastructure bond. Complete Streets are roads that have been designed to accommodate pedestrians, bicyclists, motorists, and transit riders. The City of Atlanta is performing a citywide street and sidewalk analysis projected to be completed in 2021. A number of proposed sidewalk projects are intended to fill gaps in the existing sidewalk system along major roadway corridors. These interim improvements provide a near-term increase in non-motorized mobility and access to transit. All proposed sidewalks should have ADA curb ramps at intersections. In conjunction with the development of the BeltLine, implementing these improvements would allow for much greater pedestrian mobility.

A key component of future pedestrian improvements is a continuous sidewalk network that meets ADA standards for accessibility with crosswalks to allow safe crossings at intersections.



The subarea community has expressed the desire for more sidewalks, especially around Westside Park. The future Circulation Plan - Bicycle and Pedestrian map illustrates sidewalks proposed on the following roads:

- West Marietta Street/Perry Boulevard
- Jefferson Street
- Johnson Road
- Perry Boulevard
- James P. Brawley Road
- Rice Street

Adding sidewalk along Rice Street and Marietta Boulevard would result in improved connectivity. To address community concerns and improve walkability, intersection improvements such as ADA-compliant curb ramps and appropriate pedestrian crosswalks are needed on the following roads:

- Joseph E. Lowery Boulevard
- Jefferson Street
- D.L. Hollowell Parkway
- Johnson Road
- West Marietta Street

MULTI-USE TRAILS

In addition to sidewalks, multi-use trails can be used by pedestrians for recreational as well as transportation purposes. A proposed trail connection at the southwest apex of Niles Avenue would connect the Knight Park/Howell Station neighborhood to the future Westside Park. Similarly, a multi-use spur trail along the eastern edge of Hortense Place and another extending from Edwin Place and Newman Place would connect the Grove Park neighborhood to the future park and to the Proctor Creek Greenway. The City of Atlanta's Recreation Department and Office of Transportation will ultimately determine connections to Westside Park. Neighborhoods like Grove Park have expressed a desire to have multiple pedestrian connections to the park.



The Proctor Creek Greenway plan calls for extension to the Silver Comet Trail.

Evaluation of a multi-use trail west of the Marietta Boulevard and Jefferson Street intersection over the CSX tracks to provide access to the Proctor Creek Greenway and the Bankhead MARTA station is recommended.

BICYCLE CIRCULATION

The introduction of dedicated bicycle lanes along thoroughfares throughout the subarea would help define road space for bicycles and cars, promoting a safer and more orderly flow of traffic. The optimum way to incorporate bike lanes will vary, depending upon factors such as the right-of-way and travel lane widths, speeds and traffic counts. The implementation of bike lanes requires a thorough community engagement process handled through the City's Renew Atlanta Bond program and Transportation Special Purpose Local Option Sales Tax (TSPLOST) program. The Renew Atlanta Bond program is designed to address critical infrastructure improvements without raising taxes. The City's TSPLOST program is a 4/10 penny sales tax increase approved by Atlanta voters to fund significant citywide transportation projects.

An option for J.E. Lowery Boulevard is to convert the road from three-lanes to two-lanes with on-road bike lanes. Another option that should be evaluated is a multi-use trail on one side of the road between West Marietta Street and D.L. Hollowell Parkway. The bike lane option could be accommodated within existing curb lines. The multi-use path option is a viable alternative within the existing right-of-way and would provide needed separation from traffic. In addition, the Grove Park community expressed a desire for bike lanes extended west along D.L. Hollowell Parkway near the proposed entrance to Westside Park. This would provide cyclists with a safe way to enter/exit the park.

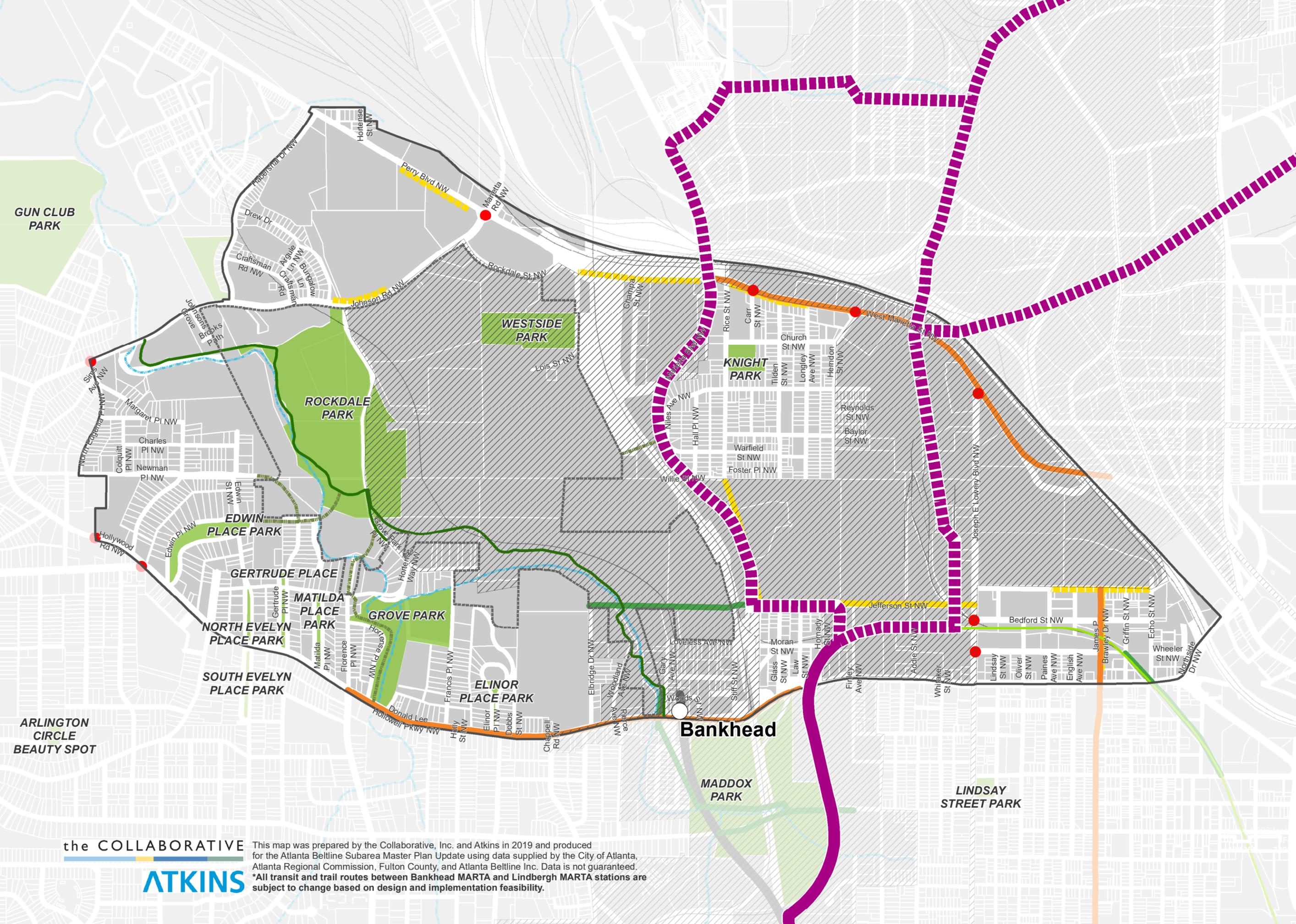


See the Circulation Plan - Bicycle and Pedestrian Map



See the J.E. Lowery Boulevard Cross-Sections





Circulation Plan - Bike & Pedestrian

Atlanta BeltLine Subarea 9

- Atlanta BeltLine Corridor
- Trail and Transit Alignment
 - Trail and Transit Alignment Option
 - Westside Greenway Connector Trail
 - Proctor Creek Greenway
 - Spur Trails
- Circulation Bike & Ped
- Bike Lane
 - Bike Lane Improvement
 - Multiuse Trail
 - Sidewalk
 - Sidewalk Improvement
 - Trail Connection
 - ADA Curb Ramps
 - MARTA Stations
 - MARTA Rail Line
 - River/ Creek
 - Railroad
 - Parks
 - Future Westside Park
 - Tax Allocation District (TAD)



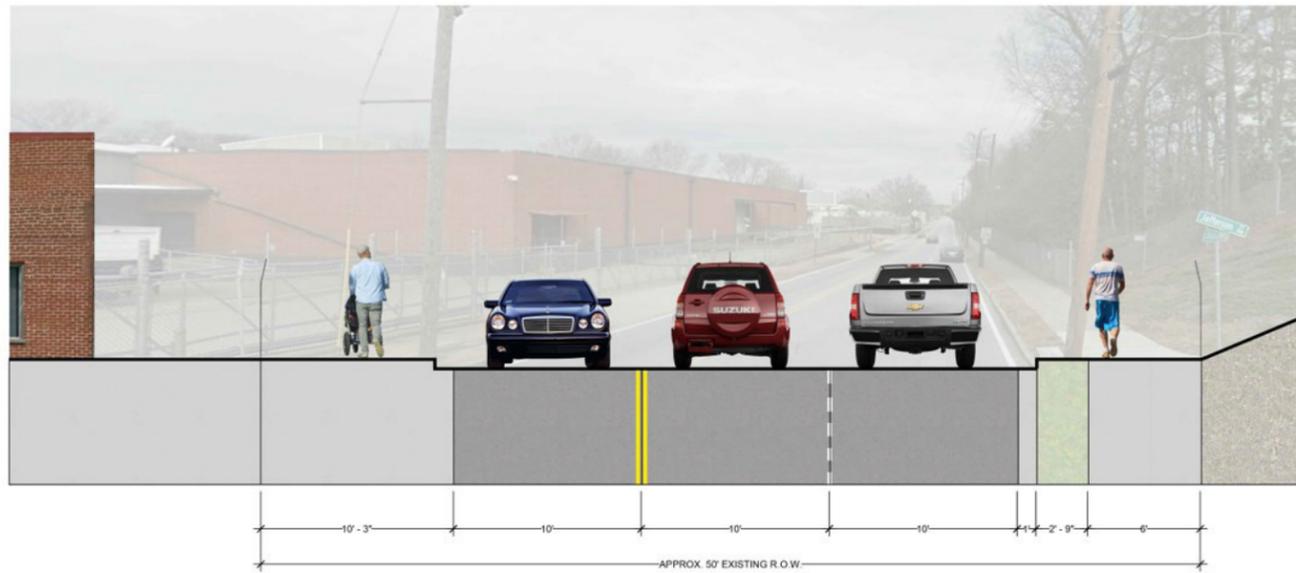
1 inch = 1,000 feet

0 250 500 1,000 Feet



Cross-section: Existing Conditions on J.E. Lowery Boulevard
Source: Google Maps

JOSEPH E. LOWERY BLVD. - **EXISTING** STREET CONDITION



Cross-section: Section - Existing Conditions on J.E. Lowery Boulevard
Source: the Collaborative, Inc.

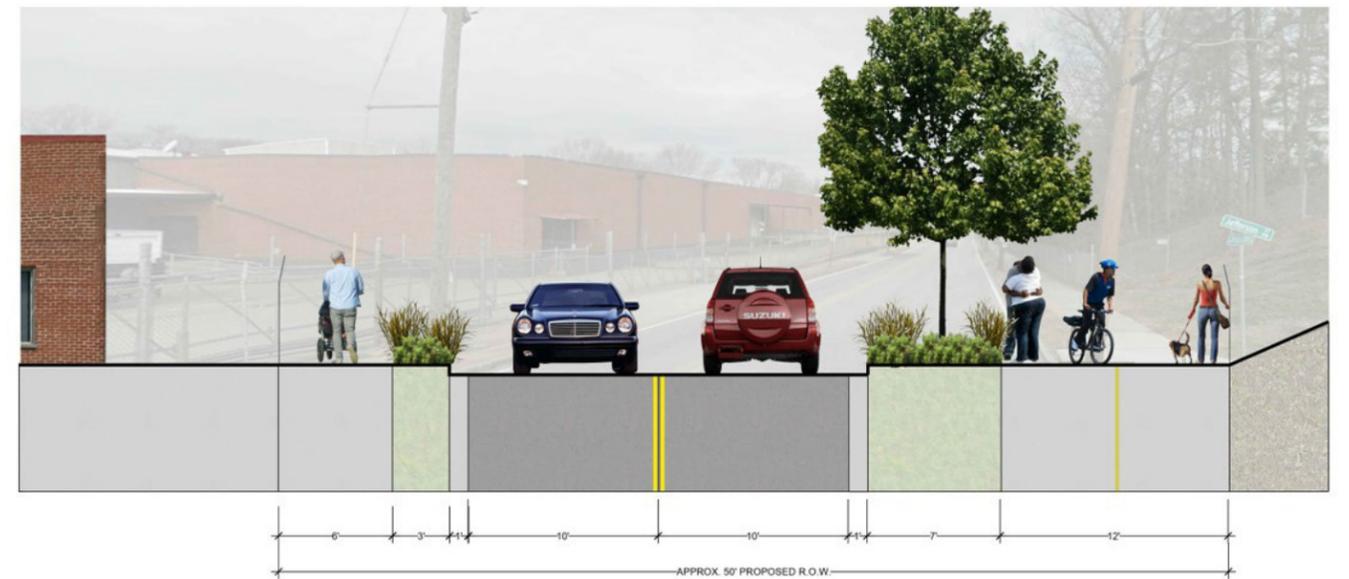


JOSEPH E. LOWERY BLVD. - OPTION B - **PROPOSED** STREET CONDITION



Cross-section: Section - Proposed Conditions on J.E. Lowery Boulevard (Option A)
Source: the Collaborative, Inc.

JOSEPH E. LOWERY BLVD. - OPTION B - **PROPOSED** STREET CONDITION



Cross-section: Section - Proposed Conditions on J.E. Lowery Boulevard (Option B)
Source: the Collaborative, Inc.



VEHICULAR CIRCULATION

Future Subarea 9 mobility improvements would address a variety of vehicular concerns defined by the public. Such concerns, or mobility deficiencies, include:

- Lack of access and connectivity to surrounding amenities
- Dangerous thru-traffic conditions
- Pollution and noise resulting from an abundance of large trucks
- Poor connectivity across railroad tracks

In addition, several streets are recommended for reconstruction into Complete Streets. Complete Streets are designed to accommodate all users - pedestrians, motorists, and transit riders, regardless of age or ability. These streets often contain elements such as bicycle lanes, sidewalks, bus stops, medians, street trees, narrower travel lanes and separate bus lanes. Such *street reconstruction or retrofit projects* are recommended on:

- Marietta Boulevard
- J.E. Lowery Boulevard, north of M.L.K. Jr. Drive

Marietta Boulevard should be evaluated for conversion from a 5-lane road to a 4-lane road between Jefferson Street and West Marietta Street. With this change, additional space on the west side of the road could eventually become part of the BeltLine right-of-way. In the near term, it is recommended that a protected cycle-track be evaluated to provide a connection to the existing bike lanes on Jefferson Street and the recommended multi-use trail connection to the Proctor Creek Greenway and the Bankhead MARTA station.

★ [See the J.E. Lowery Boulevard Cross-Sections](#)

★ [See the Marietta Boulevard Cross-Sections](#)

Streetscape improvements to better accommodate safety, turning movements and ease of travel are also recommended along:

- Lois Street
- Johnson Road
- Perry Boulevard

Lois Street and Johnson Road will provide future vehicular access to Westside Park. Because of this, it is recommended that Lois Street be appropriately designed with lane striping and curbs. It is recommended that Perry Boulevard and Johnson Road be evaluated to accommodate the turning movements associated with park access and future development traffic.

★ [See the Circulation Plan - Vehicular Map](#)

A DETAILED STREET FRAMEWORK

The limited street grid within Subarea 9 results in increased pressure on existing north/south and east/west streets. However, due to a number of constraints, it is unlikely that a significant improvement to the street grid across the subarea can be accomplished. Thus, incorporation of a multi-modal street grid for each of the somewhat isolated redevelopment areas is even more important in enhancing connectivity and relieving pressures on the existing street network.

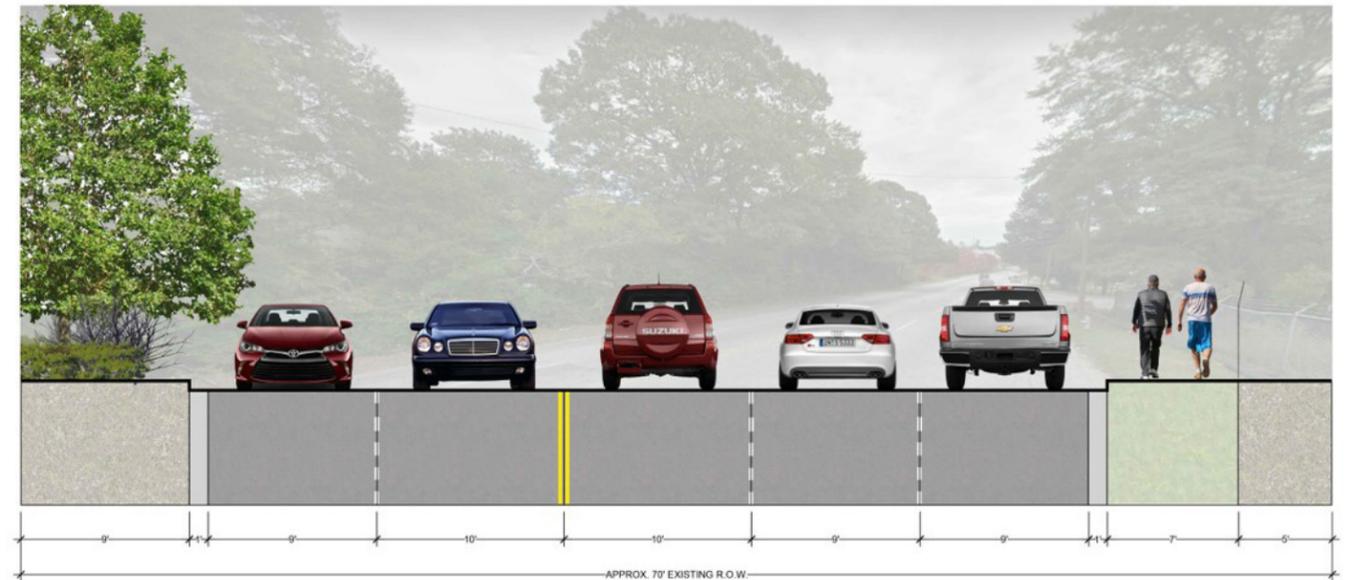
All modifications to the 2009 Subarea Master Plan's street framework are based on the need to support expected land use changes and future development while responding to community desires and taking into account existing topography.

Additionally, enhancing alternative modes of transportation becomes even more important in relieving pressure on the limited north/south and east/west road network. The purpose of the street framework plan is to provide a street grid that provides robust pedestrian, bicycle and transit mobility and access while decreasing vehicular dependency.

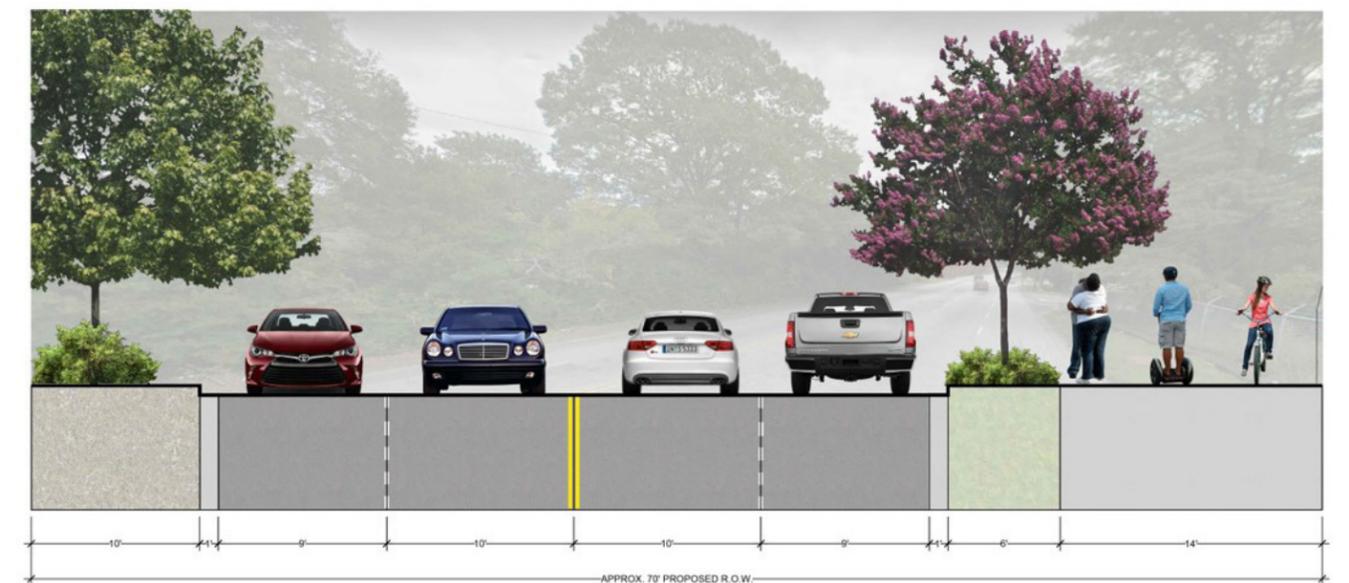
The number of neighborhood street connections is based upon feedback received at community meetings in addition to the street framework recommendations proposed in the District 3 Neighborhood Plan. It will



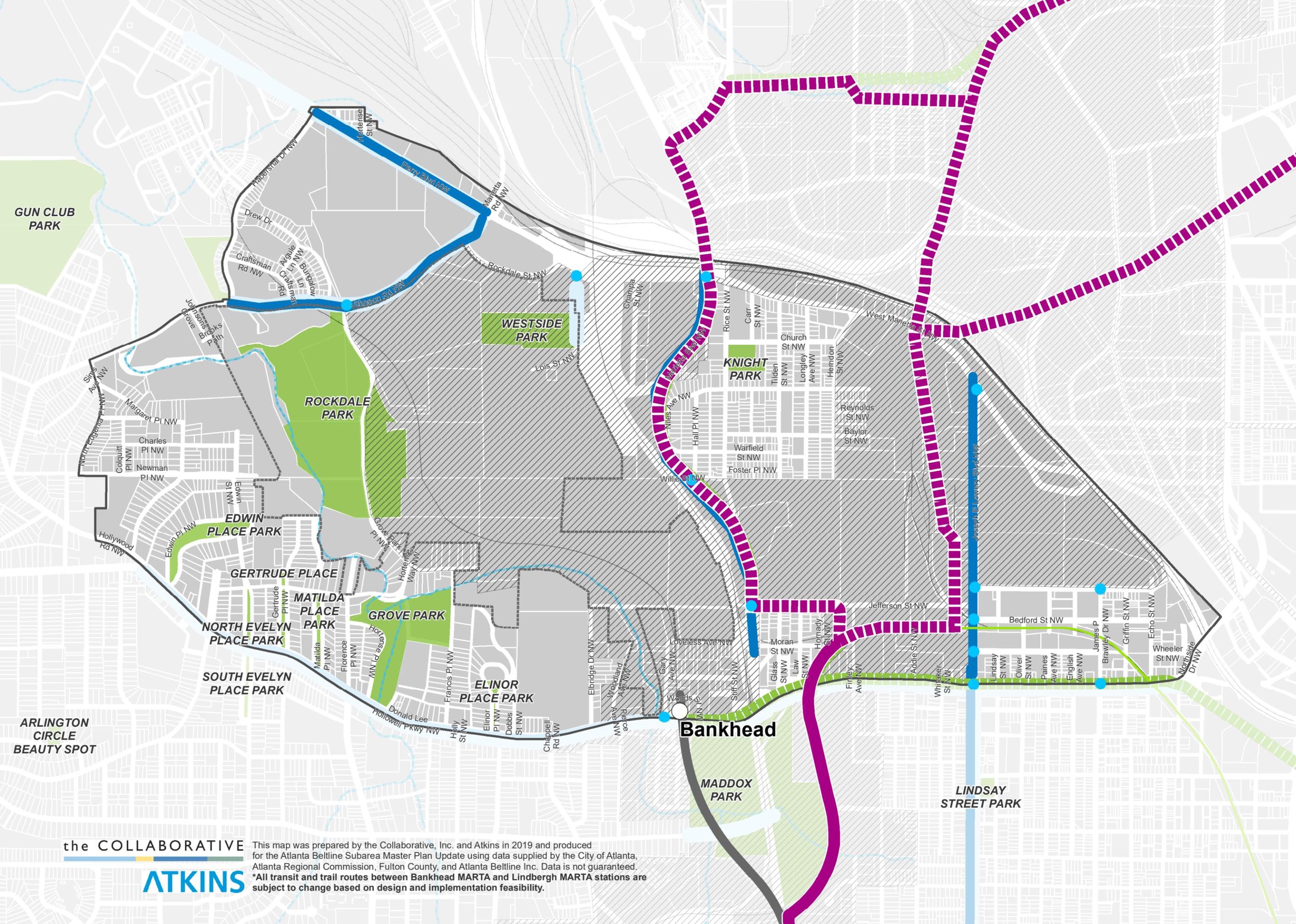
MARIETTA BLVD. - EXISTING STREET CONDITION



MARIETTA BLVD. - PROPOSED STREET CONDITION



Cross-section: Sections - Existing and Proposed Conditions on Marietta Boulevard
Source: the Collaborative, Inc.



Circulation Plan - Vehicular

Atlanta BeltLine Subarea 9

- Atlanta BeltLine Corridor
- Trail and Transit Alignment
- Trail and Transit Alignment Option
- Westside Greenway Connector Trail
- Vehicular Circulation**
- Streetscape Improvements
- Retrofit Avenue
- Trolleyline
- Intersection Improvement
- MARTA Stations
- MARTA Rail Line
- River/ Creek
- Railroad
- Parks
- Future Westside Park
- Tax Allocation District (TAD)



1 inch = 1,000 feet



be important to provide connections between area neighborhoods and the future Westside Park.

Certain neighborhood streets and roads, such as that parallel to the CSX tracks west of Marietta Boulevard, were eliminated based on the existing steep topography and landowner/developer comments. The street framework reflects the need for an extension of Jefferson Street to west of Marietta Boulevard. This would provide a connection to the Bankhead MARTA station, proposed nearby transit-oriented development, the Proctor Creek Greenway and Westside Park.

[See the Street Framework Plan Map](#)

BELTLINE FUTURE TRANSIT

Transit is the priority mode of transportation along the BeltLine. At its center is the Atlanta BeltLine Loop streetcar line, which will eventually run along the 22-mile corridor and integrate into the planned 50-mile, comprehensive citywide transit system. This system is detailed in the Atlanta Streetcar System Plan. The BeltLine loop will provide a direct transit connection to neighborhoods, parks, schools and other destinations along and near the corridor. It will also tie into the MARTA bus and rail system at existing stops, stations and infill MARTA stations, where fiscally prudent.

Significant community support was expressed for the Atlanta Streetcar System Plan (SSP) streetcar route along the BeltLine corridor and D.L. Hollowell Parkway, from Northside Drive to the Bankhead MARTA station. This route would become part of the Streetcar's Crosstown/Midtown Line. Transit improvements will significantly improve the lives of transit-dependent populations, including those without private transportation, the elderly, youths and persons below the poverty or median income levels defined by the U.S. Census Bureau. All areas along the Atlanta BeltLine corridor are home to transit-dependent residents, with some of the highest numbers found in the Westside Study Group Area, of which Subarea 9 is a part. The addition of the Atlanta Streetcar service would positively impact the transit-dependent population living in the subarea by creating opportunities for enhanced access to jobs and services.

Transit-supportive land uses must be established to maximize the success of the future streetcar. Transit-oriented development (TOD) around existing MARTA bus and rail stops and future streetcar stations will result in moderate-to-high-density development along the BeltLine corridor.

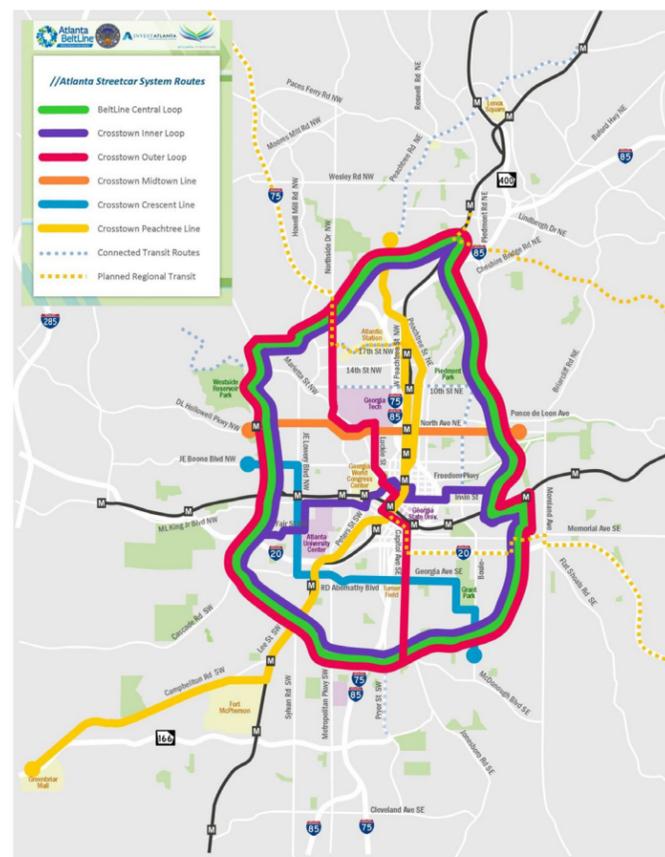


Image: Atlanta Streetcar Systems Routes
Source: Atlanta BeltLine Inc.

In Subarea 9, there are two potential alignments of the BeltLine, one along Marietta Boulevard transitioning to the former railroad right-of-way to the east, and another to the west of Joseph E. Lowery Boulevard along a freight rail siding. Both alignments will connect to the Bankhead MARTA station via D.L. Hollowell Parkway and will greatly improve access into and out of the subarea while decreasing reliance on vehicular transportation. The final alignment will be determined in the future through a design process which will include public involvement.



ALTERNATIVE MODES OF TRANSIT

In recent years, transportation choices have expanded for Atlanta residents. Electric scooters and bicycles and other shareable transportation devices are now commonly seen around town. These shareable e-bikes and e-scooters are rented through an App that charges users by the trip. Riders must adhere to a set of City regulations that is intended to protect riders while promoting roadway safety.

In September of 2019, roughly 415,000 scooter trips, covering a total of 407,000 miles were recorded. As electric devices become more heavily utilized, scooter and bike parking and riding in heavily visited pedestrian areas will need to be proactively addressed. Street and sidewalk widths should be designed to accommodate the growing number of people who will continue to use alternative modes of transportation.

STRATEGIES AND IMPLEMENTATION PRIORITY RECOMMENDATIONS

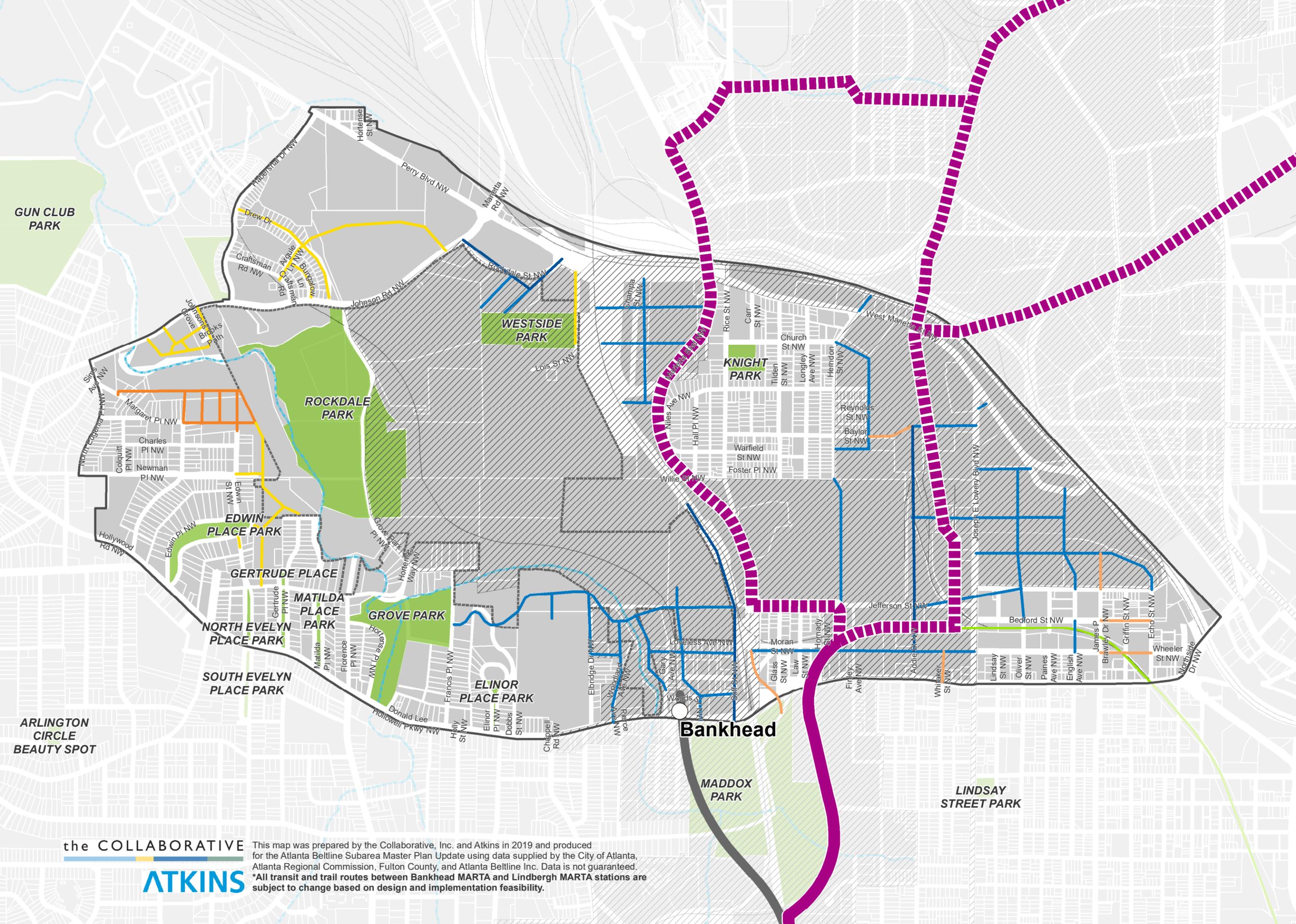
After the original Master Plan goals were revised based on public comments, strategies associated with each goal were developed. The strategies focus on how to accomplish each goal. Strategies were the starting point for defining implementable action plan items.

The Mobility Strategies & Implementation Priority Recommendations Chart lists Action Items that accomplish the respective goals. The priority ranking identifies the items ranked highest by the community. The items designated as priority 1 reflect the items that the community believes should be implemented first.

The items in the chart are proposed projects. Estimated project costs and funding availability were not identified, but can be used as a resource for future projects for the responsible agencies.



Image: Atlanta BeltLine Westside Trail
Source: Atlanta BeltLine Inc.



Street Framework Plan

Atlanta BeltLine Subarea 9

- Atlanta BeltLine Corridor**
- Trail and Transit Alignment
 - Trail and Transit Alignment Option
 - Westside Greenway Connector Trail
- Street Framework Plan**
- Avenue Residential
 - Avenue-Mixed Use
 - Boulevard-Mixed Use
 - Street-Multifamily
 - Street-Single Family
- Other Features**
- MARTA Stations
 - MARTA Rail Line
 - Railroad
 - River/ Creek
 - Parks
 - Future Westside Park
 - Tax Allocation District (TAD)



1 inch = 1,000 feet

0 250 500 1,000 Feet



STRATEGIES & IMPLEMENTATION PRIORITY RECOMMENDATIONS		1	2	3	4	5	TIME FRAME	RESPONSIBLE PARTY
GOAL 6: PROMOTE ALTERNATIVE MODES OF TRANSPORTATION	Evaluate the institution of requirements for new development to provide a transit plan that incorporates connections to transit, encourages transit use and requires the installation of appropriate infrastructure such as bus shelters					●	Mid-Term	Department of City Planning, Department of Transportation
	Advance pedestrian and bicycle improvements that connect neighborhoods and amenities		●				Ongoing - Annual Budget Prioritization	City Department of Transportation
	Add sidewalks on major corridors that do not have sidewalks or intermittent sidewalks	●					Ongoing - Annual Budget Prioritization	City Department of Transportation
	Add ADA ramps to non-compliant intersections with sidewalks				●		Ongoing - Annual Budget Prioritization	City Department of Transportation
	Evaluate street retrofit: J.E. Lowery Blvd. - Convert 3 lanes to 2 lanes with 5 ft. wide bike lanes					●	Long-Term	City Department of Transportation
	Implement streetcar/LRT BeltLine and D.L. Hollowell Parkway to North Avenue corridor				●		Long-Term	City Department of Transportation, Atlanta BeltLine
GOAL 7: PROMOTE TRANSPORTATION NETWORK CONNECTIVITY	Initiate a study that defines viable connections along the rail corridor using the Upper Westside LCI as a starting point				●		Long-Term	City Department of Transportation
	Evaluate the institution of requirements for all new developments to promote connectivity and incorporate improvements that enhance the public street grid					●	Long-Term	Department of City Planning, Department of Transportation
	Evaluate adding multi-use trail west from Jefferson Street/Marietta Boulevard over CSX tracks to provide access to the Proctor Creek Trail				●		Long-Term	City Department of Transportation
	Continue bike lane on D.L. Hollowell Parkway to West Lake Ave.				●		Long-Term	City Department of Transportation
	Evaluate multi-use trail under D.L. Hollowell Parkway through culvert along Proctor Creek to provide access to Proctor Creek Trail and Bankhead MARTA station			●			Mid-Term	City Department of Transportation
	Add connection to Westside Park from Knight Park/Howell Station at SW apex of Niles Avenue and from Grove Park along the eastern edge of Hortense Place NW extending from Edwin Place NW and Newman Place NW	●						Short-Term
GOAL 8: IMPROVE THE FUNCTION AND CHARACTER OF EXISTING ROADWAYS	Advance improvements that provide enhanced access for pedestrians and bikers		●				Ongoing - Annual Budget Prioritization	City Department of Transportation
	Advance improvements that enhance the sidewalk infrastructure, such as handicap ramps, transit shelters, signage and lighting				●		Ongoing - Annual Budget Prioritization	City Department of Transportation, MARTA
	Evaluate the institution of regulations that require all new developments to incorporate "Complete Streets" standards			●			Short-Term	Department of City Planning, Department of Transportation
	Provide streetscape improvements on W. Marietta Street from Marietta Boulevard to Brady Ave./8th Street				●		Long-Term	City Department of Transportation
	Streetscape improvements: Lois Road, Johnson Road and Perry Boulevard					●	Long-Term	City Department of Transportation
	Street retrofit: Marietta Boulevard - Evaluate a road diet and potential for near-term cycle track/future BeltLine transit				●		Long-Term	City Department of Transportation
	Implement various intersection improvements consistent with the original Subarea 9 Master Plan				●		Mid/Long-Term	City Department of Transportation

Short-Term: 0-3 Years
 Mid-Term: 4-10 Years
 Long-Term: 10+ Years



OPEN SPACE RECOMMENDATIONS

Although the Atlanta BeltLine, Inc. is not responsible for the design or maintenance of City parks, the central location of the future Westside Park makes it an important area resource. Garnering feedback from local communities led to the creation of proposed access points, or multi-use trail connections, strategically located to connect neighborhoods to the park while taking advantage of future bicycle and pedestrian connections. These access points are located at:

- Southwest apex of Niles Avenue
- Eastern edge of Hortense Place
- Edwin Place
- Newman Place



[See the Circulation Plan - Bicycle and Pedestrian Map to view proposed connections](#)

STRATEGIES AND IMPLEMENTATION PRIORITY RECOMMENDATIONS

After the original Master Plan goals were revised based on public comments, strategies associated with each goal were developed. The strategies focus on how to accomplish each goal and were the starting point for defining implementable action plan items.

The Open Space Strategies & Implementation Priority Recommendations Chart lists Action Items that accomplish the respective goals. The priority ranking identifies the items ranked highest by the community. The items designated as priority 1 reflect the items that the community believes should be implemented first.

The items in the chart are proposed projects. Estimated project costs and funding availability were not identified, but can be used as a resource for future projects for the responsible agencies.



Image: Proctor Creek Greenway, Phase 1
 Source: the Collaborative, Inc.





STRATEGIES & IMPLEMENTATION PRIORITY RECOMMENDATIONS		1	2	3	4	5	TIMEFRAME	RESPONSIBLE PARTY
GOAL 9: MAKE WESTSIDE PARK INTO A LOCAL/REGIONAL DESTINATION	Advance funding and development of the park				●		Ongoing - Annual Budget Prioritization	City of Atlanta
	Actively participate in the planning of the park, the establishment of the park identity and park programs and infrastructure				●		Ongoing - (Short-Term)	Parks Department
	Incorporate park uses that are unique and not found in other area parks		●				Ongoing - (Short-Term)	Parks Department
GOAL 10: ACCOMMODATE REGIONAL ACCESS TO WESTSIDE PARK	Advance transportation improvements that provide multi-modal connections to the park				●		Ongoing - Annual Budget Prioritization	City Department of Transportation
	Participate in the planning of Westside Park, with focus on multi-modal access and the associated infrastructure				●		Ongoing (Short-Term)	Parks Department
GOAL 11: ENSURE SAFE, INTEGRATED AND CONVENIENT ACCESS TO PARKS, OPEN SPACE AND RECREATIONAL OPPORTUNITIES	Advance transportation improvements that provide connections between area neighborhoods and Westside Park	●					Ongoing - Annual Budget Prioritization	City Department of Transportation
	Develop greenway/trails plan to connect area parks and Westside Park				●		Long-Term	Parks Department
	Participate in the development of the Parks Master Plan				●		Ongoing - (Short-Term)	Parks Department
	Fund improvements to existing area park resources						Ongoing - Annual Budget Prioritization	Parks Department

Short-Term: 0-3 Years
 Mid-Term: 4-10 Years
 Long-Term: 10+ Years

FUTURE ZONING

While specific proactive rezoning actions were not identified as a part of the Subarea 9 Master Plan recommendations, the Action Plan does recommend evaluating the need for amendments to development-related regulations. The amendments would further support the goals and the land use recommendations expressed in this plan.

The City has adopted several zoning ordinance amendments that directly align with the Subarea 9 Master Plan Update land use goals and recommendations. Moving forward, it will be important to encourage the use of these innovative provisions to help reduce parking and to both maintain and add to the affordable housing stock.

RECENTLY ADOPTED ZONING AMENDMENTS

The City of Atlanta has recently adopted zoning amendments that influence both parking and affordable housing.

Parking

- Elimination of minimum requirements in residential areas within the BeltLine overlay zoning district
- Elimination of minimums and establishment of caps for areas within 2,640 feet of a high-capacity transit stop
- Elimination of requirements for residential uses and non-residential uses that do not hold an alcoholic beverage license that are located in buildings built before 1965

The recently-adopted parking regulations will result in less off-street surface parking, especially once transit is built along the BeltLine. In addition, on-street parking will count toward parking minimums, thus resulting in slower traffic in urban areas. The elimination of parking requirements in buildings built before 1965 that do not hold a liquor license will promote the preservation of these existing buildings. Shared on-and-off-site parking agreements, parking variances and the tearing down of existing buildings to provide parking may be eliminated as a result of the new amendments. The parking amendments will help promote quality urban design within the subarea.



Affordable Housing

- Establishment of standards for the provision of accessory dwellings within residential districts
- Establishment of a new MR-MU District that allows small, multifamily residential buildings to be improved and to remain in residential areas

The Atlanta BeltLine, Inc. has a goal of creating 5,600 affordable housing units by the year 2030. These recently approved amendments constitute major steps toward addressing affordable housing priorities identified by the community, such as increasing affordable housing options. Missing middle housing consists of multi-unit housing types such as duplexes, fourplexes, bungalows and mansion apartments. The MR-MU District would allow such housing types to remain in residential areas. Accessory dwellings would provide seniors, young adults and low income individuals with an alternative cost-effective housing option. Moving forward, it will be important to continue to evaluate innovative best practices and to make code changes that help further the goals of the Subarea 9 Master Plan Update. Areas for further study that are outlined in the Action Plan are described in more detail below.

Additional Zoning Recommendations

Interim uses and/or development concepts may be constructed that do not implement the full vision as outlined by the Community and contemplated in the Master Plan. For example, the market may not be able to support ground floor retail along the street edge in a new multifamily building. But constructing the ground floor street side units in a manner that provides for conversion in the future would ensure that a lively street edge can be achieved.

The community expressed significant support for public art and the development of innovative ways to encourage art within Subarea 9. Evaluation of incentives such as regulations that offer a bonus for projects that provide public spaces for artistic use, incorporate art or contribute to a public art program can help further this community desire.

Adding to the greenspace and the inclusion of publicly-accessible open space is another area where incentives can help achieve the community's vision. This could be achieved through implementation of the street framework and having some of the corridors serve as greenways, thus advancing both connectivity and open space goals.

HISTORIC PRESERVATION

Historic preservation is a tool that the Subarea 9 community can use to positively impact their future. Historic preservation allows places to retain some of what makes them unique, memorable and meaningful to local residents. It can create a more heightened user experience by offering a sense of place, cultural identity and connectedness to the past.



The Atlanta BeltLine helps build a stronger sense of place across Atlanta by helping 45 neighborhoods preserve and showcase the history that has shaped their unique identities.

The economic benefits of preserving historic assets versus demolishing them can be great, and may result in:

- Equal or lesser development costs
- Lower long-term maintenance costs
- A reduction in energy costs as buildings become more energy efficient

Moreover, the preservation of existing structures is favorable to small businesses as per square foot rents are generally lower for renovated structures than for new construction.

Historic preservation can occur simultaneously with redevelopment when the existing fabric of the neighborhood is considered to have value. For example, many buildings along the BeltLine have been preserved as these industrial style buildings are "cool" and therefore valuable. Such renovated industrial structures often become even more valuable in areas that have recently undergone redevelopment as they are more unique than new construction.





In addition, rehabilitation tax incentives are often available for the renovation of historic structures. These businesses are valuable from both a real estate perspective and also due to their impact on the preservation of the community character. Historic preservation is also a way to prevent demolition of existing buildings along major corridors that have historically received less protection compared to single-family homes and neighborhood districts.

Historic preservation can promote affordable housing by ensuring diversity in the housing stock. New construction is most always more expensive than the existing housing stock. As a result, single-family and multifamily homes are better protected against economic forces when given official historic designation status.

Prioritization of Historic Resources

The BeltLine Subarea Master Plans have the ability to add an extra layer of support to the preservation of historic resources. Clearly defining how preservation and development can occur simultaneously along the corridor will result in a larger number of protected resources. The existing Subarea 9 historic buildings have been given high priority based on a set of criteria that is primarily related to the likelihood that they will be lost as a result of development. The chart on the opposite page contains information for these historically significant buildings.



[See the Historic Preservation Strategy Map](#)

Historic Preservation Priority Criteria include:

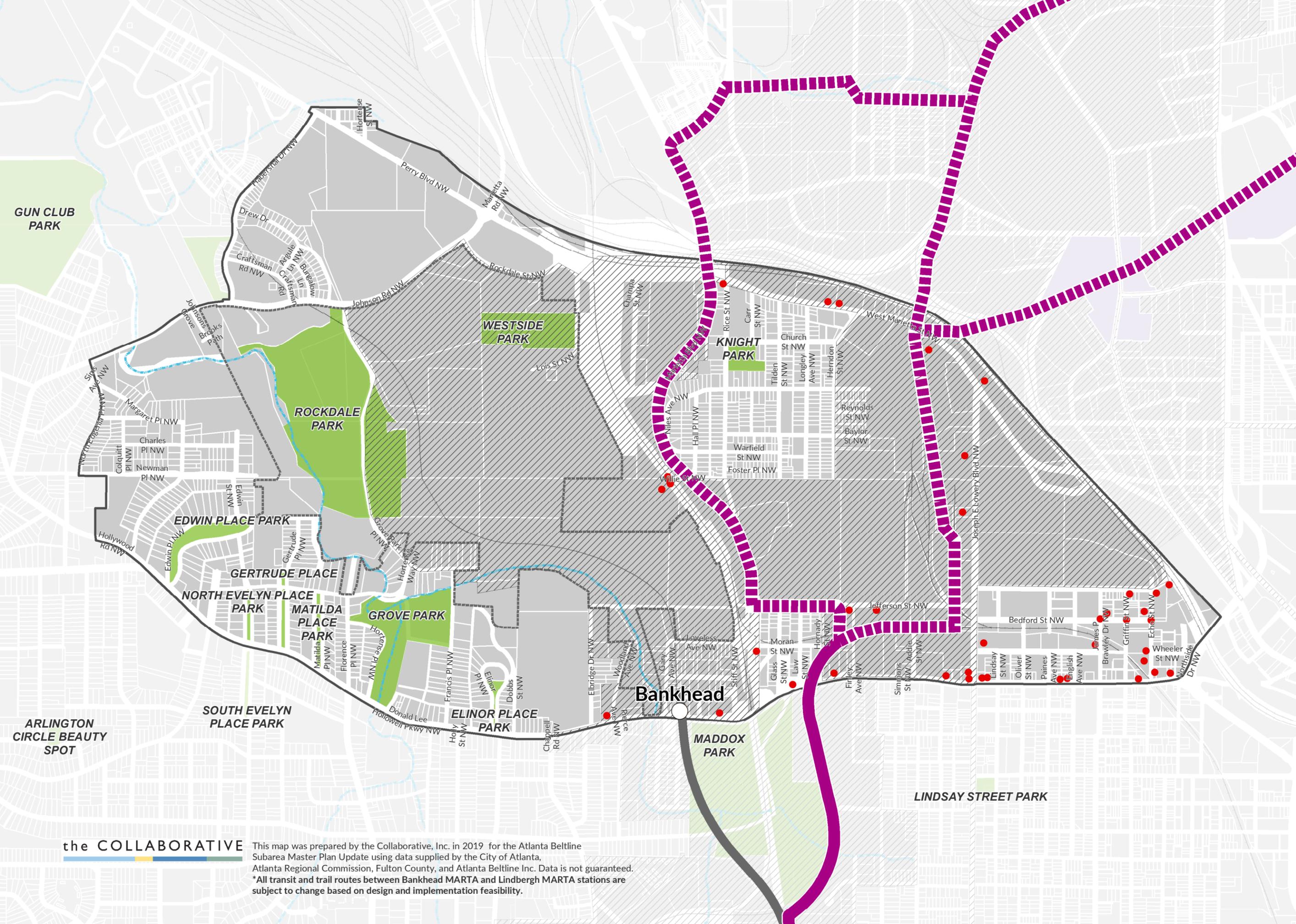
- High quality resources and unusually significant buildings that are intact
- Properties within a City of Atlanta designated Historic District
- Properties highly subject to removal, including
 - Properties located in an area where values are high
 - Properties with buildings on large parcels with a significant amount of vacant land
 - Properties located within redevelopment areas
 - Properties along major corridors where near-term redevelopment is anticipated
 - Properties that are not part of a historic district or collective grouping of properties where preservation would be likely to occur
- Properties that are within close proximity to an area where redevelopment is anticipated
- Stand-alone buildings that are not far from a larger area of historic resources
- Properties within residential areas that add to the neighborhood fabric
- Properties that have undergone significant modification
- Properties on very small/irregular-shaped parcels



HISTORIC BUILDINGS

Address	Name	Date	National Register
1134 W Marietta St NW	O-60	1903	Contributing - Already listed
1124 W Marietta St NW		1939	Contributing - Already listed
1045 W Marietta St NW	Nationwide ?	1950	Contributing
1055 W Marietta St NW	Fuelman	1954	Contributing
950 W Marietta St NW	Mead Paper	1966	Non-contributing
1222 W Marietta St NW	K&G Tires & Rims	1940	Contributing
892 Jefferson St NW	New St. James Baptist Church	1910	Contributing
980 Jefferson St NW		1952	Contributing
980 Jefferson St NW	Freedom Mission Ministries	1969	Non-contributing
1090 Jefferson St NW	Office of Aging	1922	Contributing
780 Marietta Blvd NW	Fulton County Warehouse	1933	Contributing
736 Jefferson St NW		1900	Contributing
708 Jefferson St NW	Guardian Chemical Co	1890	Contributing
694 Jefferson St NW	Guardian Chemical Co	1948	Contributing
756 Echo St NW	Evan's Trucking	1945	Non-contributing
730 Echo St NW	Prager Paint Brushes	1962	Contributing - In near future
719 Echo St NW	Auto Body Shop	1960	Contributing
757 James P Brawley Dr NW	Total Plant & Floral	1954	Contributing
720 James P Brawley Dr NW	City Realty Artists Lofts		Non-contributing
950 Joseph E Lowery Blvd NW	Puritan Mill		Contributing - Already listed





Historic Preservation Strategy

Atlanta BeltLine Subarea 9

- Atlanta BeltLine Corridor
 - Trail and Transit Alignment
 - Trail and Transit Alignment Option
- Historic Resources
 - High Priority
 - Tax Allocation District (TAD)
 - Future Westside Park
 - Parks



1 inch = 1,000 feet
 0 250 500 1,000 Feet

**ARTS AND CULTURE***Arts and Culture Strategic Implementation Plan*

The Atlanta BeltLine's Arts and Culture Strategic Implementation Plan (ACSIP), the first combined arts and cultural plan for the Atlanta BeltLine, Inc. was completed in 2018. The strategies outlined in the Plan support arts and culture along the BeltLine corridor while ensuring a more inclusive, equitable and resilient cultural ecosystem in all of the BeltLine's 45 neighborhoods.

The first arts and culture initiative at the BeltLine began in 2010 with the Art on the Atlanta BeltLine (AoAB) program, an effort to get people out to experience the trail in its interim state, promote connectivity in neighborhoods and stir interest in the project. Today, AoAB is the public face of the arts and culture program of the BeltLine and showcases approximately 100 works of temporary and permanent art installations each year.

The Arts and Culture Strategic Implementation Plan embraces a broader set of goals. It seeks to protect the culture in threatened spaces along the corridor while diminishing displacement in neighborhoods. The public art program aims to do so by increasing access to long-term affordable workspaces and housing for local artists and workers. The ACSIP also serves a prominent role in supporting civic life, protecting neighborhood character and enhancing quality of life for Atlanta residents, particularly those belonging to low-income and underrepresented communities.

While the ACSIP seeks to further the offering of world-class art in the City of Atlanta, it equally aspires to promote the everyday culture, local heritage, and artistic practices of the communities along the BeltLine, balancing a mix of more traditional, infrastructure-based art installations with community initiatives that support arts and culture as a dimension of everyday life.

The focus of the Arts and Culture Strategic Implementation Plan are well-aligned with the Subarea 9 goals and the community's desire to preserve existing

cultural and historic resources. The ACSIP and the Art on the BeltLine Program embrace six inter-related areas:

Equity and inclusion – increasing opportunities and funding for diverse artists and organizations in historically underrepresented communities.

Social and economic impact – committing to sustainable cultural growth, good wages for cultural works/artists, opportunities for students, and professional development for artists and creatives.

Affordability – protecting cultural spaces and creating new spaces for artists and cultural organizations to live, work, and present that are affordable in the long-term.

Neighborhood character – supporting local arts and everyday creative activities and cultural endeavors in low-income, underserved neighborhoods.

Health of the cultural sector – growing job opportunities for artists and creatives with living wage, providing supports for organizations and individuals around professional development and collaborative and networking opportunities.

Arts and culture in public space – supporting increased opportunities for artists to work in public spaces and along the BeltLine, and insuring the public realm remains inclusive for all people and cultures.

The overarching themes of community connectivity and economic and social health were heard throughout the ACSIP process and the Subarea 9 Master Plan Update engagement process. These themes relate to sentiments expressed at the Subarea 9 Study Group and Stakeholder meetings, including:

- Desire for placemaking art
- Desire for creative community centers



- Lack of community resources
- Poor connectivity
- Strong cultural history

In addition, the ACSIP includes recommendations that are further organized into five categories:

Programs– defining the role of art and educational programming

1. Review the outreach and program elements of AoAB and make revisions if necessary.
2. Develop a placemaking and local community art program that offers space and implementation support on the BeltLine and in adjacent community areas.
3. Create an annual or bi-annual event to showcase local artists, craftspeople, music, dance, and educational STEAM initiatives in an environment-specific event.
4. Support educational, historical, and cultural tours and programming tied to neighborhoods.
5. Create and implement BeltLine Artist-in-Residence and Scholar-in-Residence programs.
6. Create an international public art competition.

Spaces – exploring public spaces, design and art, pathways, connections, and accessibility

1. Create/collaborate on a program that utilizes vacant spaces for pop-up and temporary studios and pop-up business uses in the corridor.
2. Develop a wayfinding program that highlights community spaces, provides interpretive information, and points the way to community businesses.
3. Focus ABI efforts on affordable housing and artist live/work and work spaces as well as nonprofit affordable space.
4. Create guidelines for the inclusion of arts and cultural uses in all ABI real estate development and disposition efforts.
5. Continue to develop “functional art” pilot program at ABI.

Community Collaborations – ensuring that the BeltLine collaborates with, connects to, and reflects the 45 intown communities that it abuts as well as artists and cultural workers

1. Collaborate with educational, historical, and cultural institutions to support programming and tours related

to AoAB installations, community arts and culture, and neighborhood history.

2. Contribute to a comprehensive program to highlight local community businesses, arts and culture, and history.
3. Support and contribute to marketing and communications about arts and culture on the BeltLine and in the neighborhoods.
4. Conduct regular resident surveys within a sample of Atlanta BeltLine neighborhoods to gauge resident perceptions of the project and its impact.
5. Develop strategies to more effectively manage two-way communication in the BeltLine's community engagement process.

Organizational Structure and Processes – considering ABI's resources and internal relationships, how ABI involves artists, collaborates with partners, and engages with communities

1. Build capacity at ABI for community arts and cultural programming.
2. Develop clear names and definitions for the arts and cultural programs of ABI and clarify the goals and resources needed for each initiative.
3. Participate in the creation of local community arts councils/groups that can liaise with ABI.
4. Utilize new and existing artist networks to conduct robust artist outreach to attract local proposals for AoAB and other ABI arts and cultural programs.
5. Adopt a systems-approach to arts and culture within ABI.
6. Centralize and formalize data-gathering, storage efforts, and annual reporting on key metrics and equity issues.

Key arts and cultural assets located in Subarea 9:

- Actor's Express
- Create Your Dreams
- True Colors Theatre Company
- Foundry at Puritan Mill
- The Rockdale Foundation
- Gallery 874
- Fulton County Animal Services
- Blue Mark Gallery





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