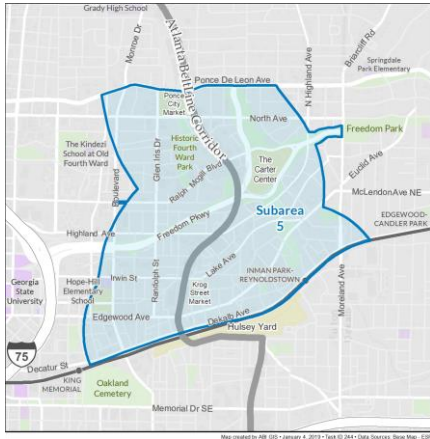


# SUBAREA 5 MASTER PLAN UPDATE FACT SHEET



**WHERE IS SUBAREA 5?** Subarea 5 is roughly bounded by Ponce de Leon Ave. on the North, Moreland Ave. on the East, Boulevard on the West and DeKalb Ave. on the South. Subarea 5 incorporates several Neighborhood Planning Units (NPU), neighborhoods and one City Council district, including portions of:

- NPUs N & M
- City Council district 2
- The Neighborhoods of Old Fourth Ward, Martin Luther King District/Sweet Auburn, Inman Park and Poncey-Highland.



## WHAT WAS THE COMMUNITY ENGAGEMENT PROCESS?

The plan was updated through a public engagement process that involved a series of public meetings to receive community input that would shape this plan. The community reviewed, confirmed and updated the goals, guiding principles and project recommendations from the previous master plan. There were BeltLine public meetings held between January and June of 2019. Neighborhood meetings were also held by request.

- The Stakeholder Advisory Group met: 12.6.18, 2.6.19, 3.27.19 & 6.6.19
- Northeast Study Group Public Meetings were held: 1.17.19, 2.23.19, 4.30.19 & 6.20.19
- Additional neighborhood meetings included: Fourth Ward Neighbors, Inman Park Neighborhood Association and Poncey-Highland Neighborhood Association

## WHAT ARE THE SUBAREA 5 MASTER PLAN GOALS AND PRINCIPLES?

There is a strong desire within the subarea to preserve and expand equitable and inclusive communities that include all types of people, a variety of housing types and price points, diverse mobility options connecting transit and alternative modes of transportation to the BeltLine and beyond, jobs for all levels of education and incomes and places for people to socialize.

### Land Use and Design

- Preserve and strengthen existing neighborhoods
- Locate highest density development—housing, jobs, and retail—near existing transit stops and adjacent to corridor
- Support compatible mix of land uses including range of employment opportunities, community-serving retail, and services
- Promote range of housing types and affordability to preserve inclusive mixed income communities, including “missing middle” and affordable homeownership
- Foster transit-supportive economic development along the BeltLine to provide a range of jobs and growth opportunities for small and large businesses
- Emphasize quality design that enhances local character
- Protect historic structures and artifacts; promote adaptive re-use of older buildings where feasible
- Promote public art that reflects community

### Mobility

- Provide equitable access—maximize mobility and accessibility for all ages and abilities with expanded transportation options
- Enhance connections between different transportation modes—buses and trains, bicycles, scooters, etc.

## WHAT IS THE PURPOSE OF THE SUBAREA 5 MASTER PLAN?

- To implement the Atlanta BeltLine Redevelopment Plan goals in the context of each unique geographic area
- To serve as a policy tool to help guide future growth for vibrant, livable mixed-use communities by applying recommendations for best management practices for transit-oriented development, affordable housing, mobility, green space, and alternative modes of transportation
- To manage growth and development that is occurring throughout the city

**WHY MUST THE PLAN BE UPDATED?** The original 10 Subarea Master Plans were created 10 years ago, and the Subarea 5 Master Plan was originally adopted March 16, 2009. Master Plans should be updated periodically to reflect existing conditions, changes, community goals, City policy, refine guiding principles, and to rethink the potential for the future.

Click [here](#) to review Draft Subarea Master Plans and provide comments

For more information, please contact: Nathan Soldat @ 404-477-3552 | [engage@atlbeltline.org](mailto:engage@atlbeltline.org) | [www.beltline.org](http://www.beltline.org)



## Mobility (continued)

- Improve last-mile connections from transit stops to neighborhoods and local destinations
- Provide equitable access—maximize mobility and accessibility for all ages and abilities with expanded transportation options
- Enhance connections between different transportation modes—buses and trains, bicycles, scooters, ride share, etc
- Improve last-mile connections from transit stops to neighborhoods and local destinations
- Promote Complete Streets design principles to safely accommodate bicycles, pedestrians, and scooters as well as cars and buses
- Emphasize pedestrian connectivity from neighborhoods to the BeltLine, transit stops, schools, parks and local destinations
- Consider transportation and land use impacts when evaluating BeltLine redevelopment proposals
- Enhance street grid and improve street connectivity as outlined in City planning efforts
- Provide connectivity to all neighborhoods

## Parks and Greenspace

- Provide variety of open space types and sizes to meet full range of needs—small and large spaces, parks and corner plazas, playgrounds, community gardens, etc
- Support place-keeping initiatives that elevate the community’s inherent creativity and identity through programming, art in all its forms, and secondary design elements such as lighting, benches, etc
- Identify active and passive spaces for people of all ages
- Ensure safe, convenient access to parks, open spaces, and recreational opportunities
- Provide appropriate pedestrian, bicycle, and scooter connections from neighborhoods to parks and open spaces
- Design public spaces to facilitate safety
- Promote “green infrastructure” solutions that address stormwater and other issues while also creating a neighborhood amenity
- 

## WHAT ARE THE RECOMMENDATIONS HIGHLIGHTS?

This plan is to be adopted as informational only and does not involve any land use amendments or rezoning changes to the City’s Comprehensive Development Plan at this time. The following are a few recommendation highlights. The full recommendations can be found in the Subarea 5 plan at the link below. (continued):

## Future Land Use

- Encourage a diverse mix of uses in both new construction and adaptive reuse of existing buildings. New uses should include office space for small companies and start-ups, community-serving retail, and compatible light industrial uses as well as multifamily and for-sale housing.
- Provide affordable and workforce housing in mixed-income communities to support equitable, inclusive neighborhoods for everyone, including Baby Boomers looking to age in place and Millennials starting families. (Refer to the plan for the complete Affordable Housing Recommendations.)
- Update the City of Atlanta’s future land use designations in key areas to facilitate higher density mixed-use redevelopment.

## Mobility

- Continue design of streetcar transit extension to the Eastside BeltLine and complete construction.
- Evaluate mobility hub locations and complete installation.
- Implement a curbside management policy in key activity nodes.
- Enhance the bicycle network on North Avenue NE, Ralph McGill Boulevard NE, and Glen Iris Drive NE.
- Evaluate neighborhood traffic calming study locations and install appropriate measures as needed.

## Additional Recommendations Included in the Master Plan:

- Parks and Greenspace;
- Zoning and Policy;
- Historic Preservation, and
- Arts and Culture

## NEXT STEPS

The next steps in finalizing the Subarea 5 Master Plan update involve more community awareness and opportunities to provide further comment. Following this period, the Subarea 5 Master Plan Update will be presented to Atlanta City Council for adoption. Here are more details:

1. Final draft posted online for review
2. Visit neighborhood meetings - Information Dissemination/Q&A
3. Visit NPU - Information Dissemination/Q&A
4. Visit NPU – Vote
5. CDP Public Hearing on March 22, 2021
6. CDHS Meeting on 1<sup>st</sup> Quarter 2021
7. Full Council on 1<sup>st</sup> Quarter 2021

Click [here](#) to review Draft Subarea Master Plans and provide comments

For more information, please contact: Nathan Soldat @ 404-477-3552 | [engage@atlbeltline.org](mailto:engage@atlbeltline.org) | [www.beltline.org](http://www.beltline.org)



# 1.1 EXECUTIVE SUMMARY

## 1.1.1 OVERVIEW

Subarea 5 has seen more development activity than any subarea along the Atlanta BeltLine over the past decade. The previous subarea plan was adopted by City Council in 2009, the same year construction started on the first phase of Historic Fourth Ward Park and just a year before construction began on the Eastside Trail. Those catalytic projects sparked a flurry of activity that continues today. Ten years later, the area bustles with new and long-time residents, visitors, and employees walking, biking, and more recently using electric scooters, between destinations along the corridor. The neighborhoods have seen an influx of new housing, the transformation of vacant buildings into dynamic new uses, and the opening of a signature park. Popular new restaurants and destinations like Ponce City Market and Krog Street Market attract visitors from throughout the city and region. Established corridors like the historic Auburn-Edgewood area provide additional cultural enrichment and entertainment.

Looking forward to the next ten years, this plan update identifies a series of recommendations and strategic actions that build on prior growth to ensure that future development is in keeping with the community’s collective vision of the future.

Land use has changed dramatically over the past decade, driven primarily by the influx of new multifamily housing developments and adaptive reuse of existing structures. Striving for better balance between housing and jobs can help mitigate some transportation challenges while creating more diverse, economically resilient neighborhoods. Addressing rising housing costs is also important, since over one-third of households pay more than 30% of their income on rent in Subarea 5.



*Ponce City Market, a popular adaptive reuse project.*  
Source: [poncecitymarket.com/library](http://poncecitymarket.com/library)



*Eastside Trail outside of New Realm Brewing, an adaptive reuse project that orients patio space towards the trail.*





*Future land use recommendations include:*

- » Encourage a diverse mix of uses in both new construction and adaptive reuse of existing buildings. New uses should include office space for small companies and start-ups, community-serving retail, and compatible light industrial uses as well as multifamily and for-sale housing.
- » Provide affordable and workforce housing in mixed-income communities to support equitable, inclusive neighborhoods for everyone, including Baby Boomers looking to age in place and Millennials starting families.
- » Update the City of Atlanta’s future land use designations in key areas to facilitate higher density mixed-use redevelopment.

In the past few years, mobility transformations are changing how people move along the BeltLine and around the neighborhood. Rideshare services, dockless bike share, and scooters have revolutionized how people get from place to place but have also created unintended consequences. The City of Atlanta is continuing to evaluate policies that manage these new

modes to maximize the transportation benefits while mitigating negative impacts like sidewalks crowded by parked scooters. Growing numbers of residents and employees, together with next-day delivery and through-traffic getting to and from Downtown, also place increasing pressure on the street network.

*Mobility recommendations include:*

- » Continue design of streetcar transit extension to the Eastside BeltLine and complete construction.
- » Evaluate mobility hub locations and complete installation.
- » Implement a curbside management policy in key activity nodes.
- » Enhance the bicycle network on North Avenue NE, Ralph McGill Boulevard NE, and Glen Iris Drive NE.
- » Evaluate neighborhood traffic calming study locations and install appropriate measures as needed.



The Willoughby, newly-built creative office space near the BeltLine.



Oonee Hub, an example of a modular mobility hub with secure bike storage. Source: [downtownny.com](http://downtownny.com)





Housing terms can mean different things to different people. Common definitions are supplied below as they are referred to throughout this plan.

- » Affordable housing – typically refers to housing for households making 80% or less of the Area Median Income (AMI) and that costs no more than 30% of the household’s annual income.
- » Workforce housing - typically refers to housing for households making between 80% and 120% of the Area Median Income (AMI) and that costs no more than 30% of the household’s annual income.
- » Cost burdened – typically refers to households that pay more than 30% of their annual income on housing costs. Increasingly, transportation costs are also factored in, with a benchmark of spending no more than 45% of household income on housing and transportation costs combined.

### 1.1.2 COMMUNITY ENGAGEMENT SUMMARY

The Subarea 5 Master Plan Update process included a series of stakeholder and public meetings to test ideas and gather feedback.

- » The Stakeholder Advisory Group was comprised of local neighborhood organization and business leaders as well as representatives of city departments. This group met in advance of each public Study Group meeting to vet ideas and provide their insight in preparation of presenting information to the public.
  - » Four public meetings, called Study Group meetings, were held throughout the course of the process. These were open to all residents, business owners, stakeholders, property owners, and other interested neighborhood groups to learn about the project and offer feedback on key ideas.
- The kickoff meeting on January 17, 2019 introduced participants to the subarea master plan update process and presented data on existing conditions. Participants were asked to discuss the goals of the previous Subarea 5 Master Plan as well as what an equitable, inclusive community means to them. Common features discussed included a variety of housing types, jobs for all levels of education and income, places for people to socialize with neighbors, and mobility that connects transit to other modes like bicycles, scooters, and rideshare.
  - A Saturday morning workshop on February 23, 2019 presented findings from the commercial market analysis and engaged participants around questions of potential future changes regarding land use, mobility, parking, and open space.





Participants discussed adding more office and co-working space, prioritizing transit construction along the BeltLine, and providing more public art as a placemaking strategy.

- The third meeting on April 30, 2019 presented draft recommendations for feedback. Participants reviewed preliminary future land use and mobility recommendations and offered it's views to help the team refine its approach. Comments included support for more industrial mixed-use as a future land use in the neighborhood and diverse affordable housing types.
- The final meeting on June 20, 2019 presented the revised recommendations based on stakeholder and Study Group input. Participants reviewed these and provided further thoughts and feedback to the team. Discussion topics included managing scooters to maintain accessible routes, ensuring safe routes to the middle school under construction, and more accessory dwelling units within neighborhoods.



*Public Kick-off: Thursday, January 17, 2019 at Helen S. Mills Senior Center.*

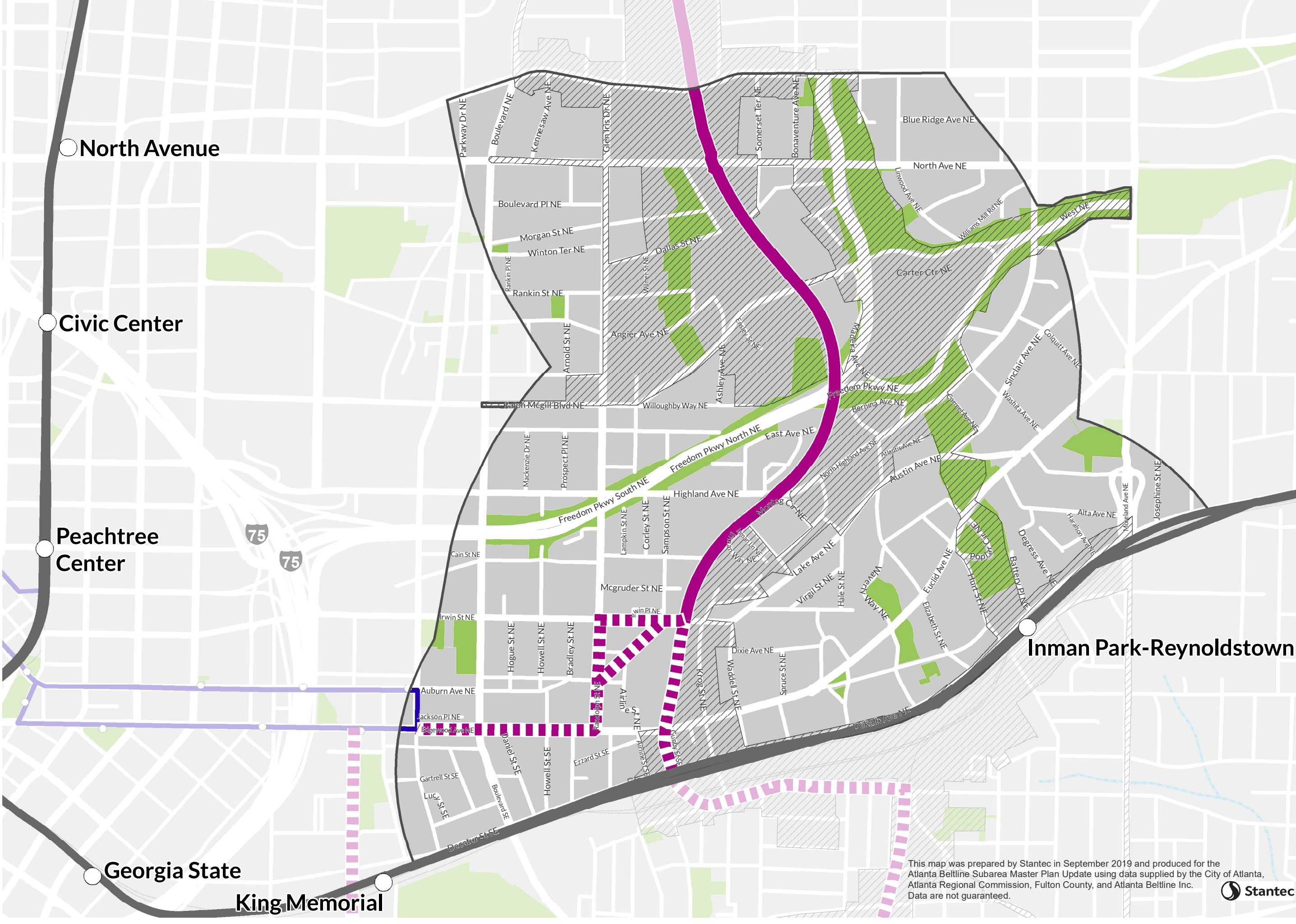


*Interactive Workshop: Saturday, February 23, 2019 at Little Five Points Community Center.*



*Study Group Meeting: Thursday, April 30, 2019 at Our Lady of Lourdes Catholic Church.*





### Subarea Overview

#### Atlanta BeltLine Subarea 5

- Atlanta BeltLine Tax Allocation District (TAD)
- Atlanta BeltLine Transportation Corridor
  - Transit Alignment
  - Transit Alignment Options
- MARTA Rail Line
- MARTA Stations
- Downtown Atlanta Streetcar
- Streetcar Transit Stops

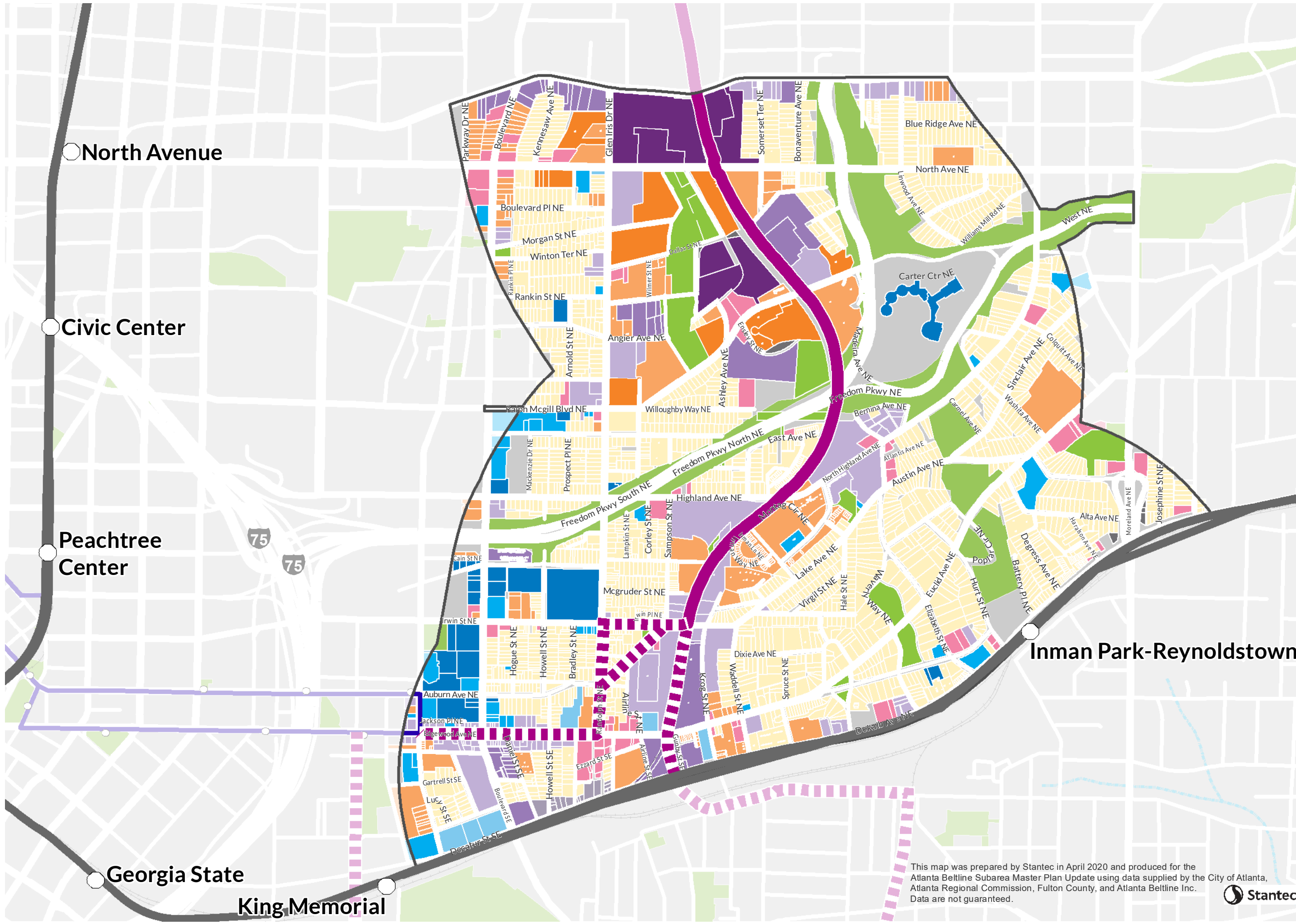
1 inch = 900 feet

0 225 450 900 Feet

This map was prepared by Stantec in September 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 are not guaranteed.

**Stantec**

**Atlanta BeltLine** NORTH



### Future Land Use Recommendations

#### Atlanta BeltLine Subarea 5

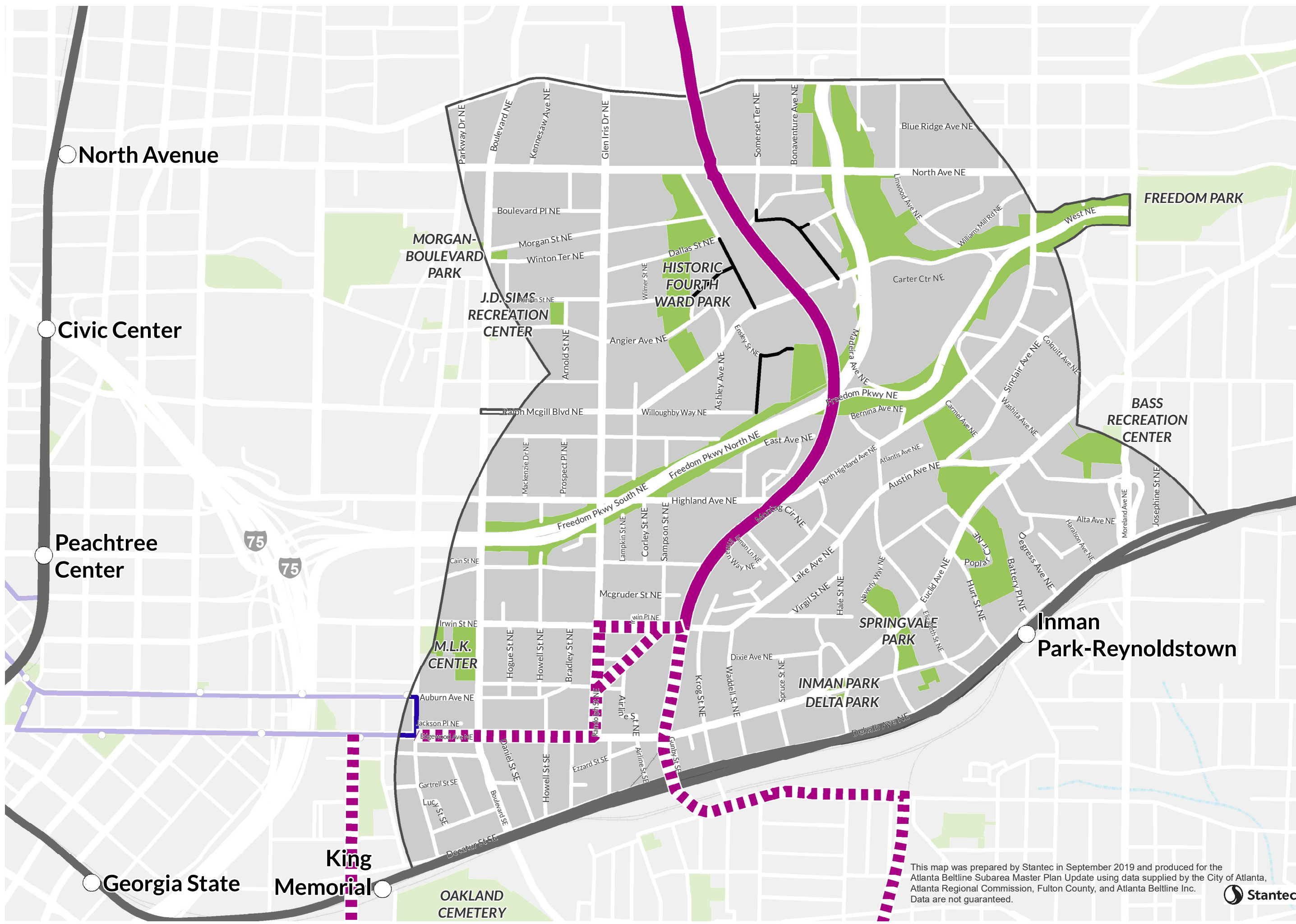
- Parks
- Single Family Neighborhood
- Mixed Residential Neighborhood
- Multifamily 1-4 Stories
- Multifamily 5-9 Stories
- Multifamily 10+ Stories
- Mixed Use 1-4 Stories
- Mixed Use 5-9 Stories
- Mixed Use 10+ Stories
- Low Density Commercial
- High Density Commercial
- Mixed Industrial
- Industrial
- Office- Institutional
- Community Facilities
- Transportation



1 inch = 900 feet  
 0 225 450 900 Feet

This map was prepared by Stantec in April 2020 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 are not guaranteed.





**Recommended New Streets**

**Atlanta BeltLine Subarea 5**

- Recommended New Streets
- Atlanta BeltLine Transportation Corridor
- Transit Alignment
- Transit Alignment Options
- MARTA Rail Line
- MARTA Stations
- Atlanta Downtown Streetcar
- Atlanta Streetcar Stops

1 inch = 900 feet

0 225 450 900 Feet

This map was prepared by Stantec in September 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 are not guaranteed.

**Stantec**

**Atlanta BeltLine NORTH**

