



the COLLABORATIVE



ATLANTA BELTLINE  
SUBAREA 8  
MASTER PLAN UPDATE

MARCH 2026

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\*Note: Many of the photos included in this update are the property of the Upper Westside CID.

# Executive Summary

## OVERVIEW

The Atlanta Beltline is one of the largest, most wide-ranging urban redevelopment programs in the United States. At its most fundamental level, the Beltline 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 (including affordable 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

### Subarea 8 Master Plan

The Beltline Planning area is organized into 10 subareas, bringing together neighborhoods with their own distinct character and sense of place. Each subarea presents a unique opportunity for contributing to the economic health, quality of life, and character of the communities adjoining the Beltline.

Subarea 8, the focus of this master plan, is in the northwest quadrant of the Beltline. It is approximately 1,473 acres in size, and includes a mix of industrial activities, commercial rail lines, mixed use developments, and single-family residential

neighborhoods. The subarea is also defined by several major roadway corridors, including Northside Drive, Howell Mill Road, and Marietta Boulevard.

The master plan update builds on the original Subarea 8 Master Plan that was adopted in March of 2012. It focuses on recently-identified transit station areas that align with the Beltline’s proposed transit alignment. It includes recommendations for guiding future growth in the subarea, while documenting the major land use, mobility and transportation, and natural features and open space improvements that have occurred since the original plan’s adoption.

The Subarea 8 Master Plan Update process responds to the need to revise the previous plan to reflect current conditions, development activity and community priorities. These priorities were expressed in an energetic program of community engagement during which a broad

range of community stakeholders shared perspectives, concerns and aspirations.

### Community Engagement

The community engagement process supporting the plan’s development occurred over the course of one

SUBAREA 8 MEETING SCHEDULE	DATE
TAC/SAC Meeting #1	2/10/2025 & 2/12/2025
Public Meeting #1	2/24/25
TAC/SAC Meeting #2	4/28/25
Public Meeting #2	5/5/2025
Open House/Workshop	5/5/2025 - 5/10/2025
May Pop-Up	5/9/2025
June Pop-Up	6/5/2025
TAC/SAC Meeting #3	7/28/2025
Public Meeting #3	8/11/2025
TAC/SAC Meeting #4	10/6/2025 & 10/20/2025
Open House/Virtual Public Meeting #4	10/30/2025
TAC/SAC Meeting #5	1/26/2026 & 2/2/2026
Public Meeting #5	2/12/2026

year, with multiple opportunities for community members to share their perspectives both in-person and online. At each stage of the process, Beltline staff and members of the consultant team met with the Beltline Technical Advisory Committee (composed of City departments and applicable stakeholders as determined by Atlanta Beltline, Inc.), the Stakeholder Advisory Committee (represented by various members of the community - residents, business owners, property owners, etc.), Northside Study Group, and the general public. Meetings varied in format, with some conducted online, while others were held in-person and others allowed participants to attend in person or online. A week-long open house followed the analysis phase of the project, and two pop-up events were held in

conjunction with neighborhoods in the subarea. An online community engagement platform was available for approximately 6 weeks to gather additional input from the community. A final open house and virtual open house were held to solicit comments on the recommendations that were prepared for the update.

\* See the Overview Map on pgs. 6-7

**Planning Process: Four Major Activities**

The planning process was organized into four major activities. These included conducting an inventory of the existing conditions, analyzing the information that was gathered, and preparing both draft and final recommendations. Opportunities for meaningful community participation were provided during each of the four planning phases.

**Phase 1: Inventory**

The initial inventory phase of the project involved:

- Reviewing the original 2012 Subarea 8 Master Plan and other relevant plans and recommendations that affect Subarea 8
- Mapping existing conditions such as land use, mobility and transportation and open space
- Meetings with stakeholders, local businesses, neighborhood associations, and City of Atlanta agencies
- In-person tours and visual assessments of subarea conditions

**Phase 2: Analysis**

The analysis phase involved multiple steps. The planning team reviewed and analyzed progress that had been



made since the 2012 Subarea Master Plan’s publication with respect to land use, mobility and transportation, and preservation and enhancement of natural features and open space.

A detailed market analysis was conducted to provide an understanding of demographics changes in the area, as well as evolving development patterns, home values, and commercial markets. Specifically, the following characteristics were noted:

- Subarea 8 has experienced rapid population growth, nearly doubling from 5,800 in 2012 to 11,400 in 2023, significantly outpacing the citywide growth rate of 17%
- Renters dominate the housing market, accounting for over 80% of households, with the number of renter-occupied units more than tripling since 2012
- In contrast, the number of owner-occupied households increased by just 218 since 2012, from 1,010 to 1,228, representing a 22% increase
- Limited affordable homeownership opportunities exist, with a median listing price of \$550,000 (July 2025)
- Retail vacancies are increasing despite rising asking rents
- Industrial and flex spaces (used for light industrial, tech, or creative office tenant) are stabilizing
- New residential development is concentrated in industrial transition areas, with recent and proposed multifamily projects reflecting a continued conversion of former industrial land

**GUIDING PRINCIPLES AND RECOMMENDATIONS**

After an examination of existing conditions, progress made since the 2012 plan, analysis of development patterns, and community desires and concerns, the planning team developed a set of guiding principles and recommendations it shared with the community. Most guidelines and recommendations from the 2012 master plan were reaffirmed. Others were modified. New ones were added and others were eliminated altogether.

For this 2025 master plan update, new land use changes were not recommended since land use directly aligns with the development patterns outlined in the City of Atlanta Comprehensive Plan, adopted in July of 2025. The proposed zoning recommendations that are included are intended to help inform zoning decisions for projects occurring in the future. This update does not involve proactive rezoning actions to be taken by the City of Atlanta or the Beltline.

Mobility recommendations stem from feedback heard during the engagement process, as well as recommendations outlined in other recent planning documents that have not yet been implemented. In general, there was a strong community desire to promote walkability and connectivity, especially from the adjoining areas to the Beltline and future transit corridor.

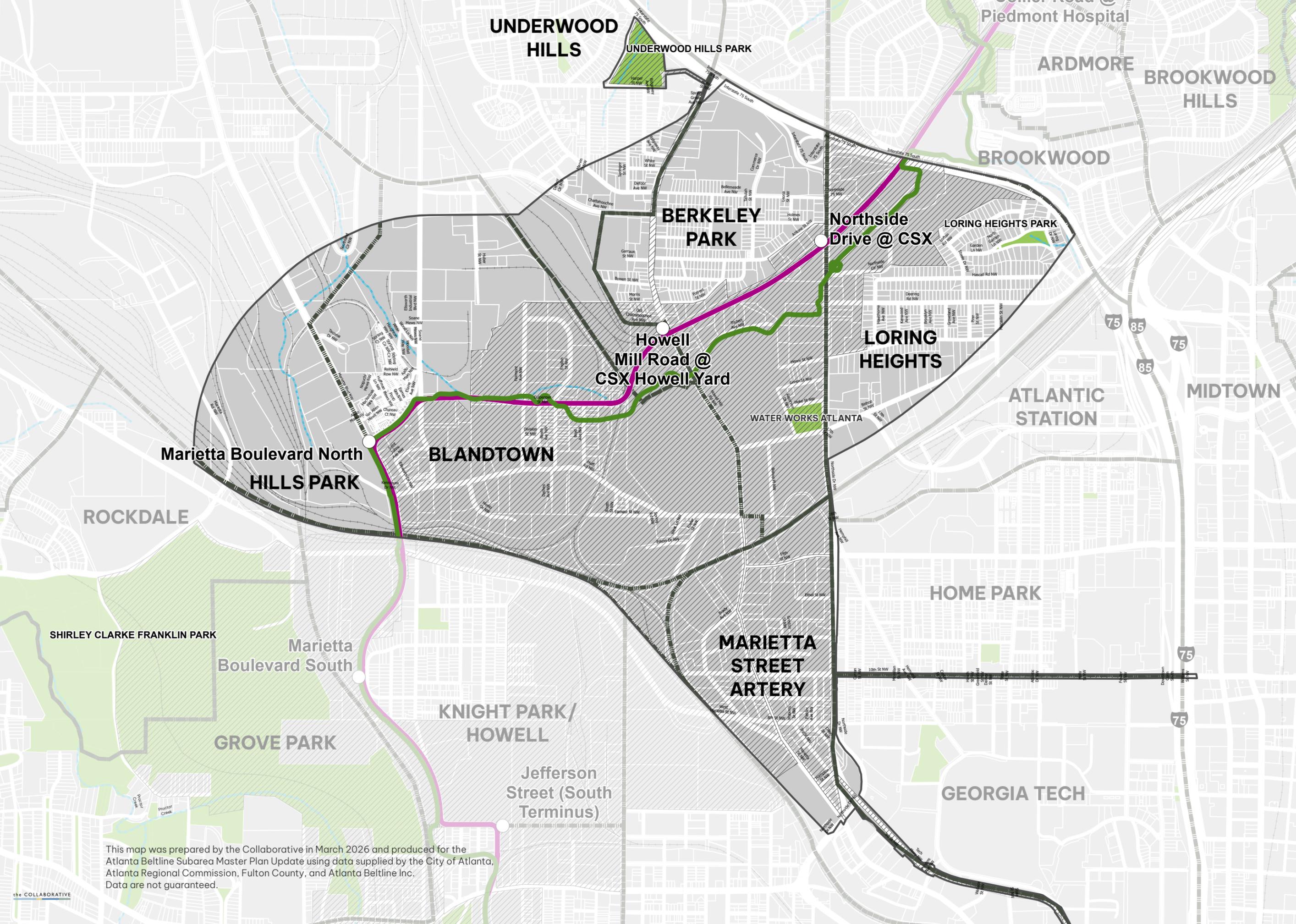
The natural features and open space recommendations presented in this plan are original Subarea 8 Master Plan recommendations that have not yet been implemented. Here again, there was a strong desire to promote access to the Beltline and other parks and open spaces in the subarea.

All proposed recommendations support development in the vicinity of proposed Beltline transit areas.

Throughout the initial stages of the planning process, meeting participants were asked to rank and review guiding principles. These principles were designed to support master plan recommendations and guide future projects and policy actions. The following land use, transportation and mobility, and natural features and open space recommendations are listed in priority order. \*

**Land Use**

- Reconnect transforming industrial areas to surrounding assets (i.e. Georgia Institute of Technology, neighborhoods, parks, and trails)
- Promote development densities sufficient to support future transit
- Support redevelopment around future transit stations and in areas susceptible to change
- Establish the character and scale of redevelopment based on context, access, and neighborhood adjacency
- Include a diversity of employment options by integrating new light industrial and other job-generating activities



# Overview

Atlanta Beltline Subarea 8

-  Beltline Trail Alignment
-  Proposed Beltline Transit Alignment
-  Proposed Beltline Transit Stops
-  Creeks
-  Railroad
-  Parcels
-  Neighborhoods
-  Parks / Greenspace
-  Atlanta Beltline Tax Allocation District (TAD)



Scale: 1 inch = 1200 feet  
 0 300 600 1,200 Feet



This map was prepared by the Collaborative in March 2026 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.

Transportation and Mobility

- Enhance key streets to promote walkability (former industrial streets)
- Maximize connectivity to the Beltline trail and transit
- Minimize, to the extent possible, the impacts of truck activity on residential areas
- Implement traffic calming on busy neighborhood streets
- Increase east-west connectivity
- Structure redevelopment to promote connectivity
- Transform elements of the community that are in physical decline

of existing parks and open space

- Capitalize on the area’s unique open space opportunities (e.g., redevelopment sites and area surrounding the Hemphill Water Treatment Plant)
- Protect the history, character and scale of residential neighborhoods
- Enliven and reinforce the area’s identity through public art, cultural art, signs, and unifying design themes
- Provide identity for the area by celebrating its unique historic character and its role in Atlanta’s rail and Civil War history
- Recognize the industrial roots of the area by promoting industrial materials, scale and character

Natural Features and Open Space

- Maximize accessibility to parks, trails, and open spaces
- Provide adequate open space through new plazas, parks, and greenways, as well as the best use

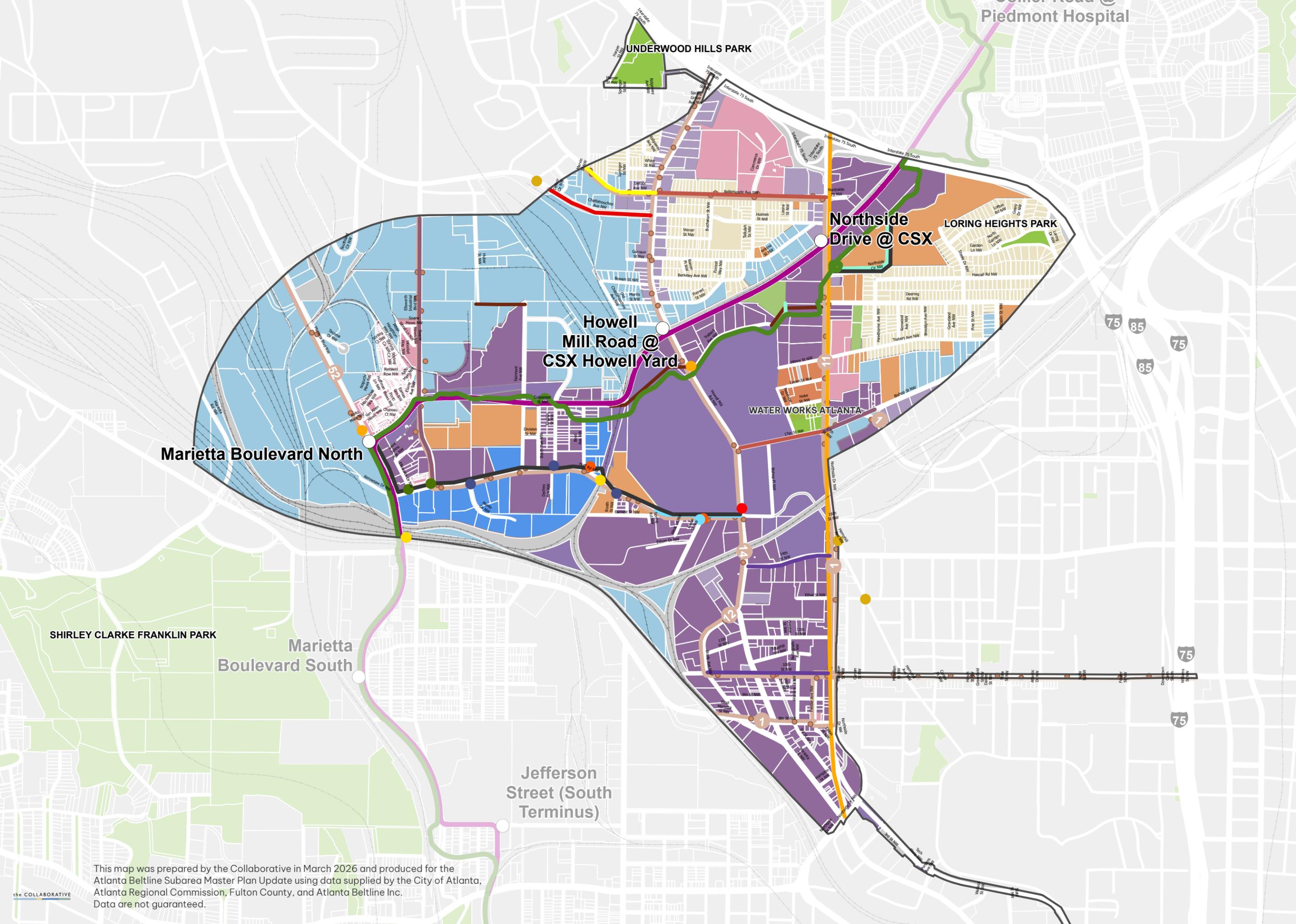
NOTE: Rankings reflect commentary received during the open house that occurred on 5-5-25 through 5-10-25, and from those that utilized the online community engagement platform.

OVERALL FRAMEWORK PLAN

A framework plan was developed to synthesize and visually communicate the master plan update’s recommendations for land use, transportation and mobility, natural features, and open space. Serving as a long-term plan that responds to the diverse needs of the growing subarea community, the Subarea 8 Master Plan Update provides a vision for sustainable growth and development over time.

[\\* See the Overall Framework Plan Map on pgs. 10-11](#)





**Overall Framework Plan**

**Atlanta Beltline Subarea 8**

- Beltline Trail Alignment
- Proposed Beltline Transit Alignment
- Proposed Beltline Transit Stops
- Railroad
- MARTA NextGen Bus Routes
- MARTA NextGen Bus Network Redesign Stops
- Parks / Greenspace
- Funded Bike Path
- Funded Safe Street Improvement
- Funded Sidewalks
- Proposed Bike Path
- Proposed Multiuse Trail
- Proposed Pedestrian Connection
- Proposed Safe Street Improvement
- Proposed Sidewalks
- Funded Multiuse Trail
- Funded Improvement
- Proposed Corridor Safety Improvements
- Proposed Street
- Proposed Bridge Improvement
- Proposed Intersection Improvement
- Proposed Bus Stop Improvement
- Proposed Crosswalks
- Proposed Midblock Crossing
- Proposed Protected Pedestrian Crossing via RRFBS
- Proposed Bridge Improvements
- Proposed Signal
- Funded Signal



Scale 1 inch=1200 Feet  
 0 290 580 1,160 Feet

This map was prepared by the Collaborative in March 2026 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.

## Overview of the Beltline

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

At its most fundamental level, the Beltline is a sustainable redevelopment project that promises to transform the very fabric of Atlanta by repurposing an existing 22-mile rail corridor and nearby areas with a combination of transit, trail, park and open space, housing (including affordable 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 neighborhoods along the Beltline and in the city
- Improving air quality and public health
- Reclaiming brownfield land and creating and/or preserving affordable workforce housing around the Beltline

- Connecting 45 neighborhoods rich in history, culture and experience
- 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, though it is not a mandate
- Protecting natural resources
- Promoting historic preservation
- Strategically acquiring land around the Beltline corridor to develop for residential and commercial affordability

### REGIONAL IMPACT AND NATIONAL SIGNIFICANCE

The Atlanta Beltline has benefits that extend beyond the City of Atlanta and enhance the greater region. The project represents a new framework for the region's growth, centered on a future transit and trail network, an unprecedented expansion of park land and public spaces, and vital expansion of and connection to the regional transportation system. As a major new corridor with direct connections into the City's economic hubs of Buckhead,

Midtown, and Downtown, the Atlanta Beltline provides critical first and last mile transit, trail, and pedestrian connectivity.

When completed, the Atlanta Beltline will connect and enrich 45 Beltline-adjacent neighborhoods. Equally important, it has become a destination unto itself that offers a chance for Atlanta to redefine what it is to be a neighbor, to be a community, to be a region, and to share in all that it has to offer.

### SUBAREA MASTER PLANS

The Atlanta Beltline has identified a half-mile buffer on each side of the 22-mile trail right-of-way to form the Planning Area. The Planning Area is then divided into ten subareas and five study groups. These subareas are the basis for the Subarea Master Plans, whereas the study groups focus more on direct community engagement with the project.

The subarea master plans are the primary tools for establishing shared community visions between the neighborhoods. The plans guide land use, transportation, open space, urban design, housing, and more to create a blueprint for sustainable growth throughout the Planning Area. Due to the variety of wants and needs from neighborhood to neighborhood, they contain subarea-specific and site-

specific recommendations and policies that are important to local stakeholders. The subarea master plans have been adopted by the City of Atlanta into the Comprehensive Development Plan and are used to guide amendments to the City’s long-term Future Land Use Plan.



# Context

## SUBAREA OVERVIEW

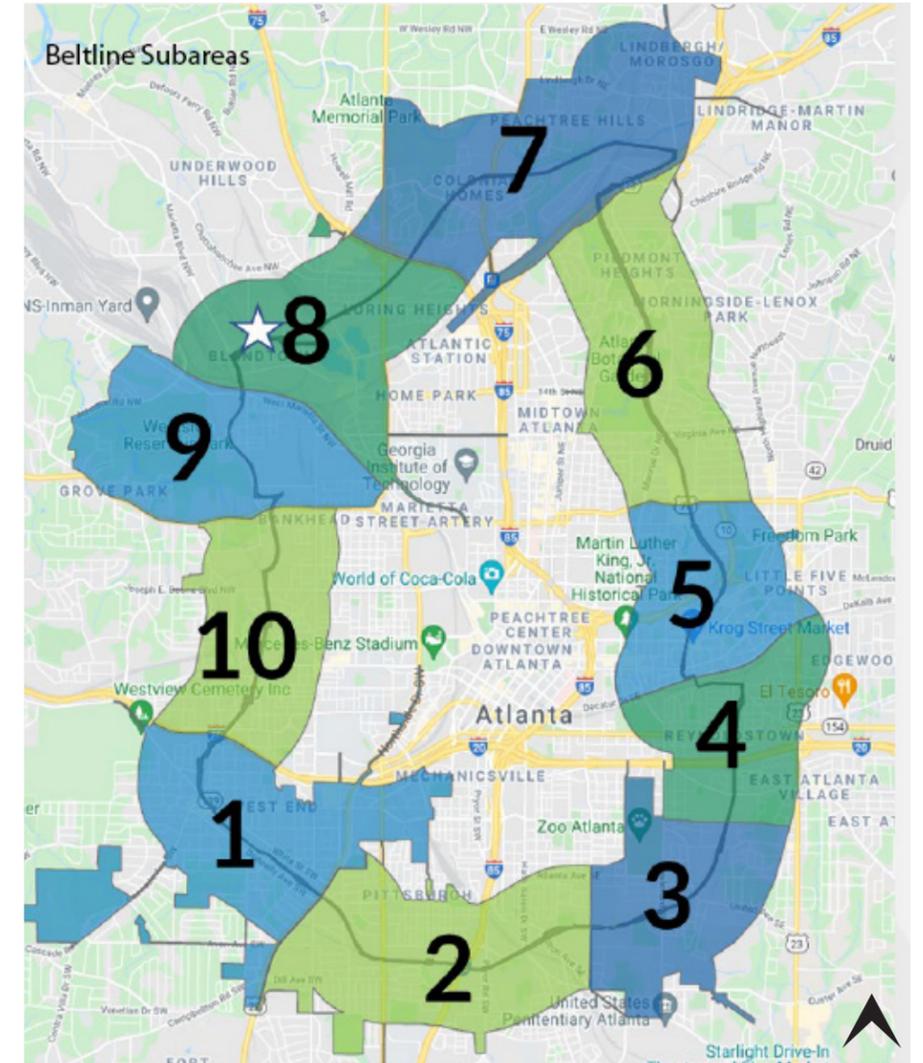
Nearly 1,500 acres in size, Subarea 8 is in the northwest portion of the 22-mile Beltline Corridor. It is bound to the north by I-75, east by Home Park and the Georgia Institute of Technology, south by Marietta Street, and west by Marietta Boulevard. The Hemphill Water Treatment Plant is located in the center of the subarea, and it includes development corridors along major thoroughfares, such as Howell Mill Road and Northside Drive.

Neighborhoods within the subarea include Underwood Hills, Berkeley Park, Loring Heights, Hills Park, Blandtown, Home Park, and the Marietta Street Artery.

The area is within Atlanta City Council District 9 and is comprised of two Neighborhood Planning Units (NPU), NPU E and NPU D. Subarea 8 includes the Upper Westside Community Improvement District (CID), which is almost entirely located within the subarea boundary.

### Demographics

Between 2012 and 2023, the Subarea 8’s population nearly doubled in size, growing from 5,800 to 11,400. This approximately 97% rate of growth significantly outpaced the citywide rate of approximately 25% for the same period. The availability of relatively low-cost real estate, along with its proximity to Midtown Atlanta,

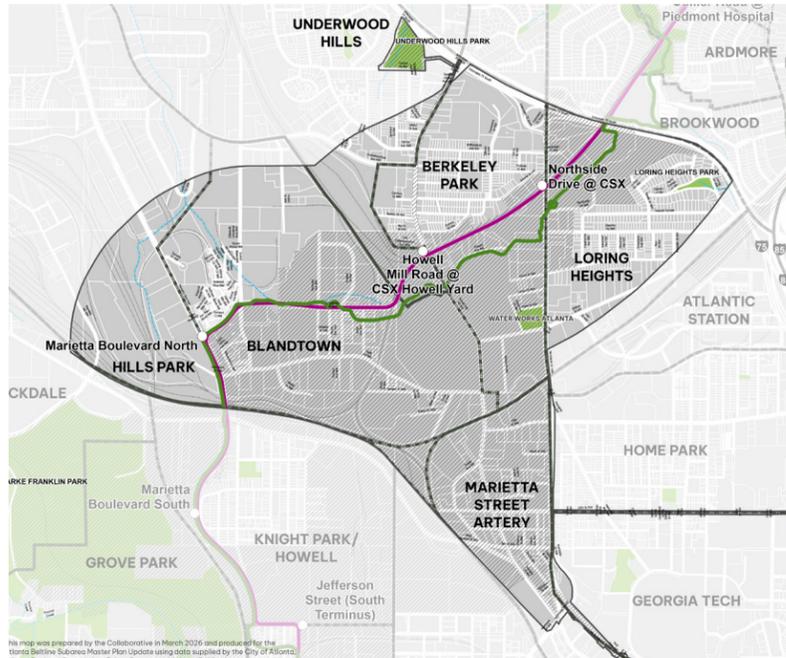


Georgia Tech, and the developing Beltline corridor were some of the factors behind Subarea 8’s growing desirability.

Approximately 68% of Subarea 8 residents are young adults without children between the ages of 18 and 34. Only 10% of the subarea population are children and seniors combined.

With respect to the residential real estate market, renters dominate, accounting for over 80% of all households.

Racial diversity in the subarea is increasing, particularly in higher income brackets, with Black and White populations nearly equal in size.



**RECENT MAJOR DEVELOPMENTS**

Since the 2012 Subarea 8 Master Plan was adopted, many public and private investments have been made within the corridor, while others remain in various stages of construction. Many of these improvements have been led by the Upper Westside Community Improvement District (CID), created in 2016 to enhance connectivity, greenspace, and safety within the CID boundary.

The list below highlights projects that have occurred or are currently under construction.

**Major Corridor Improvements:**

- Howell Mill Rd. Complete Street Project
- Northside Dr./17th St. Intersection Improvements
- Marietta St., Brady Ave., and 8th St. Intersection Improvements

- Northside Dr., Hemphill Ave., and 14th St. Intersection Improvements
- Signal upgrades at Marietta Blvd., West Marietta St., and Chattahoochee Ave.

**Recreation Opportunities:**

- Beltline Northwest Trail
- Atlanta Waterworks Greenspace
- Brady Pocket Park
- Woodall Rail Trail
- Huff Linear Green

**Private Development:**

- Longreen Terrace
- NOVEL West Midtown Phase II
- Brock Built West Town
- The Mill at Westside
- Radius West Midtown Apartments
- Skyline West
- Top Golf

**Affordable Housing:**

- Waterworks Village

**Studies Completed Since Original Plan Adoption**

Many planning initiatives have contributed, and continue to contribute to Subarea 8, becoming one of the most desirable and rapidly changing areas of the City of Atlanta. These include:

- Loring Heights Neighborhood Master Plan (2012)
- 2030 Strategic Implementation Plan Final Report (2013)
- Atlanta Streetcar Systems Plan (2015)
- City of Atlanta Comprehensive Development Plan Update (2016)
- Atlanta City Design (2017)
- Beltline Arts & Culture Strategic Implementation Plan (2018)
- City of Atlanta Comprehensive Transportation Plan (2018)
- One Atlanta: Housing Affordability Action Plan (2020)
- Northside Drive Corridor Improvement Study (2020)
- Upper Westside Improvement District Master Plan (2021)
- City of Atlanta Comprehensive Development Plan A Update (2021)
- Workforce Development Ecosystem Strategy (2022)
- Beltline Transit Study (ongoing)
- Neighborhood Retail and Service Gap Analysis (2023)
- Freight ATL: Northwest (2023)
- Housing at its Core: Update to Affordable Atlanta (2023)

- Trails ATL: Atlanta’s Citywide Trails Plan (2025)
- City of Atlanta Comprehensive Development Plan A Update (2025)



Waterworks Village

# Community Engagement

## PROCESS

Community support lies at the core of successful plan implementation, and the strength of that support is driven by a vigorous community engagement process. The Subarea 8 Master Plan Update community engagement campaign was comprehensive and robust, providing significant direction to the master plan update process. Beginning in February of 2025 and ending a year later, the engagement process solicited community input through a variety of methods.

These methods included in-person meetings, virtual meetings, pop-up meetings held during community events, a business walk, a week-long open house, and a 6-week online public participation forum. Notice for the in-person meetings and virtual meetings were advertised via email blasts, social media posts, and postcard mailings. Outreach for the open house meeting, pop-up meetings and virtual public participation forum was conducted via the previously mentioned methods and through strategic placement of yard signs throughout the subarea.

## STAKEHOLDER AND TECHNICAL ADVISORY COMMITTEES

A Subarea 8 Stakeholder Advisory Group was formed to acquire an in-depth understanding of issues and opportunities within the subarea community. The group was a diverse collaboration of neighborhood association leaders, NPU leaders, civic leaders, and representatives from local businesses. Stakeholders included residents of Blandtown and Loring Heights, along with representatives from the Marietta Street Artery, Atlantic Station, Georgia Institute of Technology, NPU-D, and the Upper Westside Community Improvement District (CID).

The Subarea 8 Technical Advisory Committee included Atlanta Beltline staff, representatives from City of Atlanta departments, MARTA, and the Georgia Department of Transportation.

Both groups met four times during the duration of the project, during each stage of the process, and prior to the five Northside Study Group meetings that were open to the public.

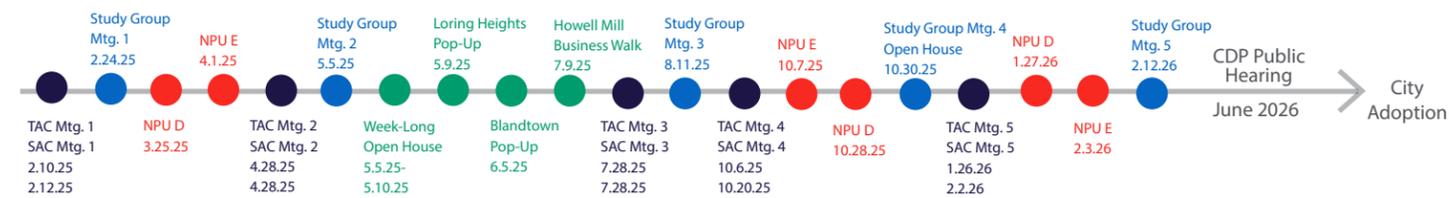
## NORTHSIDE STUDY GROUP

The purpose of the Northside Study Group public meetings was to obtain feedback from a diverse group of people, including those living and working inside Subarea 8, as well as those in adjacent neighborhoods outside of the subarea. The five study group meetings were conducted in a variety of formats – virtual, in-person, and hybrid (both virtual and in-person) – to reach a greater audience and promote equitable access to information and the opportunity to express concerns, opinions and ideas. Recordings of the meetings were made available on Facebook and Youtube, and meeting presentations were posted on the Beltline’s website.

## OPEN HOUSE WORKSHOP

The second Northside Study Group public meeting took place during a week-long open house at the former West Egg Café, designed to capture a broader audience and allow for more flexible viewing times, such as evenings and weekends.

### Community Engagement Timeline



Note: The October 2025 Study Group Open House served as the 4th Study Group meeting

## ONLINE PUBLIC PARTICIPATION

Social Pinpoint, an online public participation platform, was made available to solicit comments for approximately six weeks during the analysis phase of the project. Participants were able to comment via a series of forms or directly on a map of the subarea. They were also asked to rank guiding principles in priority order.

Additional online questions included:

- What do you love?
- What do you want to change?
- What do you want to see?
- What is missing?

## ADDITIONAL IN-PERSON EVENTS

Two pop-up meetings were held in the spring of 2025 to meet community members at locations convenient to them, instead of requiring attendance at a formal meeting at a predetermined time and place. The meeting was held at Loring Heights Park, and the second event was held at Flour & Time Bakery in Blandtown. More than fifty individuals attended the two pop-ups.

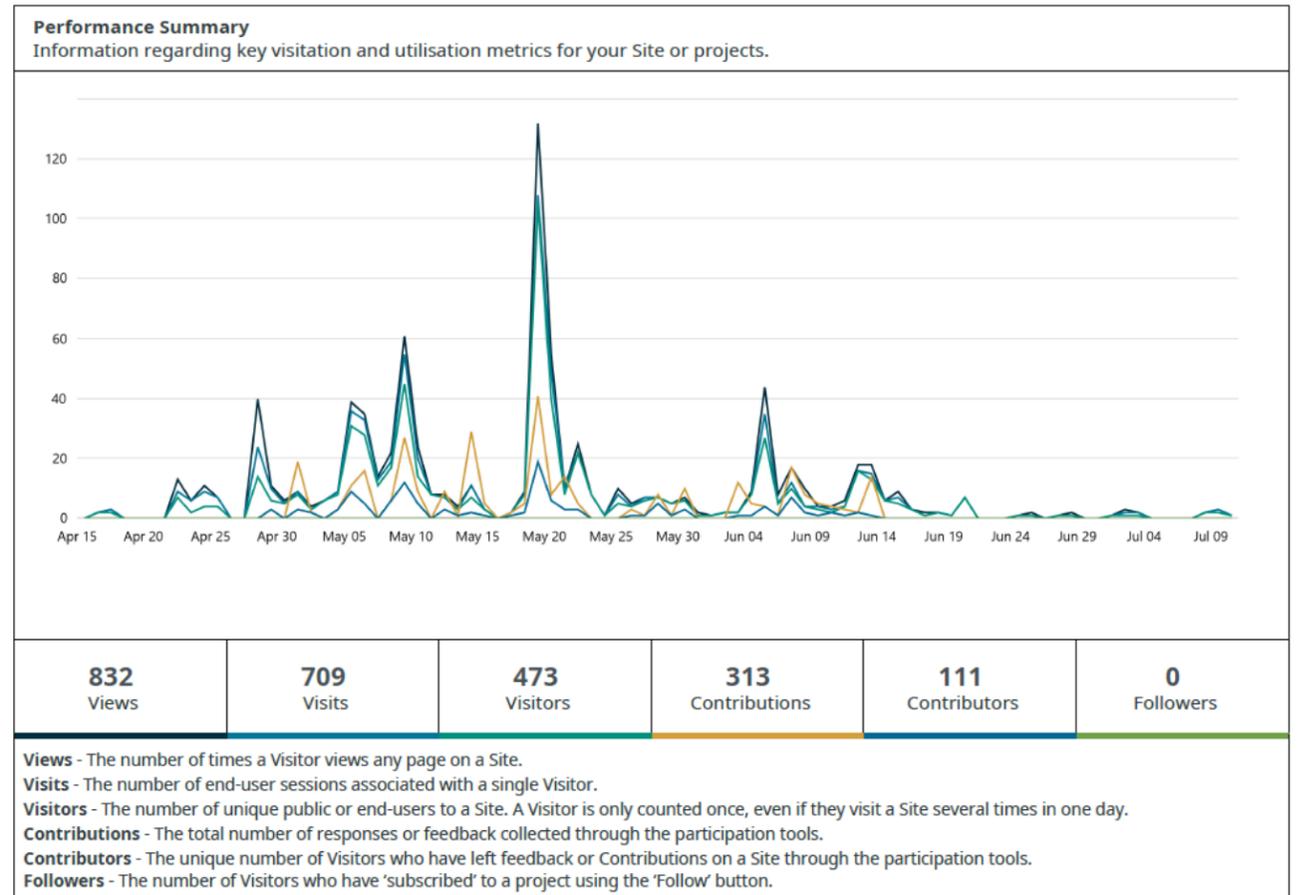
A business walk with local business owners took place on Howell Mill Road in the vicinity of the Westside Provisions District, prior to the formation of draft recommendations.

## PROJECT PHASES AND KEY TAKEAWAYS

Following are the main phases of the project, including work tasks. The phases are Inventory, Analysis, Draft Recommendations and Final Recommendations.

### Inventory

- Review of overarching goals for the Beltline
- Plans/studies completed since 2012
- Validation of the original Subarea Master Plan guiding principles
- Subarea demographics



Social Pinpoint Performance Metrics Over a Six-Week Period

Key Takeaways:

- The Master Plan Update should align with the land use recommendations outlined in the City of Atlanta updated Comprehensive Development Plan
- Mobility recommendations should discourage auto dependent design and build upon the mobility recommendations expressed in recently adopted documents, such as the Upper Westside CID Masterplan

Analysis

- Review of public comments and feedback received
- Ranking of Guiding Principles in order of importance
- Existing land use, transportation and mobility, and natural and open space features mapped
- Engagement exercise (in-person and via Social Pinpoint) to determine strengths and community desires, and weaknesses and areas of need

Key Takeaways

- Respondents supported the original guiding principles and felt that the subarea promotes connectivity, walkability, is conveniently located, and has ample service options

- Respondents noted the need for the following:
  - More affordable housing
  - Locally owned commercial services
  - Parks and recreational amenities
  - More parking
  - Continuous bike lanes and sidewalks.

Draft Recommendations

- Draft land use, transportation and mobility, and natural features and open space
- Draft transit station areas
- Draft affordable housing and commercial affordability
- Engagement exercise to provide feedback on recommendations

Key Takeaways:

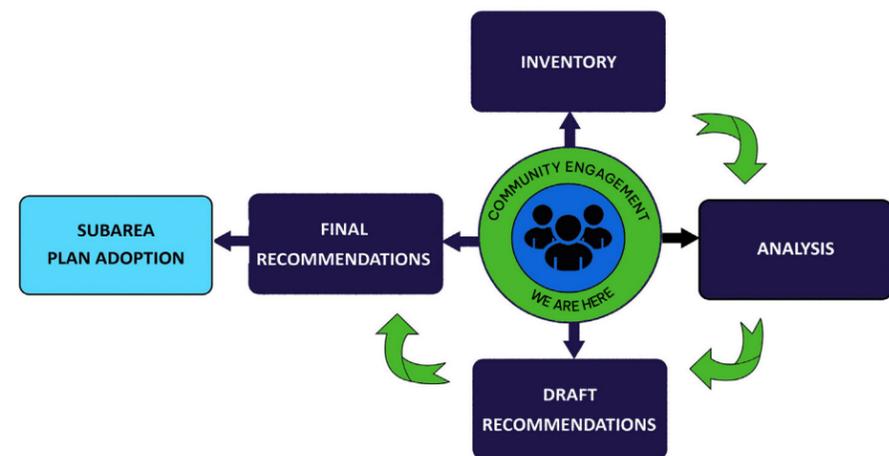
- Attendees were in support of the recommendations, asking additional questions about key intersections and zoning classifications in the area

Final Recommendations

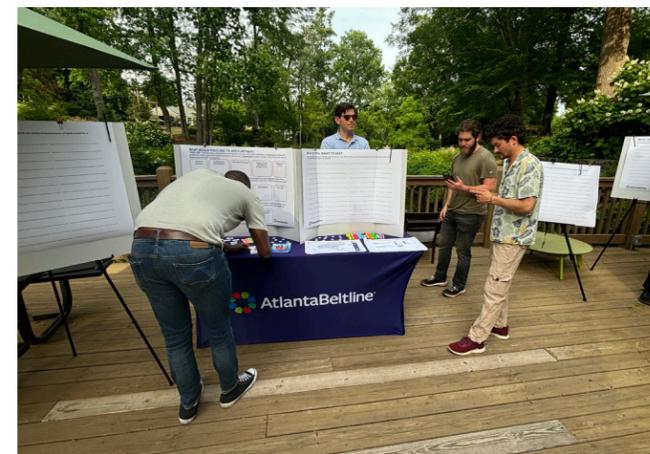
- Final recommendations
- Action item prioritization

Key Takeaways

- There is a strong sense of community and culture within the subarea
- Opportunities exist for higher-density development near future transit and improved connectivity throughout the subarea



Four-Phase Project Approach





# Existing Mobility

## KEY OBSERVATIONS

Key mobility observations in Subarea 8 based on community feedback and inventory and analysis include the need for:

- A continuous sidewalk network
- Additional parking
- Enhanced street lighting
- Protected bike lanes
- Wider sidewalks
- Additional MARTA bus stops
- Enhanced transit service to Georgia Tech, Atlantic Station, and Midtown
- Better East/West connections

## STREET FRAMEWORK

A freely flowing network of streets is helpful in preventing traffic bottlenecks

and improving access to and from development within the subarea. The traffic handling performance of the existing Subarea 8 existing street network is limited by the presence of large parcels of undeveloped industrial land, legacy railroad infrastructure, and I-75. The subarea contains several beneficial north/south arterials (Northside Dr., Howell Mill Rd., Ellsworth Industrial Blvd., Marietta Blvd. NW, and Tech Parkway) but east-west travel is restricted due to the presence of railroad crossings throughout the subarea, and the location of the city-owned Hemphill Water Treatment Plant.

## BICYCLE AND SIDEWALK INFRASTRUCTURE

The need for continuous bicycle lanes and sidewalks was expressed

multiple times during the community engagement process. Adding to this concern is the fact that there are sections of sidewalk throughout Subarea 8 that are broken, missing, or in need of repair. The following streets currently have dedicated bicycle lanes, or multi-use trails:

### Dedicated Bicycle Lanes:

- Defoor Ave. NW
- 17th St. NW
- Brady Ave. NW
- Marietta St. NW
- Howell Mill Rd.

### Multi-Use Trails:

- Northwest Beltline Trail (Segment 5 and 3A opened in 2025)
- Woodall Rail Trail



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

- Taylor St. NW
- Northside Cir. NW
- Bellemeade Ave. NW
- Huff Rd. NW
- 17th St. NW (Between Howell Mill Rd. and Northside Dr.)

**PUBLIC TRANSPORTATION**

Several MARTA bus routes serve Subarea 8. These are as follows:

- Route 12 – Operating North/South from Midtown Station to the Cumberland Transfer Center in Cobb County along 10th St., Howell

Mill Rd., Northside Pkwy. and Akers Mill Rd.

- Route 14 – Operating East/West between the Midtown Station and Moores Mill Center along 14th Street, Huff Rd., Ellsworth Industrial Blvd., Chattahoochee Ave., and Marietta Blvd.
- Route 26 – Operating East/West between Five Points and Bankhead Stations to Bolton Rd. along Marietta St., W. Marietta St., Perry Blvd., Hollywood Rd., Peyton Rd. and Bolton Rd.
- Route 37 – Operating East/West from Arts Center Station to Moores Mill Ctr. along 17th Street, Northside Dr., Bellemeade Ave., Defoor Ave., Defoors Ferry Rd., Coronet Way, and Marietta Blvd.

- Route 94 – Operating North/South between West End, Vine City, and Arts Center stations along Peters St., Chapel St., Northside Dr., and 17th St.

Many of the existing bus routes will change when MARTA launches the NextGen Bus Network in the spring of 2026.

The closest MARTA rail stations are less than three miles east of the study area: Arts Center Station, Midtown Station, and Bankhead Station. Access to these stations is provided by bus routes as follows:

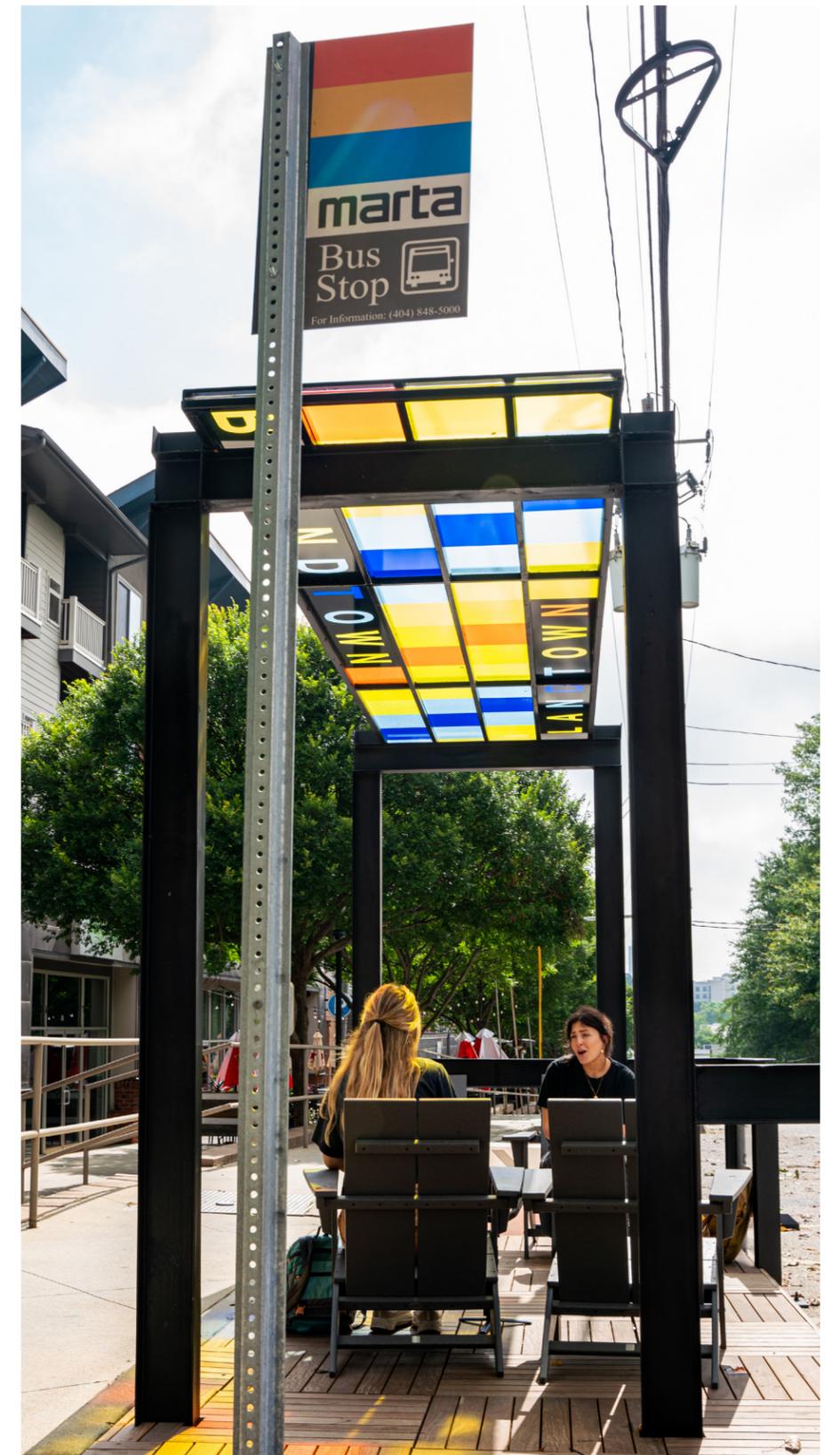
- Arts Center Station: Bus Routes 37 and 94
- Midtown Station: Bus Routes 12 and 14

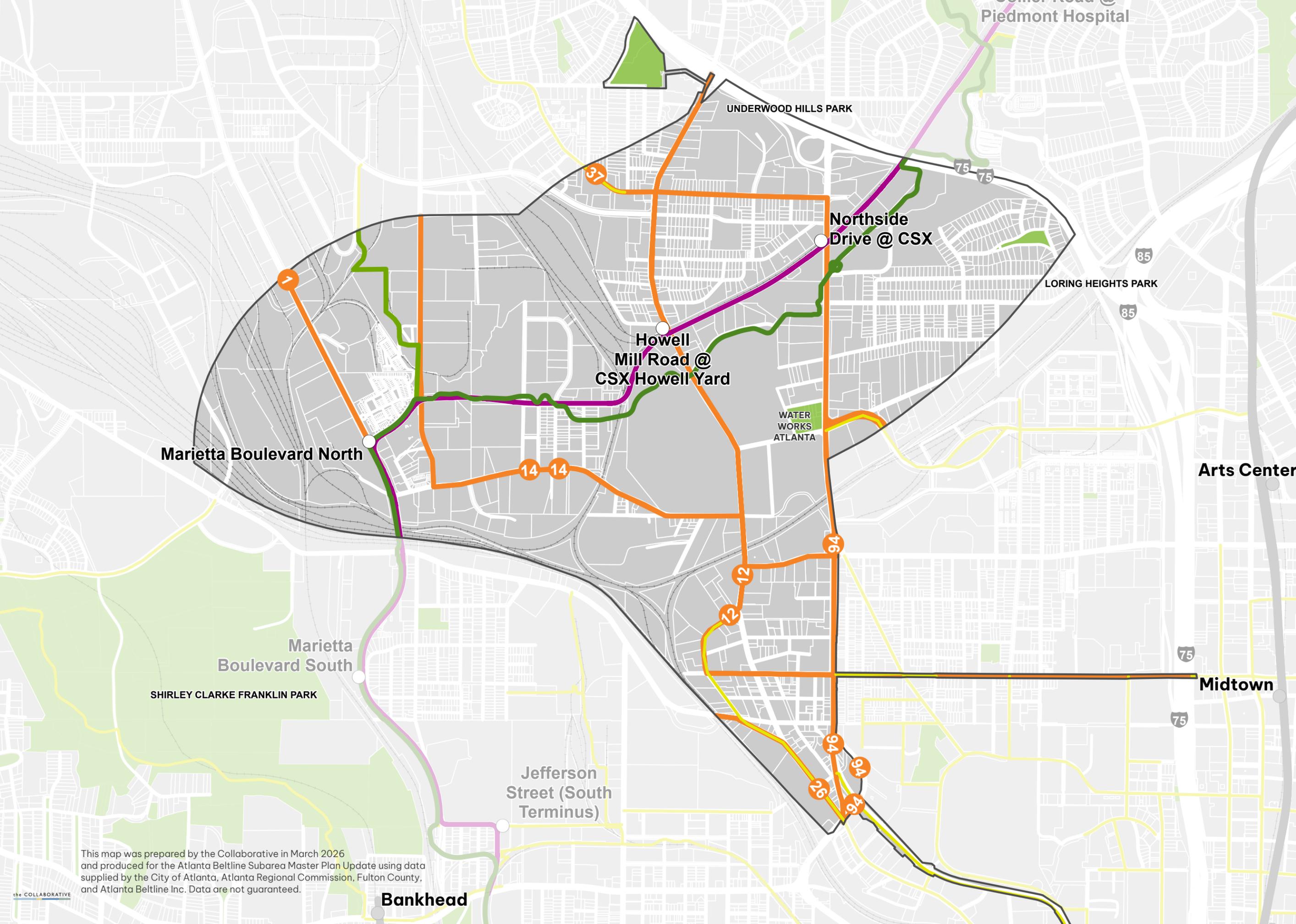


- Bankhead Station: Bus Routes 26 and 50

In addition to MARTA, the Georgia Institute of Technology offers a free shuttle service via the Stinger Shuttle, open to students, employees, and the public.

\* See the Existing Mobility Map on pgs. 26-27





## Existing Conditions: Mobility

Atlanta Beltline Subarea 8

- Beltline Trail Alignment
- Proposed Beltline Transit Alignment
- Proposed Beltline Transit Stops
- MARTA Bus Routes
- Railroad
- Parks / Greenspace
- Existing Bike Lanes
- Woodall Trail

This map was prepared by the Collaborative in March 2026 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.



Scale: 1 inch = 1200 feet  
 0 300 600 1,200 Feet

# Historic and Cultural Resources

## BENEFITS

There are multiple benefits of preserving historic resources within a community. These are described below, from economic, environmental and community perspectives.

From an economic perspective, historic preservation can:

- Promote re-urbanism (defined by the National Trust for Historic Preservation as “commitment to a sustainable future and the reinvestment and revitalization of cities through adaptive reuse”)
- Provide more affordable spaces for small businesses (since per square foot rents are generally lower for renovated structures versus new construction)
- Attract heritage tourism to the area
- Serve as an affordable housing initiative (to ensure diversity within the housing stock)
- Foster revitalization within a community

Environmentally, the preservation of historic resources can help promote sustainability through:

- Adaptive reuse of existing buildings, thereby reducing waste associated with the construction of new buildings
- Reduction of energy consumption associated with the demolition of older buildings

- Use of passive ventilation systems in older buildings designed to take advantage of natural daylight and ventilation

The preservation of historic resources can provide the following community benefits:

- Preservation can serve as a community management tool for the future of existing neighborhoods by involving residents in decisions about their communities
- Historic preservation can foster creative design solutions that occur in conjunction with new development
- Older buildings can be transformed into new community assets like housing, businesses, or cultural centers
- The retention of history is an important way to promote education, preserve identity, and maintain cultural heritage for future generations

## HISTORIC NEIGHBORHOODS

Subarea 8 is rich with neighborhood history. This neighborhood history contributes significantly to the “sense of place” that is experienced within the subarea. Some of the more important aspects of this rich Subarea 8 history are discussed in detail.

### Berkeley Park

Berkeley Park, recognized by the National Register of Historic Places, was originally part of a large farm that stretched from Peachtree Creek to the north, the Hemphill Water Treatment Plant to the south, Howell Mill Road to the west and Spring Street to the east. In 1874, after the land was subdivided, E.H. Wood, first minister of Peachtree Road Methodist Church, received the portion of land where Berkeley Park is currently located, and began developing it in 1921.

### Blandtown

Blandtown was one of the first post-Civil War African American neighborhoods to be developed in the City of Atlanta. The neighborhood is named after the African American landowner, Felix Bland, whose parents, Samuel and Viney, purchased it in 1872. The residential neighborhood began to form in the 1890s. The construction of rail spur lines followed by a mill, factory, and stockyard, brought jobs to neighborhood residents. The first Black-owned radio station in the country, WERD, played a critical role in the civil rights movement and had a broadcasting tower in Blandtown.

### Loring Heights

The Loring Heights neighborhood gets its name from Confederate Brigadier-General William Wing Loring. Established in 1940, the neighborhood was originally two separate neighborhoods – Lynhurst Acres to the south of Deering Road and Loring Heights to the north of Deering Road. An historic marker recognizing “Loring’s Hill” stands on Trabert Avenue to commemorate the strategic Civil War defense line. Loring Heights was originally a neighborhood for Atlantic Steel mill workers. Today, neighborhood streets are lined with historic 1940s bungalows reflective of this period, complemented by newer infill construction.

### Marietta Street Artery

Many of the buildings in the Marietta Street Artery neighborhood were constructed after the Civil War, when industrial buildings began to form around rail lines. At this time, exhibitions were held to attract businesses to the Atlanta area. In 1881, an International Exposition was held in the upper Artery where the Exposition Cotton Mills was built along the railroad track, just south of the King Plow Arts Center.

## HISTORIC LANDMARKS

The number of arts and cultural resources found within the subarea continues to grow. The Goat Farm Arts Center and King Plow Arts Center are examples of historic, industrial buildings that have undergone adaptive reuse to become thriving public spaces.

In addition, two features of historical significance are in Subarea 8 – the Atlanta Water Works Hemphill Pumping Station and Westside Provisions District. Both are two prominent features within the subarea, a primary difference being that the pumping station is closed to the public, whereas the Westside Provisions District exists as a heavily populated retail destination.

### Atlanta Water Works Hemphill Pumping Station

Listed as a historic resource on the National Register of Historic Places, the Atlanta Water Works Hemphill Pumping Station was constructed in 1892, after the existing waterworks system became too small for the then growing City of Atlanta. As a result, the Hemphill Avenue Station was designed to draw fresh water from the Chattahoochee River a short distance away and, together with the Lakewood Station, provide all of Atlanta’s water needs. The unique brick work and high arched windows of the Hemphill Avenue building are characteristic of the High Victorian Period in Atlanta.

### Westside Provisions District

Recognized as a Landmark Feature in Atlanta’s Code of Ordinances, the popular mixed-use destination, Westside Provisions District, was once an industrial meatpacking hub centered around the White Provisions Company building. White Provisions Company was in operation from 1910 to 1963 before the land was largely unused until the 2000s. During this time, the existing buildings were revitalized and

rebranded as White Provisions following a renovation of the Westside Urban Market next door. In 2008, an iconic footbridge was constructed to connect the Westside Urban Market with White Provisions, resulting in the formation of the Westside Provisions District. Today, the development exists as a successful example of adaptive reuse and urban renewal.

## ART ON THE ATLANTA BELTLINE

Art on the Atlanta Beltline’s Public Art Program (AoAB) is designed to support neighborhood character through the integration of arts and cultural priorities in neighborhood planning and rezoning efforts. Integrating culture into place-based public art - the design of parks, plazas, exhibitions, artist studio space and housing - ensures that the existing cultural infrastructure of Atlanta’s diverse communities is maintained.

Strong local connections between cultural organizations and artists are needed to promote a healthy cultural sector. One such organization, Ignite ATL Inc., is a youth-centered creative, cultural, and workforce development organization located in Subarea 8. Through programs in music, film, STEAM, culinary arts and entrepreneurship, Ignite ATL equips young people with industry skills, professional opportunities, and transformative internships, mentorship and creative residencies.



Berkeley Park Neighborhood Sign



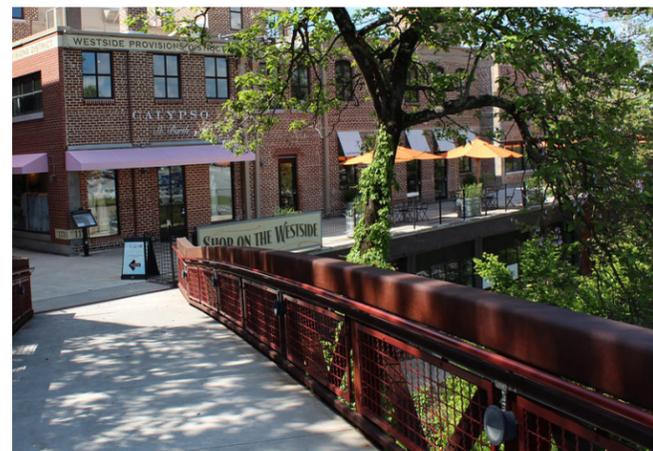
Friends of the Library Broadcast on WERD radio, circa 1955



Hemphill Avenue Pump Station



Loring Heights Park



Westside Provisions District Bridge

## Land Use & Design

### DEVELOPMENT PATTERNS

Subarea 8 is characterized by a wide diversity of land uses. The development that produced the basic structure of current Subarea 8 land use occurred during the late 19th century and early 20th century as the City of Atlanta underwent a period of rapid growth, due to the City's emerging status as a transportation hub. While the area continued to grow through the mid-20th century, much of the original development has undergone a transition, due to the pronounced resurgence in growth from 2000 to the present. These factors produced the wide diversity of land uses that are now apparent in the subarea.

As evidence of this diversity, the subarea currently contains large industrial properties, single-family residential neighborhoods, high-intensity mixed-uses along major corridors such as Howell Mill Road, Northside Drive and Huff Road, and commercial/retail and mixed-industrial land uses in multiple locations. Large industrial parcels occupy the western and northwestern portions of the subarea, adjacent to major rail corridors and logistics facilities. Strings of low-intensity commercial/retail properties are located adjacent to Howell Mill Road and Northside Drive. Subarea 8 also contains a substantial amount mixed-used development, the bulk of which has occurred over the past 15 years.

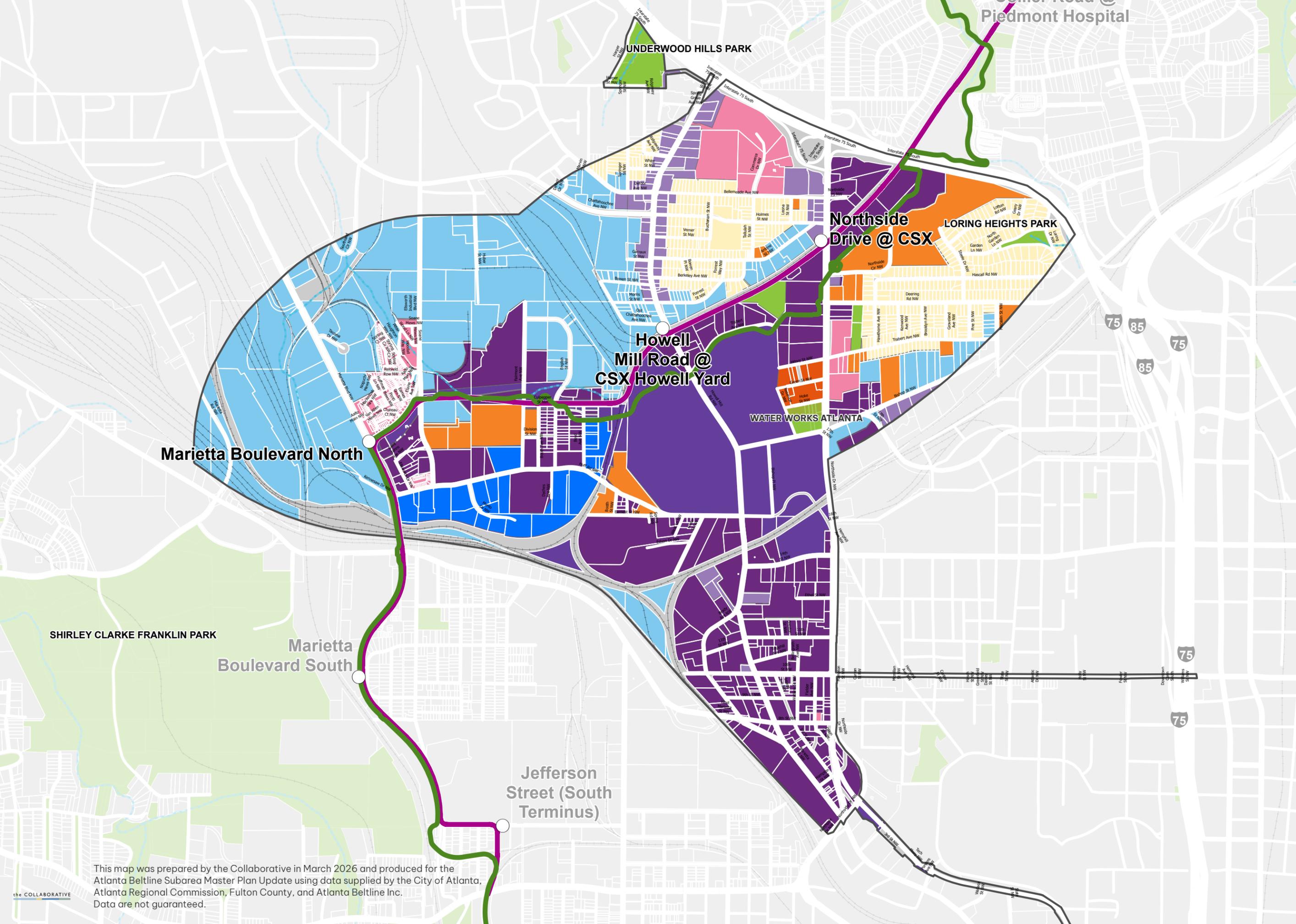
Most of the single-family residential land uses are concentrated in the Berkeley Park and Loring Heights neighborhoods, although small numbers of single-family parcels are distributed throughout the subarea. The original Subarea 8 Master Plan emphasized the need to preserve the character of these existing single-family neighborhoods while promoting zoning to support compatible adjacent uses.

As noted above, land use transitions over the years have been significant. For example, several smaller, obsolete industrial buildings in the subarea have been converted into flexible office space, commercial/retail uses, and other mixed-industrial uses. The remaining industrial space in the subarea is among the few remaining large and intact industrial areas in the city. It is possible that rising land values combined with the obsolescence of buildings for large-scale industrial uses could continue a slow transition to other land uses.

There are few parks and designated greenspaces found throughout the subarea. In 2012, when the original Subarea 8 Master Plan was adopted, the subarea contained 12 acres of park space. Since then, 4.5 acres of previously inaccessible greenspace in the area has been opened up to the public as Waterworks Park - a result of the Department of Watershed Management, the Upper Westside CID and Park Pride to find ways to make the greenspace more accessible and useable to the public.

Another prominent land use feature in the subarea is the Hemphill Water Treatment Facility. This facility is roughly 150 acres, contains several open reservoirs, and is in the middle of the subarea adjacent to Howell Mill Road and 17th Street. The site surrounding the Hemphill Water Treatment Plant is not open for public access. The Upper Westside CID Masterplan highlights this facility in detail, providing a series of suggested capital projects that would result in greater public access.

[\\* See the Development Patterns Future Land Use Map on pages 32-33](#)



**Comprehensive Development Plan**

Development Patterns- Future Land Use Map

Atlanta Beltline Subarea 8

-  Beltline Trail Alignment
-  Proposed Beltline Transit Alignment
-  Proposed Beltline Transit Stops
-  Creeks
-  Railroad
-  Parcels
- Development Patterns**
-  Community
-  High Density Mixed Use
-  High Density Residential
-  Industrial
-  Industrial Flex
-  Low Density Mixed Use
-  Medium Density Mixed Use
-  Medium Density Residential
-  Medium Lot Single Family
-  Open Space



Scale 1 inch=1200 Feet  
 0 300 600 1,200 Feet



This map was prepared by the Collaborative in March 2026 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.

# Existing Zoning

## ZONING DEFINED

Zoning is a system of regulations that helps to guide urban development and manage growth. By shaping physical development patterns (how land is organized) and current uses of land parcels (what happens on the land), zoning is an important tool for achieving the vision of the future Subarea 8 land use plan. Administered at the city level, it regulates land use, building size and shape, lot coverage, and density, among other things. It also has the power to influence and preserve the character of the community through separation of incompatible land uses, density controls, and the preservation of open space and historic resources.

Mixed Use parcels to the west, adjacent to Howell Mill Road, with a cluster of larger Commercial parcels to the north at the location of the current shopping center, The District at Howell Mill. Industrial parcels border the Loring Heights single-family neighborhood to the south and to the west, adjacent to Northside Drive, with Multi-Family parcels scattered throughout these areas and to the north of the neighborhood. The Marietta Street Artery contains a combination of Mixed Use, Planned Development and Industrial parcels. Other Mixed Use and Multi-Family parcels are adjacent to the Beltline Trail and proposed transit alignment in the central and western portions of the subarea.

\* See the Existing Zoning Map on pgs. 36-37

## SUBAREA 8 ZONING

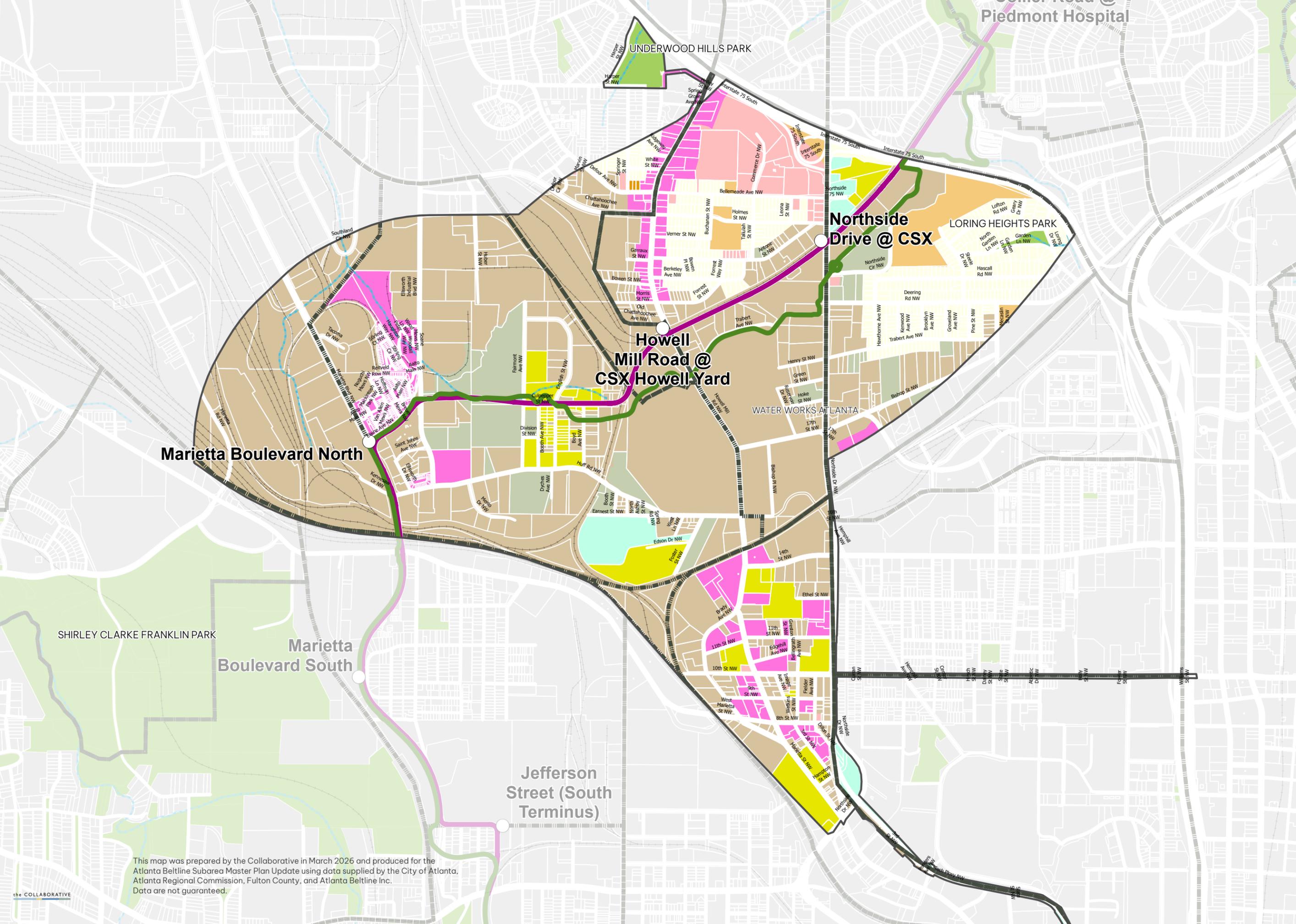
The major zoning districts that currently exist in Subarea 8 are as follows:

- Industrial
- Commercial
- Mixed Use
- Single Family Residential
- Multi-Family Residential
- Planned Development
- Office Institutional

Two-thirds of Subarea 8 is Industrial, with a strong presence of railroad infrastructure in the western and southern parts of the subarea.

The single-family neighborhood of Berkeley Park is bound by a string of





# City of Atlanta Existing Zoning

Atlanta Beltline Subarea 8

-  Beltline Trail Alignment
-  Proposed Beltline Transit Alignment
-  Proposed Beltline Transit Stops
-  Neighborhoods
-  Creeks
-  Railroad
- Existing Zoning**
-  Special Public Interest
-  Commercial
-  Industrial
-  Historic & Cultural
-  Live-Work
-  Multi-Family
-  Mixed Use
-  Neighborhood Commercial
-  Office Institutional
-  Planned Development
-  Residential - Single Family
-  Residential - Duplex
-  Residential - Multi-Family
-  Residential - Limited Commercial
-  Parks / Greenspace



Scale 1 inch = 1200 feet



This map was prepared by the Collaborative in March 2026 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.

## Community Facilities

The community facilities that are considered significant for the Subarea 8 Master Plan Update consist of public spaces, parks and trails, schools and other notable features.

### MIXED-USE DESTINATIONS

The Westside Provisions District is the primary retail and dining destination found within the subarea. Located off Howell Mill Road, this mixed-use development contains office, condo, retail, and restaurant spaces and is a lively spot to frequent during both day and night. In addition, just west of Subarea 8 is Atlantic Station, a larger mixed-use development containing big box stores such as Target, Ikea and Dillard's.

### PARKS AND TRAILS

There are two City of Atlanta neighborhood parks located within Subarea 8: Underwood Hills Park and Loring Heights Park. In 2022, 4.5 acres of open space adjacent to the Atlanta Waterworks site were developed into Atlanta Waterworks Park/Greenspace. In addition, the Upper Westside CID has led the effort to construct smaller greenspaces such as Brady Pocket Park and the Huff Hill Transit Parklet throughout the subarea in recent years. Another recreational facility, the Beltline Northwest Trail, has a section open (Northwest Trail Segment 5) from Marietta Blvd and Huff Rd to Ellsworth

Industrial and English Street. Northwest Trail Segment 4 is under construction for section 4A and expected to be completed by August of 2027. In addition, the Woodall Rail Trail runs through the western portion of the subarea, creating a bike and pedestrian connection between the Whetstone Creek Trail and the future Atlanta Beltline. These park and trail facilities are significant assets to Subarea 8 that will foster community wellbeing through access to recreation tying into the greater regional connections.

### SCHOOL AND COLLEGE FACILITIES

The Howard School, a private K-12 school serving students with learning differences, is in the southern portion of the subarea just west of the Westside Provisions District. However, because the school draws students from well beyond the boundaries of Subarea 8, its significance as a community facility may be limited. Also, the main campus of the Georgia Institute of Technology is located immediately east of Subarea 8. As a result, many university students live, work, and dine in the subarea, contributing to the largest group of subarea residents, who are between the ages of 18 and 34.

### OTHER NOTABLE FEATURES

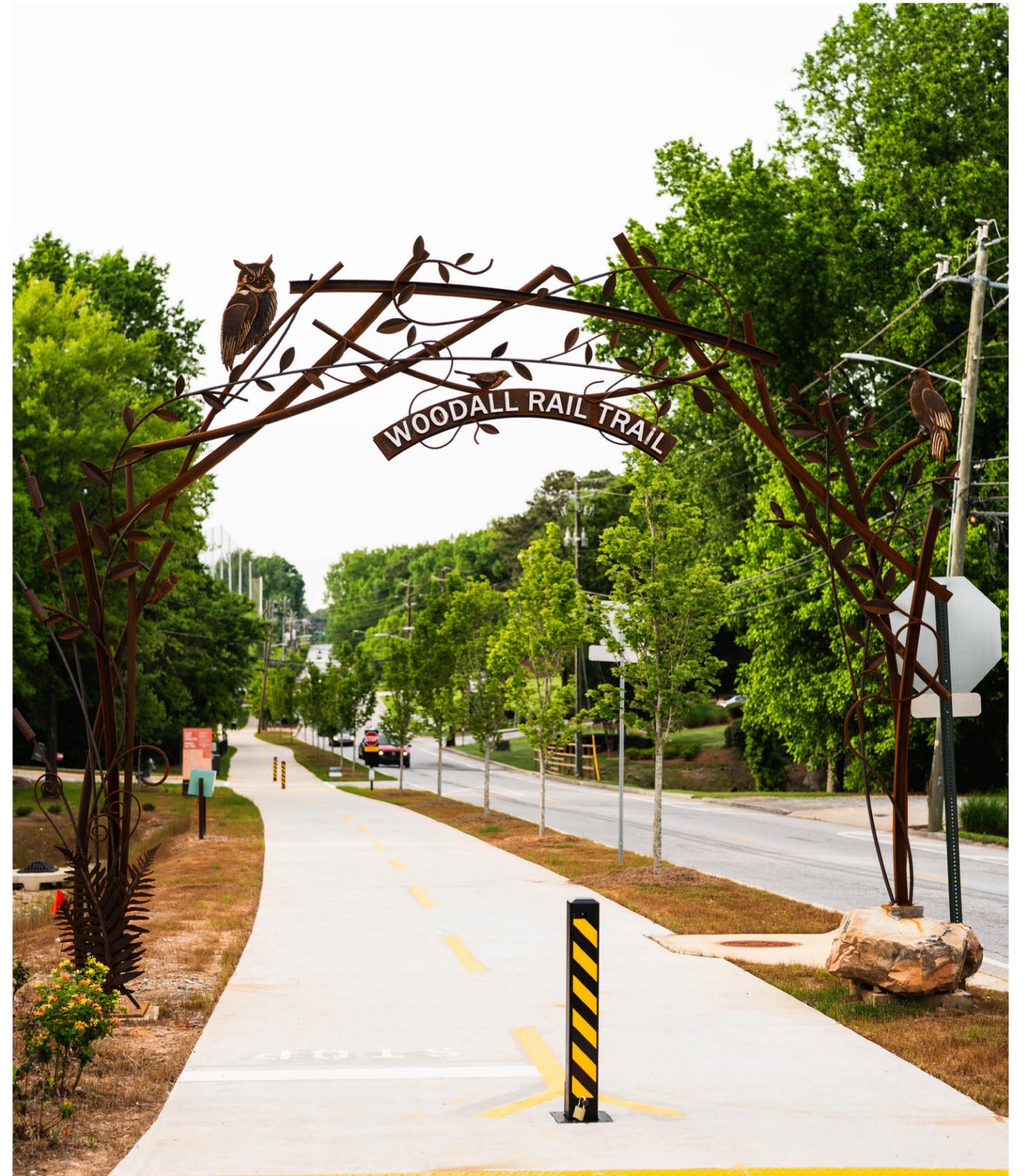
The largest landmark in the subarea is the Hemphill Water Treatment Plant, once referred to as the Atlanta Waterworks, which includes the city's

largest water treatment plant. The pump station played a significant role in the city's history, serving as its first and only pump station until the 1950s. Both the previous Subarea 8 Master Plan and the Upper Westside CID Master Plan recommend that the site be explored for community recreational uses. During the public engagement process, many residents also expressed a similar desire to capitalize on this major community landmark as potential site for increased recreation.

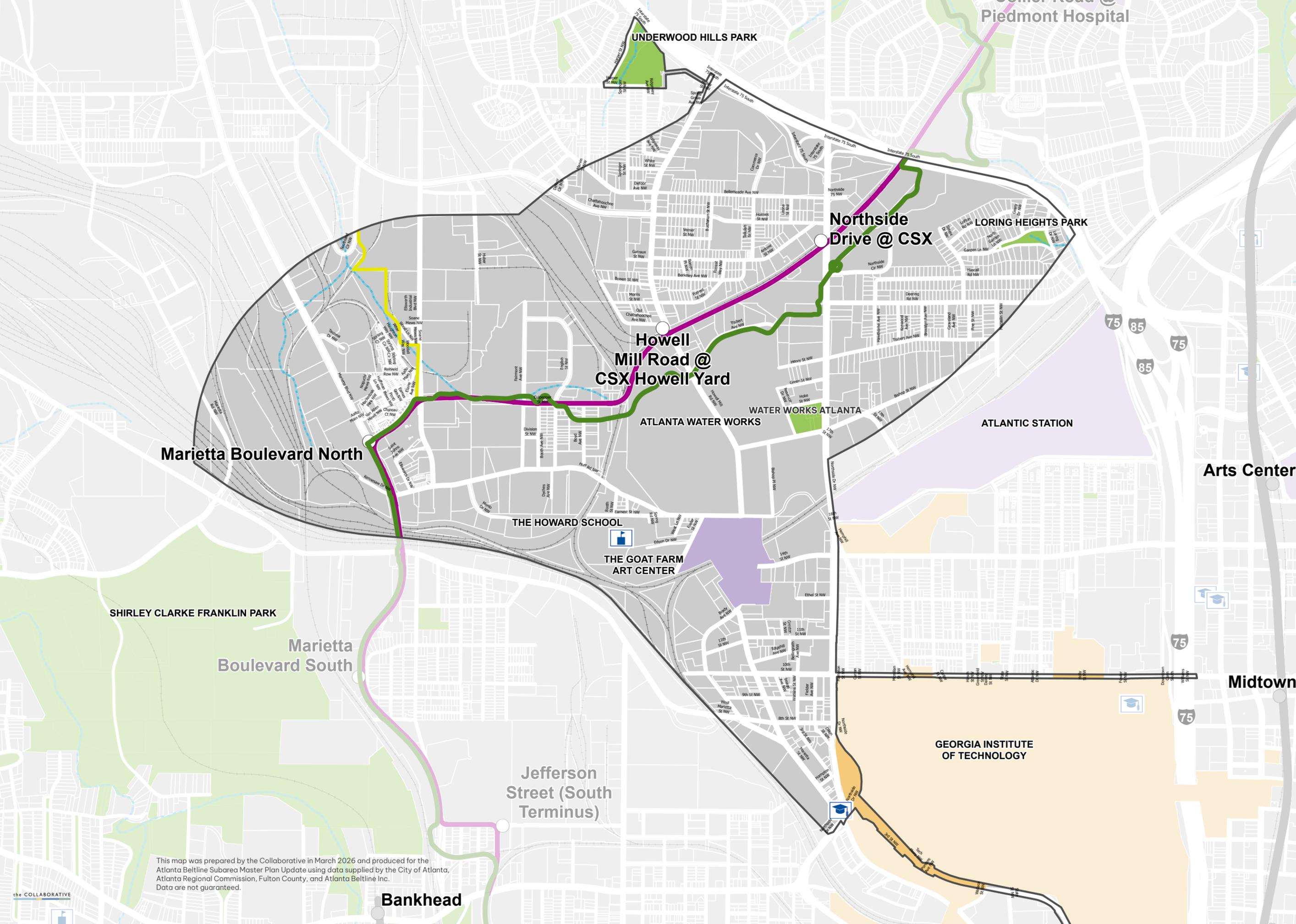
Another notable feature in the subarea is the Waterworks Village, a rapid rehousing development that opened in Berkeley Park in December of 2025. The Waterworks Village provides affordable housing units to Atlanta's unhoused residents. It includes two buildings made of shipping containers with three floors of studio apartments.

The Goat Farm Arts Center, located a short walk away from the Westside Provisions District along Huff Road to Foster Street, is currently undergoing an arts expansion. The Museum of Contemporary Art (MOCA) is relocating to the Goat Farm in a 23,000+ square foot facility. Once completed, the new building will serve all residents who wish to expand their creativity.

[\\* See the Existing Community Facilities Map on pgs. 40-41](#)



Woodall Rail Trail- Ellsworth Industrial Blvd. NW



### Existing Community Facilities

- Atlanta Beltline Subarea 8
- Beltline Trail Alignment
- Proposed Beltline Transit Alignment
- Proposed Beltline Transit Stops
- Creeks
- Railroad
- University
- Landmark Features
- College Facilities
- School Facilities
- Parks / Greenspace
- Woodall Trail



Scale 1 inch=1200 Feet  
 0 300 600 1,200 Feet

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# Market Analysis

## INTRODUCTION

Market analysis in urban planning consists of the evaluation of economic dynamics, demand for housing and services, and the economic viability of specific projects. It uses quantitative and qualitative data to inform strategies for land use, infrastructure, and investment, to assess the economic soundness of planning recommendations.

A market analysis was conducted for Subarea 8 to assess current conditions within the subarea, including emerging trends across the housing, retail, office, and industrial sectors, and to ensure that plan recommendations to inform and guide future development are based on firm data. To help accomplish this, a population-weighted interpolation method was used in conjunction with 2020 study area Census blocks to estimate the distribution of various data values across the study area.

outpaced the citywide growth rate. There was a 50% increase in population between 2012 to 2023. In 2023, 68% of residents were between the ages of 18 and 34, while children (under 18) and seniors (age 65 and older) together make up less than 10% of the population. The subarea population has become more racially diverse, with notable increases in Black residents, particularly in higher income brackets. In 2023, the Black and White populations were nearly equal in size. However, rising housing costs continue to outpace increases in income amongst Subarea 8 residents.

## HOUSING

Renters account for more than 80% of all households in the subarea, with the number of renter-occupied units

more than tripling since 2012 due to new housing construction. Much of this new housing stock is relatively recent, as half of all rental units were built after 2010. In addition, renter households are smaller on average, with just 1.6 persons per household, compared to a total average household size of 1.8 for the subarea. Multifamily rents have climbed steadily, rising 15% from \$1,627 in 2015 to \$1,871 in 2023 (median gross rent, reflective of all units in the subarea). Despite a 2025 vacancy rate of 11%, nearly 1,000 new rental units are projected through 2030, signaling sustained developer interest in the area and confidence that rents will remain stable.

While the rental market remains active, significant affordability gaps persist. There is a pronounced shortage of rental units affordable to households

earning less than 50% of Area Median Income (AMI), and many moderately priced units are being absorbed by higher-income renters. This displacement contributes to a lack of options for lower-income households, intensifying cost burdens across the market.

The supply of for-sale housing is even more constrained. Nearly three-quarters of owner-occupied households earn above 120% of AMI, suggesting that affordable homeownership opportunities for moderate-income buyers are virtually nonexistent. As of July 2025, the median home listing price in the study area was \$550,000, far exceeding the affordability price of \$268,000, the threshold considered affordable for buyers earning less than 100% of AMI under standard FHA financing assumptions. These trends highlight an increasingly exclusive housing market, where affordability challenges are likely to persist without interventions.

## RETAIL

Retail leasing conditions in the study area have become increasingly challenging for both landlords and tenants in recent years because of rising rents and increases in vacancies. Interviews with business owners along the Howell Mill Road commercial corridor between Huff Road and 10th Street, indicate that commercial rents have increased steadily in recent years, becoming unaffordable for many independent retailers and small businesses. The average retail market asking rent in Subarea 8 was \$27.78 per square foot in 2024, up from \$21.78 per square foot in 2020—representing a 28% increase over the four-year period.

Consistent with this impression is the fact that, in early 2025, retail vacancy rates rose to 16.2%, the highest level recorded in over a decade, and significantly higher than the 4.5% vacancy rate recorded for the City of Atlanta in 2025. These figures point to a substantial oversupply of retail space relative to demand.

A retail “gap” emerges when the total spending potential of area residents and daytime workers in a particular category exceeds the sales captured by local businesses in that category. This is true in Subarea 8 for grocery stores. While restaurants, bars and breweries appear to be oversupplied in relation to the population, grocery stores are under-supplied in relation to demand in the subarea. From this imbalance, it is reasonable to conclude the following: While the subarea appears to function well as a regional dining and entertainment destination, it falls short in supporting the day-to-day needs of its growing residential population. Addressing this gap by providing targeted assistance to prospective independent retailers could improve the quality of life for residents while helping stabilize retail tenancy with more consistent, locally-driven foot traffic.

## DEMOGRAPHICS

The Subarea 8 demographic analysis was primarily based on data from the U.S. Census Bureau’s American Community Survey (ACS), supplemented by data from the U.S. Department of Housing and Urban Development (HUD) and the City of Atlanta’s property assessment records.

As a result of increased development activity, Subarea 8 has experienced population growth that has significantly

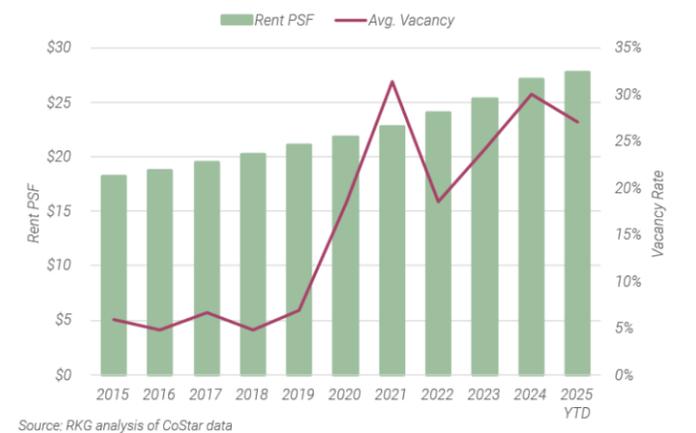
Figure 2 Population by Income, Subarea 8, 2012-2023



Figure 7 Retail Rent vs. Vacancy, Subarea 8, 2015-2025



Figure 8 Office Rent vs. Vacancy, Subarea 8, 2015-2025



## OFFICE

The office market in Subarea 8 has been slow to recover from pandemic-era disruptions, with high vacancies remaining despite intermittent gains in absorption. As of mid-2025, the vacancy rate was 27.1%, up from 24.1% in 2023 and 18.5% in 2022. Recent construction surges of new office space continue to outpace sustained tenant demand, resulting in elevated vacancies. Despite these challenges, asking rents remain resilient, rising to an estimated \$28.15 per square foot in 2025 - a 55% increase from 2015. Forecasts suggest continued growth despite high vacancies, suggesting that pricing power is concentrated in a narrow segment of the market, likely among newer properties.

## INDUSTRIAL AND FLEX SPACE

The industrial real estate market in Subarea 8 has experienced a modest slowdown following a period of strong post-pandemic performance. As of early 2025, the vacancy rate for industrial properties was 23.1%, (742,850 SF of vacant space out of the 3.2 million square feet of rentable building area (RBA) in the Subarea 8 market). This is a much greater percentage compared to approximately 9% for the City of Atlanta. Despite relatively weak demand, asking rents remain stable. The rent stability may reflect landlords' hesitation to lower rents because of the potential to redevelop existing sites into higher value uses like multifamily housing.

The term "flex space" refers to commercial real estate buildings that

combine the features of warehouse and office/retail, offering a flexible and adaptable option for prospective tenants. The flex space inventory in Subarea 8, often used for light industrial, tech, or creative office tenants, shows a rent and demand pattern that is like the industrial category. In early 2025, the flex vacancy rate rose to 7.0%, up from 3.4% just one year earlier. This is comparable to the flex vacancy rate of approximately 6% for the City of Atlanta as a whole. Increasing vacancies in the flex market could indicate tenant downsizing or shifting preferences toward other property types.

## MARKET OBSERVATIONS AND FINDINGS

- Subarea 8 is undergoing a profound transformation, marked by rapid population growth, a surge in multifamily development, and a demographic shift toward younger, higher-income residents. These changes, reflecting the area's growing desirability and strategic location near Atlanta's Central Business Districts and the Beltline, may be seen as partly responsible for the retail gap mentioned earlier.
- Increased opportunities for workforce housing and housing for lower-income residents are needed in the subarea, with the current rental market (and pricing) increasingly dominated by high income residents. Likewise, for-sale housing is almost entirely out of reach for moderate-income buyers. The subarea needs a diverse mix of housing types and tenure options

across the income spectrum to avoid a narrowing of economic diversity in the subarea.

- The subarea has become a regional destination for restaurants and clothing stores. However, basic neighborhood-serving uses, such as grocery stores, remain underrepresented. Rising rents and elevated retail vacancies threaten the viability of independent businesses.
- The office market shows signs of overbuilding and weakening demand. At the same time, it may be concluded that some industrial property owners are maintaining high rents in anticipation of future redevelopment opportunities. If unaddressed, these clashing trends could erode the area's commercial diversity and long-term economic stability.
- The Subarea 8 population has become more racially diverse, with notable increases in Black residents, particularly in higher income brackets. In 2023, the Black and White populations were nearly equal in size.
- The area has become a destination, reflected by restaurants and apparel stores capturing more sales than generated by local residents and workers.



Existing Retail - Howell Mill Road

# Previous Plan Review

The following documents were reviewed in advance of the formation of recommendations to ensure relevancy, and to make sure that recommendations were aligned with current master planning efforts.

PLAN REVIEW ITEMS		
	ITEMS/THEMES	RECOMMENDATIONS
Atlanta City Design (2017)	<ul style="list-style-type: none"> <li>Benefits of Nature, Access, Ambition, and Progress should be made available to everyone</li> <li>Growth Corridors are areas of civic and social activity</li> <li>Conservation Corridors are open spaces designed to connect people to nature</li> </ul>	<ul style="list-style-type: none"> <li>Align density with transit</li> <li>Invest in the West</li> <li>Design a citywide trail network</li> <li>Identify clusters for Eco-development</li> </ul>
City of Atlanta Comprehensive Transportation Plan Update (2018)	<ul style="list-style-type: none"> <li>Reduce congestion, improve access, and support economic growth</li> <li>Maximize budgets by linking transportation and land use</li> <li>Improve safety</li> </ul>	<ul style="list-style-type: none"> <li>Develop citywide sidewalk inventory/assessment</li> <li>Implement high priority multimodal corridors, as identified through the Renew Atlanta/TSPLOST programs</li> <li>Develop a dedicated funding stream for maintenance backlog and capital projects</li> </ul>
Beltline Strategic Implementation Plan (2013)	<ul style="list-style-type: none"> <li>Guides the implementation of the Beltline program</li> <li>Prioritizes projects and strategies to engage the public and private sectors</li> <li>Provides the overarching strategy toward the implementation of the various Beltline components including parks, trails, transit and transportation, infrastructure, economic development, affordable housing, historic preservation, public art and brownfield remediation</li> <li>Provides the strategic and practical approach for the delivery of the Atlanta Beltline</li> </ul>	<ul style="list-style-type: none"> <li>Deliver projects that are sustainable, easy to maintain, energy and water efficient, and that serve as test beds for innovation</li> <li>Integrate public and private spaces to provide a holistic solution to economic, environmental and social issues</li> <li>Improve mobility through the creation of walkable environments</li> <li>Proactively seek distributed power generation opportunities</li> <li>Support Community Benefit principles</li> </ul>
Freight ATL: Northwest (2023)	<ul style="list-style-type: none"> <li>Prohibited truck traffic</li> <li>Missing multimodal infrastructure</li> <li>Aging infrastructure and newer trucks</li> <li>Industrial preservation</li> <li>Truck parking and staging</li> </ul>	<ul style="list-style-type: none"> <li>Implement capital projects and studies that improve intersections and corridors, workforce access, and bridge and rail crossings</li> <li>Implement policies and strategies to address business, workforce and real estate development, zoning and land use, transportation, wayfinding, and signage</li> </ul>

PLAN REVIEW ITEMS		
	ITEMS/THEMES	RECOMMENDATIONS
Trails ATL: Atlanta's Citywide Trails Plan (2025)	<ul style="list-style-type: none"> <li>Inclusive trail planning and design</li> <li>Promote health and wellness for all</li> <li>Provide safe and inviting trail access to parks, schools, transit and economic opportunities</li> <li>Provide access to nature</li> </ul>	<ul style="list-style-type: none"> <li>Add the trails alignments to the Comprehensive Transportation Plan</li> <li>Embed Trails ATL network into all applicable ARC managed projects</li> <li>Develop a Phase I implementation schedule that includes funding and a communication program</li> <li>Ensure at least one trail is always in production</li> <li>Revisit and update the plan in 2035</li> </ul>
One Atlanta: Housing Affordability Action Plan (2020)	<ul style="list-style-type: none"> <li>Reduce housing costs to keep up with wages and income growth</li> <li>Increase homeownership rates, especially among people of color and lower-income individuals</li> <li>Improve housing cost disparities across neighborhoods</li> <li>Provide housing affordability for all income levels</li> </ul>	<ul style="list-style-type: none"> <li>Create or preserve 20,000 affordable housing units by 2026 and increase overall supply</li> <li>Invest \$1B from public, private, and philanthropic sources to produce and preserve affordable housing</li> <li>Ensure equitable growth for all Atlantans and minimize displacement</li> <li>Support innovation and streamline processes</li> </ul>
Housing at its Core (2023)	<ul style="list-style-type: none"> <li>Increase affordable and mid-market production</li> <li>Maintain affordable inventory</li> <li>Decrease housing and transportation costs</li> <li>Expand capital resources for affordable housing</li> </ul>	<ul style="list-style-type: none"> <li>Support and incentivize housing production and preservation</li> <li>Employ resources at greatest need</li> <li>Leverage partnerships and networks</li> </ul>
Workforce Development Ecosystem Strategy (2022)	<ul style="list-style-type: none"> <li>Increase labor participation rates in areas with high unemployment</li> <li>Raise income levels in targeted subareas</li> <li>Address the needs of small businesses around the Beltline</li> <li>Mitigate displacement among legacy residents and businesses</li> <li>Preserve the historic and cultural character of existing neighborhoods</li> </ul>	<ul style="list-style-type: none"> <li>Provide childcare, food and educational services that are conveniently located near participants</li> <li>Enhance safety in targeted subareas</li> <li>Leverage investments and partnerships with large private and public corporations</li> <li>Focus on quality-of-life issues such as mental health services, affordable housing and open space</li> <li>Establish a Workforce Development Center of Excellence</li> </ul>
Northside Drive Corridor Study (2020)	<ul style="list-style-type: none"> <li>Future development and land use changes are contributing to changes in traffic patterns</li> <li>Changes in transportation demand and modes of travel are occurring</li> <li>Increased accidents over a 5-year period</li> </ul>	<ul style="list-style-type: none"> <li>Enhanced corridor projects within the right-of-way</li> <li>Development of more complex corridor project enhancements that require extensive right-of-way acquisition</li> </ul>

PLAN REVIEW ITEMS		
	ITEMS/THEMES	RECOMMENDATIONS
Neighborhood Retail and Service Gap Analysis (2023)	<ul style="list-style-type: none"> <li>Understand both current and future retail market conditions</li> <li>Design services to support retailers, entrepreneurs, and businesses</li> <li>Identify sources of potential spending</li> <li>Identify products that are overrepresented and underrepresented in the market</li> </ul>	<ul style="list-style-type: none"> <li>Build community partnerships with public, private and non-profit organizations and with developers and property owners</li> <li>Identify unconventional funding sources, both public and private, for incentives and gap financing</li> <li>Finish the infrastructure that will support the Beltline and Beltline businesses</li> </ul>
Plan A: Atlanta's Comprehensive Development Plan Update (2021)	<ul style="list-style-type: none"> <li>Address housing affordability and displacement following the Pandemic</li> <li>Zoning reform</li> <li>Tree Protection Ordinance Rewrite</li> </ul>	<ul style="list-style-type: none"> <li>Foster diverse affordable housing options</li> <li>Empower Neighborhood Planning Units (NPU) through specialized, smaller-area plans</li> </ul>
Plan A: Atlanta's Comprehensive Development Plan Update (2025)	<ul style="list-style-type: none"> <li>Develop a policy guide to inform future growth and development for years to come</li> <li>Greater density and diversity</li> <li>Preservation of ecosystems, landscapes, and neighborhood identity</li> </ul>	<ul style="list-style-type: none"> <li>Simplify and streamline the planning process to guide growth and development</li> <li>Align and integrate with ATL Zoning 2.0</li> </ul>
ATL Zoning 2.0 (currently in draft form)	<ul style="list-style-type: none"> <li>Existing ordinance is 40 years old and does not meet current and future needs</li> <li>Eliminate outdated standards that fail to meet current policies and best practices</li> <li>Create an update that is more user-friendly</li> </ul>	<ul style="list-style-type: none"> <li>Improve urban design</li> <li>Protect neighborhood character</li> <li>Create vibrant corridors and districts</li> <li>Expand transportation options</li> <li>Ensure diversity of housing</li> <li>Support jobs and innovation</li> <li>Develop user-friendly regulations and processes</li> </ul>
Upper Westside CID Master Plan (2021)	<ul style="list-style-type: none"> <li>Build upon the strengths of the Upper Westside</li> <li>Provide safe connections to surrounding neighborhoods and destinations</li> <li>Strengthen roadway and trail networks to improve connectivity</li> <li>Create lively and accessible open spaces</li> <li>Create a livable urban environment that is a replicable model for inclusive growth</li> </ul>	<ul style="list-style-type: none"> <li>Retrofit existing roads, construct missing road segments, and improve transit and trail network connectivity</li> <li>Reclaim the Water Works site, acquire land and leverage natural areas for open space</li> <li>Codify land use character through zoning</li> <li>Support the Georgia Tech innovation ecosystem</li> <li>Announce the Upper Westside</li> </ul>
Loring Heights Neighborhood Master Plan (2012)	<ul style="list-style-type: none"> <li>Define a long-term vision</li> <li>Protect neighborhood character</li> <li>Improve connectivity and expand bicycle and pedestrian options</li> <li>Encourage a sustainable mix of housing, retail, and open space</li> <li>Leverage Beltline-related growth to foster neighborhood improvements</li> </ul>	<ul style="list-style-type: none"> <li>Preserve residential core by establishing buffers between new development and existing residential areas</li> <li>Encourage a diversity of land uses</li> <li>Incorporate public space and sidewalks into new development</li> <li>Use a "complete street" approach for new or redesigned roads</li> </ul>

PLAN REVIEW ITEMS		
	ITEMS/THEMES	RECOMMENDATIONS
Beltline Arts and Culture Strategic Implementation Plan (2018)	<ul style="list-style-type: none"> <li>Multi-layered arts and culture program</li> <li>Beltline as a civic space for people to gather, interact and share ideas</li> <li>Placekeeping to nurture existing communities</li> <li>Four categories of art: permanent, temporary, continuing and performance</li> </ul>	<ul style="list-style-type: none"> <li>Spaces for artists and creative activity should remain accessible and affordable</li> <li>Support local arts and creative activities and cultural endeavors in low-income, underserved neighborhoods</li> <li>Ensure the public realm remains inclusive</li> </ul>

## Guiding Principles

The guiding principles used to support the plan update recommendations – in land use, transportation and mobility, and parks and open space – are a direct product of the public engagement process. As part of the current plan update, the project team solicited feedback on the original 2012 guiding principles, which were later refined as part of the update. The guiding principles are intended to help frame the implementation of recommendations. It is recommended that all new development should align with these principles.

The guiding principles are the overarching themes expressed during the outreach and engagement process. They help to shape the overall goals of the plan update by focusing on promoting connectivity, advancing placemaking and strengthening community. The main guiding principles are summarized on the following page in the categories of land use and design, transportation and mobility, and parks and open space. They serve as the goals of the Subarea 8 Master Plan Update process.



GUIDING PRINCIPLES



LAND USE AND DESIGN

- Reconnect transforming industrial areas to nearby subarea assets (e.g., Georgia Tech, neighborhoods, parks and trails)
- Base the character and scale of redevelopment on urban context, accessibility and neighborhood adjacency
- Promote a diversity of employment options by encouraging new light industrial and other job-generating activities
- Promote development densities sufficient to support future transit
- Support redevelopment around future transit stations and in targeted areas of change



TRANSPORTATION AND MOBILITY

- Increase east-west connectivity
- Structure redevelopment to promote connectivity
- Enhance key streets to promote walkability
- Transform roadway elements that are in physical decline
- Maximize connectivity to the Beltline trail and transit from surrounding neighborhoods
- Implement traffic calming on busy neighborhood streets
- Minimize, to the extent possible, the obstructive impacts of truck traffic in residential areas



PARKS AND NATURAL RESOURCES

- Maximize accessibility to parks, trails and open spaces
- Provide adequate and improved open space through new plazas, parks and greenways, and efficient use of existing parks and open spaces
- Capitalize on the area’s unique open space opportunities (e.g. redevelopment sites and the area surrounding the Hemphill Water Treatment Plant)
- Protect the history, character, scale and intimacy of residential neighborhoods
- Provide identity for the area by celebrating its unique historic character and its role in Atlanta’s rail and Civil War history

# Future Land Use

## COMPREHENSIVE DEVELOPMENT PLAN

The future land use of Subarea 8 is reflective of the land use guiding principles summarized earlier.

Plan A: Atlanta’s Comprehensive Development Plan (CDP), serves as the backdrop for the Subarea 8 land use recommendations. Plan A is intended to guide citywide growth and development. In Plan A, distinct “Development Patterns” replace previous land use maps to strategically direct future growth, combining land use, character areas, and small area plans into one cohesive vision. Because the most recent comprehensive plan update occurred toward the end of this plan update in July of 2025, no new land use recommendations are included as part of this update. The Subarea 8 Master Plan Update therefore accepts Plan A in its entirety as the framework for future land use.

## DEVELOPMENT PATTERNS - FUTURE LAND USE

Future land use in the subarea is split between large parcels of industrial land occupying the western half of the subarea and higher-density mixed use recommended in the southern half of the subarea, in the neighborhood known as the Marietta Street Artery. Pockets of high-density mixed-use follow the Beltline corridor, with medium-density mixed-use recommended along Howell Mill Road

and Northside Drive, north of the proposed transit alignment.

There are two single-family residential neighborhoods found in the subarea: Loring Heights and Berkeley Park. These neighborhoods fall into conservation areas outlined in the Atlanta City Design and are recommended to stay the same in the future. Other neighborhoods, such as Blandtown, are in Atlanta City Design growth areas that are likely to change in response to future development. Blandtown contains high-density mixed-use and medium-density residential building types, highlighting both new construction and adaptive reuse along the Beltline.

The highest-density residential is recommended along Northside Drive,

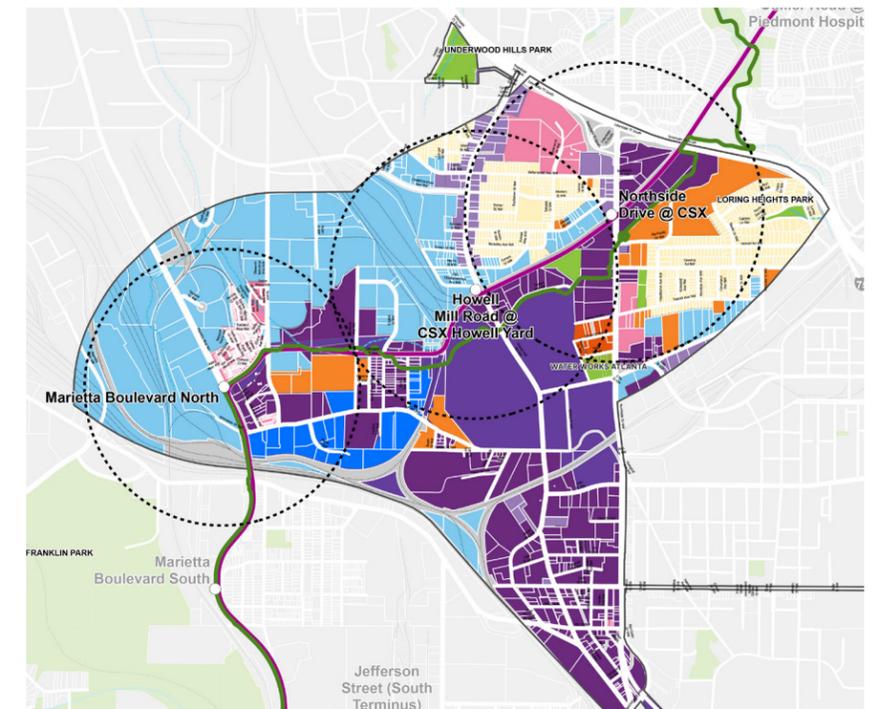
adjacent to the Atlanta Waterworks site, a designated community feature in the center of the subarea.

[\\*See Development Patterns – Future Land Use Map on pgs. 54-55](#)

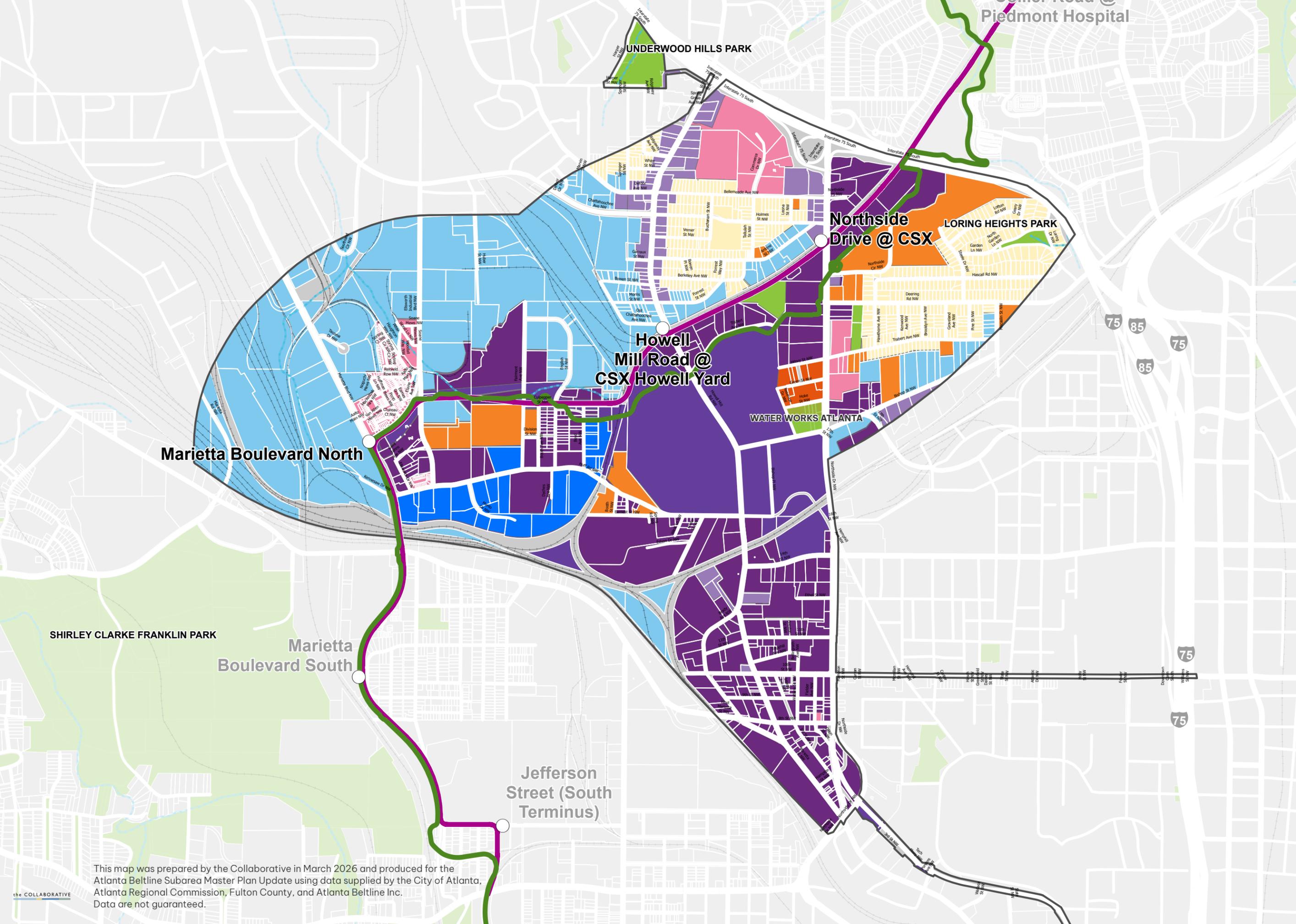
## FUTURE TRANSIT STATION AREAS

A major factor shaping land use in the subarea of the future relates to the basic goal of maximizing connectivity to the Beltline and transit. The following land use recommendations therefore emphasize organizing growth around transit nodes.

The Beltline proposed transit route recommendations were finalized during the community engagement phase of the Subarea 8 Plan Update. Three proposed transit stations exist in the



Proposed Transit Station Area Map



**Comprehensive Development Plan**

**Development Patterns- Future Land Use Map**

**Atlanta Beltline Subarea 8**

- Beltline Trail Alignment
- Proposed Beltline Transit Alignment
- Proposed Beltline Transit Stops
- Creeks
- Railroad
- Parcels
- Development Patterns**
- Community
- High Density Mixed Use
- High Density Residential
- Industrial
- Industrial Flex
- Low Density Mixed Use
- Medium Density Mixed Use
- Medium Density Residential
- Medium Lot Single Family
- Open Space



Scale 1 inch=1200 Feet  
 0 300 600 1,200 Feet

This map was prepared by the Collaborative in March 2026 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.

subarea as development opportunity zones that are likely to experience growth and promote connectivity. The recommended locations for proposed transit stations are:

1. Northside Drive @ CSX
2. Howell Mill Road @ CSX Howell Yard
3. Marietta Boulevard North

In the original master plan, mixed-use development was recommended around these transit stations to be consistent with land use policies outlined in the City's Comprehensive Development Plan. The stations are slightly different in the plan update to achieve higher densities. In both the original master plan and the update, land use is intended to promote walkability and to maximize public investment in transit.

**Proposed Transit Station #1: Northside Drive @ CSX**

In the original master plan, an office and employment center was envisioned around this station to take advantage of

access and visibility to Northside Drive and I-75. The development patterns outlined in the future land use map highlight increased density to support this concept. Examples are included below:

- The Atlanta Technology Center, which currently includes two two-story office buildings and two one-story buildings that include a combination of office & flex space, will be redeveloped to support a higher market of people
- 1540 Northside Drive will be split between high-density mixed-use and open space in response to zoning changes and previous open space recommendations
- A mixed-income housing development is slated for the intersection of Northside Drive and Green Street, which will include market-rate and affordable housing for families and seniors

When development adjacent to Northside Drive increases in density, the challenge will be to develop

transportation improvements that support a greater influx of people while preserving the scale of existing neighborhoods located nearby.

**Proposed Transit Station #2: Howell Mill Road @ CSX Howell Yard**

The Howell Mill Road transit station in the original Subarea 8 Master Plan included a variety of commercial and industrial land uses surrounding the Hemphill Water Treatment Plant site. The plan focused heavily on the Trabert Avenue corridor and redevelopment opportunities along Howell Mill Road. The proposed high-density mixed-use adjacent to Trabert Avenue in the future land use development patterns map capitalizes on access to the Beltline Trail and future transit. Remaining industrial parcels highlight the juxtaposition of traditional industry with new development planned for the area. Examples of development patterns include:

- Medium-density mixed-use in place of existing one-story commercial retail along Howell Mill Road, north of the future Beltline
- Proposed open space at 1540 Northside Drive will connect the Beltline trail to future transit, transforming Trabert Avenue into an open space corridor
- Many smaller parcels adjacent to railroad will remain industrial, with small pockets of previously industrial lots transitioning to industrial flex space along Huff Road

**Proposed Transit Station #3: Marietta Boulevard North**

The Marietta Boulevard North transit station, called the Elaine/Huff Station in the original Subarea 8 Master Plan, recognized that the historic railroad community of Blandtown was growing into a vibrant mixed-use neighborhood. Today, new medium-density residential housing occupies large parcels south of Culpepper Street and the Beltline Northwest Trail, which is currently

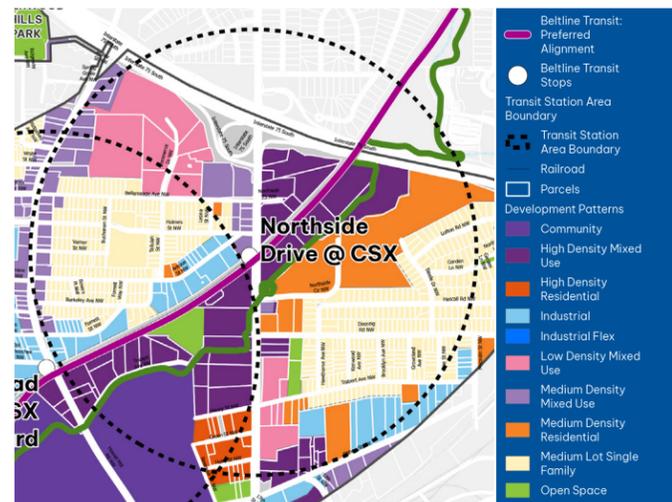
partially complete and partially under construction. Increased density is recommended south of the future trail. Marietta Boulevard North development patterns include:

- Adaptive reuse of former warehouses into creative office spaces and other commercial uses along the Huff Road corridor
- Development of an east-west open space corridor from Ellsworth Industrial Boulevard to Fairmont Avenue
- Low-density mixed-use along Ellsworth Industrial Boulevard

**Marietta Street Artery @ Northside Drive**

Even though the future Beltline transit alignment no longer supports a station in the southern portion of the subarea, there are development patterns in place to support this growing mixed-use district, including:

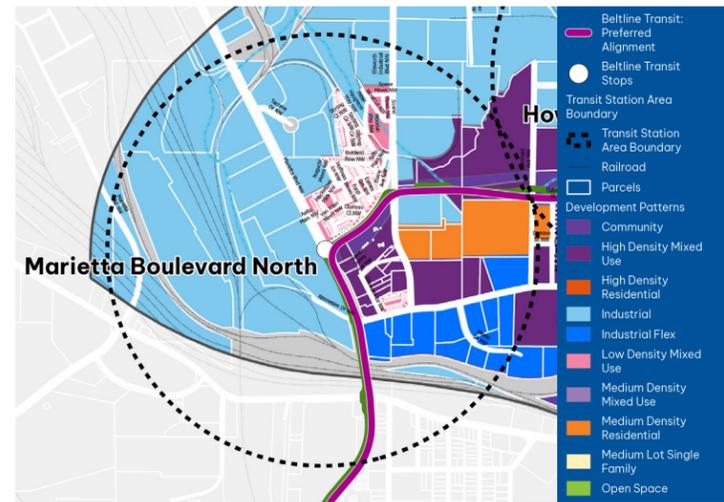
- A growing number of high-rise multifamily residential projects that serve young professionals and Georgia Institute of Technology students



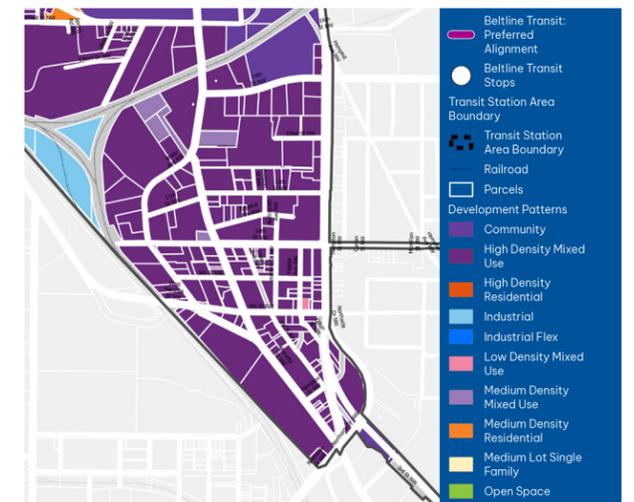
Development Patterns: Proposed Transit Station #1: Northside Drive @ CSX



Development Patterns: Proposed Transit Station #2: Howell Mill Rd. @ CSX Howell Yards



Development Patterns: Proposed Transit Station #3: Marietta Boulevard North



Development Patterns: Marietta Street Artery @ Northside Drive

# Future Zoning

The following Subarea 8 recommendations for future zoning are proposed to support the implementation of the initiatives contained in this plan update. Note that this plan update does not involve proactive rezoning actions to be taken by the City of Atlanta or the Beltline, nor does it recommend that the City of Atlanta's underlying zoning be changed.

## POLICIES

Considerable desire was expressed during the public engagement process to improve connectivity, expand open space, increase the supply of affordable housing, and expand the availability of small-scale commercial services. The following policies, stated elsewhere in this report, address these objectives in conjunction with subarea land use goals:

- Promote transit-oriented connectivity through the development of higher intensity land uses near proposed transit stations
- Implement Plan A: Atlanta's Comprehensive Development Plan Development Patterns - Future Land Use
- Incorporate zoning classifications that could lead to expanded commercial service opportunities
- Incorporate zoning provisions that incentivize the development of affordable housing by requiring a certain percentage of new units to be affordable and offering floor area ratio bonuses
- Include zoning provisions that require and/or encourage the provision of privately developed open space

\*See Zoning Changes Map on pgs. 60-61

## FUTURE ZONING

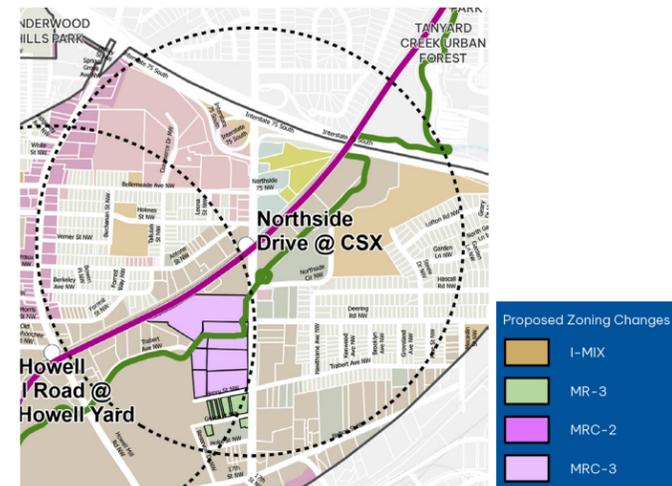
Specific recommendations for future zoning to address the policies expressed above are discussed below for four areas: the Northside Drive @ CSX transit station area, the Howell Mill Road @ CSX Howell Yards transit station area, the Marietta Boulevard North transit station; and the Marietta Street Artery-Northside Drive neighborhood.

### Proposed Transit Station: Northside Drive @ CSX

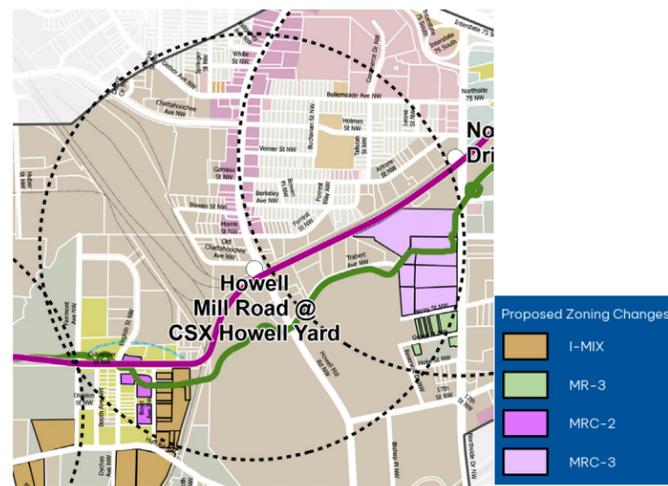
Zoning recommendations for the Northside Drive Transit Station area are:

- Rezone from Heavy Industrial (I-2) to Mixed Residential Commercial (MRC-3)

A target area for this change is the large parcel located at 1540 Northside Drive. City-owned property could be converted to affordable housing, recreation facilities or continued municipal use.



Zoning Changes: Proposed Transit Station #1: Northside Drive @ CSX



Zoning Changes: Proposed Transit Station #2: Howell Mill Rd. @ CSX Howell Yards

- Rezone from Light Industrial (I-1) to Mixed Residential Commercial (MRC-3)

A target area for this zoning change includes parcels located at 1456-1500 Northside Drive. Commercial service uses include affordable housing, market-rate housing and commercial service uses.

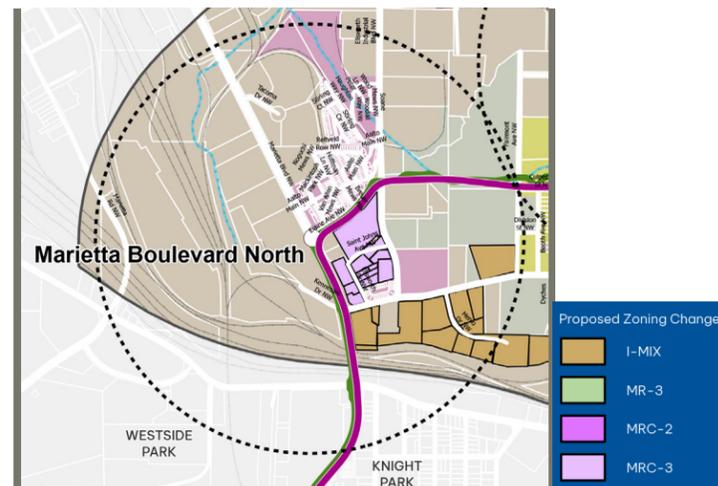
- Rezone from Light Industrial (I-1) to Multi-Family Residential (MR-3)

Target areas for this zoning change include 1390 and 1400 Northside Dr. NW, 629-653 and 652 Green St. NW, and 612-622 Hoke St. NW. Potential uses include affordable and market rate housing.

### Proposed Transit Station: Howell Mill Road @ CSX Howell Yards

Zoning recommendations for the Howell Mill Road Transit Station area include:

- Rezone from Light Industrial (I-1) to Mixed Residential Commercial (MRC-2) to support the redevelopment of properties on Boyd Avenue NW, Culpepper Street, and English Avenue NW



Zoning Changes: Proposed Transit Station #3: Marietta Boulevard North

- Encourage transition of the single-story strip retail properties along Howell Mill Road, north of the Beltline, currently zoned for mixed-use, to denser, pedestrian-oriented development that supports the community's vision of multimodal redevelopment

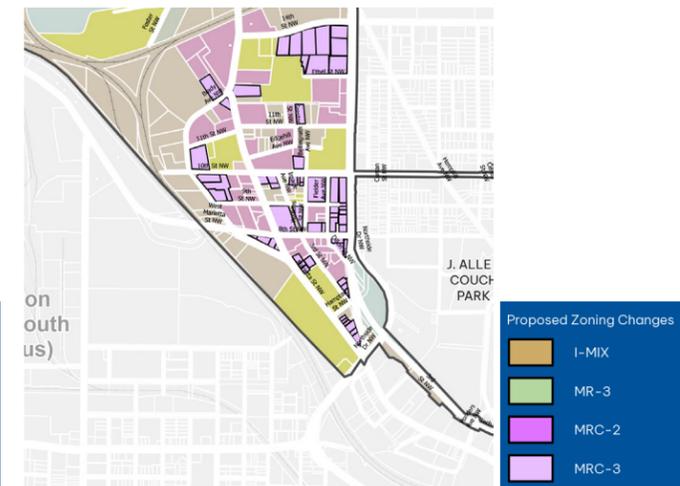
### Proposed Transit Station: Marietta Boulevard North

Zoning recommendations for the Marietta Boulevard North Transit Station area include:

- Preserve the remaining industrial parcels in the western portion of the subarea, north of the Marietta Boulevard North Station and Blandtown, especially along Marietta Boulevard NW and Ellsworth Industrial Boulevard NW

This area is one of the last remaining major industrial areas in the City.

- Rezone to Industrial Mixed-Use (I-Mix) to support the redevelopment of properties on Huff Road NW, Menlo Drive NW, and the east side of Boyd Avenue NW

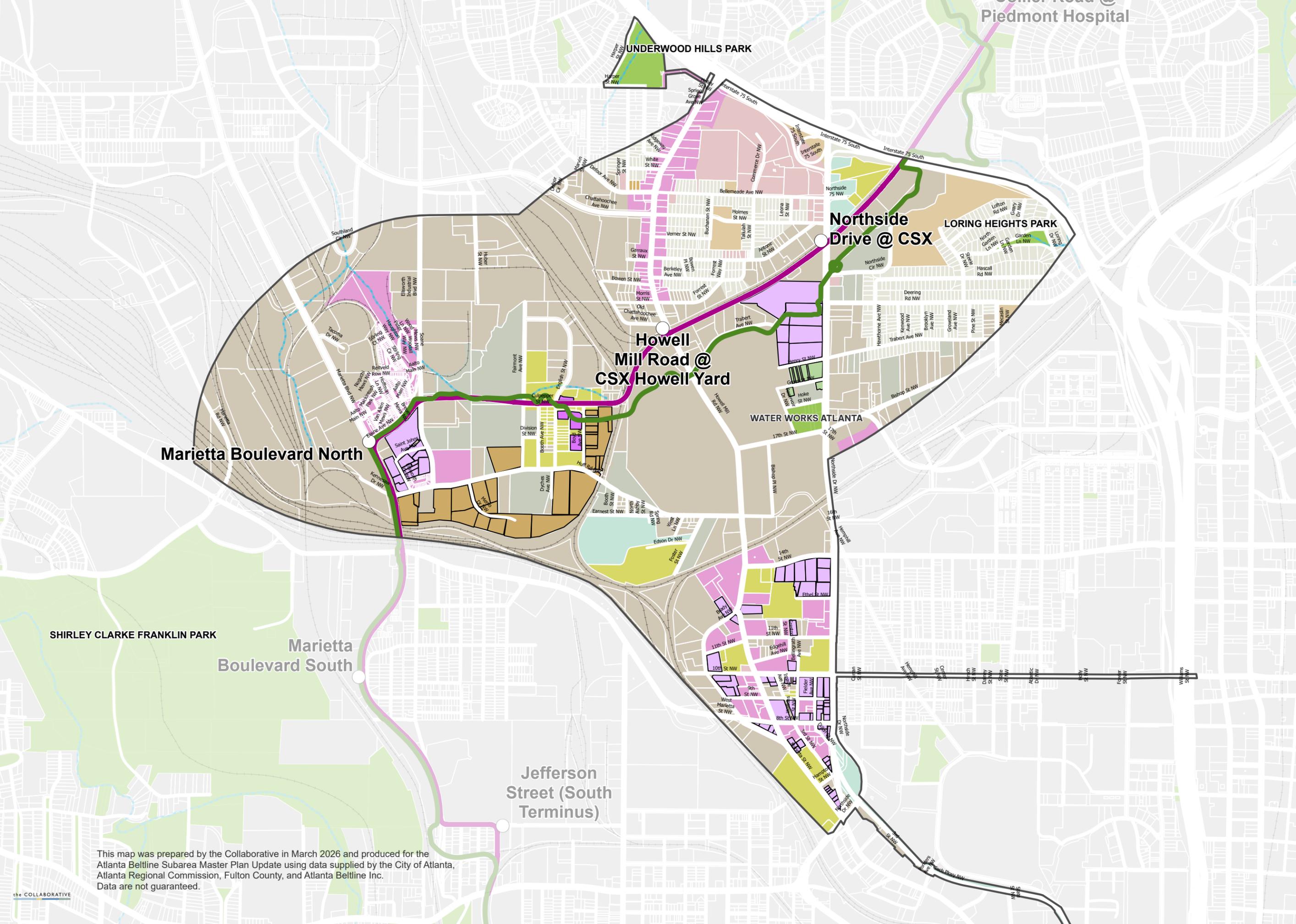


Zoning Changes: Marietta Street Artery @ Northside Drive

- Rezone to Mixed Residential Commercial (MRC-3) to support the development of properties on Marietta Boulevard NW, Ellsworth Drive NW, and Ellsworth Industrial Boulevard NW

### Marietta Street Artery @ Northside Drive

The zoning recommendation for the Marietta Artery Street neighborhood is to rezone remaining Light Industrial (I-1) and Heavy Industrial (I-2) properties to Mixed Residential Commercial (MRC-3) at the Marietta Street Artery Overlay between Northside Drive NW and the western Subarea boundary south of 14th Street NW.



**City of Atlanta  
Proposed  
Zoning  
Changes**  
Atlanta  
Beltline  
Subarea 8

- Beltline Trail Alignment
- Proposed Beltline Transit Alignment
- Proposed Beltline Transit Stops
- Creeks
- Railroad
- Parks / Greenspace
- Proposed Zoning Changes**
- Industrial Mixed Use (I-Mix)
- Multi-Family Residential (MR-3)
- Mixed Residential Commercial (MRC-2)
- Mixed Residential Commercial (MRC-3)
- Existing Zoning**
- Special Public Interest
- Commercial
- Industrial
- Historic & Cultural
- Live-Work
- Multi-Family
- Mixed Use
- Neighborhood Commercial
- Office Institutional
- Planned Development
- Residential - Single Family
- Residential - Duplex
- Residential - Multi-Family
- Residential - Limited Commercial

This map was prepared by the Collaborative in March 2026 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.

# Future Mobility

## OVERVIEW

As noted under the guiding principles, it is the intent of this plan to promote accessibility, increase environmental sustainability, and improve quality of life. This plan emphasizes the implementation of transportation systems and mobility improvements that pursue those principles. Throughout the project, Subarea 8 community stakeholders regularly cited the need for improvements to existing pedestrian and roadway infrastructure, above all other needs. In addition, many of the recommendations in the Subarea 8 Master Plan Update were influenced by plans containing relevant mobility recommendations, including:

- Loring Heights Masterplan (2012)
- Cycle Atlanta (2013)
- Atlanta Streetcar System Plan (2015)
- The Moving Atlanta Forward Strategic Delivery Plan (2018)
- Northside Drive Corridor Improvement Study (2020)
- Upper Westside CID Masterplan (2021)
- Vision Zero Action Plan (2023)
- Huff Road Multimodal Study (2025)

## BROAD MOBILITY POLICY RECOMMENDATIONS

Broad policy recommendations intended to improve safety and accessibility in the subarea include:

- Provide multimodal access to future Beltline transit stations
- Reduce bottlenecks, pollution and noise resulting from an abundance of large truck traffic
- Protect bicycle traffic from vehicular traffic, using strategies such as separated bike lanes, parallel parking, and colored pavement to differentiate the two
- Collaborate with ATLDOT, the Upper Westside CID and/or local business associations such as the Marietta Street Artery to evaluate and improve existing parking
- Designate parking spots for quick loading and unloading to minimize the effects of taxis, rideshares, and deliveries on traffic congestion
- Add protected bicycle parking at or near transit stop locations in high transit trip frequency areas
- Provide dedicated drop zones for shared dockless micromobility vehicles, including bikes and scooters, at popular transit stops to facilitate flexible, last mile connectivity
- Continue to add to and improve sidewalk and trail connections in conjunction with future developments
- Lean on development review processes to implement new street connections

## BICYCLE, PEDESTRIAN AND TRANSIT IMPROVEMENTS

Recommendations for improvements in bicycle and pedestrian mobility are intended to promote non-motorized travel throughout the subarea. Improving the pedestrian experience can foster economic development since walkable streets support the pedestrian traffic desired by local businesses and residents. In fact, the objective of promoting safer streets forms the basis for all the mobility improvements included in the Subarea 8 Master Plan Update. Bicycle and pedestrian improvement recommendations include those that are currently funded as well as new recommendations developed primarily from comments expressed during the engagement process and field inspections. Examples include:

- New and improved sidewalks and pedestrian bridges
- Improved crosswalks and pedestrian crossings
- New bus stops
- Designated bike lanes and multi-use trails

In addition, in accordance with the guiding principle of maximizing pedestrian and bicycle connectivity to the Beltline and future transit, the recommendations that follow focus on improvements that enhance access to transit nodes.

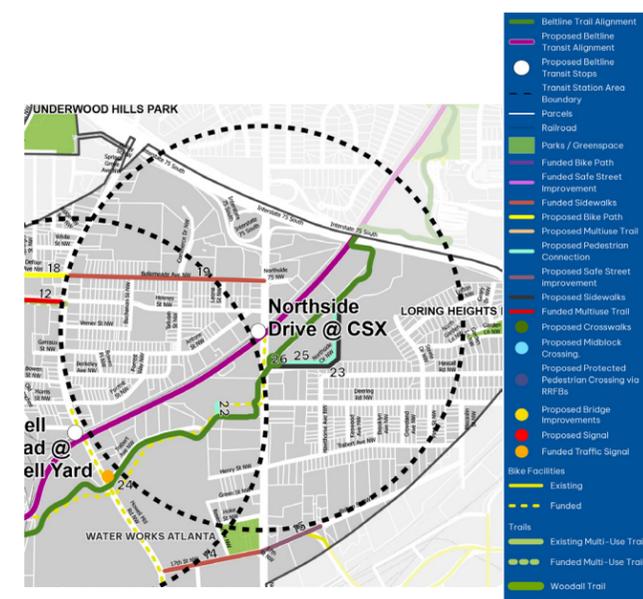
\*Recommendations that are already funded are represented with an asterisk.

\*See Circulation Plan - Bike and Pedestrian Map on pgs. 64-65

### Proposed Transit Station #1: Northside Drive @ CSX

The following bicycle and pedestrian mobility recommendations are in or near the proposed Northside Drive @ CSX transit station. Recommendations containing an asterisk have already been funded.

- Add sidewalks and traffic calming on 17th Street between Howell Mill Road and Northside Drive, adding landscaping where feasible (#14)\*
- Improve the bicycle/pedestrian connection on 17th Street between Northside Drive & Village Street (most of this is bridge). Evaluate use of excess roadway capacity for bike lanes and landscaping (#15)
- Remove sidewalk obstructions and add sidewalks where feasible along



Bicycle and Pedestrian Circulation: Northside Drive @ CSX Proposed Transit Station #1

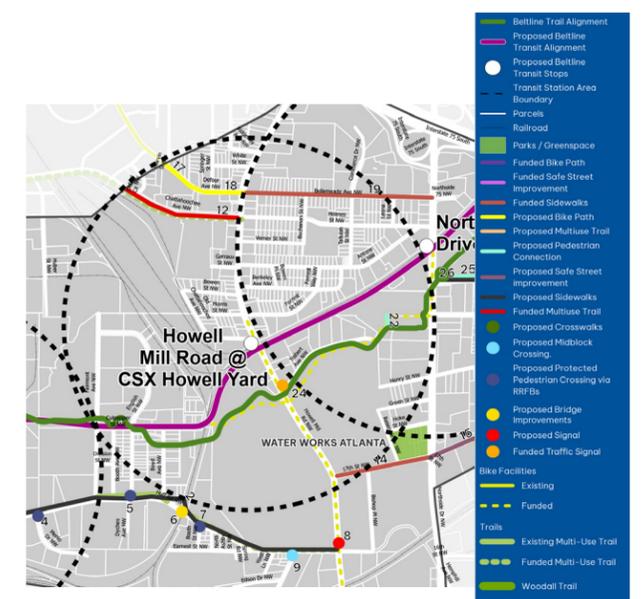
Bellemeade Avenue (#19) and along Northside Circle (#25)

- Add pedestrian connections to the Beltline Trail at 1540 Northside Drive (#22) and at Northside Circle (#26)
- Connect Hascall Road to Northside Circle via a pedestrian connection (#23)
- In addition, the need for traffic calming in this area should be explored by ATLDOT in coordination with various neighborhoods affected by unsafe conditions.

### Proposed Transit Station #2: Howell Mill Road @ CSX Howell Yard

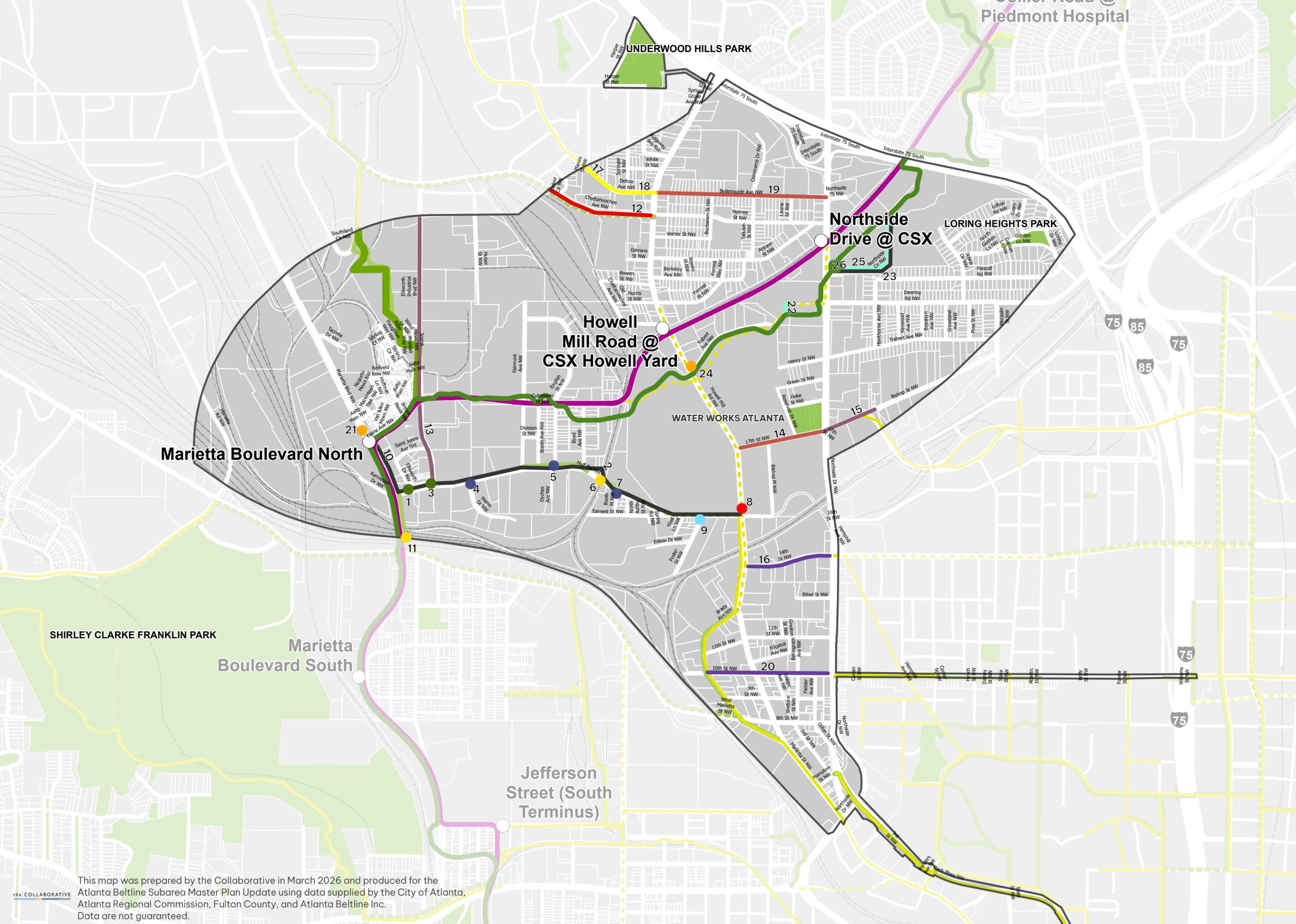
The bicycle and pedestrian recommendations listed below are in or near the proposed Howell Mill Road @ CSX Howell Yard transit station.

- Improve and add sidewalks where there are none on both sides of Huff Road within the study area (#2)



Bicycle and Pedestrian Circulation: Howell Mill Rd. @ Howell Yard Proposed Transit Station #2

- Add a pedestrian protected crossing via Rectangular Rapid Flashing Beacons (RRFBs) from Huff Road to: Menlo Drive (#4) English Street (#5), Booth Street (#7), and
- Add a midblock crossing from Huff Road to Foster Street (#9)
- Install bridge improvements over the railroad at Huff Road and the Seaboard Coast Line Railroad east of Boyd Avenue (#6)
- Install a bike signal at Huff Road and Howell Mill Road (#8)
- Improve the sidewalk along Defoor Avenue from the study area boundary to Springer Street NW (#17)
- Extend the bike lane along Defoor Avenue from Spring Street to Howell Mill Road (#18)
- Add a multi-use path with lighting along Chattahoochee Avenue within the subarea (#12)\*
- Install a new traffic signal at Trabert Avenue and Huff Road (#24)\*



# Circulation Plan – Bike and Pedestrian

Atlanta Beltline Subarea 8

- Beltline Trail Alignment
- Proposed Beltline Transit Alignment
- Proposed Beltline Transit Stops
- Parcels
- Railroad
- Parks / Greenspace
- Funded Bike Path
- Funded Safe Street Improvement
- Funded Sidewalks
- Proposed Bike Path
- Proposed Multiuse Trail
- Proposed Pedestrian Connection
- Proposed Safe Street Improvement
- Proposed Sidewalks
- Funded Multiuse Trail
- Proposed Crosswalks
- Proposed Midblock Crossing
- Proposed Protected Pedestrian Crossing via RRFBS
- Proposed Bridge Improvements
- Proposed Signal
- Funded Signal

- Bike Facilities**
- Existing
- Funded
- Trails**
- Existing Multi-Use Trail
- Funded Multi-Use Trail
- Woodall Trail

Scale: 1 inch = 1200 feet



This map was prepared by the Collaborative in March 2026 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.

**Proposed Transit Station #3: Marietta Boulevard North**

The bicycle, pedestrian, and transit recommendations listed below are in or near the proposed Marietta Boulevard North transit station.

- Improve the crosswalk at Huff Road and: (#1) Ellsworth Drive, and Ellsworth Industrial Boulevard (#3)
- Add a pedestrian crossing from Huff Road to: Menlo Drive (#4)
- Add sidewalk from Huff Road to Elaine Avenue on the eastern side of the street (#10)
- Expand the bridge over the railroad between Huff Road and West Marietta Street or add a parallel bike and pedestrian bridge (to align with ABI's efforts to seek grant funds for new bicycle/pedestrian bridge and intersection improvement) (#11)
- Improve bicycle and pedestrian safety along Ellsworth Avenue within the study area (#13)

- Add a new signal at Marietta Boulevard and Elaine Avenue to enhance safety (21)\*

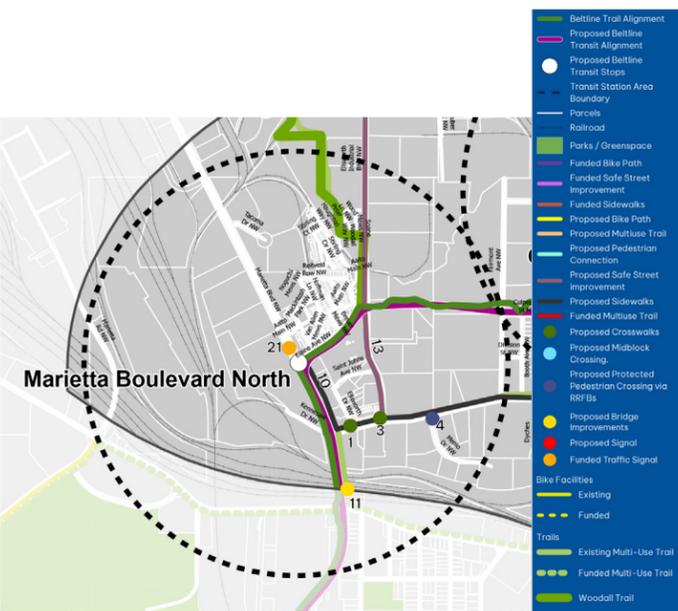
**Marietta Street Artery @ Northside Drive**

The bicycle and pedestrian recommendations listed below are in the vicinity of the Marietta Street Artery neighborhood, in the southern half of the subarea. These are currently funded.

- Add a 2-lane cycle track on 14th Street within the study area (#16)\*
- Construct a bike path on the south side of 10th Street between Brady Avenue and Fielder Avenue (#20)\*



Intersection Concept from the 2020 Northside Drive Corridor Study



Bicycle and Pedestrian Circulation: Marietta Boulevard North Proposed Transit Station #3



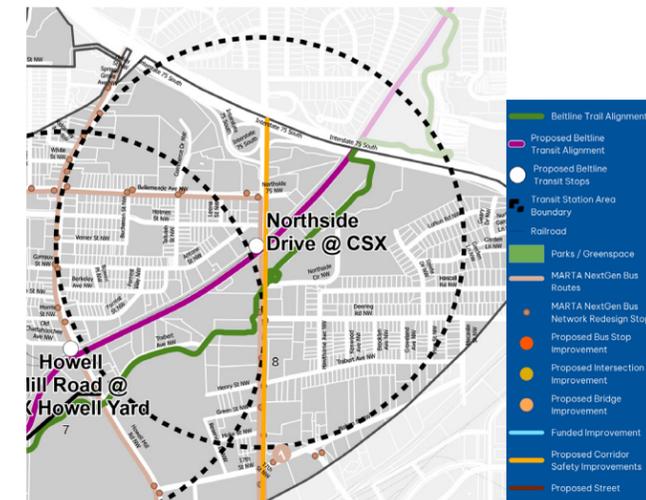
Bicycle and Pedestrian Circulation: Marietta Street Artery @ Northside Drive

**VEHICULAR TRAFFIC IMPROVEMENTS**

The following Subarea 8 vehicular street network improvements were developed in response to publicly expressed concerns related to dangerous traffic conditions, steep topography, poor connectivity across railroad tracks, and recurring congestion along certain streets in the subarea.

**Street Network**

Almost all the street network improvement recommendations in the subarea are currently funded. The exceptions are two new street connections recommended to serve future private development. These are (1) a new street extension from Huber Street to Fairmont Avenue and (2) an extension of Trabert Avenue, from Howell Mill Road over the railroad to Fairmont Avenue. The original Subarea 8 Master Plan recommended these and several other new street connections throughout the subarea.



Vehicular Circulation: Northside Drive @ CSX Proposed Transit Station #1

\*See Circulation Plan - Vehicular on pgs. 68-69

**Proposed Transit Station #1: Northside Drive @ CSX**

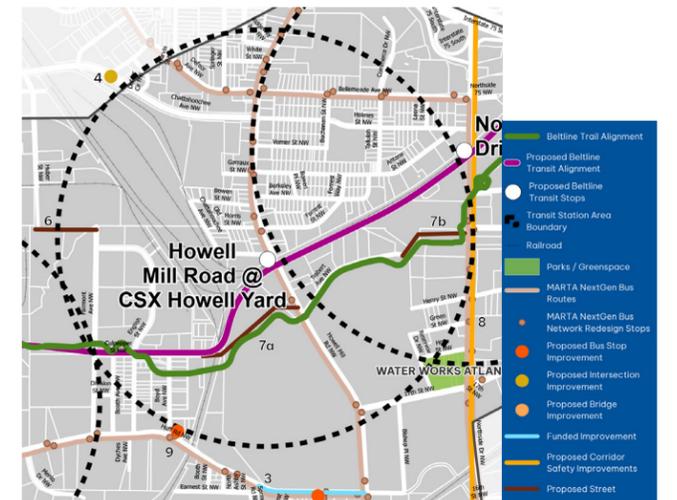
The following vehicular street network recommendations are in or near the proposed Northside Drive @ CSX transit station. Note that the recommendations below contain asterisks, representing improvements that have already been funded.

- Prioritize safety improvements from the 2020 GDOT Northside Drive Corridor Improvement Study (#8)

**Proposed Transit Station #2: Howell Mill Road @ CSX Howell Yard**

The vehicular street network recommendations listed below are in or near the proposed Howell Mill Road @ CSX Howell Yard transit station.

- Widen Huff Road from two (2) lanes to three (3) lanes by adding a center turn lane from Howell Mill Road to just west of Earnest Street (#3)\*



Vehicular Circulation: Howell Mill Road @ CSX Howell Yard Proposed Transit Station #2

- Add a new signal at the intersection of Chattahoochee Avenue and Taylor Street (#4)\*

- Add a street connection from Huber Street to Fairmont Avenue (#6)

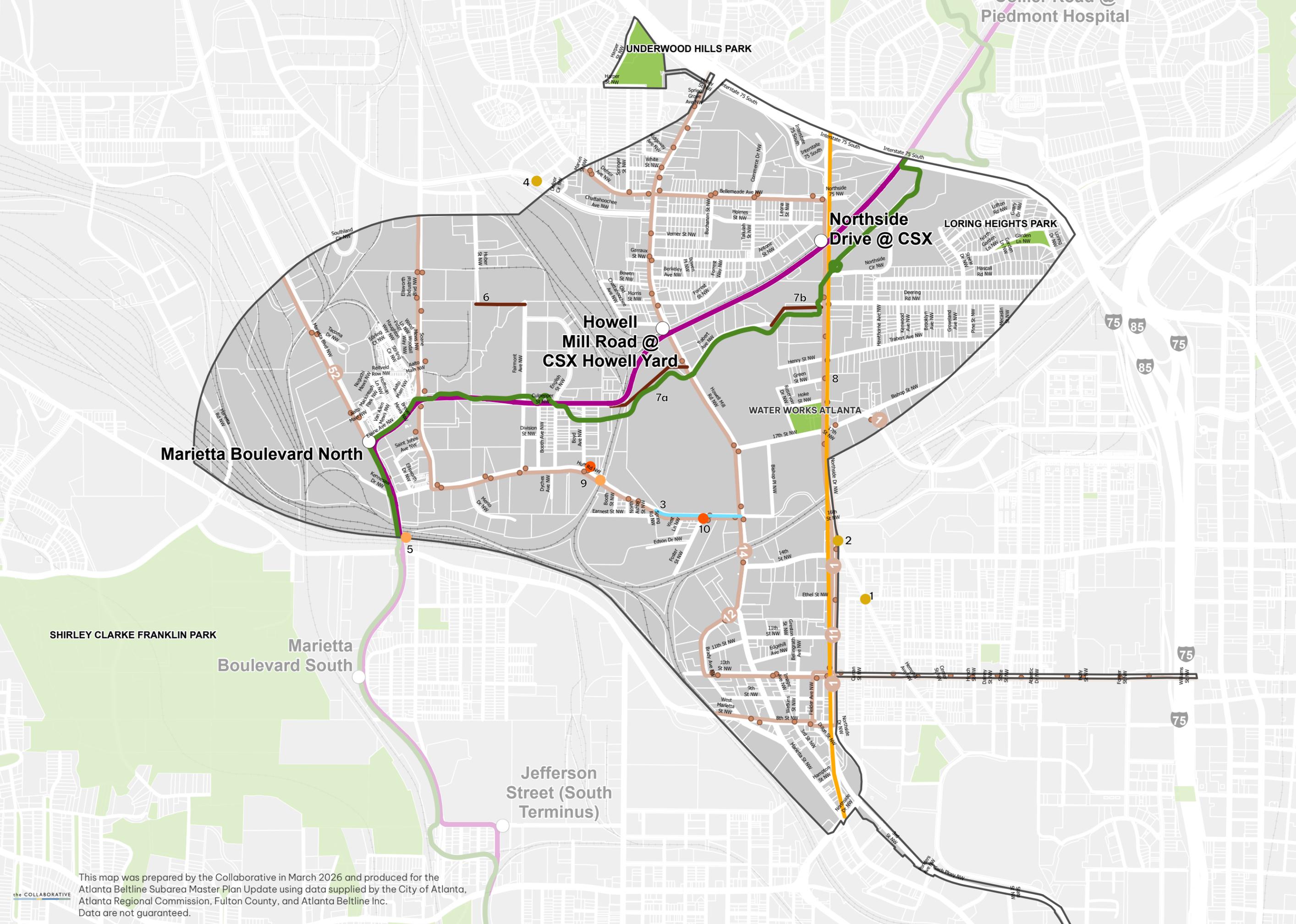
- Extend Trabert Avenue from Howell Mill Road across the railroad to connect to Fairmont Avenue (#7a) and to connect to Northside Drive (#7b)

- Improve existing MARTA bus stops for enhanced accessibility and inclusive design (#9)(#10)

**Proposed Transit Station #3: Marietta Boulevard North**

The street network recommendations listed below are in or near the proposed Marietta Boulevard North transit station. The street network improvement recommendation for this transit station is newly proposed and is not yet funded.

- Widen the narrow bridge over the railroad at Marietta Boulevard and West Marietta Street or add a parallel bike and pedestrian bridge (to align



# Circulation Plan - Vehicular and Transit

Atlanta Beltline Subarea 8

- Beltline Trail Alignment
- Proposed Beltline Transit Alignment
- Proposed Beltline Transit Stops
- Railroad
- MARTA NextGen Bus Routes
- MARTA NextGen Bus Network Redesign Stops
- Parks / Greenspace
- Proposed Bus Stop Improvement
- Proposed Intersection Improvement
- Proposed Bridge Improvement
- Funded Improvement
- Proposed Corridor Safety Improvements
- Proposed Street

Scale: 1 inch = 1200 feet

0 300 600 1,200 Feet

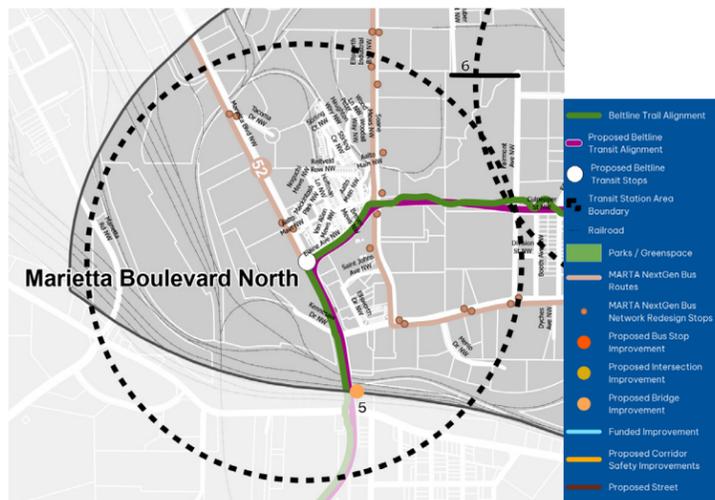
This map was prepared by the Collaborative in March 2026 and produced for the Atlanta Beltline Subarea Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta Beltline Inc. Data are not guaranteed.

with ABI's effort to seek grant funds for new bicycle/pedestrian bridge and intersection improvement) (#5)

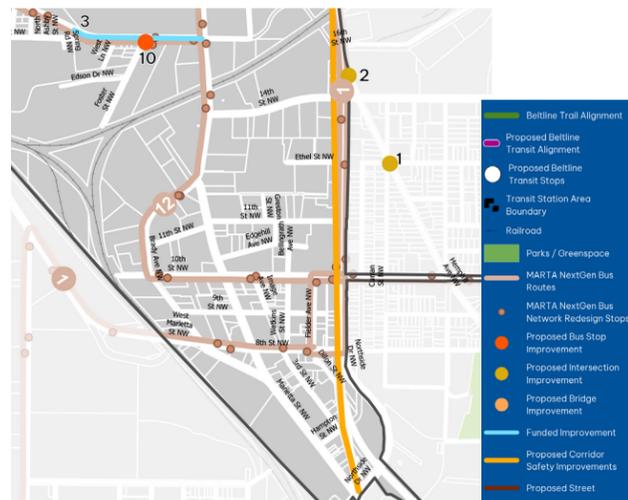
**Marietta Street Artery @ Northside Drive**

The street network recommendations listed below are in the vicinity of the Marietta Street Artery neighborhood, in the southern half of the subarea. All these improvements have already been funded.

- Construct a single-lane mini roundabout at Ethel Street and Hemphill Avenue (#1)
- Remove signal and close leg at Hemphill Avenue and Northside Drive and eliminate access to Hemphill Avenue north of 14th Street (to accommodate leg closing) (2)



Vehicular Circulation: Marietta Boulevard North Proposed Transit Station #3



Vehicular Circulation: Marietta Street Artery @ Northside Drive



# Future Housing and Economic Development

## AFFORDABLE HOUSING

The rapid housing growth seen in recent years within Subarea 8 is driven by strong development activity and increased demand for urban living. However, there is a pronounced shortage of rental units affordable to households earning less than 50% of Area Median Income (AMI) (\$45,700 for a 2-person household for the Atlanta metro), and many moderately priced units are being absorbed by higher-income renters. This displacement contributes to a lack of options for lower-income households, intensifying cost burdens across the market. For-sale housing is even more constrained. Nearly three-quarters of owner-occupied households earn above 120% of AMI, and affordable homeownership opportunities for moderate-income buyers are virtually nonexistent.

Combined, these trends highlight an increasingly exclusive housing market, where affordability challenges are likely to persist without targeted interventions such as those described below.

### Affordable Housing Recommendations

Subarea 8 affordable housing policy recommendations include:

- Increase Subarea 8 inclusionary zoning set aside requirements from:
  - 10% at 60% AMI to 15% at 60% AMI and
  - 15% at 80% AMI to 20% at 80% AMI

\*Note: Inclusionary zoning is a policy tool that requires or incentivizes developers to include a percentage of affordable housing units within new residential developments. These affordable units are typically reserved for households earning below Area Median Income (AMI) thresholds

- Updates to Inclusionary Zoning:
  - Include a 30% AMI option in line with the Westside Park Workforce Housing District
  - Expand current policy to require inclusionary zoning for for-sale developments
  - Increase in-lieu fees and/or increase the affordability period to exceed the current 20-year period. \*Included in the City's Ordinance, which is not controlled by the Beltline
- Explore opportunities to encourage residents contemplating Subarea 8 homeownership to utilize Down Payment Assistance programs including those offered through Invest Atlanta and Atlanta Housing
- Further encourage the use of the Beltline TAD Increment Fund to incentivize affordable housing development in Subarea 8
- Focus on land acquisition as it relates to deeper affordability, long-term commitments, smaller-scale mixed-income projects, and live/work housing
- Adopt a 3 market rate units for 1 workforce unit density bonus policy, allowing more market-rate units in exchange for additional affordable units above zoning limits, piloted on key Subarea 8

redevelopment sites, especially the Howell Mill corridor \*Requires implementation by the city.

- Encourage infill housing on aging surface lots and under-utilized commercial sites to increase density, support mixed-income communities, and optimize land use

### Rapid Housing

On Dec. 3, Mayor Andre Dickens joined city leaders and partners to mark the opening of the city's third Rapid Housing Initiative project, The Waterworks Village, in Berkeley Park. Transforming an underutilized Atlanta Watershed property off Northside Drive, the development features two multi-story modular buildings with approximately 100 studio units (250 square feet each) and four office spaces. An additional affordable housing recommendation is to work with public entities who own property in the subarea that could be transformed into public housing in the future. An example of such a site is the city-owned Department of Public Works facility off of Northside Drive.

### COMMERCIAL AFFORDABILITY

From a commercial perspective, Subarea 8 has become a regional retail destination for restaurants and clothing stores. However, rising rents and elevated retail vacancies threaten the viability of independent businesses. Overbuilding and weakening demand continue to threaten the office market,

particularly in older spaces that may struggle to remain competitive without reinvestment. Industrial flex spaces have traditionally provided more affordable workspaces for smaller businesses, but recent slowdowns and higher vacancy rates have proved challenging to smaller businesses in the area.

The commercial affordability policy recommendations listed below are designed to prevent erosion of the area's commercial diversity and long-term economic stability.

### Commercial Affordability Recommendations

Commercial Affordability policy recommendations include:

1. In concert with the City of Atlanta's Department of City Planning, offer bonus density for commercial affordability, granting extra FAR, height, or units when developments lease at least 20% of space at reduced rents to small/local and legacy businesses.
2. In concert with the City of Atlanta Department of City Planning Office of Housing and Community Development, expand the Urban Enterprise Zone and Workforce Housing tax abatements to include subsidies for developments with affordable commercial leasing as well as mixed-income housing.
3. Create a commercial affordability fund to support the creation or preservation of affordable commercial spaces to reduce displacement impact.

# Future Open Space and Natural Resources

## COMMUNITY DESIRES

During the public engagement process, significant interest was expressed by community stakeholders in the development of more parks within the subarea. In addition, the public expressed a desire for expanded recreational amenities, such as basketball courts, dog parks, playgrounds, pocket parks and small open spaces with seating. There was also a desire for indoor recreational centers and community gardens.

It is recognized that the Beltline is not responsible for the design and maintenance of city parks. However, the recommendations that follow reflect, to the greatest degree possible, these community aspirations for expanded parks and open space. Also included are some of the open space recommendations made in the original Subarea 8 Master Plan, most of which were linked to new private development. As of today, none of the original recommendations have been fully implemented.

When the Beltline Trail is complete, it will include an east-west open space corridor through Subarea 8. This will greatly enhance recreational opportunities by improving pedestrian access across previously insurmountable barriers, such as I-75, Northside Drive, Howell Mill Road, and the CSX rail corridor.

## GENERAL POLICY RECOMMENDATIONS

- Work with the City of Atlanta Department of City Planning, Department of Parks and Recreation, and the Upper Westside CID to ensure that new development results in the formation of open space.
- In the development of new open space and park facilities, focus on parcels that are publicly owned, or on those that are difficult to develop. Such development obstacles could include topographic challenges, proximity to watershed areas, parcel configurations that are small or irregularly shaped, and excess right-of-way.
- Where appropriate, encourage rezoning to help address the open space deficiency, as zoning classifications such as MRC and I-Mix require the provision of open space for new development.
- Expand the Atlanta Beltline’s pilot Smart Cities program to increase and improve wayfinding to help guide users to parks and other natural features along the trail.
- Encourage partner organizations such as the City of Atlanta and MARTA to coordinate with one another and with the Beltline on wayfinding programs and projects.



Huff Linear Green



Brady Pocket Park



The Hill at Waterworks

## FUTURE TRANSIT STATION AND OTHER AREA RECOMMENDATIONS

Like mobility and future land use recommendations, the open space and natural features recommendations to follow are strategically located near future transit stations. The creation of open space corridors facilitates access to transit by transforming underutilized areas into walkable spaces that offer environmental and human health benefits.

### Proposed Transit Station #1: Northside Drive @ CSX

- In the Trabert open space corridor, create a linear, expanded open space to serve as a “window” to the Atlanta Beltline from Northside Drive. As mentioned in the original master plan, this corridor could be designed to utilize the steep existing topography to manage stormwater.
- In the central open space corridor, restore and enhance the area surrounding the creek that runs from Northside Drive, east under I-75. Transforming this area into a public amenity would require both creek restoration and daylighting to redirect below-ground pipes to an above-ground system.

### Proposed Transit Station #2: Howell Mill Road @ CSX Howell Yard

- Encourage the City of Atlanta to consider opening recreational facilities around the Hemphill Water Treatment Plant site for public use. If made publicly accessible, the open spaces surrounding the

reservoirs could become passive green spaces with select trails and paths that utilize unique and picturesque viewpoints.

### Proposed Transit Station #3: Marietta Boulevard North

- Between Ellsworth Industrial Boulevard and the CSX Rail open space corridor, utilize the natural creek and adjacent utility corridor to create additional open space. The combined stream buffer and utility easement naturally restrict development and provide a significant amount of extra open space.

### Marietta Street Artery @ Northside Drive

- At the intersection of Marietta Street and Northside Drive, create a small pocket park to mark the location of the official surrender of Atlanta to Union forces on September 2, 1864. With the realignment of Northside Drive, the resulting right-of-way provides the potential for new open space at this historic location.



Waterworks Park



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