



BELTLINE.ORG

SUBAREA 2 MASTER PLAN

AUGUST 2021





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EXECUTIVE SUMMARY

OVERVIEW

Subarea 2 is bounded by Murphy Avenue on the west and Hill Street on the east, extending a half mile north and south of the BeltLine Corridor. It includes portions of Neighborhood Planning Units (NPU) S, V, X, and Y; City Council Districts 1, 4, and 12; and the neighborhoods of Adair Park, Capital View, Capital View Manor, Chosewood Park, High Point, Oakland City, Peoplestown, Pittsburgh, and South Atlanta.

This Master Plan serves as an update to the first Subarea 2 Master Plan, which was adopted by Atlanta City Council in 2009.

It puts forth a long-term vision for Subarea 2 that is consistent with the Atlanta BeltLine Redevelopment Plan and all other BeltLine initiatives. This plan focuses specifically on Subarea 2 and provides recommendations for land use, urban design, mobility, historic preservation, affordable housing, open space, and more.

This plan provides a long-term plan for growth and neighborhood suitability as the Atlanta BeltLine is realized, as well as subarea-specific policies that are important to local stakeholders. After adoption by City Council, this plan will be incorporated into

the City's Comprehensive Development Plan, and used to guide amendments to the City's Future Land Use Plan and subsequent rezonings.

This plan is based on robust community input that allowed the Atlanta BeltLine, Inc. and the consultant team to draft a plan that reflects the intersection of the community's vision with the overall vision for the Atlanta BeltLine.

This plan focuses primarily on initiatives that will be implemented by the Atlanta BeltLine, but is also closely coordinated with City of Atlanta and other plans to ensure that the overall vision and specific improvements are consistent with other efforts.

Finally, 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 Goals, Priorities, and Affordable Housing elements of the plan. Increasing affordable housing options, improving access to capital for existing legacy business, and utilizing redevelopment to mend the urban fabric are all approaches to mitigating displacement and enhancing resident retention and upward mobility.



This plan integrates land use and mobility recommendations to provide a comprehensive long-term vision for the future of Subarea 2 (photo D. H. Stanton Park and Hill Street Lofts)





COMMUNITY ENGAGEMENT SUMMARY

Community engagement continues to be an important part of the Master Plan update process. This community engagement process included representatives from residents, business owners, and other stakeholders at each meeting, who gave active contributions throughout the process.

A stakeholder committee was formed for this process to serve as a steering committee and advise Atlanta BeltLine staff and consultants.

Four public meetings were held to allow for community input into the Master Plan update. A number of substantive edits were made to the draft plan and initial ideas based on community feedback.

KICKOFF MEETING

At this meeting, approximately 100 participants heard an introductory presentation and then provided feedback at a number of boards that showed the goals and principles from the previous Master Plan as well as previously proposed projects. Goals are overarching important desires for the community, while guiding principles are more specific statements that help shape development of the plan.

WORKSHOP

A community workshop was attended by about 80 individuals. After a presentation reviewing the draft plan, participants moved to comment stations to look at maps and provide their input. These stations provided detailed information about existing conditions and draft recommendations. The purpose of the workshop was to solicit detailed feedback on initial recommendations. Stations focused on specific geographic areas or topics including land use, mobility, and historic resources.

DRAFT PLAN PRESENTATION

The purpose of this meeting was to update progress since December 2018 and review changes to the recommendations based on the workshop. The draft plan presentation was attended by about 40 individuals. A presentation covered the draft plan, including changes made based on feedback at the Workshop, as well

as Atlanta BeltLine housing initiatives. Boards around the room displayed draft goals and principles, as well as recommendations.

FINAL PRESENTATION

About 60 people attended the final plan presentation to hear about the final draft plan, including proposed changes to the City's future land use map and proposed rezonings, and how their comments had been integrated into the plan, where feasible.

NEIGHBORHOOD ENGAGEMENT

Staff also did direct neighborhood specific engagement to get further input on the draft. Subarea 2 Plan represents 12 unique neighborhood groups with varying needs and desires. This plans seeks to identify the overall common goals, and to complement existing neighborhood plans that represent those unique areas.

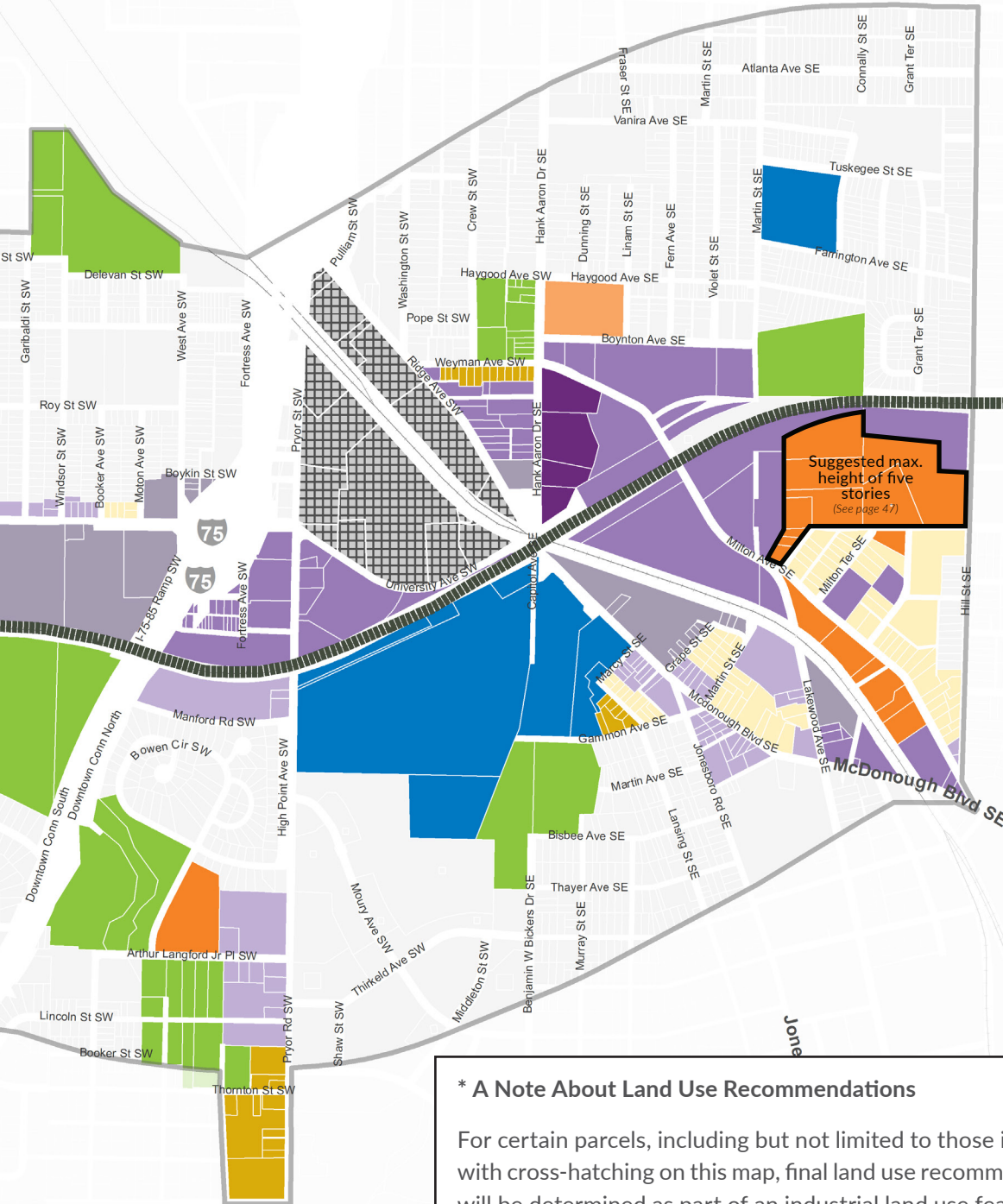
Public Meeting	Date
Kickoff Meeting	September 24, 2018
Workshop	December 1, 2018
Draft Plan Presentation	February 4, 2019
Final Plan Presentation	March 25, 2019





This map was prepared by TSW in 2018 and produced for the Atlanta BeltLine Subarea 2 Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta BeltLine Inc. Updated by ABI in 2021. Data are not guaranteed.

Pryor St SW



* A Note About Land Use Recommendations

For certain parcels, including but not limited to those indicated with cross-hatching on this map, final land use recommendations will be determined as part of an industrial land use feasibility study that will evaluate the entire University Ave. corridor in this Subarea. The Subarea 2 plan will be amended to reflect the outcomes of this corridor feasibility study. In the interim, the City's existing land use map and underlying zoning district will guide development in these areas.

Future Land Use

Atlanta BeltLine Subarea 2

- Atlanta BeltLine
- Mixed-Use 10+ Stories
- Mixed-Use 5-9 Stories
- Mixed-Use 1-4 Stories
- Mixed Industrial
- Industrial
- Multifamily 5-9 Stories
- Multifamily 1-4 Stories
- Mixed Residential Neighborhood
- Single Family Neighborhood
- Parks
- Community Facilities
- Recommendation To Be Determined*

Map 10

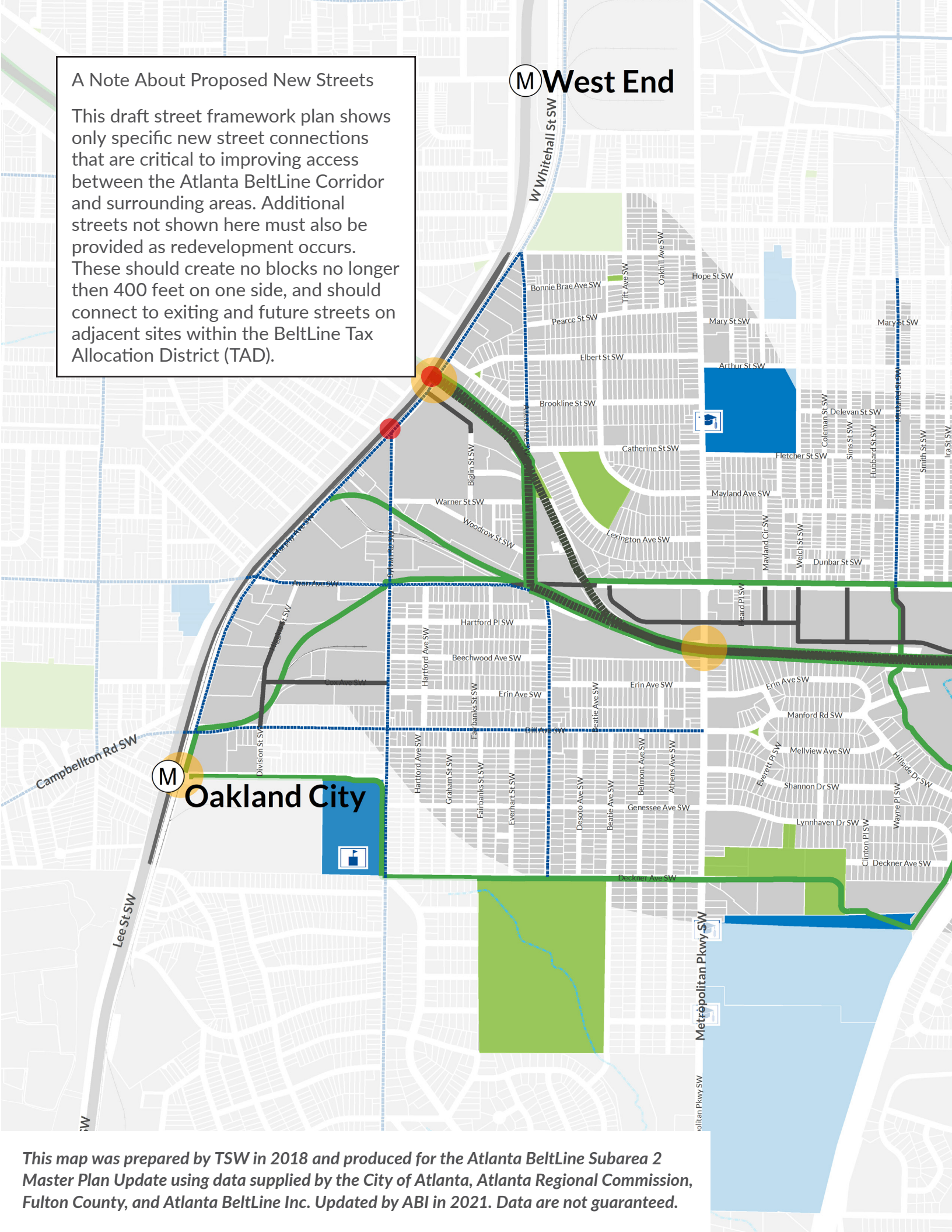


Scale: 1" = 900'









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A Note About Proposed New Streets

This draft street framework plan shows only specific new street connections that are critical to improving access between the Atlanta BeltLine Corridor and surrounding areas. Additional streets not shown here must also be provided as redevelopment occurs. These should create no blocks no longer than 400 feet on one side, and should connect to exiting and future streets on adjacent sites within the BeltLine Tax Allocation District (TAD).



Atlanta BeltLine Subarea 2

-  Atlanta BeltLine
-  Proposed Mobility Hub
-  Proposed Multiuse Trail
-  ATP* Bike Facility
-  Subarea Street Framework Plan
-  Adopted Atlanta Streetcar System Plan Pink Line
-  Adopted Atlanta Streetcar System Plan Green Line
-  Public School

Map 13



Scale: 1" - 900'





OVERVIEW

Detailed recommendations for Subarea 2 are provided on pages 43-71. This executive summary includes major recommendations.

GOALS

This process identified the following goals to guide plan implementation specifically in Subarea 2. These overarching goals are supported and expanded by the guiding principles on pages 44-46.

- Encourage the economic development of Subarea 2
- Identify and preserve historic resources and the local sense of place
- Utilize redevelopment to mend the urban fabric
- Provide a safe and balanced transportation system
- Provide connectivity, continuity, and redundancy among various modes of transportation
- Minimize the supply of new parking
- Provide a balanced mix of compatible land uses
- Expand housing options and affordable housing choices
- Provide a range of safe parks and open space

LAND USE & ZONING

The BeltLine future land use plan shown on the previous pages is intended to provide an overarching guide to the character of development and growth within the BeltLine Tax Allocation District.

Subarea 2 is unique in that much of the land adjacent to the BeltLine corridor is zoned industrial due largely to its industrial rail past. This plan recommends mixed industrial and mixed land uses. The industrial mixed use category did not exist in the previous subarea Master Plans. The industrial mixed use allows light industrial, office, retail, and housing to coexist. There is both a industrial mix land use category and industrial mixed use zoning district, which requires that 30% of the uses

be allocated for light-industrial uses. This 30% set aside ensures jobs are preserved and there is access to local employment.

Through the neighborhood engagement process, it was clear that an industrial feasibility study should be performed in specific areas in Subarea 2 as next step to help determine the viability of existing industrial sites and the future of industrial uses in this area.

Density is intended to be concentrated along the BeltLine Corridor, at major nodes and along other major corridors, and at proposed transit stops.

This plan is intended to serve as a guide for changes to the City's official Future Land Use plan, as shown below on pages 66-67. Recommended rezoning



The land use framework will help ensure appropriate future development near the BeltLine





designations are identified for specific properties, but no proactive rezoning efforts will be undertaken by Atlanta BeltLine, Inc.

OPEN SPACE

This plan recommends two public park improvements: the creation of Hillside Park (a former public works facility), and the expansion and improvement of Four Corners Park. Zoning will continue to require that new developments provide open space in addition to public parks.

MOBILITY

This section provides mobility recommendations for new streets, multiuse trails, and more, to increase access to the BeltLine corridor, promote connectivity, and encourage walking, bicycling, and transit. All of these are shown in the map on the previous pages.

The proposed street framework is critical to expand the existing street network as the Subarea redevelops, in order to provide more routes to new and existing destinations, and to avoid concentrating traffic on existing streets.

The extension of University Avenue to the west, across the BeltLine corridor to connect with Avon Avenue, will be crucial to provide east-west connectivity that is missing today.

A connected network of multi-use trails is also recommended, including the completion of the Southside BeltLine trail (to include trail and future transit) and a number of other spur trails to provide connections between neighborhoods, parks, schools, and other destinations – and to tie those connections to the BeltLine.

Recommended bicycle facilities are consistent with the recommendations of other City plans and would expand the bicycle network with bike routes, shared lanes, bike lanes, or separated bikeways.

Safety improvements are recommended at the intersection of University and McDonough, and at the Sylvan Road railroad crossing.

This plan incorporates the recommendations of other City plans to provide high capacity transit service along the Atlanta BeltLine, Metropolitan Parkway, and Hank Aaron Drive.

Streetscape improvements are also recommended by a number of City plans for University Avenue, Boynton Avenue, Hank Aaron Drive, McDonough Boulevard, Jonesboro Road, and Murphy Avenue.

AFFORDABLE HOUSING

In addition to the recommendations of the Atlanta BeltLine, Inc. blue-ribbon housing panel and the City's Housing Affordability Action Plan, this plan provides housing policy recommendations and retention strategies for further consideration for Subarea 2, which should be considered BeltLine-wide.

HISTORIC PRESERVATION

This plan updates the inventory of historic buildings and structures compiled by the previous Master Plan, many of which have been lost in the past decade.

ARTS & CULTURE

This Master Plan update supports the recommendations of the Atlanta BeltLine Arts & Culture Strategic Implementation Plan that was created in 2018.





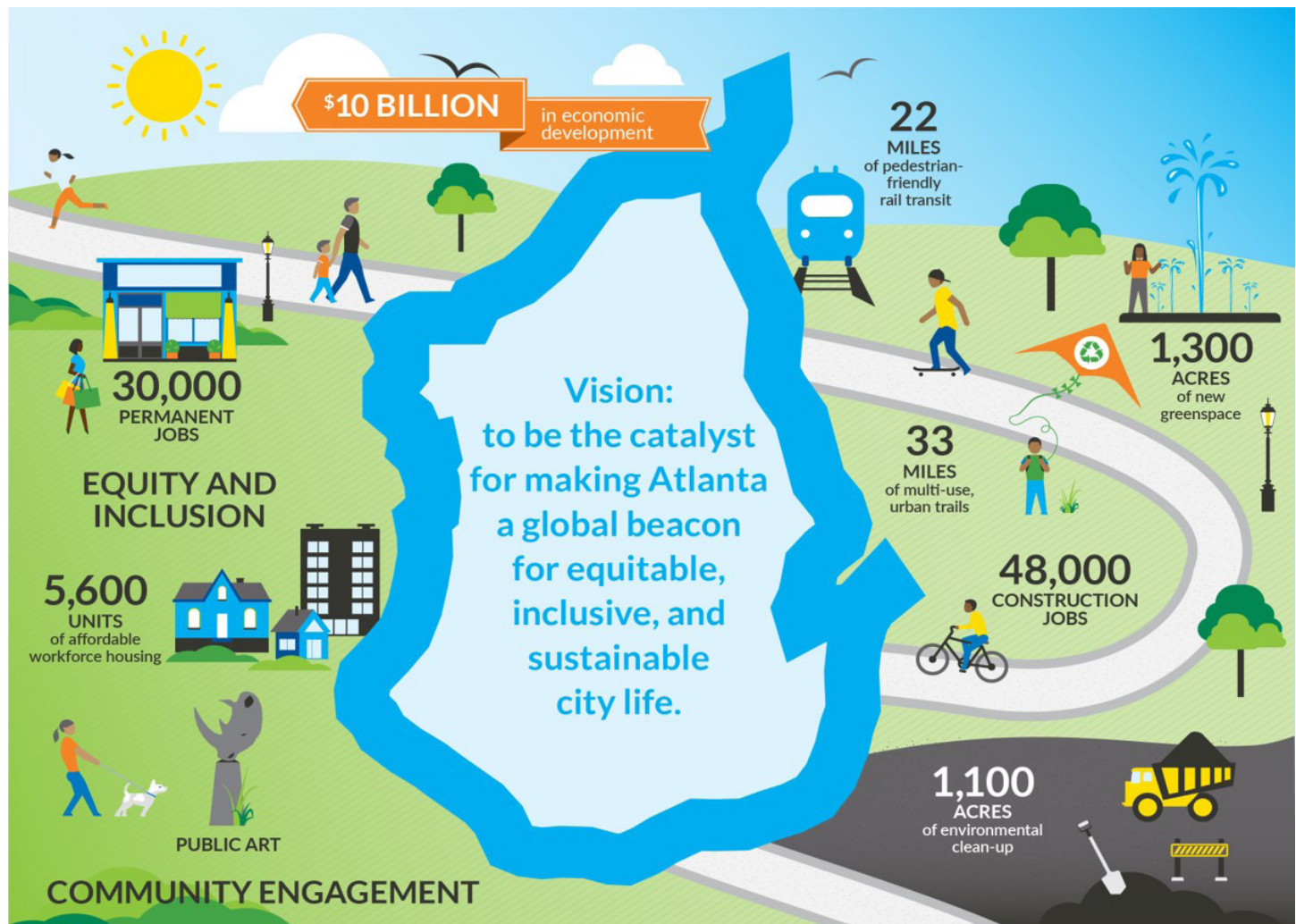
WHAT IS THE ATLANTA BELTLINE?

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.

The vision of the Atlanta BeltLine is to be the catalyst for making Atlanta a global beacon for equitable, inclusive, and sustainable city life.

We are delivering transformative public infrastructure that enhances mobility, fosters culture, and

improves connections to opportunity. We are building a more socially and economically resilient Atlanta with our partner organizations and host communities through job creation, inclusive transportation systems, affordable housing, and public spaces for all.





The Atlanta BeltLine has provided some of Atlanta's premier public spaces

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

- Offering a convenient alternative transportation choice to city residents, employees, and visitors;
- Acting as a catalyst for job creation and economic revitalization in underserved Atlanta BeltLine neighborhoods and in the city;
- Improving air quality and public health;
- Reclaiming brownfield land;
- Providing more affordable workforce housing within the city;
- Connecting 45 neighborhoods rich in history, culture and experiences;
- 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.





Public outreach is an important component of all subarea Master Plans

The Atlanta BeltLine corridor's 22-mile loop and surrounding Planning Area pass through a diverse mix of neighborhoods. This large Planning Area has been divided into ten subareas and five study group areas. The subareas are the basis for the Subarea Master Plans, while the study group areas are primarily for community outreach.

The primary policy tools for guiding the land use/transportation relationship along the Atlanta BeltLine are the Atlanta BeltLine Subarea Master Plans. The community-based plans coordinate land use, transportation, parks, and more to provide a long-term

blueprint for growth as the Atlanta BeltLine is realized. Each contains recommendations for use, density, building height, neighborhood transitions, the interface with the Atlanta BeltLine corridor and other site-specific considerations. They also include subarea-specific policies that are important to area stakeholders. The Master Plans have been adopted by the City of Atlanta into the Comprehensive Development Plan, the City's official land use policy, and are used to guide amendments to the City's 15-Year Future Land Use Plan and subsequent zoning changes.

The original Subarea Master Plans were prepared between 2008 and 2011 under very dynamic market conditions. Given this, it is important to note that Subarea Master Plans are intended to be adaptable documents as the Atlanta BeltLine is implemented between now and 2030. This plan works in concert with existing neighborhood plans. They should be updated every 5 to 10 years in response to changing community needs, market conditions, and implementation considerations to further the Atlanta BeltLine

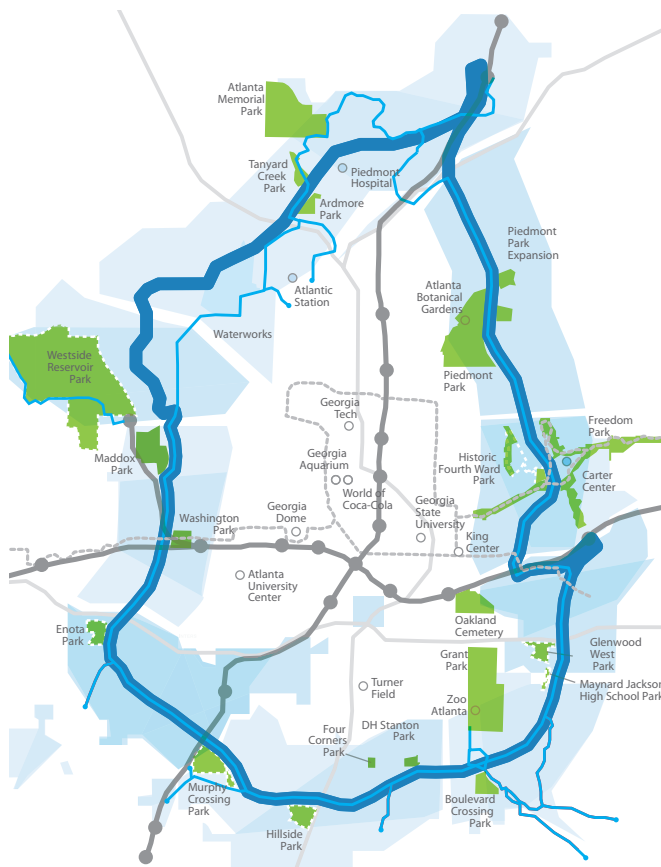
vision. In most cases, these plan updates will usually result in minor adjustments, rather than wholesale changes.

The land use visions of the Subarea Master Plans are intentionally long-term. This is because land uses may take decades to change, and the Subarea Master Plans offer a vision that will support the Atlanta BeltLine's build-out. The realization of each plan's land use visions 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 the long-term land use visions recommend. The most common examples of this would involve the adaptive reuse of existing buildings, some of which are specifically identified in Subarea Master Plans. Nevertheless, interim projects must never preclude the long-term land use potential provided by the Subarea Master Plans, the City's 15-Year Future Land Use Plan, and the Zoning Ordinance.





SUBAREA 2 OVERVIEW



SUBAREA 2 BY THE NUMBERS

- 731 acres of land
- 2 miles south of Downtown Atlanta
- Neighborhood Planning Units (NPUs) S, V, X, and Y

COUNCIL DISTRICTS

- District 1 – Council Member Carla Smith
- District 12 – Council Member Joyce Sheperd

SUBAREA 2 NEIGHBORHOODS

- Neighborhoods: Adair Park, Capitol View, Capitol View Manor, Chosewood Park, High Point, Joyland, Oakland City, Peoplestown, Pittsburgh, South Atlanta, Sylvan Hills, Villages at Carver

SUBAREA 2 PARKS

- Adair Park I, Arthur Langford Jr. Park, D. H. Stanton Park, Emma Millican Park, Four Corners Park, Perkerson Park, Pittman Park, South Atlanta Park

LOCAL HISTORIC DISTRICTS

- Adair Park

PLANS COMPLETED SINCE PREVIOUS SUBAREA MASTER PLAN

- Peoplestown Community Redev. Plan ([2006](#))
- Pittsburgh Community Redev. Plan ([2006](#))
- Chosewood Park Redev. Plan ([2010](#))
- Atlanta Streetcar System Plan ([2015](#))
- Oakland City Fort Mac LCI Plan ([2016](#))
- Preservation of Pittsburgh Plan ([2017](#))
- Atlanta City Design ([2017](#))
- CD 12 Neighborhood Blueprint ([2018](#))
- South Atlanta Master Plan ([2018](#))



The Schools at Carver is a major landmark in Subarea 2





PROGRESS TO DATE



The entire southside Atlanta BeltLine corridor has been acquired and has been cleared



Aluma Farm is the first urban farm created by the Atlanta BeltLine

CORRIDOR IMPROVEMENTS

Since the previous Subarea 2 Master Plan was adopted in 2009, a number of improvements have been made in the Atlanta BeltLine corridor.

- Trail construction from Murphy Avenue east to University Avenue
- Art installations
- The creation of the 3.8 acre Aluma Farm, which helps supply fresh produce to the subarea
- Land acquisition of entire corridor east of University Avenue

PARK IMPROVEMENTS

- D.H. Stanton Park (Boynton Avenue and Martin Street) - addition of a baseball field, splashpad, walking trail, and new playground
- Arthur Langford, Jr. Park (near Arthur Langford Jr. Place and Pryor Road) - addition of a skate park

PRIVATE DEVELOPMENT

Major private investment has not occurred in Subarea 2 in the past decade, largely due to the Recession. Several projects have, however, been implemented.

- Gateway Capitol View housing - 162 affordable senior apartments
- Pittsburgh Yards - mixed-use development currently under construction
- Phoenix House redevelopment - renovation and expansion to 69 affordable housing units

There are also many other major recent developments near Subarea 2, including Lee & White, the Met, and developments near Georgia State Stadium.

OTHER MAJOR IMPROVEMENTS

- Metropolitan Avenue Library construction



Improvements at D. H. Stanton Park along the BeltLine included a new splashpad





Significant progress has
been made toward achieving
the vision of the previous
Subarea Master Plan.

Artist: Susan Champney



HISTORIC RESOURCES

HISTORIC RESOURCES

A community's historic buildings and other historic physical resources are important reminders of its past and the people and stories they represent. For this reason, to the extent practical, it is important to preserve these structures and encourage their reuse.

There are two historic designations in or near Subarea 2. The first is the Adair Park Historic District located north of the Westside Trail and Murphy Avenue. Established in 1994, the historic district is roughly bounded by Metropolitan Parkway, Lexington Avenue, the BeltLine Westside Trail, and Shelton Avenue. On the Western edge of the Subarea 2 Boundary is the Oakland City Historic District. Established in 2004, it is bounded by Donnelly Avenue, Lee Street, Avon Avenue and Oakland Drive. The purpose of these districts is to preserve and promote the unique neighborhood history and character by enacting development controls to ensure that new development adheres to the character, design, and scale of the existing buildings.

METHODOLOGY

A substantial historic resource inventory was compiled as part of the 2009 Subarea 2 Master Plan. This inventory formed the basis for this current Master Plan, but was updated to reflect historic resources lost in the past decade and to reflect the following resources identified by the community as priorities for preservation: 1080, 1100, 1272, 1278, and 1264 Murphy Avenue, and the Masonic Hall at the corner of Metropolitan Parkway and Dill Avenue.

RESOURCES LOST

While many valuable historic buildings and other resources (where historic means 50+ years old) have been demolished or otherwise lost in this subarea, only eight buildings of the approximately 110 identified in the Previous Master Plan have been demolished, most of them in the vicinity of the Murphy Crossing area. A map of these resources is shown in the map on pages 20-21.





LAND USE & DESIGN

DEVELOPMENT PATTERNS

Compared to most other subareas, Subarea 2 has a larger concentration of active industrial uses adjacent to the corridor. There are significant concentrations of active industrial land near Murphy Avenue and along University Avenue east of I-75/I-85.

Farther from the corridor, there are several major commercial corridors (primarily Metropolitan Parkway and Pryor Road) surrounded by historic residential neighborhoods.

Overall, 44% of land in the subarea (excluding public rights of way) is used for residential, most of which is single-family residential. Industrial, office, and institutional land constitute 24%, while 13% of land is vacant.

REVITALIZATION OPPORTUNITIES

Six general revitalization opportunities were identified as a part of this plan—these correspond to the nodes identified in the previous Master Plan. These are

areas where the land value is greater than the value of improvements, and where investment of many kinds could bring revitalization to the property and surrounding areas.

- Murphy Triangle
- University Avenue
- McDaniel Avenue south of University
- Pryor Road
- Hank Aaron / McDonough
- Hill Street

COMMUNITY FACILITIES

Community facilities are key anchors and gathering places within the neighborhoods of Subarea 2. Schools and parks are two key categories of community facilities.

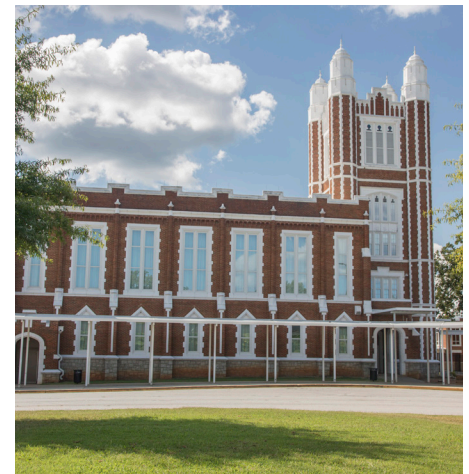
EDUCATIONAL INSTITUTIONS

The following public schools are located in Subarea 2: Kimberly Elementary School, Barak and Michelle Obama Academy, Nur Academy, Parks and Sylvan Hills Middle Schools, and the Schools at Carver. Atlanta Technical College and Atlanta Metropolitan College are located just south of the subarea.

PUBLIC SPACES

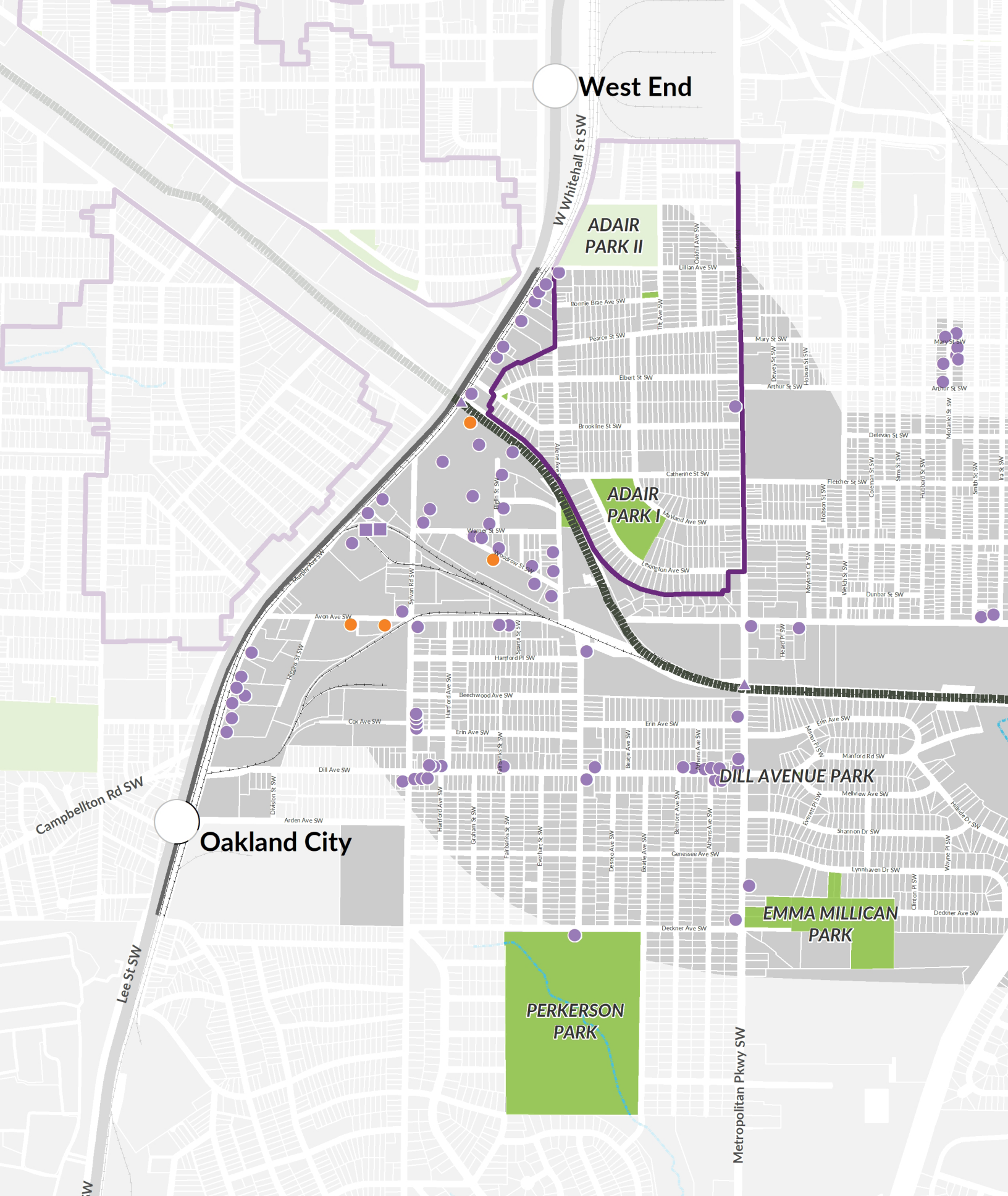
There are a number of public parks within the subarea.

- Adair Park I (≈6 acres)
- Arthur Langford Jr. Park (≈10 acres)
- D.H. Stanton Park (≈8 acres)
- Emma Millican Park (≈12.5 acres)
- Four Corners Park (≈5 acres)
- Perkerson Park (≈49 acres)
- Pittman Park (≈14 acres)
- South Atlanta Park (≈ 11 acres)

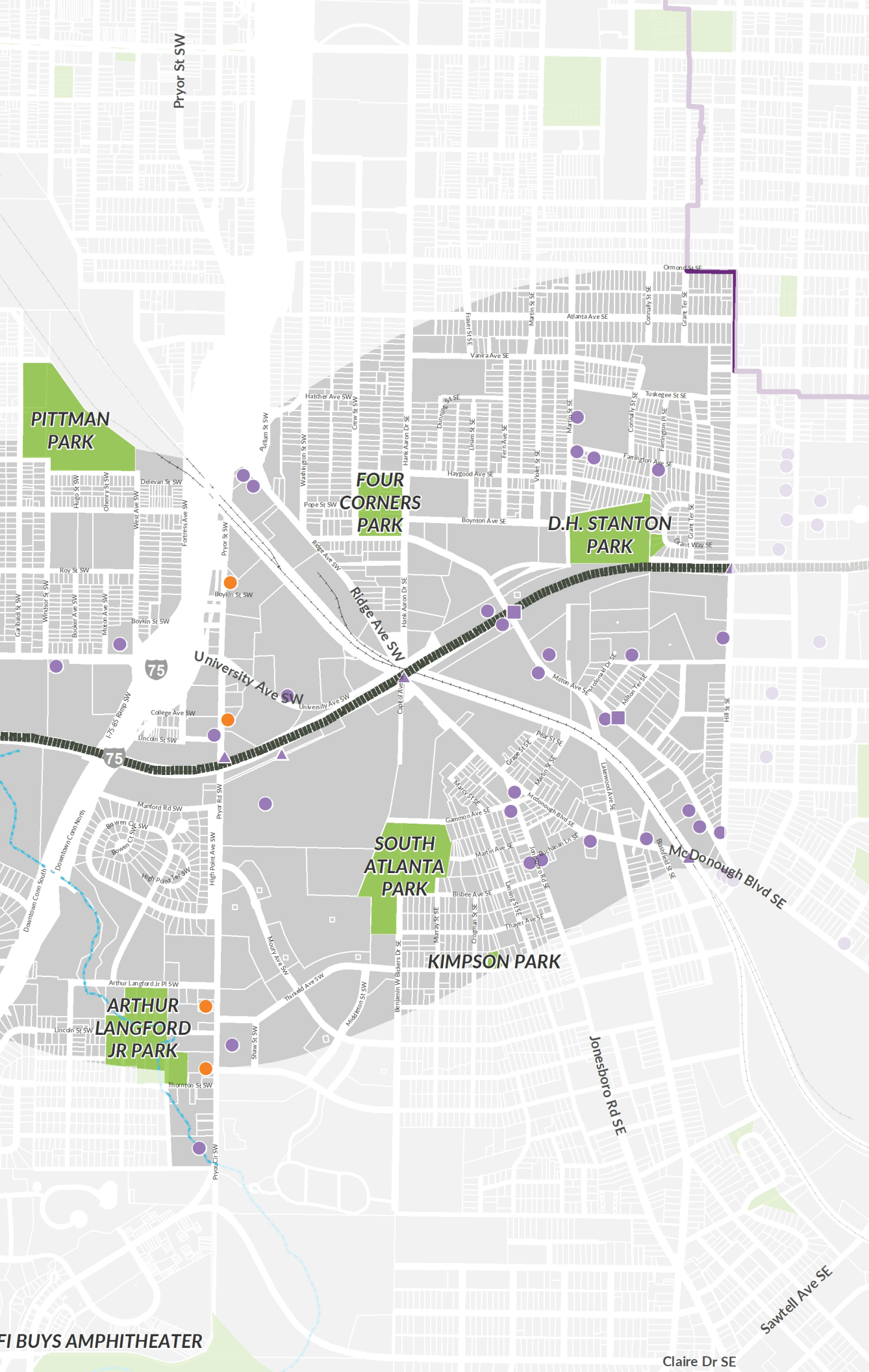


The Schools at Carver is a significant community focal point





This map was prepared by TSW in 2018 and produced for the Atlanta BeltLine Subarea 2 Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta BeltLine Inc. Data are not guaranteed.



Existing Conditions: Historic Resources

Atlanta BeltLine Subarea 2

- Historic Objects**
- Demolished
 - No Change
- Historic Structures**
- Demolished
 - No Change
- Historic Buildings**
- Demolished
 - No Change, Protected Feature
- Local Historic District

Map 08



Scale: 1" = 900'

0' 225' 450' 900'

City of Atlanta Future Land Use Map

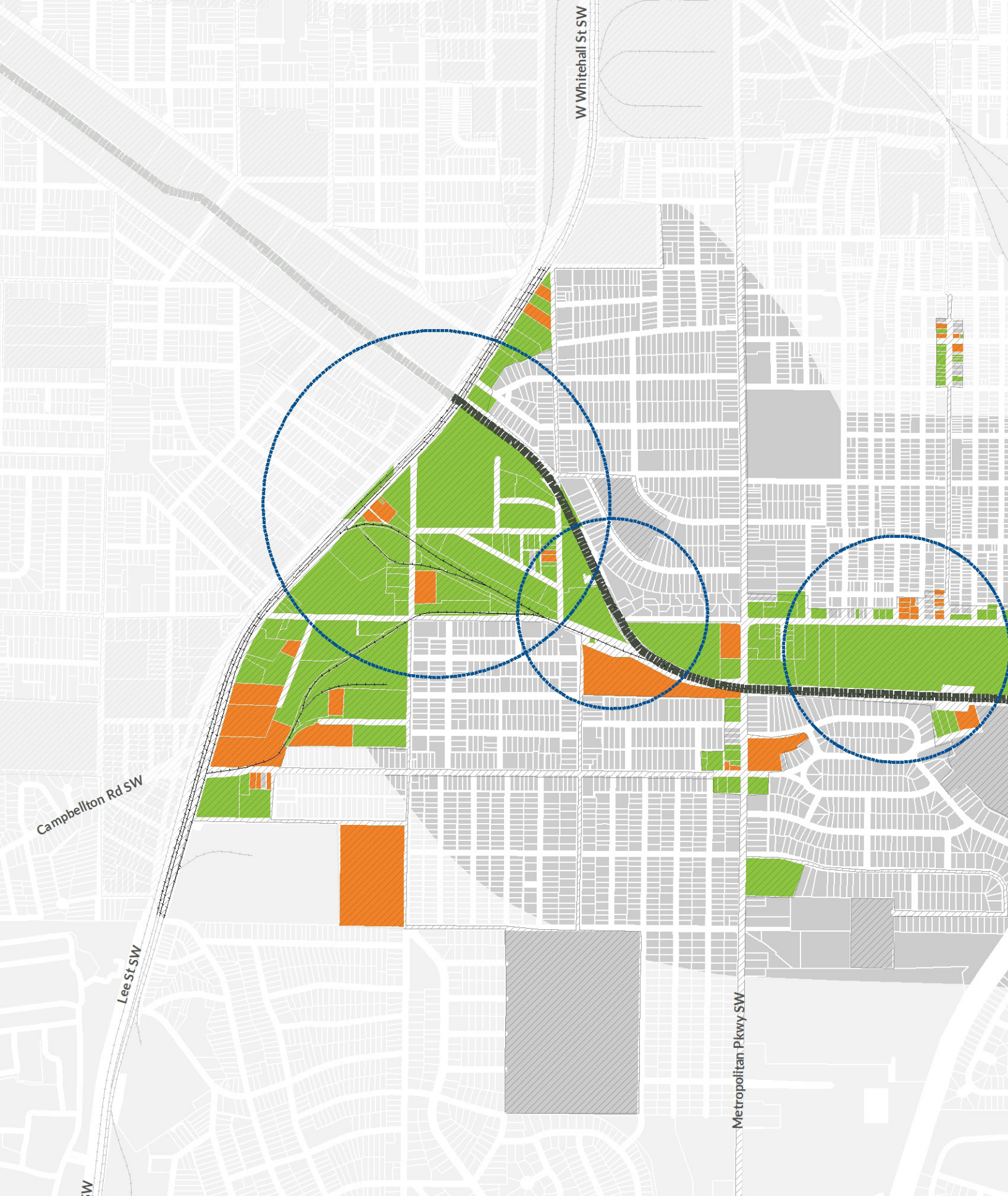
Atlanta BeltLine Subarea 2

-  Atlanta BeltLine
-  Transportation/Comm.
-  Community Facility
-  Single Family
-  Low Density Res.
-  Medium Density Residential
-  High Density Res.
-  Very High Density Residential
-  Low Density Comm.
-  Office/Institutional
-  Open Space
-  Industrial
-  Mixed Use
-  Industrial-Mixed Use
-  Low Density Mixed Use
-  Medium Density Mixed Use

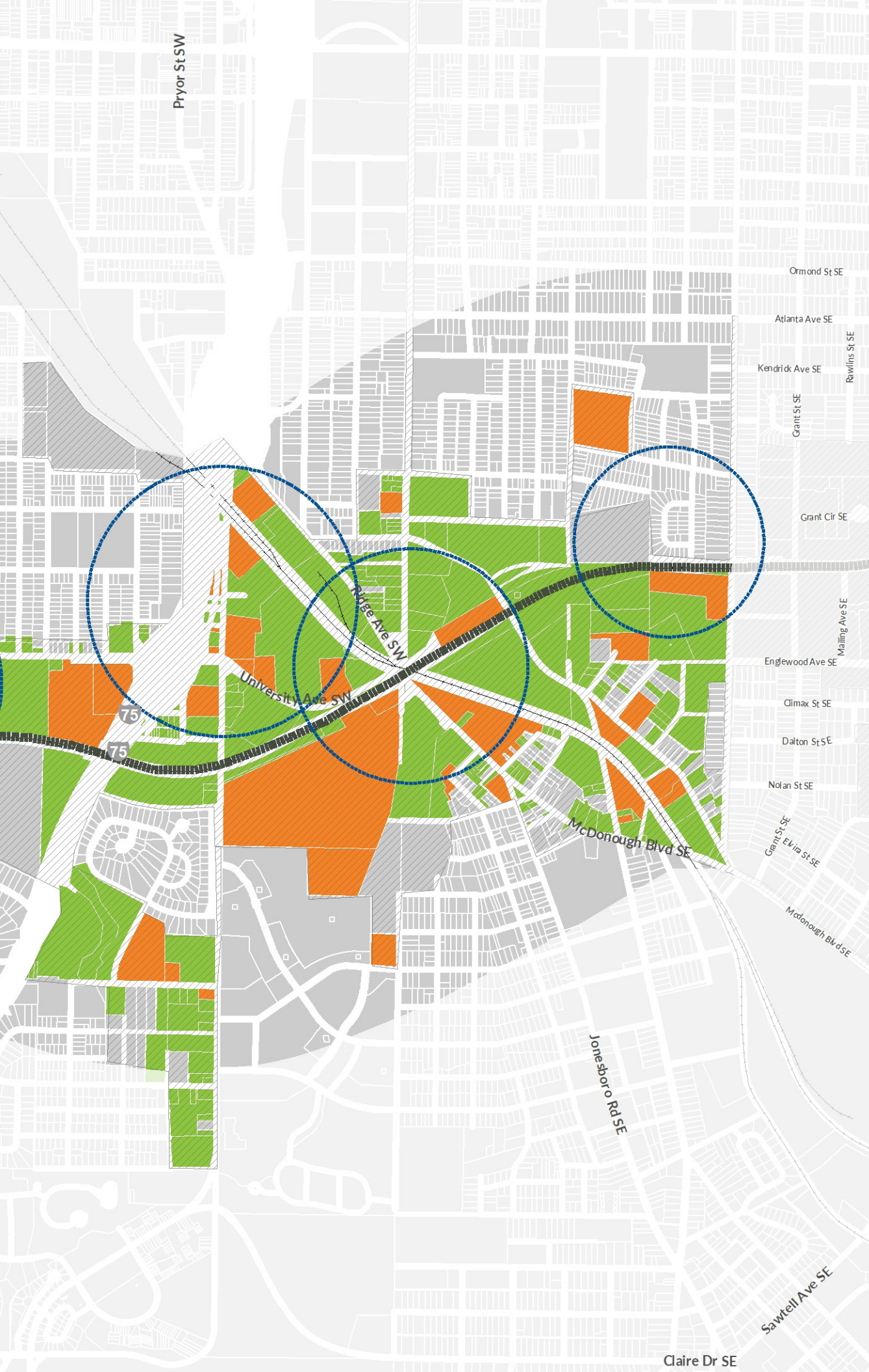


Scale: 1" = 900'





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Existing Conditions: Revitalization Opportunities

Atlanta BeltLine Subarea 2

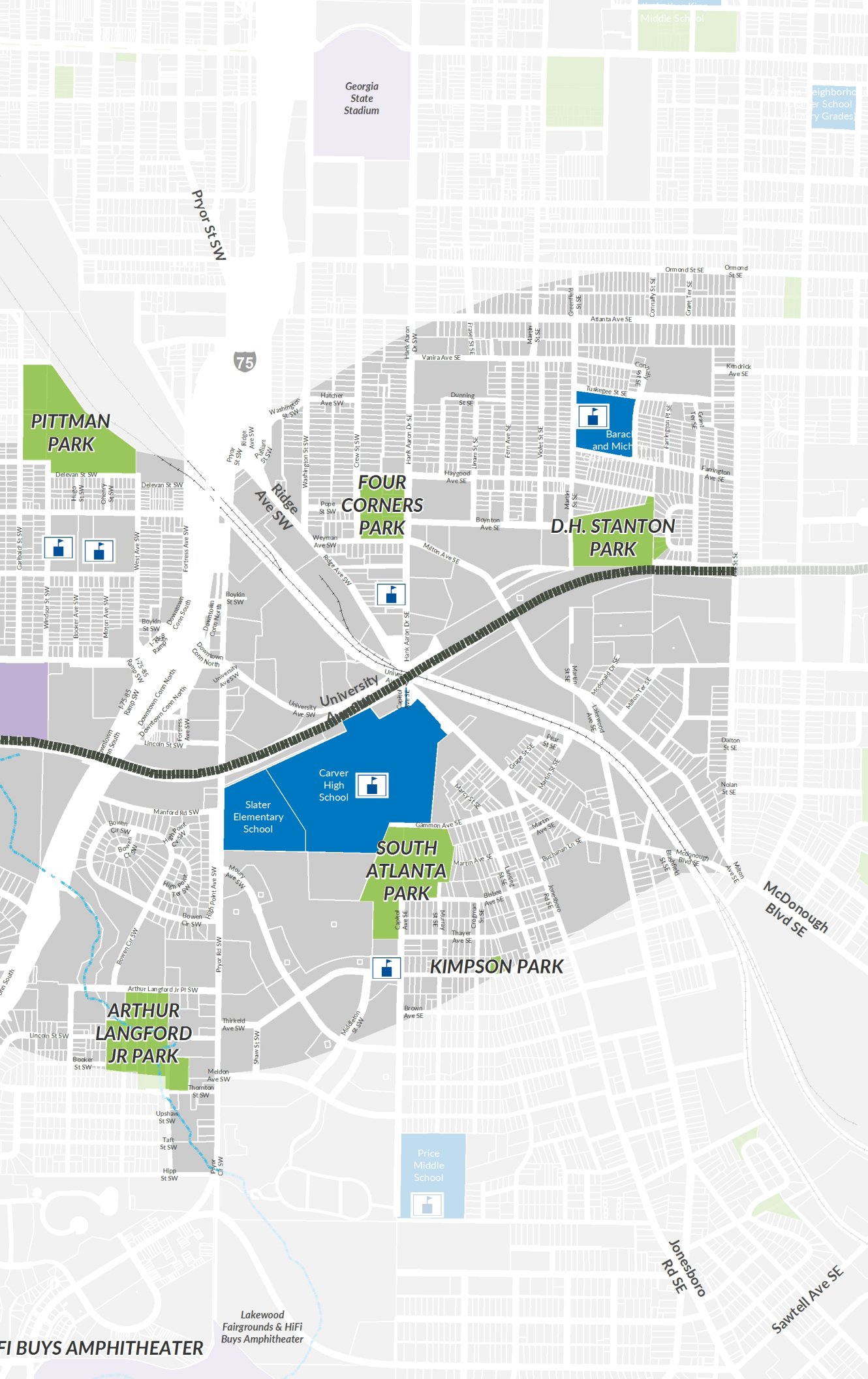
- Atlanta BeltLine
- Susceptibility to Change (value of improvements less than value of land)
 - Yes
 - No

Map 11



Scale: 1" = 900'

0' 225' 450' 900'



Existing Conditions: Community Facilities

Atlanta BeltLine Subarea 2

Atlanta Beltline

River/Creek

Map 07



Scale: 1" = 900'

0' 225' 450' 900'



A portion of the Atlanta BeltLine trail has been constructed, including an interim trail.

Photo Caption: Atlanta BeltLine trail looking east from Murphy Avenue



MOBILITY

STREET FRAMEWORK

The existing street framework in Subarea 2 is connected in residential areas, but separated by superblocks formed by high-speed arterial and collector streets in more commercial and industrial areas.



Most major streets in the Subarea are designed for high speed vehicular traffic and are not friendly to transit riders, pedestrians, or cyclists

HIGH CRASH LOCATIONS

The following three intersections had the highest number of vehicle-to-vehicle crashes between October 2015 and September 2018 (source: GDOT).

- Pryor Road at University Avenue
- Metropolitan Parkway at University Avenue
- Metropolitan Parkway at Manford Road

BICYCLE FACILITIES

The primary bicycle facility in Subarea 2 is the BeltLine trail itself, which begins at the western end of University Avenue and runs to the northwest and Washington Park.

Bicycle lanes are also present along both sides of Murphy Avenue and on the south side of Dill Avenue. The north side of Dill Avenue and both sides of Allene Avenue have sharrows.

In addition, many streets in Subarea 2 are residential neighborhood streets that are safe for bicycling.

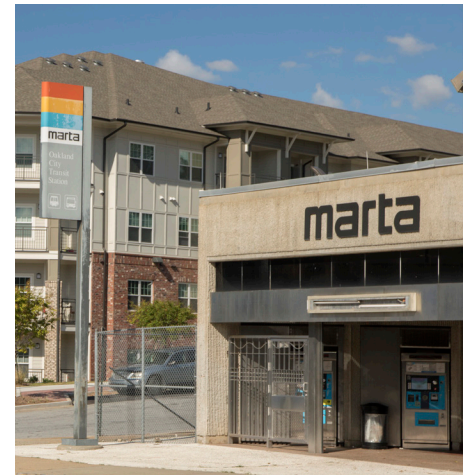


Some streets, including University Avenue (shown here) lack sidewalks

In general, bicycle connectivity is poor in the subarea, due to the lack of safe routes and connections between adjacent neighborhoods. Streets that do connect are generally very dangerous for cycling.

SIDEWALKS

A sidewalk evaluation was not a part of this Master Plan update, but deteriorated and missing sidewalks are common throughout Subarea 2.



Oakland City and West End MARTA stations are located within walking distance of the western portion of the subarea

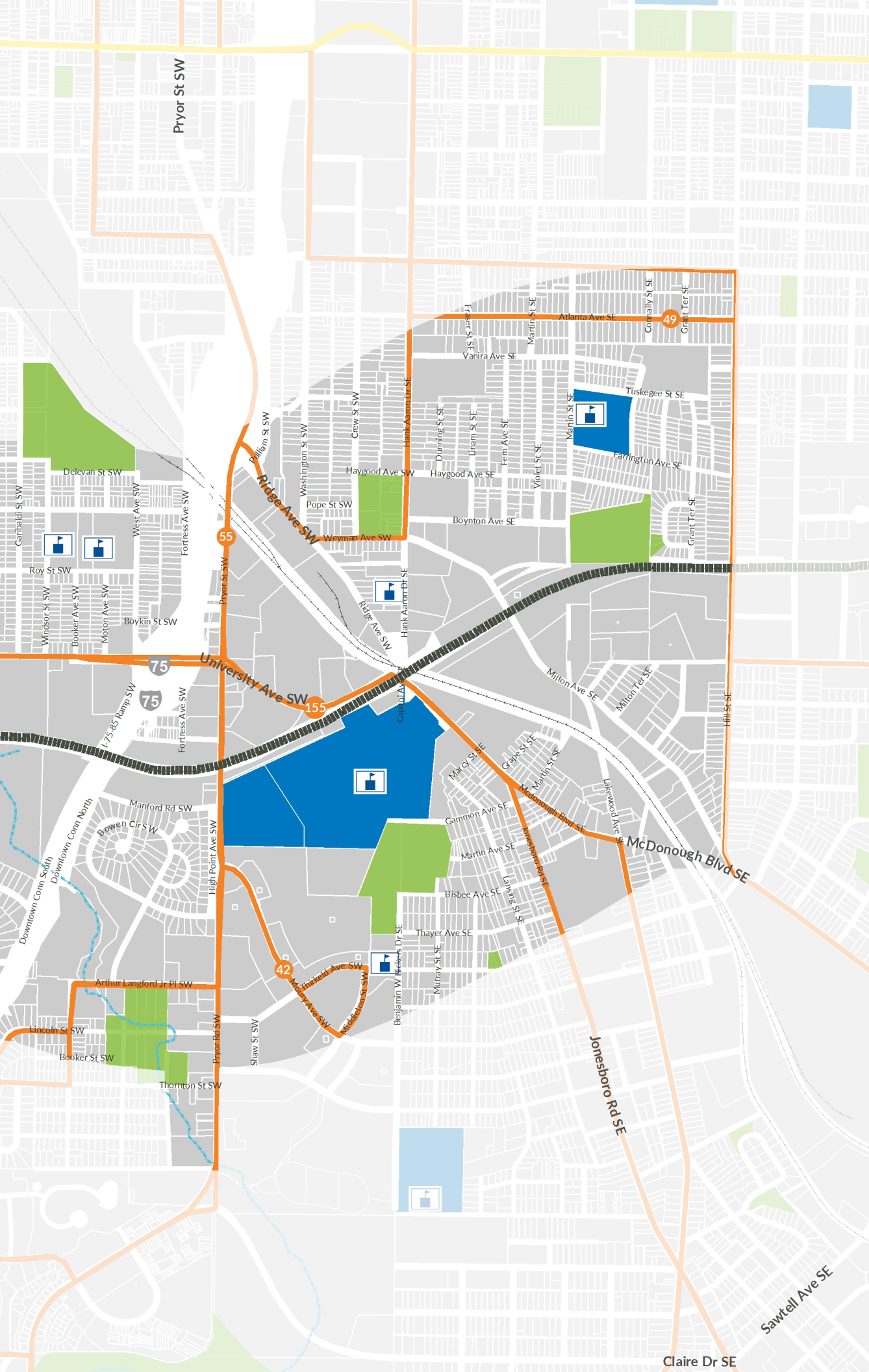
PUBLIC TRANSPORTATION

Oakland City and West End MARTA rail stations are located within walking distance of the western part of the subarea, and a number of bus routes with 15, 20, or 30-minute rush hour headways serve most neighborhoods well. These bus routes are 42, 49, 55, 79, 95, 155, and 172.





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Existing Conditions: Mobility

Atlanta BeltLine Subarea 2

- Atlanta Beltline
- River/Creek
- Bicycle Routes
 - Existing
 - Funded
- Bus Routes
 - Line
 - Number
- College Facility
- School Facility

Map 03



Scale: 1" = 900'

0' 225' 450' 900'



MARKET ANALYSIS

ECONOMICS

The total 2019 population of Subarea 2 is estimated at 10,896, 83% of which is African American. The median 2019 household income is \$26,463.

From 2000 to 2010, 66% of population growth within the 29-county Atlanta region occurred in the ten-county metro Atlanta core. Since 2010, this number has reached 81% as people younger and older both increasingly seek walkable neighborhoods, both in urban and suburban areas. This trend has allowed the City of Atlanta to capture over 10% of all regional population growth since 2010, despite consisting of only 1.5% of the land area.

From 2000 through 2018, the subarea has gained 959 new households, primarily age 25-34, with households age 35-44 increasing at a similar rate. There was a substantial decrease in the 45-54 age cohort. The fastest growing cohort by income is the \$100,000-\$150,000 range. While the subarea has experienced a notable influx of higher-income, young professional households, median household income across Subarea 2 remains more modest than the BeltLine Planning Area and broader region.

Renter household incomes have not kept pace with other households, making lower-income renters more vulnerable to being priced out. 2018 projections from Environics (Claritas) show a high density of renters in the subarea between ages 35-44 and ages 45-54. Renter demographics are relatively evenly distributed by income, with 17% earning over \$50,000 and almost a third earning over \$35,000. Renters include a healthy share of single people (42%) as well as other family types (38%). Overall, 65% of households in Subarea 2 are renters versus homeowners.



The number of households is increasing in Subarea 2

Within the subarea, 42% of households that own their home consist of single people. Roughly 62% of owners are age 25-54. 48% of homeowners earn more than \$50,000 per year, compared to only 17% for renters.

Since the Great Recession, resale home activity has increased 6-7 times the rate of 2010-2012, with 272 properties reselling in 2018. While some of this activity is due to natural market rebounding, a nearly 2 times increase from 2016 volumes to 2018 shows strong market interest following the construction and opening of the Westside Trail and plans for future connection to the Eastside trail. Resale prices have been on the rise, with an average 13% year over year increase since bottoming out in 2012, yet values on average still remain relatively modest at \$129,250, an indication that much of the activity has been wholesalers and flippers picking up non-renovated properties.





MARKET CONDITIONS

The Westside BeltLine trail and interim Southside trail have helped spur development within Subarea 2. The subarea includes many large, underutilized commercial and industrial properties.

Development momentum from Subarea 3 (located east of Hill Street) provides a precedent for investment in Subarea 2, which is beginning to see major investment in the form of adaptive reuse and site acquisitions. Subarea 2 also has convenient access to job centers (Downtown Atlanta, Midtown, and Airport).

Market data for this section is based on 2018 data where available and may lag behind market realities.

For Sale Residential

It is unlikely that there will be many new single-family homes constructed in Subarea 2 in the near future due to the limited number of vacant single-family residential lots.

Townhouses have been growing in popularity as land becomes more scarce and valuable, thus requiring higher densities. Townhouses can support higher land prices because of their greater density but are still less expensive to build than detached single-family houses; this will make them a desirable use in the next real estate cycle.

Rental Residential

With a mix of affordable housing and market rate developments in the surrounding area, the average rent is \$1,324 total, or \$1.40 per square foot per month. Rents range from \$0.98 per square foot per month for an affordable community to \$1.81 for market rate communities.

Given market conditions, this area is most likely able to support garden-style apartments with surface parking lots. When average rents reach approximately \$2 per square foot, parking decks will become financially feasible.



There will continue to be a need for expanded affordable housing opportunities in Subarea 2 (photo shows Phoenix House in Subarea 2)

Commercial Space

Commercial rent examples along Metropolitan Parkway and elsewhere in the subarea are limited. For this reason, the market analysis looked at the nearby Lee + White development, new Grant Park developments, and areas closer to downtown to find average rental rate data.

Office and retail rents in and around the subarea range from \$15 per square foot per month for older properties up to \$28 for recent projects, such as the Beacon and Pittsburgh Yards. Rents for both office and retail average \$20.

There is potential demand for more office space. Projected rents would limit this to smaller, new development or smaller, renovated historic buildings. New retail will likely be heavily food and beverage, or pharmacy/grocery driven. Most new retail will need to be adaptive reuse, as rental rates limit new construction feasibility.

Industrial Space

In today's economy, the demand for industrial space is typically related to warehousing or manufacturing jobs. Land values in Subarea 2 are too high for new industrial development to be feasible. However, there may be some demand for light industrial uses in existing buildings.





DEMAND

The estimates below are based on historic job growth, new development absorption ratios, market trends, and the Moody's employment forecasts. These numbers show the potential for development of different types. It should be noted that this is potential demand and may not be fully capitalized given land availability, or lack thereof.



There is potential for additional townhouse and apartment development

Land Use	Demand Potential (2018-2022)	Development Constraints	Notes
Single-Family Houses	29 units total or 6 per year (land constrained)	Land availability, particularly sites large enough for national builders	Given lack of available land and stability of existing neighborhoods (i.e. no tear downs), it is unlikely that many new single-family homes will be built during this period
Townhouses	149 units total or 30 per year (land constrained)	Land availability, particularly flat sites	Given lack of available land, it is likely that new townhouses will be developed
Rental Apartments	342 units total or 68 per year	Rents do not support structured parking, only surface parking lots	Current rents support multifamily residential with parking lots, with the potential for structured parking as rents rise
Neighborhood Retail/Restaurant	64,000 sq. ft. total or 13,000 sq. ft. per year	Lower rents limit ability to justify newer construction and most redevelopment	Current rents do not support new construction—retail will likely be adaptive reuse or ground floor of a mixed-use building. Heavily food and beverage service or grocery/pharmacy driven
Office	68,000 sq. ft. total or 14,000 sq. ft. per year	Lower rents limit ability to justify newer construction and most redevelopment	Will likely be adaptive reuse or ground floor of a mixed-use building. Most likely local serving retail and services





OPPORTUNITIES

There are a number of opportunities for future development in Subarea 2 that will build on recent investment and development interest. Large, previously industrial land presents an opportunity for larger projects, but the full buildout of these projects—such as Pittsburgh Yards, Murphy Crossing, and Lee & White (in neighboring Subarea 1)—may take some time. Some but not all residential areas have begun to see investment. Consistent development will continue to occur along the Southside BeltLine and will reach adjacent neighborhoods.

With increased development happening around the BeltLine, all neighborhoods within Subarea 2 will continue to see an increase in investment. Unlike the Eastside Trail, the Southside Trail still has plenty of development opportunities and less expensive housing options to serve the existing and future needs of local residents.

While large, underutilized industrial and commercial lots contribute to the complexity of redevelopment, they also provide opportunities for novel revitalization and creative use. Future proposals in and around the subarea will only increase its desirability. Balancing the development of residential and commercial use in the area is important in stabilizing existing neighborhoods. It will be important for the communities that make up Subarea 2 to maintain and create affordable workforce housing, as well as access to goods and services, as urbanization trends continue.



The Murphy Crossing area is an opportunity for major mixed-use developments with a longer timeline

It will be important for the communities that make up Subarea 2 to maintain and create affordable workforce housing, as well as access to goods and services, as urbanization trends continue.





PREVIOUS PLAN REVIEW & ITEMS FOR COORDINATION

RELEVANT CITYWIDE PLANS

Several neighborhood and City plans have been completed within or partially within Subarea 2. A number of other citywide plans have been created that also affect Subarea 2. While these plans have hundreds of recommendations, only those relevant to this current planning effort are summarized here to make sure that all plans are coordinated and to avoid duplicating or inadvertently altering previous plans.

All relevant recommendations from local and citywide plans have been considered during this effort, but recommendations are not duplicated in this plan unless they are the responsibility of ABI.

ATLANTA CITY DESIGN

This plan puts forth a high level, citywide vision for growth. Its purpose is to articulate an aspiration for the future city that Atlantans can fall in love with, allowing Dr. King's concept of the beloved community to guide growth and transform Atlanta into the best possible version of itself.

Subarea 2 is mostly shown as urban, with land along the BeltLine and major roads shown as growth corridors. These corridors are seen as the connecting tissue of the city that provide links to the urban core. The goal for them is to become community main streets.

ATLANTA TRANSPORTATION PLAN

This is the official, aspirational, citywide transportation plan which identified various modes of transportation and includes the following future projects within Subarea 2:

- BeltLine transit and a Murphy Crossing infill MARTA station

- Street reconstruction of University Avenue and Hank Aaron Drive
- Multi-use trail along the BeltLine corridor
- Multi-use trails along McDaniel Street, Allene Avenue, Deckner Avenue, and two routes from the BeltLine to Lakewood and Atlanta Metropolitan College
- On-street bicycle facilities along Avon Avenue, Sylvan Road, Dill Avenue, Pryor Road, Atlanta Avenue, and Meldon Avenue
- Streetscape improvements on Jonesboro Road
- Designated freight routes along Murphy Avenue, Avon Avenue, University Avenue, Pryor Road, Ridge Avenue, Milton Avenue, Lakewood Avenue, Jonesboro Road, Metropolitan Parkway, and McDonough Boulevard
- High capacity transit along Hank Aaron Drive/ Jonesboro Road and Metropolitan Parkway

CYCLE ATLANTA 2.0

This plan is an appendix to the Atlanta Transportation Plan and focuses specifically on bicycle access to MARTA rail stations. Its only recommendation in Subarea 2 is for a neighborhood/commercial greenway (shared street) along McDaniel Street.

ATLANTA STREETCAR SYSTEM PLAN

This plan is the official vision for the long-term citywide creation of a streetcar network. The streetcar lines proposed in Subarea 2 would run along Hank Aaron Drive and the BeltLine corridor.





RENEW ATLANTA BOND PROGRAM

The goal of this program is to fund significant and expansive transportation projects citywide. This program is being reset to identify priority projects to align with available funding. For this reason, data for these projects isn't available at this time.

ZONING ORDINANCE REFORM

This citywide update to segments of the Zoning Ordinance has already made a number of changes to the zoning ordinance that will help implement the vision of this plan. These updates address accessory dwellings, bicycle parking, missing middle housing, and the new I-Mix district. Additional updates are currently being contemplated. These updates will affect Subarea 2 and all of Atlanta by encouraging more affordable workforce housing, promoting biking, and encouraging the preservation and creation of industrial jobs.

ATLANTA REGION'S PLAN

This plan for the entire metropolitan area focuses on broad goals including economic growth, better infrastructure, and improved livability. It also includes a unified growth policy map that shows Subarea 2 as "maturing neighborhoods" and, south of the BeltLine corridor, as the airport investment area.

ATLANTA BELTLINE SOUTHWEST CORRIDOR DESIGN

This document summarizes some of the themes that will be important for the BeltLine corridor itself and the distinct "character rooms" along its length. Aspects of design include signs, transit stations, landscaping, public art, trees, and how all design elements reflect the history and character of adjacent neighborhoods and nature.





COMMUNITY ENGAGEMENT

OUTREACH

Community continues to be an important part of the Master Plan update process. Public meetings were advertised by email blasts, yard signs, and a postcard mailing. Meeting announcements were strategically placed at gathering spots such as neighborhood stores, markets, etc.

STAKEHOLDER COMMITTEE

Three stakeholder meetings were conducted to gain an understanding of key issues. Invited stakeholders included representatives from City of Atlanta departments, City Council District-1 and City Council District-12 representatives, NPU (Neighborhood Planning Units) & neighborhood representatives, local & state agencies, education institutions, and local business owners. Discussions with stakeholders were helpful in understanding the desires and concerns of the community, and their feedback was influential in shaping the public meeting presentations, and in the formation of plan recommendations.

KICKOFF MEETING

A public kickoff meeting was held on September 24, 2018 at the Villages at Carver YMCA. Approximately 100 participants listened and gave feedback to

a presentation introducing the process, summarizing changes since the previous Master Plan, and learning about real estate and demographic factors.

Participants then actively provided feedback at a number of boards around the room that showed the goals and principles from the previous Master Plan as well as previously proposed projects. Participants provided a number of comments on the following themes:

- The importance of more businesses that serve the diverse needs of nearby residents, especially food

- Concerns about towing facility and its impact on the neighborhood
- Concerns about proposed street connection to proposed Hillside Park

WORKSHOP

A community workshop was held on December 1, 2018 at Atlanta Technical College and was attended by about 80 individuals. After a presentation reviewing the draft plan, participants moved to comment stations to look at maps and provide their input. These stations provided detailed information about existing conditions and draft



Participants at the workshop provide comments on the recommended land use map





recommendations relating to land use, mobility, parks, and goals & principles, including detailed recommendations focusing on the western, central, and eastern portions of the subarea. The following are the key themes of comments received:

- Significant concerns about street connection to proposed Hillside Park, but interest in pedestrian and bicycle access to and across the BeltLine
- Interest in working with the City on future designs to ensure traffic calming and safe streets
- Concerns about food deserts and the lack of a full-service grocery store
- There were also a number of questions for the consultant team about the market analysis. These questions concerned methodology, market preference shifts, and the long-term nature of this development cycle.

Based on feedback received at this meeting, the proposed street connection to the proposed Hillside Park converted to a recommendation for a pedestrian and bicycle connection.

DRAFT PLAN PRESENTATION

The draft plan presentation meeting was held on February 4, 2019 in the Focused Community Strategies Community Room and was attended by about 40 individuals. A presentation covered the draft plan and Atlanta BeltLine housing initiatives. The housing portion of the presentation addresses concerns expressed by the Stakeholder Committee that the Master Plan and the Atlanta BeltLine were not sufficiently addressing affordable housing. Atlanta BeltLine representatives explained that their working committee had identified short- and long-term affordable housing action items, and that while this was underway, the One Atlanta: Housing Affordability Action Plan was being developed, which would be aligned with the efforts of other local housing agencies.

Boards around the room displayed draft goals and principles, as well as recommendations. No



Attendees at the workshop used pushpins to indicate where they lived

comments were received on the goals and principles, but comments on other aspects of the plan included the following:

- The importance of density and taller buildings to support BeltLine transit
- The importance of retail and services on first floor of buildings

Public Meeting	Date
Kickoff Meeting	September 24, 2018
Workshop	December 1, 2018
Draft Plan Presentation	February 4, 2019
Final Plan Presentation	March 25, 2019





- Concerns about 5-9 residential north of High Point neighborhood (plan was later changed to 1-4 story mixed use in this area as a result of public comments)
- Suggestions for additional urban farm locations

FINAL PRESENTATION

The final plan presentation meeting was held on March 25, 2019 at the Barak and Michelle Obama Academy. About 60 people attended to hear about the final draft plan, including proposed changes to the City's future land use map and proposed rezonings. The public provided comments on the following themes:

- The proposed trail location east of Capitol View Manor neighborhood could impact existing homes (as a result of this comment, the trail is now proposed to follow neighborhood streets)
- Heights of buildings along the BeltLine north of High Point neighborhood could be a negative for some neighbors (at a subsequent neighborhood meeting, the neighborhood endorsed the higher density recommendation)
- Concerns about affordable housing for those earning less than 30% of area median income



A significant community engagement process led to input from many local stakeholders

THE ENGAGEMENT PROCESS

A significant community engagement process made sure that a significant number of local residents, business owners, and other stakeholders attended each public meeting and gave their input on the plan.

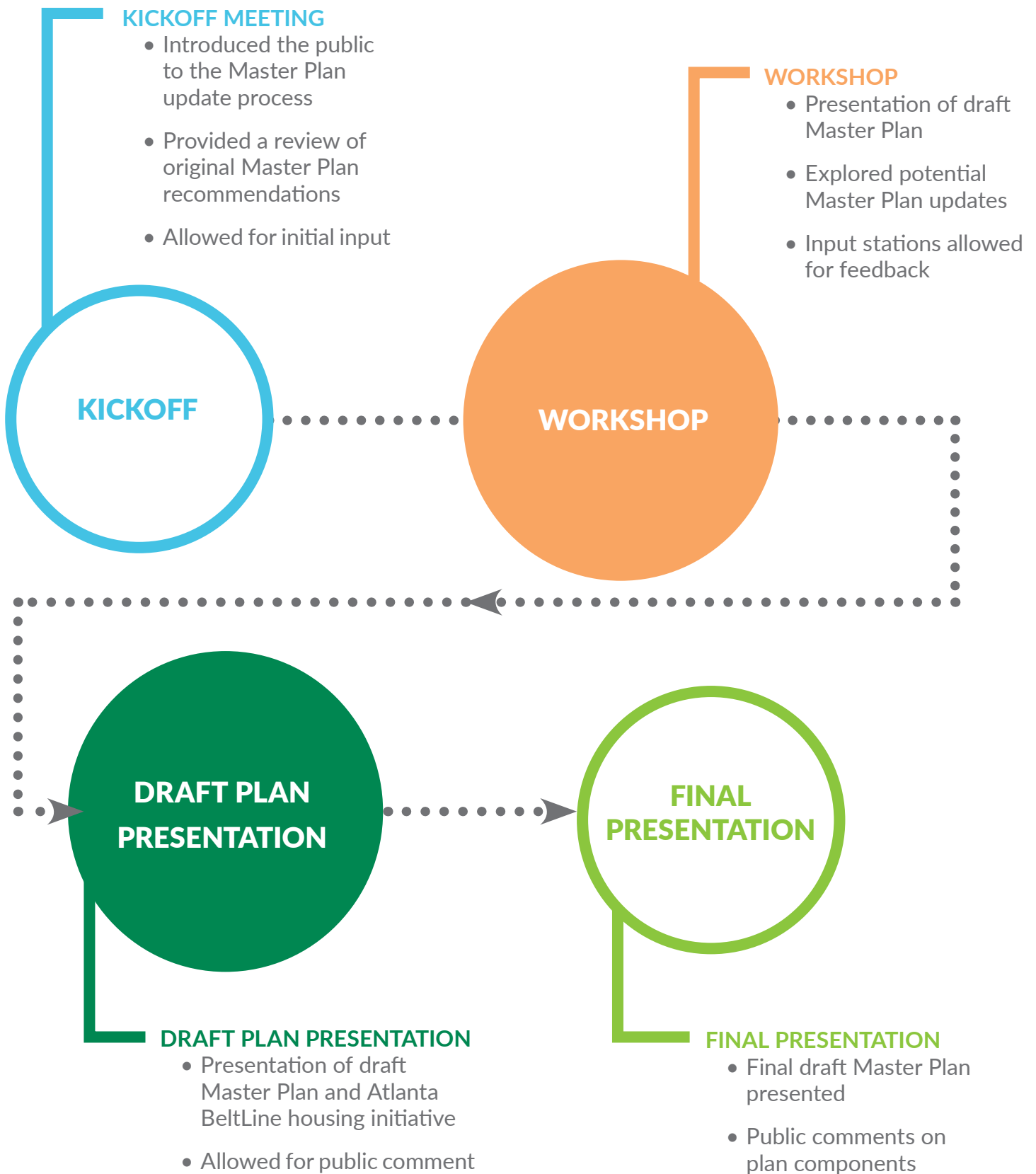
A number of substantive edits were made to the draft plan and initial ideas based on community feedback.

The Peoplestown neighborhood requested additional time to provide comments on the draft plan.

In late fall 2020 through July 2021, the Atlanta BeltLine staff conducted deeper neighborhood engagement to obtain additional input on the Subarea 2 plan recommendation,

and that included attending neighborhood meetings at Adair Park, Capitol View, Capitol View Manor, Chosewood Park, High Point, Joyland, Oakland City, Pittsburgh, Peoplestown, South Atlanta, Sylvan Hills and Villages at Carver. The input from those neighborhoods meetings informed the policy recommendations herein.









SUBAREA 2 GOALS

This process identified the following goals to guide plan implementation specifically in Subarea 2. The goals are not in any priority order and are numbered for reference purposes only. These overarching goals are supported and expanded by the guiding principles on the following pages.

1 *Encourage the economic development of Subarea 2*

2 *Identify and preserve historic resources and the local sense of place*

3 *Utilize redevelopment to mend the urban fabric*

4 *Provide a safe and balanced transportation system*

5 *Provide connectivity, continuity, and redundancy among various modes of transportation*

6 *Minimize the supply of new parking*

7 *Provide a balanced mix of compatible land uses*

8 *Expand housing options and affordable housing choices*

9 *Provide a range of safe parks and open space*





GUIDING PRINCIPLES

The following is a list of aspirational principles intended to guide the implementation of this plan. Many of these are common principles which were universal guiding principles that are applicable throughout all BeltLine communities; these represent a synthesis of common themes, ensure proper techniques, and follow broader concepts of environmental, social, and economic stability. This planning process identified principles specific to Subarea 2; these are shown in *italics*.



LAND USE & URBAN DESIGN

- Establish Transit Oriented Development (TOD) along the Atlanta BeltLine
- Create a mix of uses along the Atlanta BeltLine
- Scale development differently based on infrastructure, context, accessibility, and land availability
- Preserve and protect single-family and low-rise residential areas
- Use height and intensity transitions where development adjoins single-family and low-rise residential areas
- Provide quality urban design in new development
- Orient buildings to the corridor
- *Design buildings that support pedestrian activities along the BeltLine corridor and public streets*
- *Encourage new buildings in areas shown as mixed use on the Subarea Master Plan future land use map to design sidewalk-fronting ground-floor space to accommodate retail, restaurant, and service uses, even if it is used for other uses in the short term*
- *Building design should incorporate and reflect elements of the character and architectural themes of the neighborhood*
- *Encourage developers to provide space for local businesses, not just chains, and ensure that businesses serve the diverse needs of local residents*

- *Incorporate community-based plans and input into all Atlanta BeltLine, Inc. RFPs for projects in Subarea 2*



MOBILITY

- Establish safe, efficient, and continuous pedestrian facilities
- Incorporate other Atlanta BeltLine initiatives [such as public art, trees, sustainability, and equity] into the design of streets, when feasible
- Encourage a diverse range of new streets and retrofitted existing streets
- Ensure that transportation facilities serve people of different ages and abilities
- Use a context-based approach to address the traffic impacts along major thoroughfares
- *Address traffic impacts along major thoroughfares with solutions appropriate to the local context*
- *Promote shared parking and reduced street widths*



HISTORIC RESOURCES

- Use applicable city, state, and federal historic preservation requirements to guide historic





preservation efforts along the Atlanta BeltLine

- Incorporate significant historic resources into the Atlanta BeltLine
- *Repurpose (where possible) significant historic resources near the Atlanta BeltLine corridor*
- *Reflect local history in public art, parks, and new developments*
- *Build on the oral history project being conducted to preserve and tell neighborhood stories*



ECONOMIC DEVELOPMENT

- Provide economic development activities compatible with the land use vision
- Support the growth of small and large businesses *and encourage jobs with a*

variety of skill requirements and wage levels

- Provide land uses that can accommodate a range of employment opportunities
- Provide space for light industrial *and other blue collar job supporting uses*
- Target certain industries to areas best suited for them
- Support a mix of employment options along the Atlanta BeltLine
- Provide daily goods and services that serve both new development and existing neighborhoods, *including banks, pharmacies, childcare facilities, and a grocery store*
- *Encourage businesses in the Subarea to reach out to local residents as jobs are available*

PUBLIC ART & CULTURE

- Respond to the linear nature of the Atlanta BeltLine in public art
- Respond to existing site conditions
- Respond to the ways existing sites along the Atlanta BeltLine are used
- Provide art that is democratic

- Incorporate art that can be experienced in both daytime and nighttime
- Collaborate with schools and other institutions along the Atlanta BeltLine
- Encourage the use of interdisciplinary approaches, innovative uses (or re-uses) of materials and new technologies
- Incorporate public art into Atlanta BeltLine park and streetcar design projects
- Attract broad forms of artistic expression
- *Locate public art across the Subarea*
- *Promote local public art at transit stops*
- *Design both bus and rail transit facilities as public art*
- *Reflect local character, culture, and history in all arts and culture programming*

PARKS & GREENSPACE

- Promote urban agricultural initiatives, including community farms, gardens, and farmers' markets *and preserve Aluma Farm*
- Improve the utilization of existing under-used open spaces





- Surround open spaces with streets or buildings to the maximum extent possible
- Encourage new developments to consolidate green space into usable pocket parks rather than buffers, berms, landscape islands, or other unusable areas
- Enhance existing parks
- *Encourage the use of organic farming methods on urban farms and make produce available to local residents*
- *Design BeltLine parks to provide a range of activities that meet the diverse needs of area residents*



photo courtesy Michigan Municipal League

- *Provide park amenities that serve people of all ages*
- *Investigate incorporating stormwater ponds into new parks*

- *Implement the parks identified in the Subarea Master Plan*



HOUSING

- Provide a mix of owner-occupied and rental housing as part of an equitable housing strategy
- Avoid an over-concentration of low-income units to ensure optimal housing opportunities regardless of income level
- Strategically target and leverage subsidies in coordination with other public funding sources, including city, state and federal resources.
- Provide housing for families who earn between 30-80% of area median income
- Encourage housing in accordance with an existing certified “green construction” set of standards, such as EarthCraft or LEED, in order to improve public health and the environment
- Preserve the public subsidy for longer-term affordability where possible, while allowing the owners to capture some of the equity build-up
- Provide mixed-income housing, wherever possible

- *Preserve existing subsidized and non-subsidized rental and owner-occupied affordable housing*
- *Continue to educate property owners on resources that allow them to remain in their homes*
- *Partner with non-profit organizations to meet affordable housing needs*





FUTURE LAND USE

BELTLINE FUTURE LAND USE PLAN

The BeltLine future land use plan is shown on the following pages and is intended to provide an overarching guide to the character of development and growth within the Atlanta BeltLine Tax Allocation District.

Subarea 2 is unique in that much of the land adjacent to the BeltLine corridor is recommended as mixed use or mixed industrial — a compatible mix of uses including industrial, office, retail, and housing. These areas are intended to provide a place for blue collar and production jobs.

Moreover, much of the land along the Atlanta BeltLine Corridor is shown as medium-density mixed use with suggested 5 to 9 stories. Ultimately building height is determined by the underlying zoning district. This plan shares a street boundary with Hill Street. The community has expressed a desire for a maximum of 5 stories closest to Hill Street; however, each unique site must be taken into consideration (e.g., topography, building scale, location, etc.) in concert with underlying zoning district to determine actual building height. Density is intended to be concentrated at major nodes,

along major corridors, and at proposed transit stops.

This plan is intended to serve as a guide for changes to the City's official Future Land Use Plan, as shown on pages 66 and 67. Recommended rezonings are shown on pages 68 and 69 but will not be undertaken by Atlanta BeltLine, Inc.

PROPOSED PUBLIC SPACE

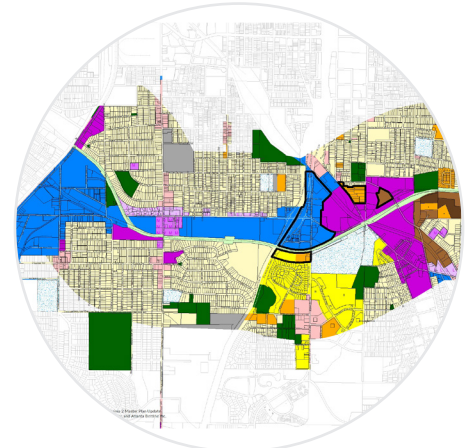
In contrast to the previous Subarea Master Plan, this plan is recommending only public park improvements. Zoning will continue to require that new developments provide open space in addition to public parks. The following are the recommended park improvements:

- **Hillside Park.** The existing Hillside Facility is owned by the City. It could be converted to a public park space connected to the BeltLine and adjacent neighborhoods.
- **Four Corners Park Expansion.** It is the recommendation of this plan that this park be expanded into an enhanced public park with amenities.

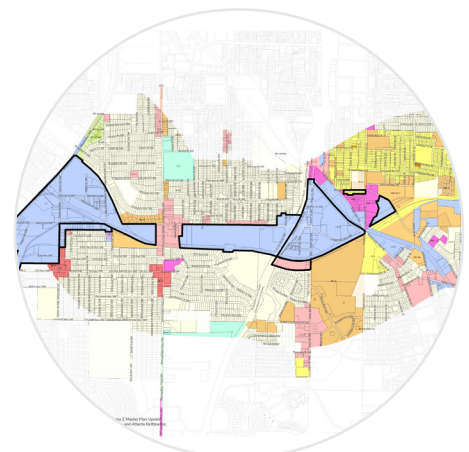
VISION (BELTLINE LAND USE PLAN)



POLICY (CITY'S LAND USE PLAN)

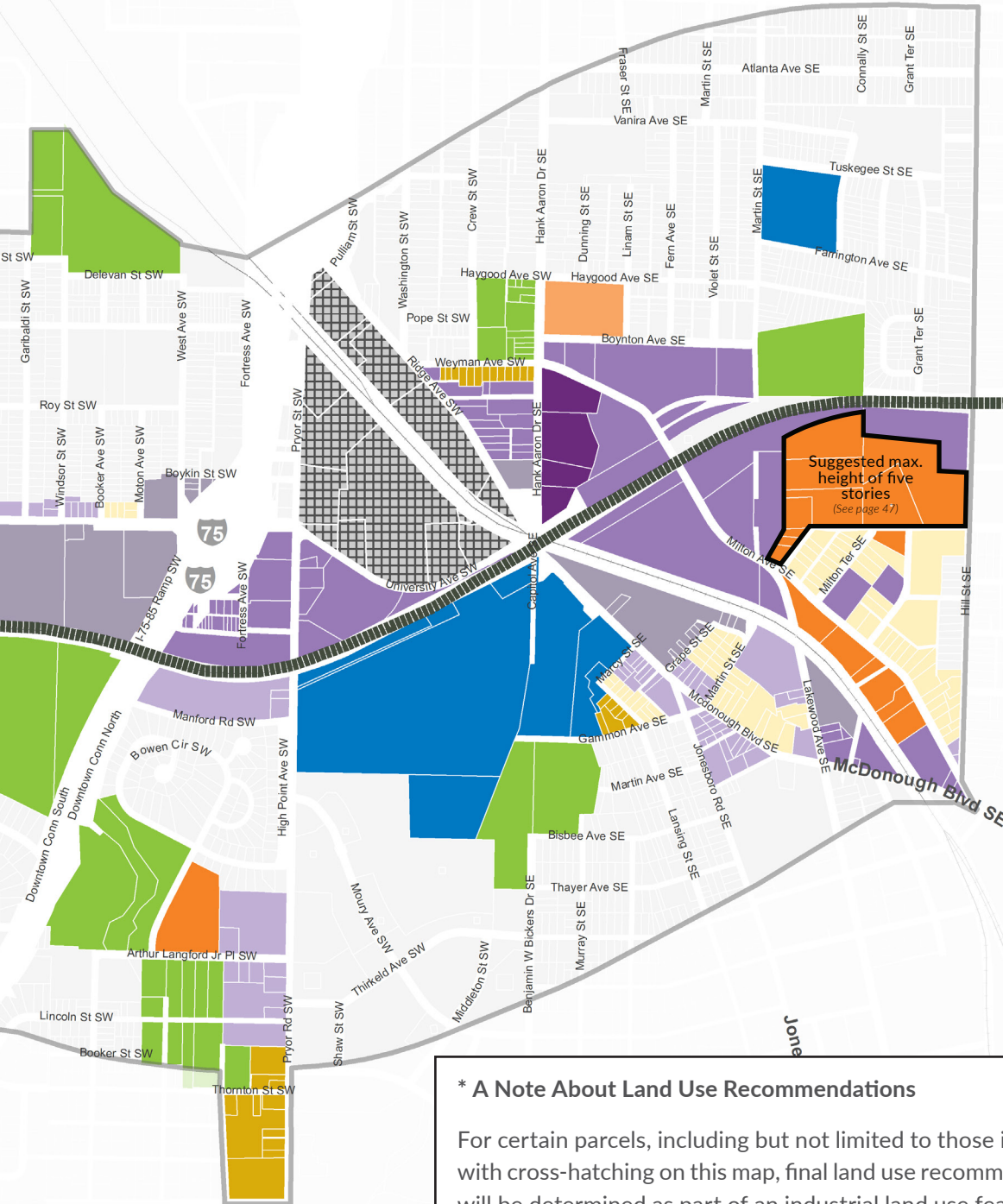


LAW (CITY'S ZONING MAP)





This map was prepared by TSW in 2018 and produced for the Atlanta BeltLine Subarea 2 Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta BeltLine Inc. Updated by ABI in 2021. Data are not guaranteed.



* A Note About Land Use Recommendations

For certain parcels, including but not limited to those indicated with cross-hatching on this map, final land use recommendations will be determined as part of an industrial land use feasibility study that will evaluate the entire University Ave. corridor in this Subarea. The Subarea 2 plan will be amended to reflect the outcomes of this corridor feasibility study. In the interim, the City's existing land use map and underlying zoning district will guide development in these areas.

Future Land Use

Atlanta BeltLine Subarea 2

- Atlanta BeltLine
- Mixed-Use 10+ Stories
- Mixed-Use 5-9 Stories
- Mixed-Use 1-4 Stories
- Mixed Industrial
- Industrial
- Multifamily 5-9 Stories
- Multifamily 1-4 Stories
- Mixed Residential Neighborhood
- Single Family Neighborhood
- Parks
- Community Facilities
- Recommendation To Be Determined*

Map 10



Scale: 1" = 900'

0' 225' 450' 900'



REVITALIZATION NODES

The previous Subarea 2 Master Plan identified revitalization nodes as locations where dense, mixed-use development should be focused. Two of these nodes were explored further during the Master Plan update process to show the scale of potential development in these areas.

MURPHY CROSSING NODE

The Murphy Crossing node is adjacent to Murphy Avenue and includes the historic State Farmers Market site, for which the Atlanta BeltLine is currently soliciting development proposals, as well as some portions of Sylvan Road, Allene Avenue, and Avon Avenue.

This area is shown as mixed industrial on the future land use map and is intended to primarily focus on job production, especially jobs accessible to existing residents based on their educational attainment.

The few remaining industrial buildings, like many areas along the BeltLine, are an important aspect of history. While they may not all be feasible for adaptive reuse, preservation should be considered, and architectural elements could be incorporated into new developments.

This graphic below is illustrative only. It is intended to show one option for long-term development along the Atlanta BeltLine. All development must conform to zoning. The transitional height plane and yard requirements in the existing zoning should ensure that adjacent single-family residential areas are respected by new development. The graphic below provides one example of how development could be scaled and a proposed mix of uses.

This graphic is illustrative only. It is intended to show one option for long-term development along the Atlanta BeltLine. All development must conform to zoning.





PRYOR ROAD NODE

This node is different from most sites along the BeltLine corridor because there is a large amount of vacant or underdeveloped land immediately adjacent to I-75/I-85 and close to Downtown and Hartsfield Jackson Atlanta International Airport.

For this reason, the node shows very heavy job concentrations, which could come from larger office, institutional, or light industrial uses. A significant number of jobs should be accessible to existing residents and partnerships should be formed with The Schools at Carver and institutions of higher learning to help further advance the training and workforce development within Subarea 2.

There is also the opportunity for a mix of compatible commercial, light industrial, and mixed-income housing in this node, as well as a secondary focus on neighborhood services, as in the Murphy Crossing node.

This node is the gateway to several communities: the northern side of University Avenue is in Peoplestown while the southern side includes the High Point, Chosewood Park, and South Atlanta communities. It is clear by all that this is definitely a node for future development; however, there are differing perspectives on what should occur. Part of the community would like it to remain industrial, and others in the community would like to see a mix of compatible uses (e.g. commercial, light industrial, and mixed income housing with neighborhood services). This plan recommends that an industrial land feasibility study be done along the entire corridor to comprehensively evaluate the viability of existing and future industrial uses in this area.





IMPLICATIONS OF GROWTH & DEVELOPMENT

As growth occurs, BeltLine communities want to ensure that affordable housing is preserved and created, resulting in a BeltLine that is an inclusive and equitable place for all. Affordable housing refers to housing that is no more than 30% of a family's annual income before taxes, and for renters its rent plus utilities should not exceed 30% of their income.

Families that spend more than 30% of annual income on housing and utilities are considered "housing cost-burdened", and increasing rents, the inability to pay monthly mortgages, and rising taxes can lead to involuntary displacement of legacy residents. In response, many agencies are working together to address housing affordability through a series of tools that will be deployed as part of the mission of the One Atlanta Housing Affordability Action Plan. These tools include amendments to zoning, which can be used to address housing rising costs. For example, amending zoning requirements to allow for accessory dwelling units within residential districts can provide cheaper rental options compared to most new multifamily residential housing developments. Similarly, the development of the new Multi-Family Residential Multi-unit (MR-MU) zoning district allows for small-scale, "missing middle" multifamily residential buildings in traditionally single-family areas, providing more affordable entry points to neighborhoods and promoting "subtle density" where large-scale multifamily may prove unfeasible.

The City's inclusionary zoning (IZ) policy further addresses increasing housing costs. For new projects with 10 or more housing units, the BeltLine Inclusionary Housing Overlay requires that a certain number of units be designated affordable: developers may set aside either 10% of units for households making no more than 60% of Area Median Income (AMI) or 15% of units for households at or below 80% AMI.

Financing tools provide additional funding for affordable housing. These tools include the BeltLine Affordable Housing Trust Fund, which provides gap financing for development creating affordable units. In addition, Low-Income Housing Tax Credits (LIHTC) allow for developments to provide deeper affordability, while working in partnership with housing agencies and providers to realize these projects.

These are just a few examples of housing tools currently being deployed in BeltLine communities, while others are in the process of being developed. Deployed in December 2020, the new BeltLine Legacy Retention Fund serves as another example of efforts being made to address issues around housing affordability. This fund helps current homeowners in the southern and western communities of the BeltLine (Subareas 1, 2, 9, and 10) cover the cost of property tax increases to prevent displacement. There remains more work to be done.

This plan recommends mixed-income housing to address a range of housing needs. Like many communities, Peoplestown strongly advocates for a range of housing options to be provided for families ranging from 30% to 80% AMI to address a variety of housing needs in an equitable manner, both around the BeltLine and throughout the City. Access to affordable housing, attainable living-wage jobs, and high-quality transportation not only aid in mitigating involuntary displacement but are essential to help families remain and thrive within Subarea 2.

Mixed-income housing that meets the needs of a range of incomes will require a collaborative effort from both housing agencies, not-for-profits, private partners, and the philanthropic community. The Atlanta BeltLine is committed to equitable development to help break down longstanding economic and cultural barriers. The BeltLine's focus on inclusive development





without displacement will be crucial in Subarea 2, where low-income communities vulnerable to displacement will be sensitive to increasing housing costs.

Subarea Two is comprised of 12 unique communities, many of which have their own neighborhood plans that address specific goals, objectives, needs and desires of their community. Most of these neighborhood specific plans (e.g. Oakland City/Fort Mac LCI, District 12 Blueprint Plan, Pittsburgh Preservation Plan, and the South Atlanta Plan) were either created or updated between 2017 and 2020. It is the recommendation of the Subarea 2 plan that the Peoplestown Revitalization Corporation update the Peoplestown Community Redevelopment Plan created in 2006, to further address the neighborhood-specific goals, objective, and desires that fall outside of the Subarea 2 planning boundary.





AFFORDABLE HOUSING

The One Atlanta: Housing Affordability Action Plan, which was completed during the Subarea 2 Planning process, outlines a bold vision to achieve Mayor Bottom's goal of providing a pathway to affordable and equitable housing opportunities for all who desire to call Atlanta home. The plan, which sets a goal of 20,000 housing units created or preserved and expending \$1 billion for affordable housing by 2026, seeks to leverage the collective efforts of the City's housing agencies, which includes the Department of City Planning, Atlanta Housing, Invest Atlanta, and the Fulton County/City of Atlanta Land Bank Authority. (Each agency has a very specific mission to collectively work together to address the City's various housing needs.)

The following recommendations supplement those from the report and are specific to Subarea 2.

POLICY RECOMMENDATIONS

Promote and maximize existing programs that encourage the retention of existing subsidized affordable housing and the creation of new subsidized units (e.g. BeltLine Affordable Housing Trust Fund, inclusionary zoning, State and Federal incentives, etc.)

Develop tools to preserve existing non-subsidized affordable units.

Update zoning regulations to allow accessory dwelling units to existing within existing residences or houses, as opposed to only allowing accessory dwelling units within detached structures.

Promote, maximize, and potentially expand existing programs that support legacy homeowners with financial literacy, maintenance grants, and other ongoing costs of ownership.

Develop and promote programs that support legacy renters with financial literacy and other potential tools to minimize risks of displacement.

Expand the use of the community land trust, including both single-family and multi-family models.

Participate in comprehensive anti-displacement initiatives existing in the City.

- Short-term / emergency solutions for tenants facing eviction
- Renters' rights programs and education
- Explore property tax relief for legacy homeowners

Participate with other partners to deliver comprehensive wealth-building programs for low-and moderate-income residents and businesses.

Support non-profit and community-based developers focused on long-term affordability and mixed-income communities.

Promote multi-family affordable housing and density near transit.

Support the implementation of the "Missing Middle" Housing Ordinance.

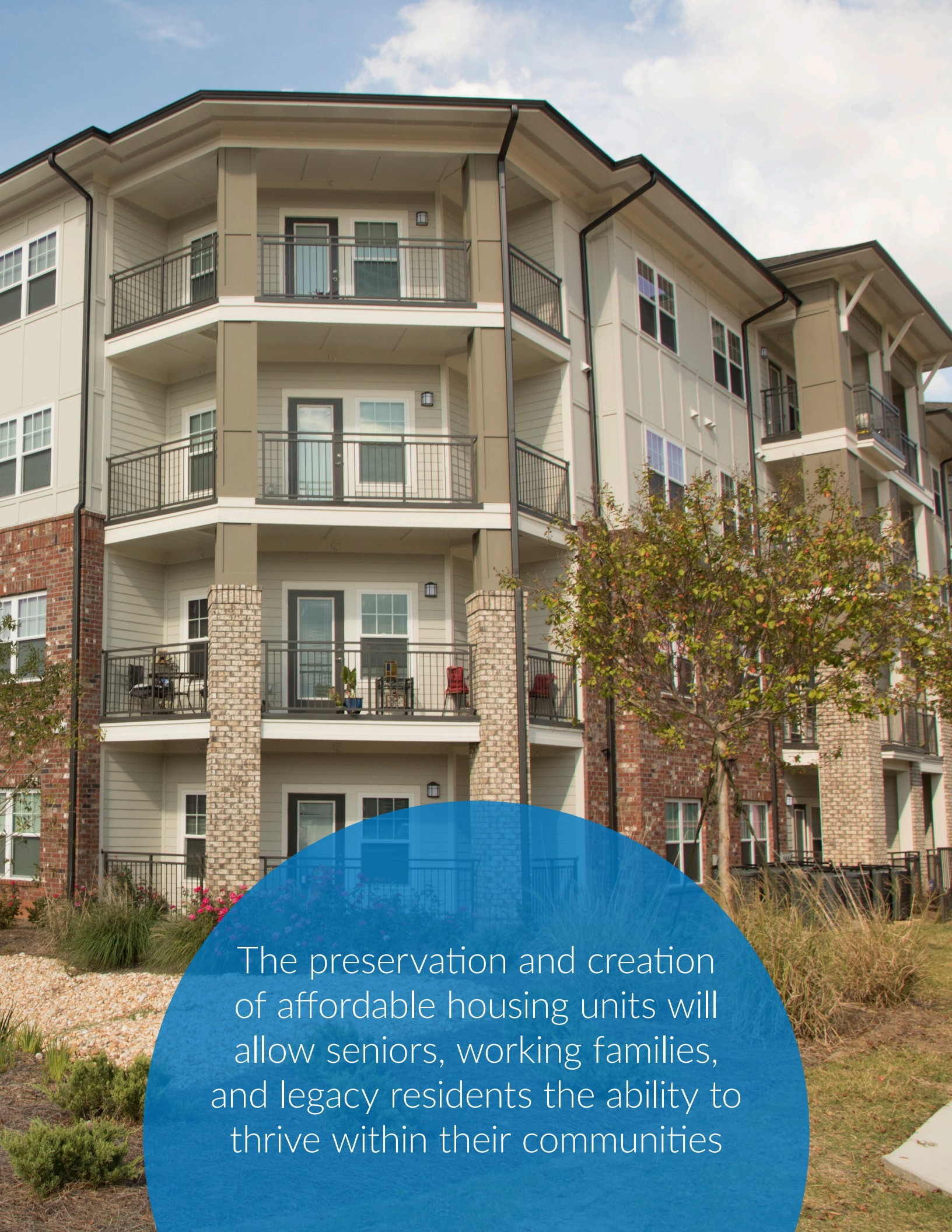
Expedite the development of affordable housing on suitable vacant publicly-owned land.

Develop several resources, recommendations, referrals and/or initiatives designed to keep residents/businesses within the Subarea,

Develop a methodology to contact residents/businesses and inform each about resources, recommendations and initiatives designed to keep residents/businesses within the Subarea,

Explore methods to assist residents/business gain higher economic stability and wealth, including, if appropriate, transitioning residents from renters to homeownership, etc.





The preservation and creation of affordable housing units will allow seniors, working families, and legacy residents the ability to thrive within their communities



Transportation investment
should provide mobility
options for all types of users.

photo courtesy NHTSA



MOBILITY

Mobility refers to how people get around. This section provides recommendations for new streets, multiuse trails, and more, to increase access to the Atlanta BeltLine corridor, promote connectivity, and encourage walking, bicycling, and transit.

STREET FRAMEWORK PLAN

It will be critical to expand the street network as the Subarea redevelops, in order to provide more routes to new and existing destinations, and to avoid concentrating traffic on existing streets.

The map on the following pages shows approximate recommended locations for new major streets. The extension of University Avenue would provide a direct east-west connection from the surrounding neighborhoods of Subareas One and Two to Interstate 75/85. This project should be publicly funded.

All other street connections shown should be privately funded and are to occur as redevelopment happens. Their locations may vary slightly based on site conditions and development plans.

MULTIUSE TRAILS

A connected network of trails that are shared by pedestrians, cyclists, and others is an important component of any transportation system and

ensures that people of all ages and abilities can get around.

The primary recommendation for multiuse trails is to complete the Southside BeltLine trail through the entire Subarea, connecting the existing eastern and western portions of the trail.

In addition, the approximate location of a number of other trails are proposed to provide connections between neighborhoods, parks, schools, and other destinations, and tie those to the BeltLine. These are as follows and are shown in the map on the following page:

- BeltLine to YMCA via Pryor Road and Langford Park
- University Avenue to Atlanta Technical College via Hillside Park
- Oakland City MARTA Station/Fort McPherson to Atlanta Tech via Deckner Avenue
- Oakland City MARTA Station to former rail spur
- BeltLine to Murphy Avenue via former rail spur
- BeltLine to YMCA via South Atlanta Park
- D.H. Stanton Park to Four Corners Park via Boynton Avenue
- University Avenue from BeltLine to BeltLine

Spur trails in the west portion of Subarea 2 that connect to Murphy Avenue, Dill Avenue, and the Oakland City MARTA Station have the potential to connect into a larger trail network via the Lee Street Trail and multi-modal system just north of the railroad along Lee Street. This trail can provide enhanced pedestrian connection and circulation in Subareas One and Two, in part by connecting the Lakewood/Fort McPherson Oakland City, and West End MARTA Stations.

BICYCLE FACILITIES

A number of other bicycle facilities are shown on the following page—these are consistent with the recommendations of other City plans and would expand the bicycle network with bike routes, shared lanes, bike lanes, or separated bikeways. Specific facility types will be determined by the City of Atlanta.

MOBILITY HUBS

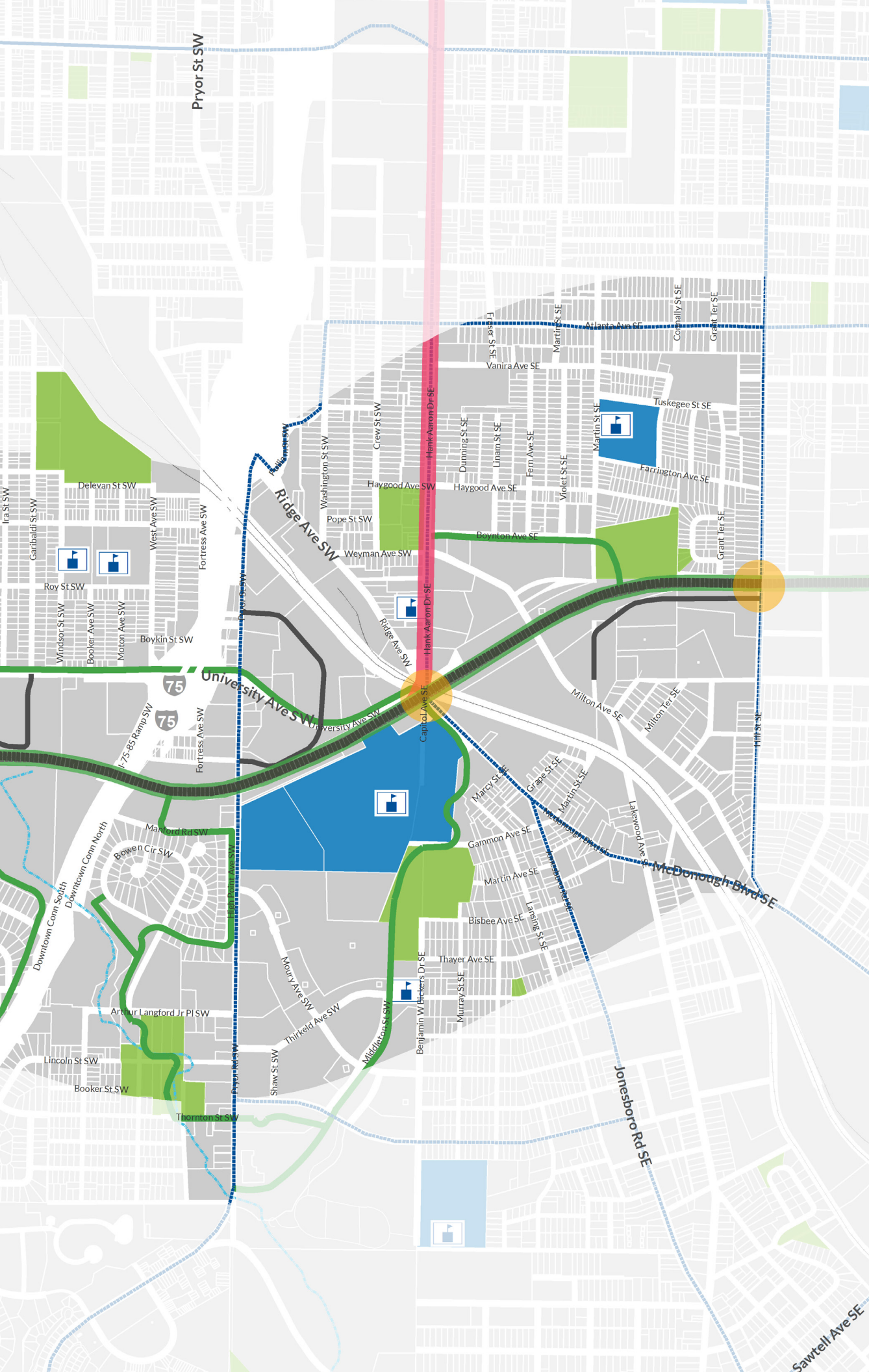
Neighborhood mobility hubs combine multiple transportation modes into a seamless hub or transfer point. These could include bike racks for shared or private bicycles, e-scooters, bus or other transit stops, and rideshare loading areas. Their recommended locations are shown on the map on the following pages.



West End

M Oakland City

This map was prepared by TSW in 2018 and produced for the Atlanta BeltLine Subarea 2 Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta BeltLine Inc. Data are not guaranteed.



Circulation Plan - Transit, Bike & Pedestrian

Atlanta BeltLine Subarea 2

- Atlanta BeltLine
- Proposed Mobility Hub
- Proposed Multiuse Trail
- ATP* Bike Facility
- Subarea Street Framework Plan
- Adopted Atlanta Streetcar System Plan Pink Line
- Adopted Atlanta Streetcar System Plan Green Line
- Public School

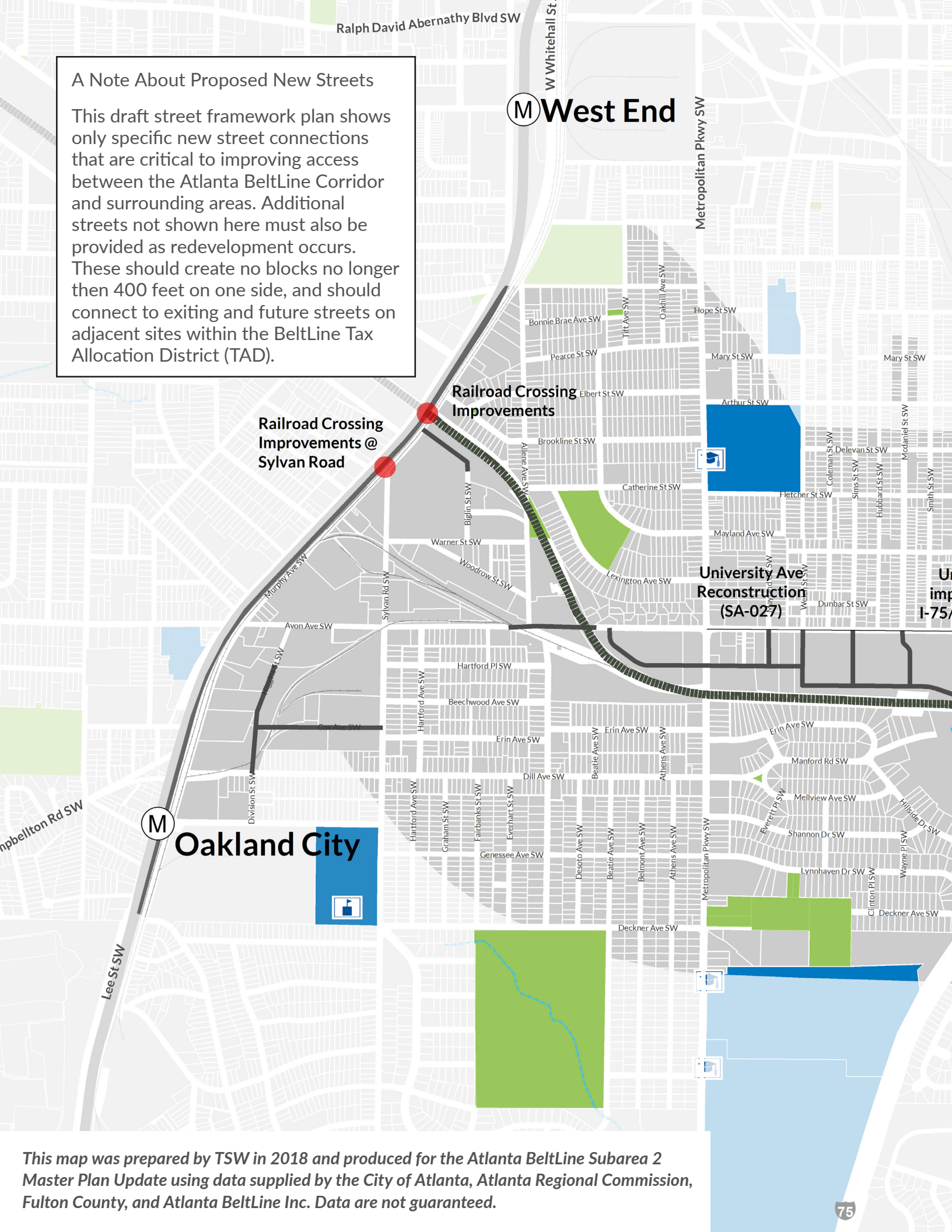
Map 13



Scale: 1" = 900'
0' 225' 450' 900'

A Note About Proposed New Streets

This draft street framework plan shows only specific new street connections that are critical to improving access between the Atlanta BeltLine Corridor and surrounding areas. Additional streets not shown here must also be provided as redevelopment occurs. These should create no blocks no longer than 400 feet on one side, and should connect to exiting and future streets on adjacent sites within the BeltLine Tax Allocation District (TAD).



Atlanta BeltLine Subarea 2

- ## Map 14



Scale: 1" - 900'



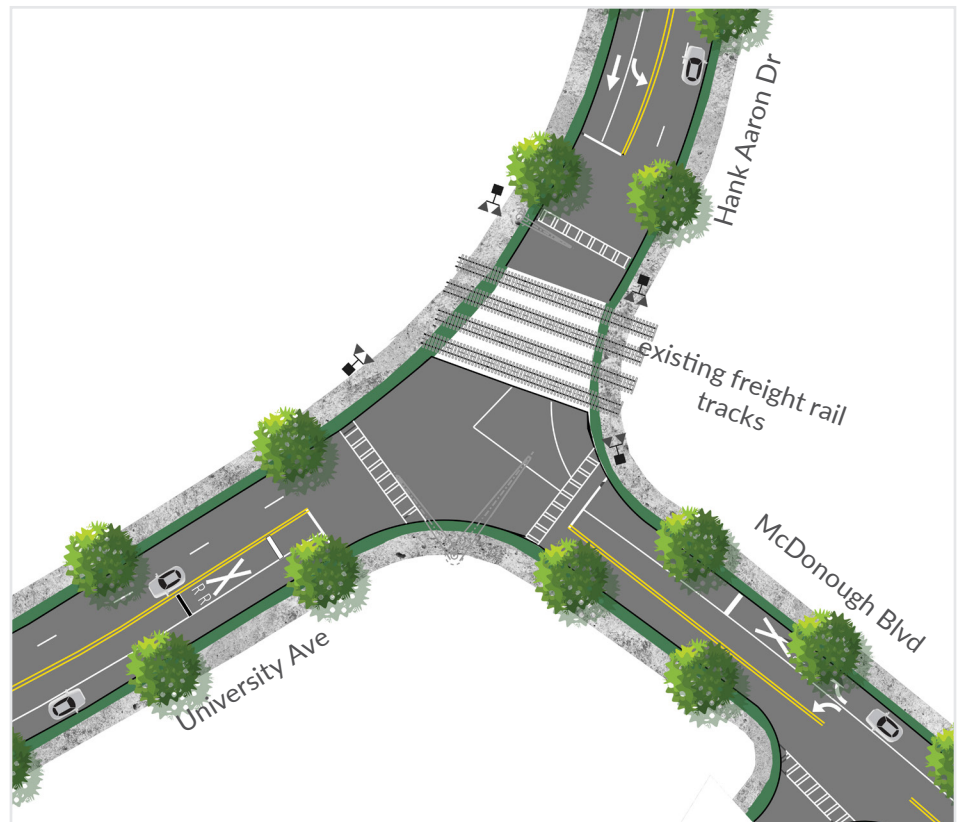


INTERSECTION IMPROVEMENTS

Safety improvements are recommended at two major intersections within the Subarea.

- **University at McDonough.** This intersection does not have adequate sidewalks, especially across the train tracks, but is located immediately adjacent to the BeltLine. It should be improved as shown to the right.
- **Sylvan Road railroad crossing.** This intersection is also unsafe and lacks adequate pedestrian facilities. It should include an improved pedestrian and bicycle crossing of the railroad tracks, better lighting, and a traffic light (if warranted by a traffic study). Alternatives like at-grade improvements, tunnels, or other best management practices should be explored to determine the safest and most feasible option.

In addition to these two intersection projects, improvements to the interchange between University Avenue and I-75/I-85 should be considered as part of future planning efforts.



The above are illustrative plans only. Any improvements would require engineered drawings and public input.





HIGH CAPACITY TRANSIT

High capacity public transportation is important to ensure that people move efficiently through the City without a car. This plan incorporates the recommendations of other City plans to provide high capacity transit service along the following corridors or streets:

- Atlanta BeltLine
- Metropolitan Parkway
- Hank Aaron Drive

Bus stops should also be added at all BeltLine crossings once the trail is completed.

STREETSCAPES

Improvements to key streets are recommended by a number of City plans and will be important to provide increased and safe access to the BeltLine. These include the following streets:

- University Avenue
- Boynton Avenue
- Hank Aaron Drive
- McDonough Boulevard
- Jonesboro Road
- Murphy Avenue

SIDEWALKS

A sidewalk evaluation was not a part of this Master Plan update, but deteriorated and missing sidewalks are common throughout Subarea 2. Improved and/or new sidewalks are encouraged along major corridors and connecting to the adjacent communities. New sidewalks will help pedestrians navigate safely through the community.

The City of Atlanta is performing a citywide street and sidewalk analysis, projected to be completed in 2021, to help identify and prioritize sidewalks throughout the City. Also, as new development happens in the Subarea Area, they will be required to provide sidewalks as part of the BeltLine Overlay District regulations, which will help to further the sidewalk network.

OTHER PROJECTS

A traffic signal warrant study should be conducted to see if a traffic signal is needed based on traffic data and safety conditions at the intersection of Murphy Avenue and Dill Avenue.

Traffic signal optimization should be conducted throughout the Subarea to improve traffic flows.

Traffic calming measures should also be implemented in the Subarea where needed to slow traffic and improve safety. All traffic calming must conform to city code requirements and procedures.



Improvements along major streets will provide safer access to the BeltLine for pedestrians and bicyclists





ZONING AND LAND USE POLICY

PROPOSED CHANGES TO CITY'S FUTURE LAND USE MAP

The City of Atlanta Comprehensive Development Plan includes a Future Land Use map that is the official guide for all rezoning decisions. Four changes are proposed to bring this map into conformity with the vision of this plan. These are shown in the map on the following pages and described below:

1. This large area was recommended as Industrial in the previous Subarea 2 Master Plan due to the presence of an Industrial Urban Enterprise Zone. This zone expires at the end of 2021. Further study through a feasibility analysis will help to determine a recommended land use in this section.

2. This area along the BeltLine corridor and immediately north of the High Point Estates neighborhood should be shown as Low-Density Mixed Use to reflect the desires of the neighborhood, lot sizes, and topography, and to allow for appropriate and compatible residential density as shown in the future land use plan on pages 48-49.

3. This area should be changed to Medium Density Mixed Use because it is already zoned for mixed use, and medium density is appropriate given the land use category as shown on pages 48-49.

4. This area should be changed to Medium Density Mixed Use to correspond with its surroundings, which are also shown as mixed use in the plan on pages 48-49.

Other changes to the City's Future Land Use map are also underway in Subarea 2 based on the recommendations of the Council District 12 Neighborhood Blueprint.

The detailed future land use recommendations of this plan are shown in the map on pages 66-67.

PROPOSED REZONINGS

Zoning changes on some properties will be required to bring the City's zoning map into alignment with the vision of this plan, this plan's future land use map, and the City's Future Land Use Map. These are shown in the map on pages 68-69.

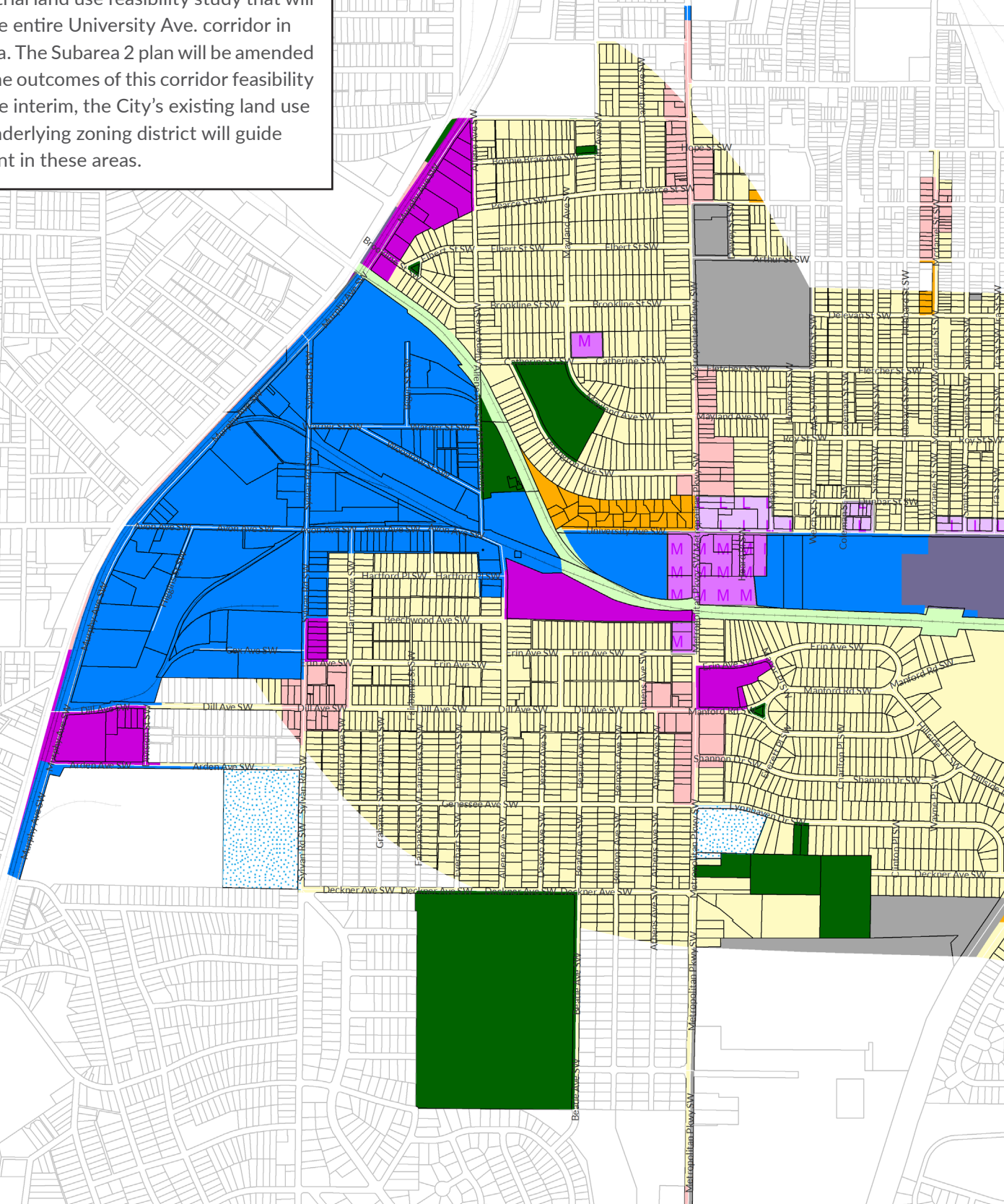
Adoption of this plan does not amend the City's official zoning map. Atlanta BeltLine, Inc. will only rezone properties that they own. All recommended rezonings are guides for developers as they apply for rezonings to encourage them to do so in a way that is consistent with this plan.



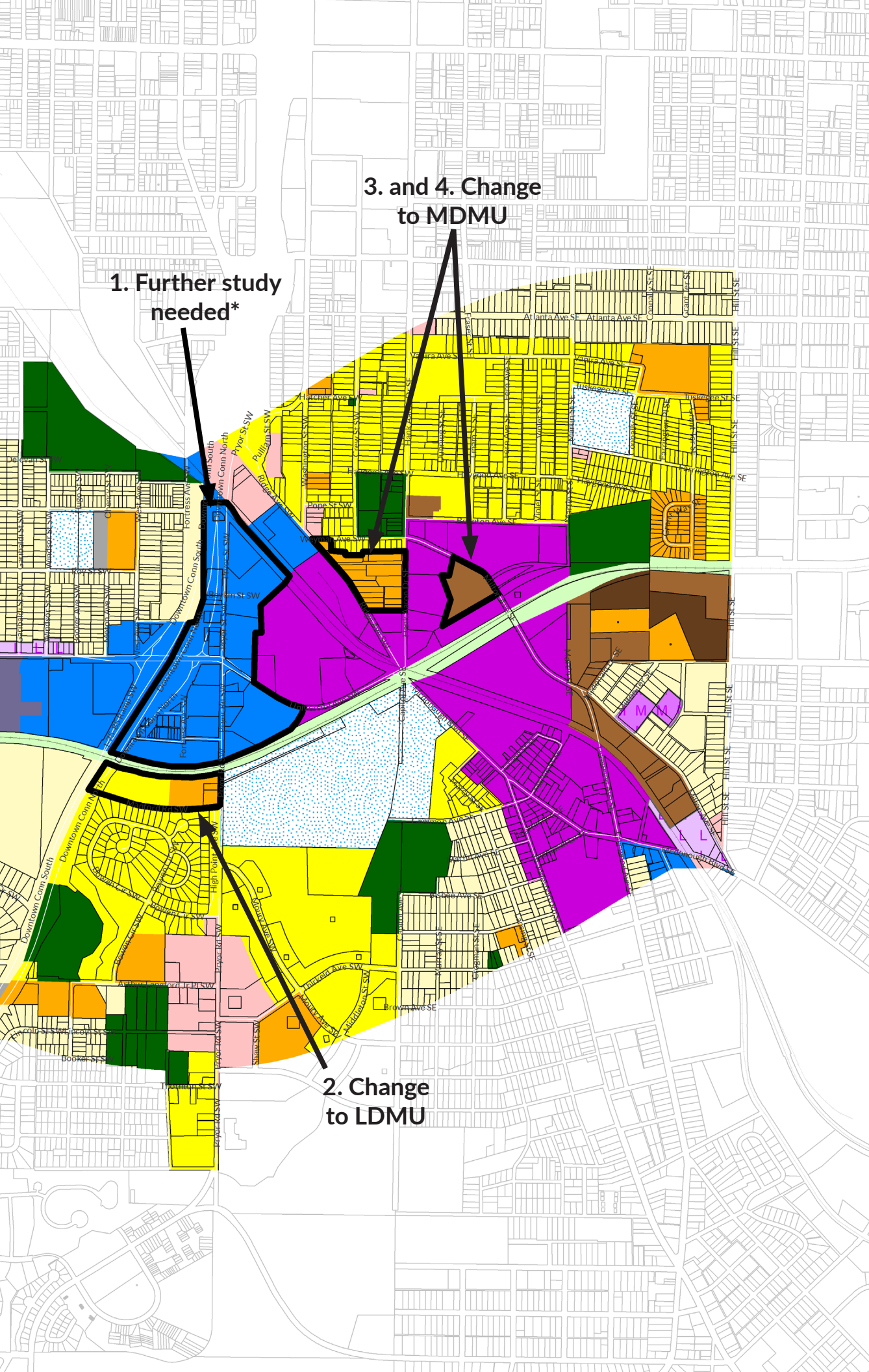
A photograph of a large industrial facility, likely a brewery or food processing plant. The room is filled with rows of tall, cylindrical stainless steel storage tanks. The tanks are arranged in a long line, receding into the distance. The ceiling is high and curved, with a series of lights illuminating the space. The floor is a polished, reddish-brown color. In the foreground, a blue circular graphic contains white text. The tanks have various pipes, valves, and gauges attached to them. One tank in the foreground has the number '42' on it. A small white label is also visible on one of the tanks.

It will be important to
retain light industrial jobs
as redevelopment occurs

For certain parcels, including but not limited to area labeled “Further study needed,” final land use recommendations will be determined as part of an industrial land use feasibility study that will evaluate the entire University Ave. corridor in this Subarea. The Subarea 2 plan will be amended to reflect the outcomes of this corridor feasibility study. In the interim, the City’s existing land use map and underlying zoning district will guide development in these areas.



This map was prepared by TSW in 2018 and produced for the Atlanta BeltLine Subarea 2 Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta BeltLine Inc. Data are not guaranteed.



The Proposed City Future Land Use Changes

Atlanta BeltLine Subarea 2

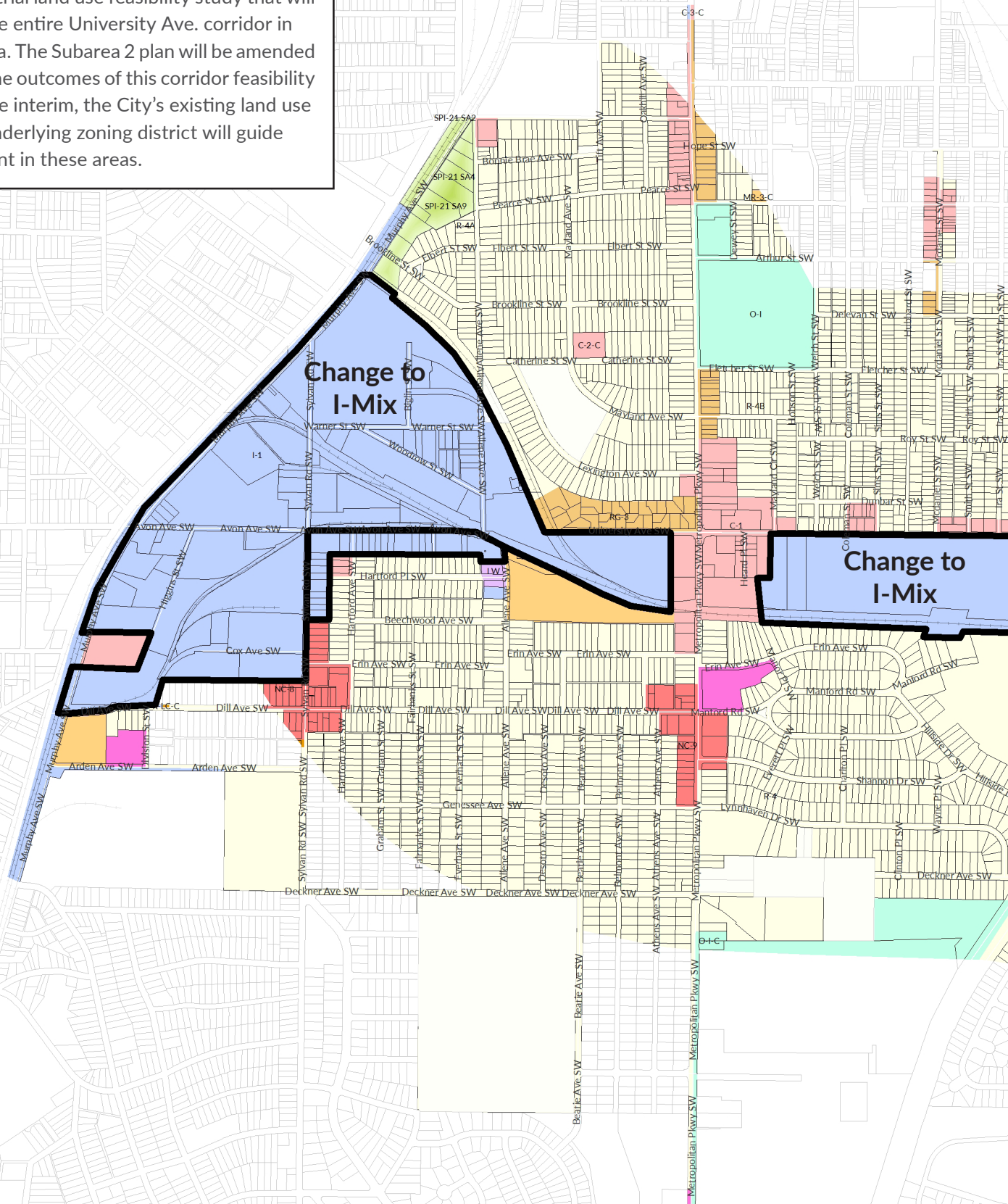
- Atlanta BeltLine
- Transportation/Comm.
- Community Facility
- Single Family
- Low Density Res.
- Medium Density Residential
- High Density Res.
- Very High Density Residential
- Low Density Comm.
- Office/Institutional
- Open Space
- Industrial
- Mixed Use
- Low Density Mixed Use
- Medium Density Mixed Use

Map 10B

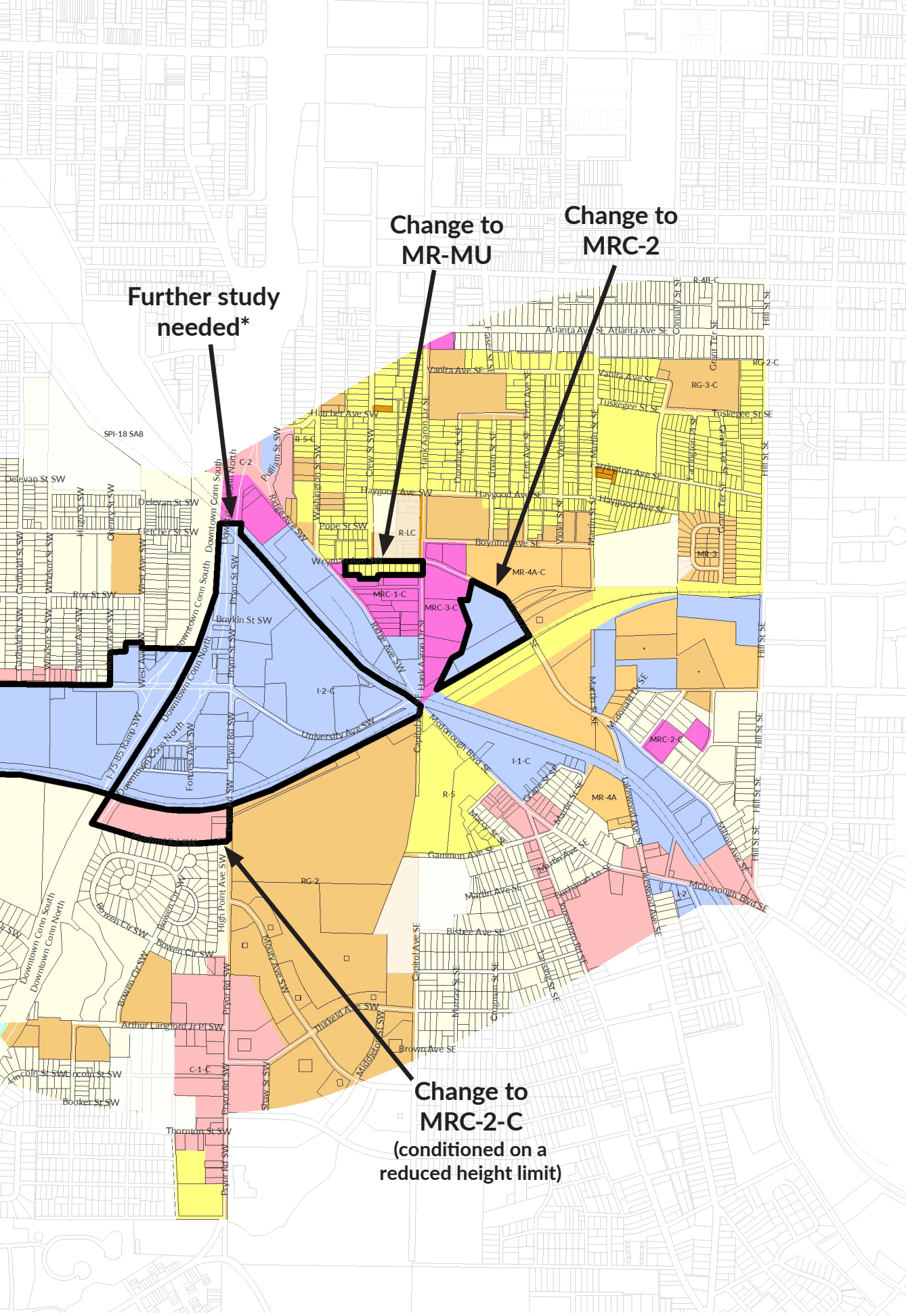


Scale: 1" = 900'
0' 225' 450' 900'

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Proposed Zoning Changes

Atlanta BeltLine Subarea 2

- Atlanta BeltLine
- SPI Special Public Interest
- Commercial
- Industrial
- Live-Work
- Residential - Multifamily MR
- MRC Mixed Use
- NC Neighborhood Commercial
- Office Institutional
- Residential - Single Family
- Residential - Duplex
- Residential - Multifamily RG
- Residential - Limited Commercial

Map 10C



Scale: 1" = 900'
 0' 225' 450' 900'

Adoption of this plan does not amend the City's official zoning map. Atlanta BeltLine, Inc. will only rezone properties that they own. All recommended rezonings are guides for developers as they apply for rezonings to encourage them to do so in a way that is consistent with this plan.



ARTS & CULTURE

OVERVIEW OF THE PLAN

The Arts & Culture Strategic Implementation Plan was borne out of the desire to support strong, livable communities with increased creative activity.

Subarea 2 falls into the Southwest Study Group (which also includes Subarea 1). The plan does not provide recommendations for specific geographic areas, but overall recommendations are as follows:

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.



Art installation along the Atlanta BeltLine trail in Subarea 2





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ATLANTA, GA 30303

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