



Atlanta
Beltline®



ATLANTA BELTLINE

SUBAREA 6 MASTER PLAN UPDATE

NOVEMBER 2024

Table of Contents

EXECUTIVE SUMMARY	3
CONTEXT	7
Progress to Date	10
COMMUNITY ENGAGEMENT	12
THE SUBAREA TODAY	17
Mobility	17
Historic Resources	20
Land Use and Design, Community Facilities	25
Market Analysis	28
Previous Plan Review	33
THE SUBAREA OF THE FUTURE	37
Guiding Principles	37
Future Land Use	39
Mobility	40
Infill & Redevelopment Opportunities	46
Zoning and Land Use Policy	50
Affordable Housing	54
Historic Preservation	57

Project Team

ATLANTA BELTLINE INC.

Lynnette Reid - Vice President,
Planning, Engagement & Art

Nathan Soldat, AICP - Director,
Planning, Engagement & Art

Brittany Brewster - Community
Engagement Manager, Planning,
Engagement & Art

Forrest Rose - Senior Community
Planner, Planning, Engagement & Art

POND

Andrew Kohr, PLA, ASLA - Principal

Carson Brown, Planner

BAE URBAN ECONOMICS

Sherry Okun-Rudnak, LEED AP -
Principal



Executive Summary

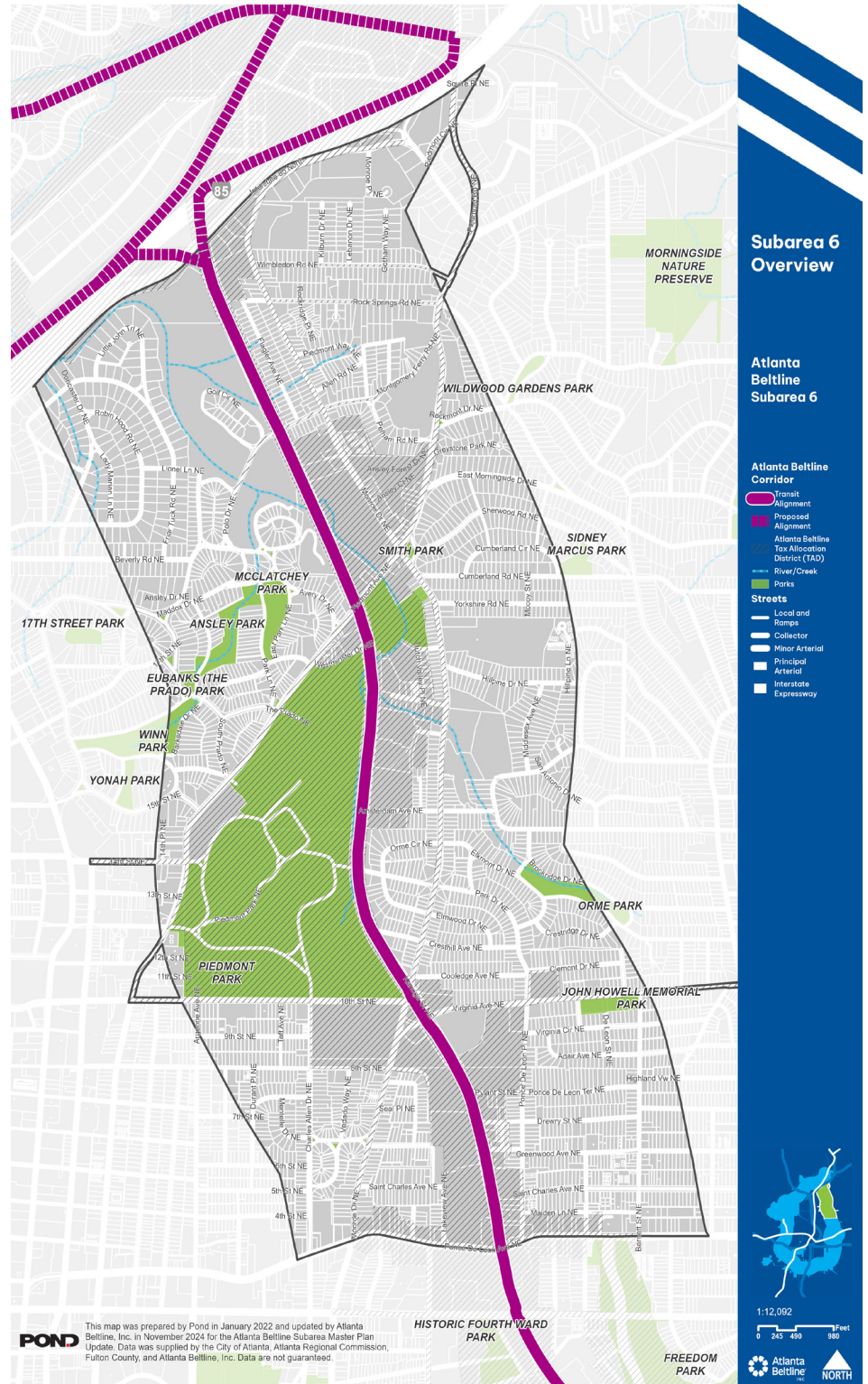
OVERVIEW

The Subarea 6 Master Plan is an effort to document mobility, land use, and greenspace updates that have occurred since the initial plan, and provide recommendations that will implement the future vision for the area.

Subarea 6 includes 1,630 acres of land that is characterized primarily by single-family residential land use with several retail and commercial nodes. This subarea includes a number of historic resources and neighborhoods and includes several major vehicular corridors including Monroe Drive and Piedmont Avenue.

The purpose of the Subarea 6 Master Plan is:

- To build on the foundation of the 2011 Master Plan by documenting changes since adoption.
- To provide recommendations to guide growth and development for vibrant, livable mixed-use communities in the area of transit-oriented development (land use/zoning), mobility, affordable housing, and green space.



COMMUNITY ENGAGEMENT SUMMARY

The Subarea 6 Master Plan process included a robust stakeholder engagement program where members of the community, a Stakeholder Advisory Committee (SAC), community organizations, and Atlanta Beltline staff were engaged and asked for input several times throughout the planning process.

Subarea 6 is heavily residential in nature and is home to Piedmont Park, a regional park, and other important organizations and landmarks. It is important that the

final documentation reflect what was heard from the community and various stakeholders. The project team took the input received at each step of the process and incorporated it into the final guiding principles and recommendations in this plan.

Stakeholders were engaged at three key points in the process: kick-off/existing conditions, visioning, and draft recommendations. The table below summarizes the opportunities for input from each stakeholder group.

OVERALL FRAMEWORK PLAN

The Subarea 6 Master Plan analyzes existing conditions of the subarea, including current zoning and future land use categories, existing mobility, and historic resources. These conditions, along with a market analysis, and a review of the past planning efforts from the neighborhoods, the City of Atlanta, and Atlanta Beltline Inc., created the foundation for the guiding principles and recommendations made in the second half of the report.

MEETING TYPE	PURPOSE	DATE
SAC/TAC Meeting #1	Introduce the project and gather initial feedback on land use, zoning, and mobility within Subarea 6.	2/23/2022 & 2/24/2022
Public Meeting #1	Virtual, interactive kick-off meeting to provide an overview of the project background and goals.	3/22/2022
Design Workshop	Self-guided workshop to gather feedback on project goals and recommendations for future land use, housing, mobility, and greenspace.	5/16/2022 - 5/24/2022
Online Survey	Social Pinpoint was used to ask respondents questions related to mobility, land use, and greenspace throughout the subarea.	5/9/2022- 5/31/2022
SAC/TAC Meeting #2	Review public workshop results and discuss next steps for the project.	6/22/2022 & 6/23/2022
Piedmont Park Conservancy Master Plan Update	Discuss project background and goals, review public workshop results and discuss next steps for the project.	6/28/2022
SAC/TAC Meeting #3	Review draft guiding principles and recommendations.	8/10/2022 & 8/11/2022
SAC/TAC Meeting #4	Review revised draft guiding principles and recommendations.	9/28/2022 & 9/29/2022
Public Meeting #3	Review draft guiding principles and recommendations.	10/6/2022

GUIDING PRINCIPLES

Throughout the planning process, goals were developed and presented back to the community for feedback. The result is a list of guiding principles that incorporates the aspirations, concerns, and input of all stakeholders. Each recommendation made in this master plan calls back to one or more of these guiding principles. The principles are divided into three categories: land use and design, parks and open space, and mobility.

Land Use and Design

- Protect single-family neighborhoods by encouraging scaled development
- Reinforce sustainable quality design
- Protect historic structures and cultural resources
- Support nodal development that balances future transit needs with neighborhood character
- Protect naturally occurring affordable housing
- Create a varied economic ecology with room for local, small, and national businesses
- Incorporate “eyes on the trail” design consideration for new development and/or adaptive reuse to contribute to the overall safety and desirability of the Beltline

Parks and Open Space

- Restore Clear Creek
- Ensure safe pedestrian access to parks and open space
- Expand and improve open space amenities through community partnerships
- Maximize open space potential to foster economic vibrancy

Mobility

- Mitigate traffic impacts of Beltline redevelopment
- Emphasize pedestrian and bicycle connectivity and safety through improved infrastructure
- Emphasize Great Streets principles for Piedmont and Monroe corridors
- Improve last mile connectivity to the Beltline corridor
- Continue to plan for future Beltline transit

RECOMMENDATIONS

- Piedmont Park Extension
- Clear Creek Restoration
- Signage and programming improvements at Smith Park
- Orme Park bridge restoration
- Additional pedestrian connections throughout the subarea
- Bicycle facilities along Piedmont Avenue and Virginia Avenue
- Intersection improvements
- Streetscape improvements

- Traffic calming measures
- Increased Beltline access
- Identifying areas for potential infill and redevelopment
- Policy recommendations to preserve naturally occurring affordable housing and attract businesses
- Zoning and future land use changes to implement the subarea vision
- Historic preservation measures

IMPLEMENTATION

The Subarea 6 Master Plan will be submitted to the City of Atlanta for adoption. Although the recommendations in this plan do not directly change policy or land uses in the subarea, the city will consider this plan and its goals and recommendations when considering future land use changes, rezonings, and other programming and infrastructure improvements for years to come.





MAKE FRIENDS

GFB3

#DnBe

I love the murals from local artists

Feedback received at May 2022 Workshop



What is the Atlanta Beltline?

The Atlanta Beltline is the most comprehensive renewal 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 Atlanta Beltline neighborhoods and in the city
- Improving air quality and public health
- Reclaiming brownfield land
- Providing more affordable workforce housing within the city
- Connecting 45 neighborhoods rich in history, culture and 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

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. With links to the existing MARTA system, other transit services from outlying suburban counties, and regional trails such as Stone Mountain, PATH 400, and the Silver Comet Trails, the Atlanta Beltline is critical for long-term transportation initiatives benefiting everyone in the metro region.

Implementing the Atlanta Beltline and realizing these and other benefits will take time due to the project's complexity and scale. However, when completed in 2030, the Atlanta Beltline will ultimately connect and enrich 45 intown neighborhoods and put Atlanta on a path to twenty-first

century economic growth and sustainability. Equally important, it will 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.

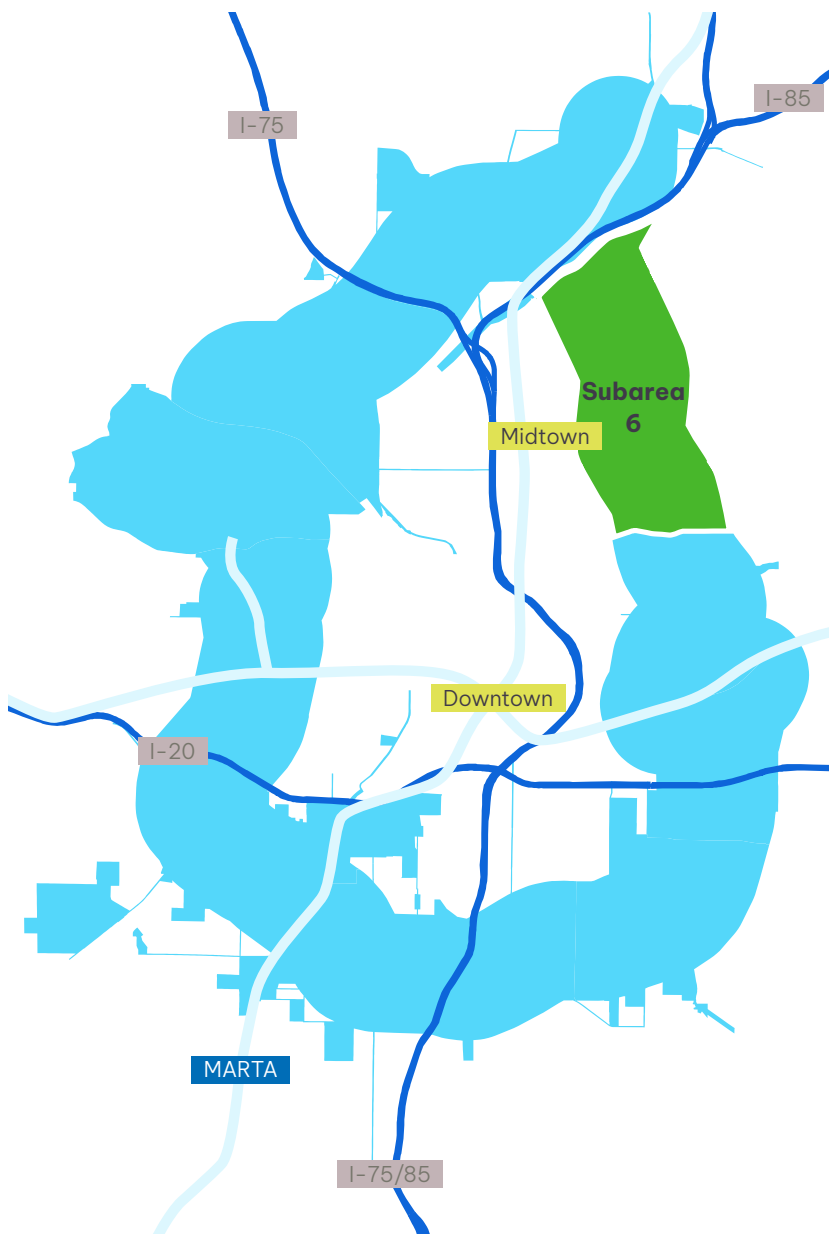
SUBAREA MASTER PLANS

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 15-Year Future Land Use Plan.



Subarea 6 Overview



AT A GLANCE

- Located directly east of Midtown and south of I-85
- 1,630 acres of land
- Neighborhood Planning Units E & F
- City Council Districts 2 & 6

NEIGHBORHOODS

- Ansley Park
- Midtown
- Morningside/Lenox Park
- Piedmont Heights
- Sherwood Forest
- Virginia-Highland

COMPLETED AND IN PROGRESS PLANS SINCE 2011

- Atlanta City Design
- City of Atlanta Comprehensive Transportation Plan
- Atlanta 2021 Comprehensive Development Plan Update: Plan A
- Atlanta Street Car System Plan
- Cycle Atlanta
- 2024 Piedmont Heights Master Plan
- Midtown Garden District Master Plan
- Morningside/Lenox Park Master Plan
- One Atlanta Strategic Transportation Plan
- Vision Zero Action Plan
- Virginia-Highland Master Plan

Progress to Date

CORRIDOR IMPROVEMENTS

Since the previous Subarea 6 Master Plan was completed in 2011, there have been a number of improvements made to the Beltline corridor:

- Construction of Northeast Trail Segment 1 (Monroe Dr to Westminster Dr)
- Construction of intersection improvements (Monroe Dr and Northeast Trail/10th St)
- Completion of Northeast Trail Segment 2 (Westminster Dr to Mayson St)



PARK IMPROVEMENTS

- Piedmont Park expansion
- Atlanta Botanical Garden expansion



PRIVATE DEVELOPMENT

There have been few major private developments throughout Subarea 6 since the completion of the original plan, owing in large part to how built out the existing area is, in addition to other market forces. Private developments that have been completed since 2011 include:

- Ansley at Piedmont Townhomes
- Gables Midtown
- Monroe Place Apartments
- The Roycroft
- Midtown Promenade Improvements





ANSLEY
MALL

I love the thriving
connections to
commercial, residential,
and greenspaces within
my community

Feedback received at May 2022 Workshop

Community Engagement

OUTREACH

Community continues to be a critical component of the Master Plan update process. Due to challenges from COVID, the majority of meetings were conducted over Zoom. Announcements for online meetings were advertised via email blasts, social media posts, and postcard mailings. Outreach for the public workshop was conducted via the previously mentioned methods and the strategic placement of yard signs throughout the subarea.

STAKEHOLDER ADVISORY COMMITTEE

Four stakeholder meetings were conducted to gain understanding of key issues facing the community. The individuals invited to be stakeholders included representatives from each neighborhood group, representatives from City of Atlanta departments, City Council District 2 and District 6 representatives, NPU (Neighborhood Planning Unit) representatives, local and state agencies, advocacy groups, property owners, and local business owners. Additionally, a technical advisory committee was formed, consisting of representatives from City of

Atlanta departments, Atlanta Beltline staff, MARTA, and Georgia Department of Transportation.

Discussions with the stakeholders were essential to understanding the desires and concerns of both the subarea and the individual neighborhoods. Their input was integral to how the planning team communicated to the public and the shaping of the planning document and recommendations.

KICKOFF MEETING

A public kickoff meeting was held on March 22, 2022, via Zoom and was attended by 67 individuals. This meeting covered the Master Plan Update process, existing conditions within the subarea, local community planning efforts, market overview, and demographic factors. Meeting attendees were able to provide

input and ask questions as the meeting progressed. The following are the key themes from the feedback received at the kickoff meeting:

- There is a desire for more connection points to the Beltline
- The intersection of Montgomery Ferry Rd. and Monroe Dr. is a major safety concern
- The timeline for transit along the Beltline/subarea
- Concerns about historic preservation as it relates to single-family residential land uses



PUBLIC WORKSHOP

A community workshop was held from May 16, 2022, to May 26, 2022, at Ansley Mall and was attended by 109 individuals. Due to the duration of the workshop, it was designed to be self-guided, though four days were designated for the planning team to be onsite to field questions and take feedback. Participants reviewed the existing conditions and plan process before moving on a series of exercises. These exercises included gathering sentiment on the 2011 Subarea 6 Master Plan's guiding principles, image preference for streetscapes and catalyst sites, a mapping activity that allowed participants to put ideas directly on paper for the future of the subarea, and questions that provided opportunity to describe how the subarea should change. These questions were:

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

The following are the key themes and takeaways from the comments received:

- The 2011 Subarea 6 Master Plan's call for density should be revisited to identify appropriate density in target locations, with new development complementing the existing urban fabric
- There is a love for a pedestrian-oriented community that provides access to a host of amenities within the historic neighborhoods
- Connections to the Beltline should be emphasized and improved
- Multi-modal transit option should be at the forefront of design
- A greater emphasis on placemaking is needed throughout the subarea
- Clear Creek should be leveraged as a major community asset
- There is a strong need for traffic calming and safety improvements throughout the subarea

Simultaneously to the public workshop, an online survey and mapping activity was conducted via Social Pinpoint from May 9, 2022, to May 31, 2022. The survey asked respondents questions related to mobility, land use, and greenspace throughout the subarea. The mapping activity allowed participants to comment on specific areas/intersections, propose ideas, raise points of concern, and help ground truth existing conditions. Overall, the mapping activity garnered 195 comments and the survey was completed by 83 participants.

The comments received from the both the public workshop and online mapping activity were crucial in the forming the draft recommendations for the Master Plan Update and determining which guiding principles from the 2011 Master Plan needed to be retained or revisited.



DRAFT PLAN PRESENTATION

The draft plan presentation was held on August 18, 2022, via Zoom and was attended by over 75 individuals. The presentation covered the public workshop key takeaways, revised guiding principles, and the draft recommendations pertaining to future land use, mobility, open space, and housing. Feedback received on the draft recommendations are summarized as follows:

- Concerns over potential upzoning of single-family neighborhoods
- Desire for greater density at Amsterdam Walk

- The need for a design for temporary pedestrian access solutions along both the east and west sides of the Beltline between Ponce de Leon Avenue and 10th Street. Access points on private property must be initiated and funded by property owner.
- Desired prioritization of the 8th Street extension multiuse trail to Virginia-Highland Elementary School and the Field of Dreams (an Atlanta Public Schools-owned property).

FINAL PLAN PRESENTATION

The final plan presentation was held on October 6, 2022, via Zoom and was attended by 41 individuals. In April 2023 through May 2023, staff performed additional outreach to neighborhoods as well as NPU E and NPU F. In the summer of 2024, staff did additional outreach as part of the City’s legislative process. The revised draft was published for public comments and feedback through August 2024. The final plan reflects the revised recommendations focusing on future land use, mobility, and open space.



KICKOFF

KICKOFF MEETING

- Introduction of the Master Plan Update process
- Review of existing conditions
- Review of original Master Plan recommendations

WORKSHOP

PUBLIC WORKSHOP

- Presentation of original Master Plan recommendations and guiding principles
- Interactive stations where participants were asked to provide feedback on the following items:
 - What Would You Change?
 - What Do You Love?
 - What Do You Want To See?
 - What Is Missing?
 - Show Us What You Want The Future Of Subarea 6 To Look Like!
 - Voting using sticker dots on the principles and recommendations regarding land use and design, parks and greenspace, and mobility from the 2011 Subarea 6 Master Plan.
 - What secondary streets need the most mobility and/or safety improvements?
 - Images preferences survey that represent the vision for the Piedmont Avenue Corridor.
 - Voting on which retail/commercial nodes are most important.

DRAFT

DRAFT RECOMMENDATIONS

- Presentation of market analysis and workshop findings
- Overview of draft recommendations
- Allowed for public comments on individual recommendations

FINAL

FINAL PLAN PRESENTATION

- Final draft Master Plan presented
- Allowed for public comments on plan components





I love the close
proximity to Piedmont
Park

Feedback received at May 2022 Workshop

Mobility

STREET FRAMEWORK

The existing street framework in Subarea 6 includes several arterials, including Piedmont Avenue, Monroe Drive, and 10th Street, as well as several major collectors including Beverly Road, East Rock Springs Road, and Virginia Avenue.

The Atlanta Beltline and Piedmont Park serve as great transportation alternatives for users who bicycle, walk, or use e-scooters.

HIGH CRASH LOCATIONS

Subarea 6 has high crash intersections, according to data from the Georgia Department of Transportation, concentrated along one of the main vehicular

corridors in the study area – Monroe Drive. From 2013 to 2021, the highest-crash intersections are along Monroe at the following intersections:

- Piedmont Avenue
- 10th Street
- Park Drive
- Ponce de Leon Avenue
- Montgomery Ferry Drive

Public comment also indicated the intersection of Monroe and Amsterdam Avenue has high numbers of crashes.

BICYCLE FACILITIES

Bicycle facilities are limited in Subarea 6 and are found along Cumberland Road, Charles Allen

Drive, 10th Street, and 14th Street. Cumberland Road and Charles Allen Drive are shared lanes where signage and symbols are used to identify it as a shared lane. 14th Street has a westbound bicycle lane, while 10th Street has a protected two-way bicycle lane.

PUBLIC TRANSPORTATION










Subarea 6 is served by several MARTA bus routes including 27, 809, 102, and 2. The closest MARTA station is the Lindbergh Center Station, but that is not directly accessible to Subarea 6. People would have to ride the MARTA bus or drive to the station.

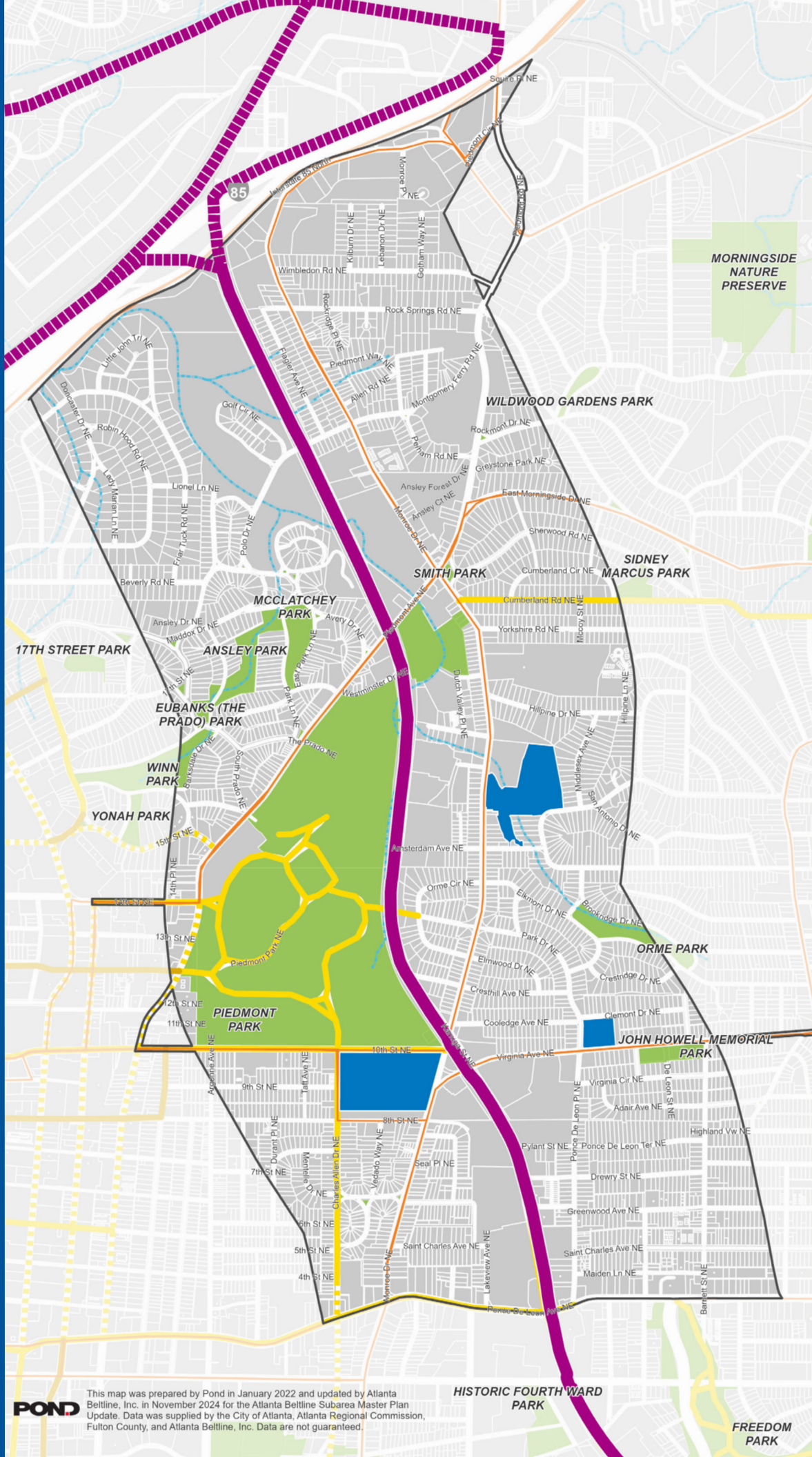


Subarea 6 Existing Mobility

Atlanta Beltline Subarea 6

Atlanta Beltline Corridor

-  Transit Alignment
-  Proposed Alignment
-  River/Creek
-  Parks
-  School Facility
-  Existing Bicycle Routes
-  Funded Bicycle Routes
-  Planned Bicycle Routes
-  Planned - OMP Bicycle Routes



1:12,092
0 245 490 980 Feet



This map was prepared by Pond in January 2022 and updated by Atlanta Beltline, Inc. in November 2024 for the Atlanta Beltline Subarea Master Plan Update. Data was supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta Beltline, Inc. Data are not guaranteed.

HISTORIC FOURTH WARD
PARK

FREEDOM
PARK

This page intentionally left blank



Historic Resources

HISTORIC RESOURCES

There are several historic buildings and landmarks in Subarea 6 as identified by the Atlanta Urban Design Commission. Numerous historic structures are clustered near Ponce De Leon Avenue, Dutch Valley Road, and along Monroe Drive. These can be seen on the map on page 22.

There are two designations that apply to historic resources. One is the National Register of Historic Places, which offers no regulatory protection but is intended to honor significant properties and districts. There are also locally designated historic districts and landmarks, each with their own distinct regulations. Subarea 6 currently has no locally designated resources but does overlap portions of several historic districts. These include Ansley Park, Piedmont Park, Midtown, and Virginia-Highlands, which are also on the National Register for Historic Places.

There are several sites individually listed as Landmark Buildings or Sites including:

- Piedmont Park Apartments (12th Street and Piedmont Avenue)
- Habersham Memorial Hall (15th Street and Piedmont Avenue)
- Rock Springs Presbyterian Church (Rock Springs Road and Piedmont Avenue)

There has also been an emphasis on restoration and rehabilitation of historic resources within the subarea. One of the most notable enhancements in the area since the last master plan is the updates to the historic structure at Midtown High School. Formerly Grady High School, the school system worked with architects to blend a modern, upgraded design with the original structure which was designed from 1922-1924.



Source: Ansley Park Civic Association



Source: Ansley Park Civic Association

It is important to note that there are several non-single family residential structures in Subarea 6 that are not on the National Register of Historic Places, but are potentially eligible, contributing, or already part of a district. The table below summarizes those structures. It is not, however, an exhaustive list. In the past 17 years additional

non-residential sites may have become eligible as a historic resources. Those potential sites need more evaluation before they are designated as historic.

The City of Atlanta tree ordinance defines and identifies historic trees, including two Magnolia Trees in Subarea 6. The historic trees are located at the Midtown

Place Shopping Center and received their historic designation in June 2021.

HISTORIC BUILDING	NATIONAL REGISTER POTENTIAL	DATE
The Villa Condominiums	Contributing - Individually eligible	1915
The Boy Next Door Menswear	Contributing - Non-residential buildings/s	1920
Virginia Highland Baptist Church	Contributing - Non-residential buildings/s	1923
Virginia-Highland Elementary (formally Inman Middle School)	Contributing - Non-residential buildings/s	1924
Ansley Antiques	Contributing - Non-residential buildings/s	1925
Atlanta Bass Gallery	Contributing - Non-residential buildings/s	1925
Atlanta Rent-A-Car	Contributing - Non-residential buildings/s	1925
El'Gant	Contributing - Non-residential buildings/s	1925
Smith's Olde Bar	Contributing - Non-residential buildings/s	1925
GA Power	Contributing - Non-residential buildings/s	ca. 1930s
Morningside Baptist Church	Contributing - Individually Eligible	ca. 1930s
Vacant (730 Ponce de Leon Place)	Contributing - Non-residential buildings/s	1935

This page intentionally left blank





Various land uses are present within Subarea 6.



Midtown Promenade

Land Use & Design

DEVELOPMENT PATTERNS

Much of Subarea 6 is characterized by single-family homes and several commercial nodes that provide major retail services locally and regionally. These homes are developed in interconnected neighborhoods, and because of the historic nature of the area, many homes front the major corridors.

Commercial clusters are found along the major corridors including Monroe Drive, Piedmont Avenue, 10th Street, and Ponce De Leon Avenue.

Although there are pockets of higher density and increased building height in Subarea 6, like developments found near I-85, the majority of existing structures have a low profile and overall the subarea has a low density. Non-residential buildings are typically one story and multi-family residential buildings are typically three to five stories. There is potential for more density in some parts of the subarea where transitional height planes can be incorporated into the site design.

PARCELS SUSCEPTIBLE TO CHANGE







Several older and/or under-utilized sites in Subarea 6, including Piedmont and Monroe Node, Amsterdam Walk, and the Monroe Kroger may be susceptible to redevelopment pressures as the need for available land increases.

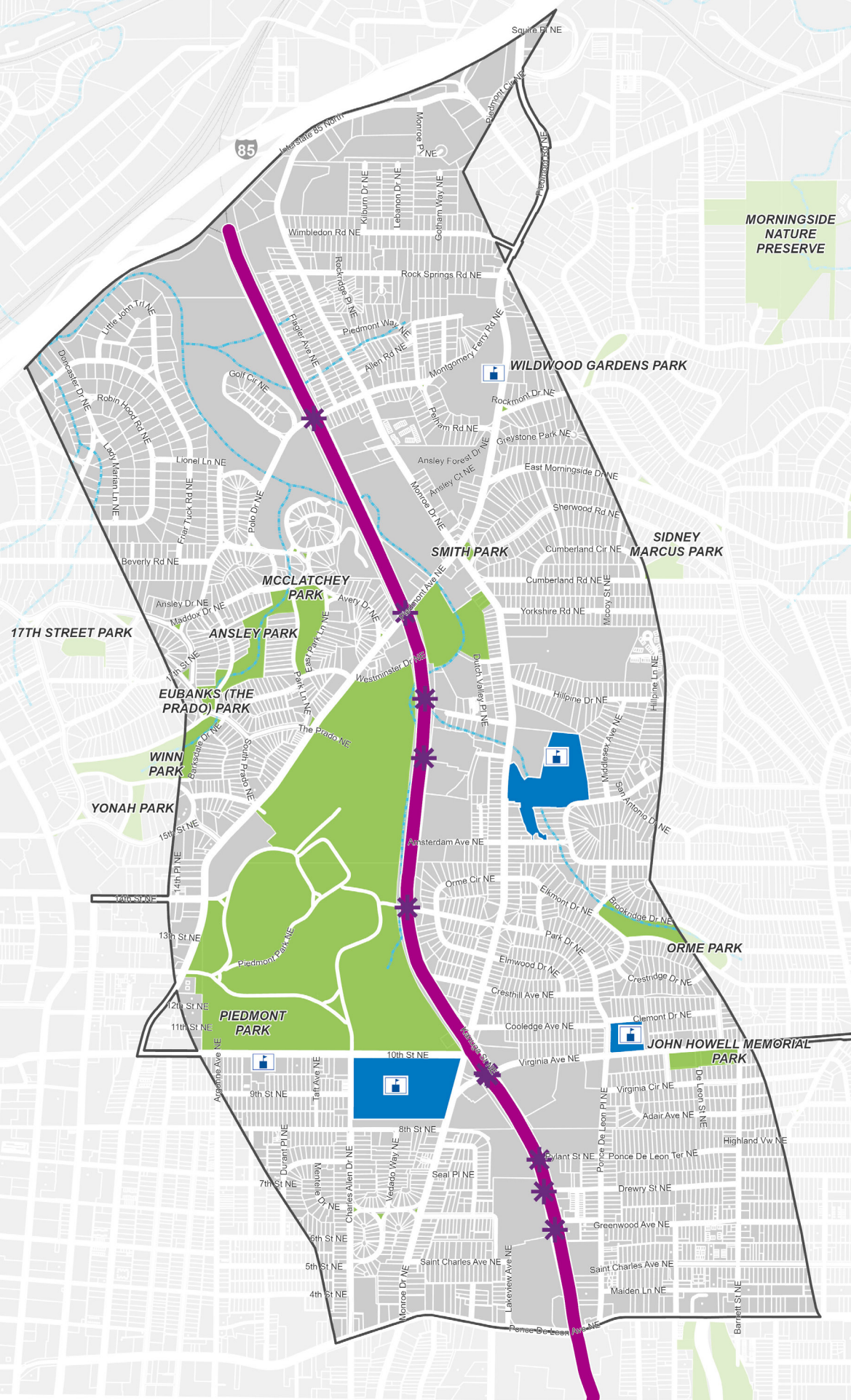
FUTURE LAND USE CATEGORY	ACREAGE	PERCENT OF SUBAREA 6
Community Facilities	28	.3%
High-Density Residential	1811	19.3%
Industrial	220	2.3%
Low-Density Commercial	183	1.9%
Low-Density Residential	416	4.4%
Medium-Density Residential	67	.7%
Mixed-Use	559	5.9%
Mixed-Use High-Density	14	.2%
Mixed-Use Low-Density	12	.1%
Mixed-Use Medium-Density	98	1%
Open Space	499	5.3%
Single-Family Residential	4251	45.2%
Transportation/Communications/Utilities	1210	12.9%
Very High-Density Residential	32	.3%

Subarea 6 Community Facilities

Atlanta
Beltline
Subarea 6

Atlanta Beltline Corridor

-  Transit Alignment
-  River/Creek
-  Park
-  Atlanta Beltline Art
-  School Facility
-  APS Schools



1:12,092
0 245 490 980 Feet



This map was prepared by Pond in January 2022 and updated by Atlanta Beltline, Inc. in November 2024 for the Atlanta Beltline Subarea Master Plan Update. Data was supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta Beltline, Inc. Data are not guaranteed.

**HISTORIC FOURTH WARD
PARK**

**FREEDOM
PARK**

Community Facilities

EDUCATIONAL INSTITUTIONS

Located within Subarea 6 are the following public schools: Midtown High School and New Midtown Elementary School (formerly Inman Middle School). Heritage Preparatory School and the Childrens School are two private schools also within Subarea 6.

PUBLIC SPACES

Subarea 6 is home to several parks, including Piedmont Park – one of the largest parks in the City of Atlanta.

At 185 acres, Piedmont Park is a major attraction for the Atlanta region and includes a community center, tennis courts, a dog park, an aquatic center, basketball courts, walking trails, Lake Clara Meer, and the Atlanta Botanical Garden. McClatchy Park also has tennis courts. There are several Little Free Libraries within the study area and just east of the study area is the Joan P. Garner Library, a Fulton County library.

Residents within the subarea also enjoy several neighborhood parks, including:

- Orme Park – 6.6 acres
- Ansley Park – 6.11 acres
- McClatchey Park – 5 acres
- John C. Howell Park – 2.8 acres
- Wildwood Gardens Park – 1.56 acres
- Eubanks (The Prado) Park – 1.37 acres
- Smith Park – 0.41 acres



10th Street entrance for Midtown High School

Market Analysis

INTRODUCTION

A market study provides an analysis of background trends and real estate conditions for Subarea 6. While this analysis addresses support for various land uses that could be located along the Beltline, the primary focus addresses the study area's inclusion of naturally occurring affordable housing and commercial spaces in aging developments and the risk of losing those spaces, particularly those that house legacy tenants.

The Subarea 6 Master Plan boundaries follow the Beltline from the north side of Ponce de Leon Avenue, along Monroe Drive to the Armour Drive area. For analysis of competitive markets, the report includes a larger area called the Trade Area as a benchmark that is bounded by Ponce de Leon Avenue to the south, Briarcliff Road to the east, Peachtree Road to the west, and Lindbergh Drive to the north.

HOUSING

As of Q1 2022, there are 2,245 market-rate and mixed-rent multifamily units within 104 properties in Subarea 6. This represents approximately 15 percent of the Trade Area's housing stock and 1.3 percent of the city's housing stock. The

Trade Area has 14,683 units in its housing inventory and accounts for approximately eight percent of multifamily units citywide. Vacancy in Subarea 6 is notably lower than that of the Trade Area and Atlanta. In Q1 2022, Subarea 6 observed a vacancy rate of 3.5 percent compared to the Trade Area's 5.5 percent vacancy rate. Atlanta has the highest vacancy among the comparison geographies of 7.4 percent, or 13,228 vacant units.

Households making above moderate annual incomes (greater than \$96,400) generally occupy highly desirable and affluent areas, such as Subarea 6 and the Trade Area. Shown in the United States Department of Housing and Urban Development (HUD) Comprehensive Housing Affordability Strategy analysis, most of Subarea 6's and the Trade Area's households earn above moderate annual incomes (68.9 percent) compared to the city (48.7 percent), and experience less housing cost burden (34 percent) compared to Atlanta overall (47 percent). While this is likely due in part to the prevalence of affluent communities, like Ansley Park, the rate of renter cost burden in the subarea (20 percent) is also less than citywide (23 percent), likely due to the prevalence of

older units, where units built prior to 1970 represent the majority (51 percent) of all Subarea 6 rental units.

As of Q1 2022, rental units built before 2000 asked \$1,566 per month in rent, requiring an annual income of approximately \$63,000 per year to avoid burdening the renter. Units in properties built after 2000 had average monthly asking rents of \$1,743 per month, requiring annual incomes of \$70,000. Citywide, a household would need to earn over \$70,000 per year to rent the average unit, while in the trade area a household would need to earn nearly \$78,000 per year to avoid housing cost burden.

The older units present in Subarea 6 are a source of Naturally Occurring Affordable Housing (NOAH) and serve the low- and moderate-income households in the area. Subarea NOAH properties are older class B or C rental properties with lower rents than newer, market-rate units. Although lower than rentals in class A properties, NOAH unit rents are unsubsidized and lower due to the units' age and condition. In highly desirable areas, NOAH units are key to a diverse housing inventory and serve moderate income households which do not meet criteria for low-income



subsidized housing but are outpriced by new, market-rate housing. As the Beltline develops, it will increase the value of these older properties, making them lucrative for sale to redevelop as higher density housing or for conversion to condominiums, both of which can reduce the availability of NOAH units. While higher density housing would provide additional much-needed housing units, they would likely command rent premiums, potentially displacing existing residents.

RETAIL

Subarea 6 contains approximately 1.29 million square feet of retail space, representing 34 percent of the Trade Area's retail inventory and two percent of the city's retail inventory.

The average asking triple net lease (NNN) rent in Subarea 6 (\$41.04 per square foot per year) is higher than for the Trade Area (\$38.04 per square foot per year) and city (\$26.76 per square foot citywide). Despite COVID impacts, all three areas observed stark increases in asking rents over the past year, with Subarea 6 experiencing the highest rent growth of 83.9 percent. Comparatively, rents in Trade Area and Atlanta rents grew by 44.1 percent and 13.8 percent, respectively. Subarea 6 has maintained a strong and robust retail market, even during

the pandemic due to the presence of strong retail and commercial centers such as Ansley Mall, the Amsterdam Walk Shopping Center, Midtown Promenade, and the Midtown Place Shopping Center.

Retail space within the subarea is among the most coveted. The presence of long-standing legacy, culturally significant, and flagship locations for local Atlanta businesses along with its proximity to a wide range of affluent intown neighborhoods makes the subarea's retail spaces among the most desirable.

Legacy retailers that do not own their own spaces may be at risk of displacement as property owners reposition aging retail centers to connect to the Beltline. Local property owners of major retail centers are already thinking of how to renovate and reposition existing centers to better connect to the Beltline.

Local reports of property owners along Ponce de Leon across from Kroger selling to developers indicate that property values will continue increasing in this area, making the sale of existing retail spaces to mixed-use developers more desirable for property owners. This will continue the evolution of the corridor's character. While new developments will likely provide much needed housing and retail, some local establishments may be

priced out of the area.



OFFICE

As of Q1 2022, there is approximately 488,356 square feet of office inventory in Subarea 6, which makes up nearly six percent of office inventory in the Trade Area and 0.3 percent in Atlanta.

Office space in the Trade Area represents five percent of the city’s office inventory and observed the highest lease rates (\$38.64 per square foot per year) compared to Subarea 6 (\$31.80 per square foot per year) and Atlanta (\$33.24 per square foot per year). High rates in the Trade Area capture the dense office market presence in Midtown Atlanta. Since Q1 2021, the Trade Area and Atlanta continue to produce new office deliveries while Subarea 6 observed no

activity. Historically, Subarea 6 delivered roughly 47,000 square feet within the last 12 years, which comprises only 9.6 percent of the subarea’s total current office inventory, due to being a minor office market and predominantly built out.

Despite the slow office space deliveries in the subarea, vacancy rates in this area are the lowest (7.2 percent) compared to the Trade Area (17.7 percent) and Atlanta (15.4 percent). The high vacancy rate captured in the Trade Area and Atlanta is possibly a result of the lag time between new office space becoming available and the time it takes to lease the unit.

While the data does not indicate a prominent demand for office space in Subarea 6, the relatively lower vacancy rate in the subarea, coupled with a steadily increasing leasing rates, implies that there would be demand for new office space within the subarea.



Office space off of Dutch Valley Road

INDUSTRIAL-FLEX

Industrial space is present north of Wimbeldon Road in Subarea 6, and in the Trade Area it is found concentrated in the Armour Yard area (located just outside of the Subarea 6 boundary), comprising nearly 10 percent the Trade Area's overall industrial stock and 0.2 percent of the city's industrial stock.

In order to provide more context about local industrial rents, broker interviews were conducted with real estate firms with available commercial leases in Subarea 6. Brokers generally priced industrial rents in Subarea 6 between \$12 and \$20 per square foot per year. Industrial rents depend on the industrial product type and construction: Leases with more

amenities and in new construction would lease between \$17 to \$20 per square foot per year. Older industrial products would, in contrast, lease at a lower rate.

The Trade Area observed significantly higher industrial rents than Atlanta in Q1 2022. Tech, advertising, film/media, and information industries have driven the demand and appeal to revitalize the historic Armour Yard railyard district. As this area is being further developed, in part due to the Beltline improvements, higher demand is projected. Between Q1 2021 and Q1 2022, industrial rents increased by 41 percent in the Trade Area compared to the city, which saw an increase of 9.5 percent. Within the last 10 years, there were no new industrial deliveries in Subarea

6 or the Trade Area, whereas more than 15 million square feet of industrial space were delivered in Atlanta. In Q1 2022, the Trade Area's vacancy rate (5.4 percent) is the highest among the three geographies. Subarea 6 observes a 1 percent vacancy rate, while Atlanta saw 3.3 percent vacancy.



Industrial-flex space off of Dutch Valley Road

POLICY RECOMMENDATIONS

- Encourage the preservation of longstanding, legacy, culturally significant, and flagship locations for local Atlanta businesses
- Evaluate the feasibility of relocation payments to tenants displaced due to renovation or redevelopment
- Coordinate with the City of Atlanta to identify policies that incentivize maintaining below market rate space for small and local businesses within larger commercial centers
- Encourage property owners to work with and offer first right of return to existing businesses after redevelopment or repositioning of commercial centers
- Provide technical support to local businesses that own their sites, and provide match-making services between commercial owner-occupants and developers to work together to intensify appropriate sites as co-developers, allowing the current tenants to remain in new spaces and fortify their economic returns through shared upside in additional development
- Provide technical support to small and local businesses to promote business acumen and identify strategies for successfully attracting customers from the Beltline.

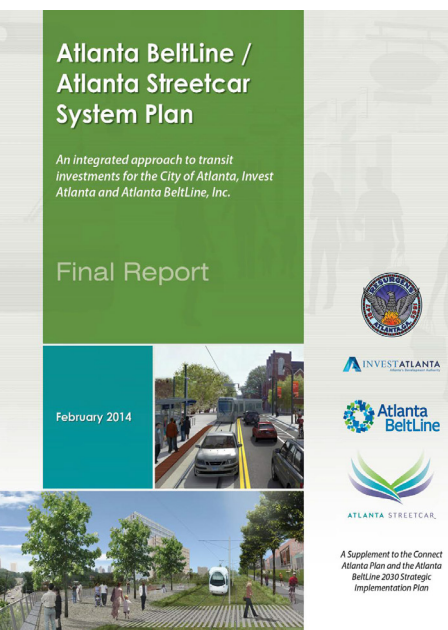


Previous Plan Review

ATLANTA CITY DESIGN (2017)

This document was created by the City of Atlanta to outline the vision for and steps to create a community that can accommodate growth and provide a high quality of life for its residents.

Within Subarea 6, Piedmont Avenue, 10th Street, and Ponce de Leon Avenue are considered major corridors. While areas along the Beltline corridor and eastern portions are considered Growth Areas, much of the Subarea 6 is in the Conservation Area, which focuses on natural preservation, historic character, and housing options.



COMPREHENSIVE TRANSPORTATION PLAN (2018)

This plan outlines transportation recommendations within the City of Atlanta. Major recommendations in Subarea 6 include pedestrian and bike facility upgrades along Monroe Drive.

ATLANTA STREETCAR SYSTEM PLAN (2015)

This plan is the official vision for the long-term citywide creation of a streetcar network. The aim of the Atlanta Streetcar System Plan (SSP) is to provide enhanced mobility, increase transportation options and complement economic development as a supplement to the Connect Atlanta Plan.

The SSP builds off the first transit project from the Connect Atlanta Plan, the Atlanta Streetcar's East-West route. This initial 2.7-mile route opened on December 30, 2014, and serves downtown Atlanta, running from Centennial Olympic Park to the Martin Luther King, Jr. Historic District.

MARTA is now the entity responsible for transit for the City of Atlanta. While MARTA will be leading transit on the Beltline, ABI is working with

MARTA and the City, and the More MARTA Expansion plan includes placing transit on the Beltline. Proposed Streetcar Routes in Subarea 6 are along Ponce de Leon Avenue and the Beltline.

CYCLE ATLANTA (2013)

This plan is an implementation tool for a complete and connected network of bicycle facilities throughout the city. In Subarea 6, the plan calls for a cycle track along Kanuga Street from Virginia Avenue to Monroe Drive.

VISION ZERO ACTION PLAN (2023)

The Vision Zero Action Plan is an initiative of the Atlanta Department of Transportation and City of Atlanta with support and funding from the Atlanta Regional Commission. The Vision Zero Action Plan will develop specific strategies for making streets safer, such as design improvements and policy measures. The overarching goal is to eliminate all traffic fatalities and serious injuries in the city.

NEIGHBORHOOD PLANNING EFFORTS

Several neighborhoods within Subarea 6 have conducted their own planning efforts to also outline their vision and recommendations in the areas of land use, mobility, connectivity, and open space. Below are a few high-level recommendations from those plans.

Midtown Garden District Plan (2017):

- Defers to Subarea 6 recommended land use for areas directly abutting the Beltline corridor
- Additional pedestrian crossings and sidewalks along Monroe Drive, with a major intersection improvement at Greenwood Avenue
- Intersection improvement at Virginia Avenue and Monroe Drive
- Safety upgrades to 10th Street
- Beltline connectivity including bicycle and pedestrian connections from the east and west of the community
- Stormwater improvements

Morningside-Lenox Park Master Plan (2018):

- New and widened sidewalks along Cumberland Drive, Hillpine Drive, and Middlesex Avenue
- Provided land use recommendations regarding single family design/heights, and accessory dwelling units
- Provided land use recommendations for multi-family and mixed-use developments along major corridors like Cheshire Bridge and Piedmont
- Strategic bike and pedestrian network improvements to improve safety

Piedmont Heights Framework Plan (2024):

- Modify Monroe Drive and Piedmont Avenue to appropriately interface with the neighborhood
- Emphasize pedestrian safety and walkability
- Integrate existing and proposed public transit systems
- Monroe Drive and Montgomery Ferry intersection improvements
- Piedmont Avenue and Montgomery Ferry intersection improvements
- Coordinate with property owners to allow public access of existing at-grade connection between Beltline and commercial properties

- Support citywide initiatives to advance affordable housing solutions
- Stormwater management

Virginia-Highland Master Plan (2014):

- Enhance mobility network
- Bike lane proposal on Virginia Avenue
- Bike improvements along St. Charles Avenue
- Intersection improvements at Ponce Place and Ponce De Leon Avenue
- A bike-ped connection at Pylant Street
- Continue to support the retention of single-family throughout the neighborhood through future zoning and land use requests for change, with specific recommendations along Ponce de Leon and the Beltline, and between Monroe and Cresthill and the Beltline
- Support the retention of the existing multi-family apartment uses in the neighborhood. Ensure that any proposals to redevelop these sites retains elements of affordability into their proposals
- Encourage new development along the Beltline to access funding for affordable housing units that are made available through Invest Atlanta



This page intentionally left blank





I love the mature trees and plants in my neighborhood

Feedback received at May 2022 Workshop



Guiding Principles

The guiding principles of the Subarea 6 Master Plan Update were developed through review of the 2011 plan principles, stakeholder input, and public feedback from the workshop held in May 2022. They set forth the vision of the plan and provide the framework for the recommendations.



LAND USE AND DESIGN

- Protect single-family neighborhoods by encouraging scaled development
- Reinforce sustainable quality design
- Protect historic structures and cultural resources
- Support nodal development that balances future transit needs with neighborhood character
- Protect naturally occurring affordable housing
- Create a varied economic ecology with room for local, small, and national businesses
- Incorporate “eyes on the trail” design consideration for new development and/or adaptive reuse to contribute to the overall safety and desirability of the Beltline



PARKS AND OPEN SPACE

- Restore Clear Creek
- Ensure safe pedestrian access to parks and open space
- Expand and improve open space amenities through community partnerships
- Maximize open space potential to foster economic vibrancy



MOBILITY

- Mitigate traffic impacts of Beltline redevelopment
- Emphasize pedestrian and bicycle connectivity and safety through improvement infrastructure
- Emphasize Great Streets principles for Piedmont and Monroe corridors
- Improve last mile connectivity to the Beltline corridor
- Continue to plan for future Beltline transit



Subarea 6 Future Land Use

Atlanta Beltline Subarea 6

Atlanta Beltline Corridor

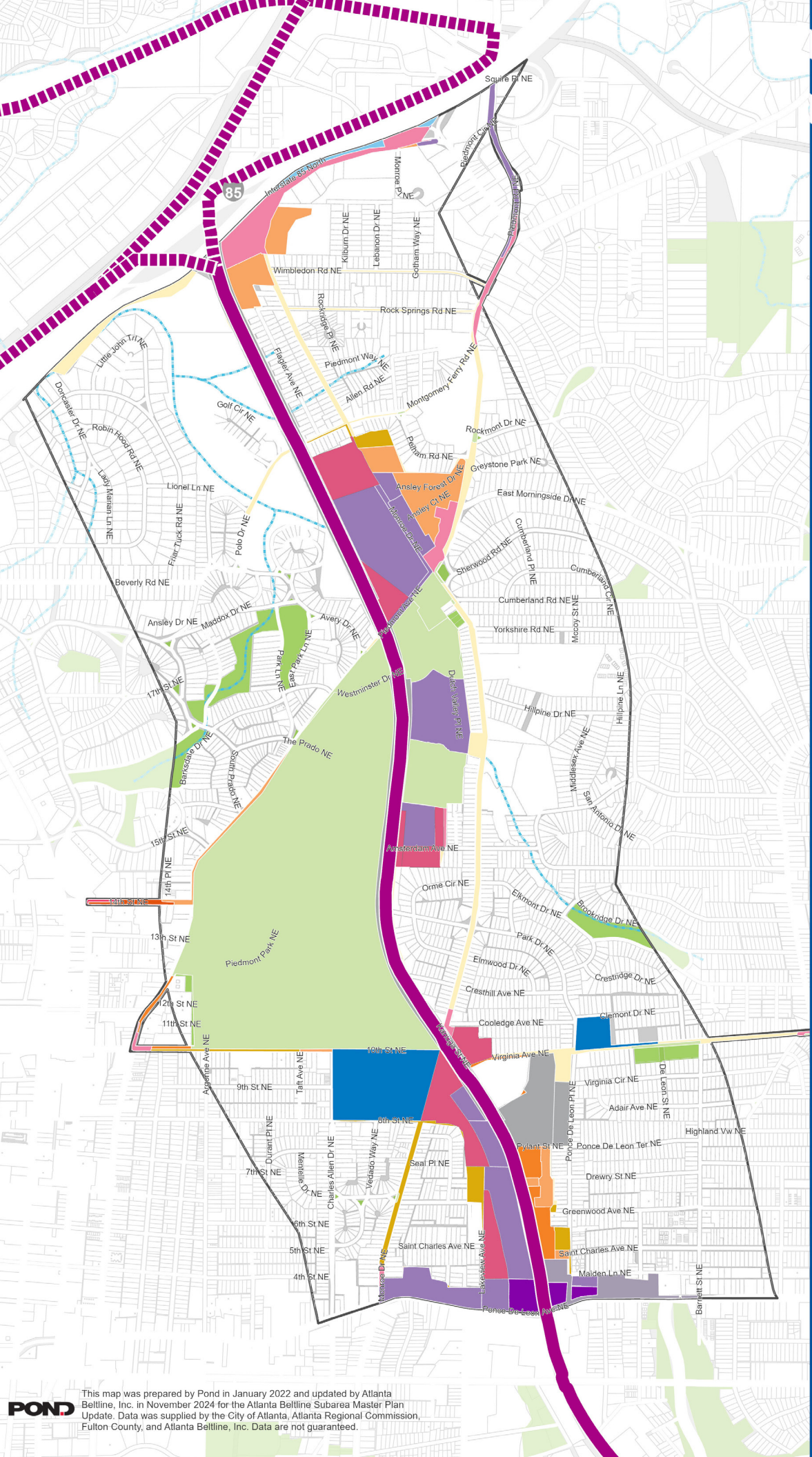
-  Transit Alignment
-  Transit Alignment Option

Future Land Use

-  Community Facilities
-  High-Density Commercial
-  High-Density Residential
-  Industrial
-  Low-Density Commercial
-  Low-Density Residential
-  Medium-Density Residential
-  Mixed Use
-  High-Density Mixed Use
-  Medium-Density Mixed Use
-  Low-Density Mixed Use
-  Open Space
-  Single-Family Residential
-  Transportation
-  Communicatio Utilities
-  Very High-Density Residential



1:12,092
0 245 490 980 Feet



This map was prepared by Pond in January 2022 and updated by Atlanta Beltline, Inc. in November 2024 for the Atlanta Beltline Subarea Master Plan Update. Data was supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta Beltline, Inc. Data are not guaranteed.

Future Land Use

ATLANTA BELTLINE FUTURE LAND USE PLAN

The Atlanta Beltline Future Land Use Plan, shown to the left, is intended to guide development and growth within the subarea's Tax Allocation District. Changes to future land use are based on the City of Atlanta's Comprehensive Development Plan, stakeholder input, and community outreach.

The majority of the subarea is residential with mixed-uses and several major retail nodes along the corridor. The majority of land adjacent to the Beltline corridor is recommended as Medium Density Mixed-Use with 5-9 suggested stories, with a few pockets of Higher Density Mixed-Use 10+ suggested stories. Given Amsterdam Walk's proximity to the Beltline, Piedmont Park and the adjacent existing single-family residential area, the future land use proposed for this area is Low-Density Mixed-Use (1-4 stories) along the southern, eastern, and western edge and Medium-Density Mixed-Use (5-9 stories) at the interior of the development. This proposal will provide pedestrian scale type uses along the southern and western edge of the site.

It should be noted that the land use determines the intensity of development on site and the

underlying zoning districts provide the development controls for the site including the height, setbacks of the buildings, etc.

One location of mixed-use, higher density (10+ stories) is at the intersection of the Beltline and Ponce de Leon Avenue. Another change from the 2011 Subarea 6 Master Plan was to recommend the Ansley Mall site as Mixed-Use 5-9 stories. This can accommodate potential adaptive reuse of the building and blend harmoniously with the surrounding context. Ansley Square is recommended as Low-Density Mixed-Use 1-4 suggested stories. This is due to its existing footprint being located within the Clear Creek buffer area and utility constraints from Georgia Power distribution lines. The underlying zoning districts or zoning conditions ultimately will determine actual building heights.

PROPOSED PUBLIC SPACE

Subarea 6 has several park spaces within its boundaries, and it is important provide connections to the available space. Public space recommendations focus on improvements to specific existing parks and revitalization of previously neglected natural features. The following are

recommendations for improving public open space:

- Piedmont Park Extension**
 The north corner of Piedmont Avenue and Monroe Drive was acquired by the City of Atlanta in 2018 with the intention of expanding Piedmont Park at some point in the future. Additionally, the expansion of the Atlanta Botanical Garden will provide privately managed open space at the park.
- Clear Creek**
 The section of Clear Creek that runs behind Ansley Mall and adjacent to the Beltline should be restored to provide more greenspace access and increase the potential for redevelopment. It should be noted that this is private property and would require partnerships with the city and/or state agencies to determine feasible restoration alternatives.
- Smith Park**
 While located at a highly traversed intersection for pedestrians and motorists at the eastern corner of Monroe and Piedmont Avenue, this quaint park area serves as a gateway and passive greenspace for the local community.
- Orme Park**
 Restoration of the bridge to preserve its historic nature.

Mobility

STREET FRAMEWORK PLAN

The original master plan recommended a number of new vehicular streets throughout the subarea. Nearly all of these recommendations have been impacted by private development and would be contingent on redevelopment to come to fruition. As such, these recommendations have been removed to direct focus to bicycle and pedestrian connections.

MULTI-USE TRAILS

A robust trail network is an important component of any transportation system, ensuring that people of all ages and abilities can traverse the built environment.

To further connectivity in this area, the Atlanta Beltline Inc. is continuing the expansion of the multi-use trail network north to Peachtree Hills by completing the trail between Westminster Dr and Myason St/Plasters Ave. The section between Monroe Dr at 10th St to Westminster Dr is under construction.

Additionally, other trails and pedestrian connections are proposed throughout the subarea to provide connections between schools, parks, neighborhoods, and other

destinations. Ultimately, these would feed into the Beltline through new connection points and wayfinding, building out the Subarea 6 trail network. The recommended access points are located at Pylant Street, Midtown Place, and at the intersection with the recommended connection to future Gotham Way Trail. Developments or entities seeking direct connections must make an application with the Beltline, follow Beltline typologies, and fund the project entirely. A recent example of this coordination is the access across Clear Creek to the Ansley Mall shopping center.

Wayfinding is recommended to help users locate the most safe and efficient way to access the trail. The location of these access points and trails can be seen in the map on the following pages,

and implementation would be dependent on redevelopment.

BICYCLE FACILITIES

Bicycle facilities recommended in strategic areas are consistent with the recommendations of both city plans and local neighborhood plans. Two new locations for recommended bicycle facilities are along Piedmont Avenue and Virginia Avenue. The type of facility will be determined by the City of Atlanta in conjunction with the neighborhood and will require further study. Additionally, neighborhood oriented bicycle facilities, connecting proposed and existing facilities in residential areas, are recommended along Greenwood Ave (in the Midtown Garden District) and along 8th Street and Monroe Dr, to connect to Virginia Avenue.



Trail users at Monroe Drive

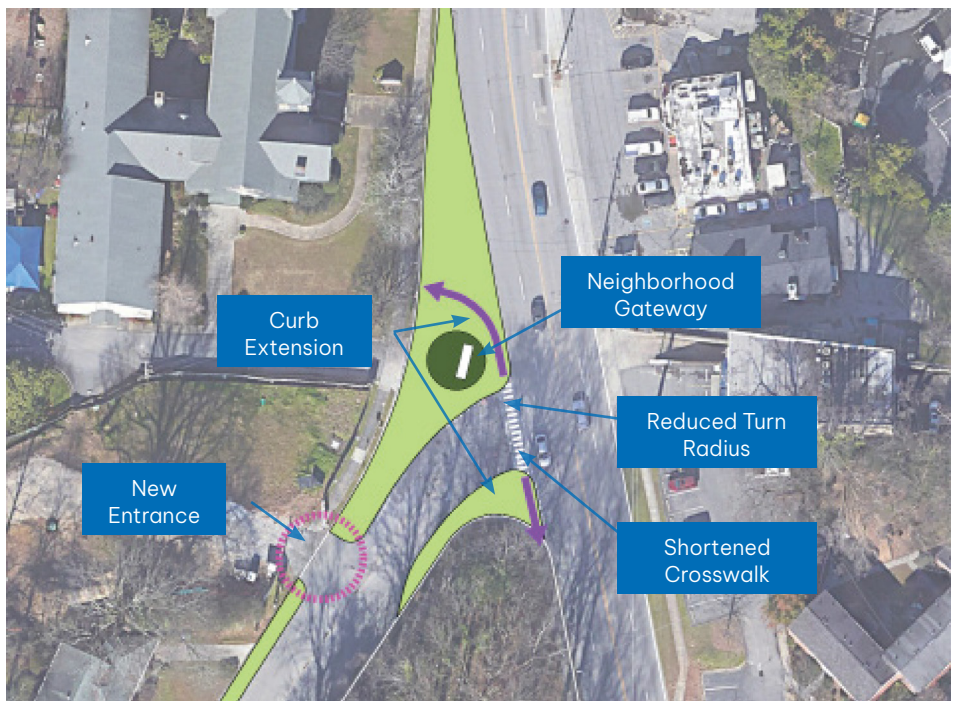
INTERSECTION IMPROVEMENTS

Improvements to pedestrian safety are recommended at many intersections within the subarea, with an emphasis along Monroe Drive and Piedmont Avenue to coordinate with the City of Atlanta’s Monroe Complete Street Project and the Piedmont Ave TCC Extension Signal improvements planned for this area. Known locations for intersection improvements are listed below. This is not an exhaustive list, however, and additional study will be needed to determine specific intersections and possible solutions for improvement.

- **Montgomery Ferry Drive and Monroe Drive:** Realign to reduce vehicular collisions with utility lines
- **Monroe Drive and Park Drive:** Implementation of a roundabout
- **10th Street and Monroe Drive:** Provide expanded bicycle facilities, and enhanced crosswalks
- **Ponce de Leon Avenue and Ponce de Leon Place:** Provide new signal poles, signal heads, and push button stations
- **Montgomery Ferry Road and Piedmont Avenue:** Removal of slip lane, reduction in turn radii, and installation of a neighborhood gateway. Additionally, ATLDOT is exploring the Piedmont Heights Plan recommendation (TS-6) at this intersection.



Montgomery Ferry Drive and Piedmont Avenue today.



Conceptual reconfiguration of the Montgomery Ferry Road and Piedmont Avenue intersection.

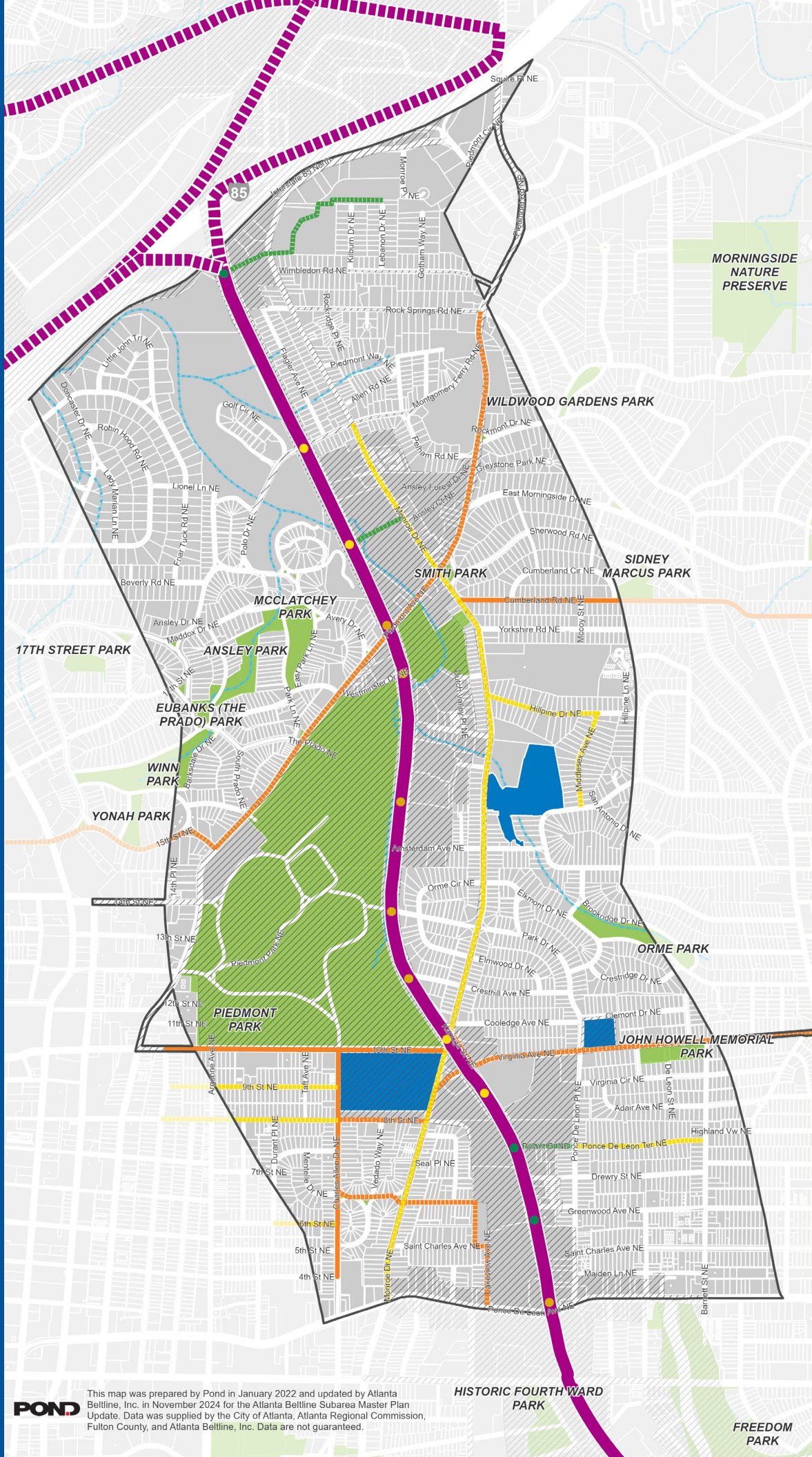
Circulation Plan - Bike & Pedestrian

Atlanta Beltline Subarea 6

- Existing Pedestrian Access Point
- Planned Pedestrian Access Point
- Recommended Pedestrian Access Point

Atlanta Beltline Corridor

- Transit Alignment
- Transit Alignment Option
- Bike Lane
- Bike Lane Improvement
- Multiuse Trail
- Sidewalk
- Sidewalk Improvement
- Trail Connection
- Atlanta Beltline Tax Allocation District (TAD)
- School Facility
- River/Creek
- Parks



1:12,092
0 245 490 980 Feet



POND This map was prepared by Pond in January 2022 and updated by Atlanta Beltline, Inc. in November 2024 for the Atlanta Beltline Subarea Master Plan Update. Data was supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta Beltline, Inc. Data are not guaranteed.


HISTORIC FOURTH WARD PARK

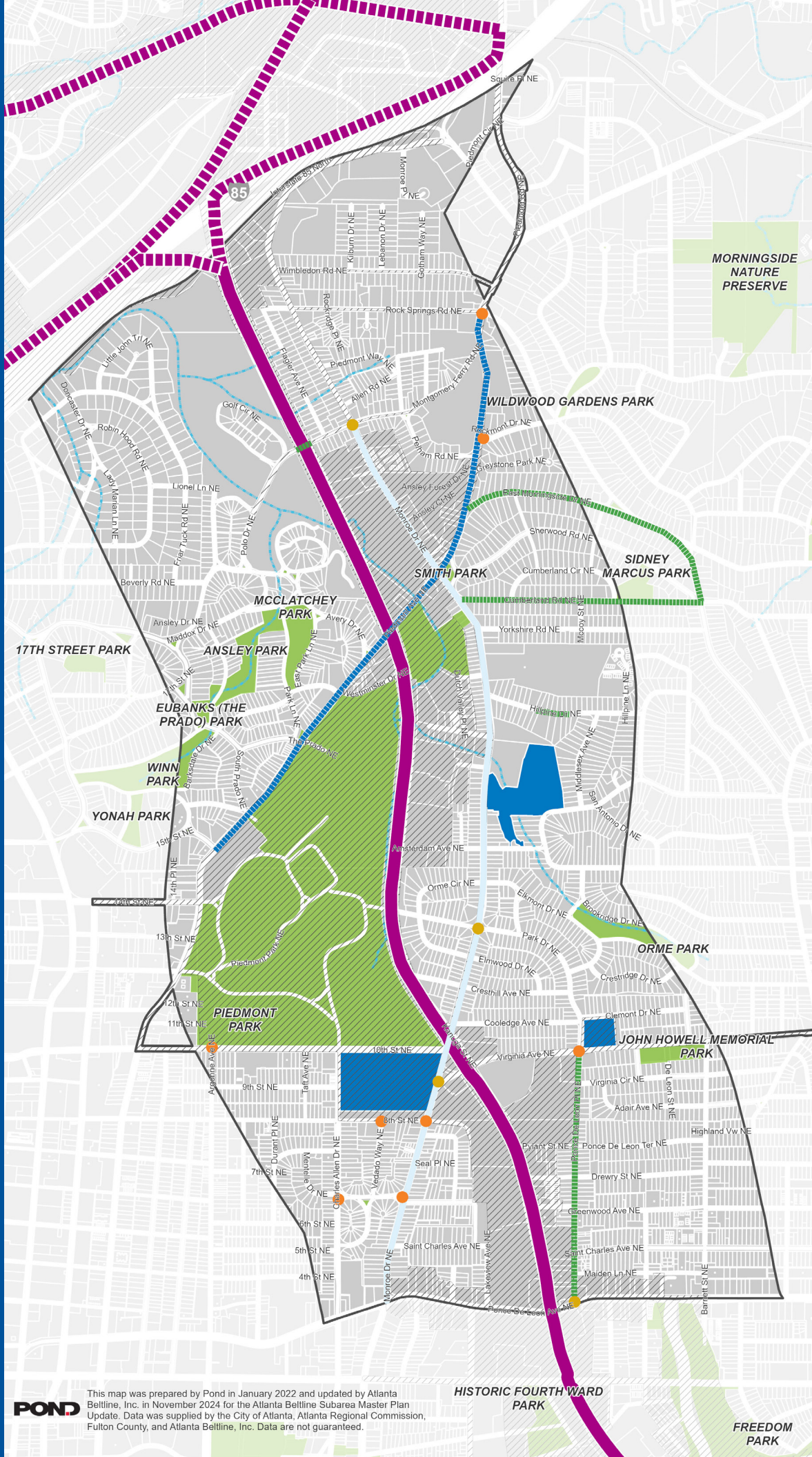
FREEDOM PARK

Circulation Plan - Vehicular

Atlanta Beltline Subarea 6

Atlanta Beltline Corridor

-  Transit Alignment
-  Transit Alignment Option
-  Planned Intersection Improvement
-  Recommended Intersection Improvement
-  Planned Improvements
-  Recommended Improvement
-  Recommended Traffic Calming
-  Atlanta Beltline Tax Allocation District (TAD)
-  School Facility
-  River/Creek
-  Parks



1:12,092
 0 245 490 980 Feet



This map was prepared by Pond in January 2022 and updated by Atlanta Beltline, Inc. in November 2024 for the Atlanta Beltline Subarea Master Plan Update. Data was supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta Beltline, Inc. Data are not guaranteed.

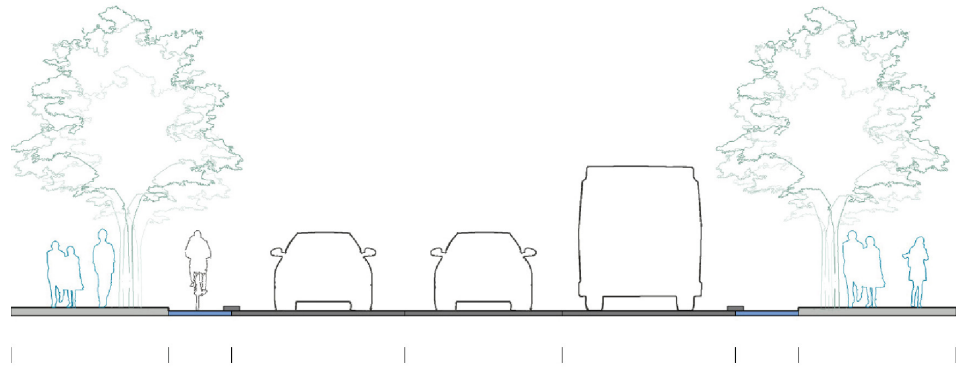
HISTORIC FOURTH WARD PARK

FREEDOM PARK

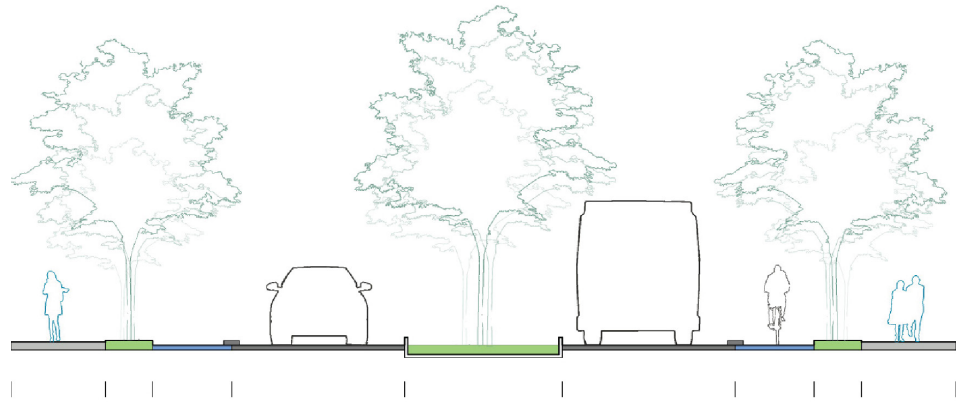
STREETSCAPES

Improvements to streets throughout the subarea are recommended by a number of city and neighborhood plans. Expanded sidewalks, improved tree canopy, narrowed travel lanes, and repaired sidewalks will provide safe access to the Beltline. Streetscapes to be enhanced include:

- Piedmont Avenue. Between 15th Street and Ponce de Leon.
- Piedmont Avenue. Between Monroe Drive and Rock Springs Road.
- Kanuga Drive. Between Monroe Drive and Virginia Avenue.
- 15th Street. Between W Peachtree Street and Piedmont Avenue.
- Monroe Drive. Between Montgomery Ferry Road and Ponce de Leon Avenue.
- Ponce de Leon Place. Between Virginia Avenue and Ponce de Leon Avenue.



Conceptual section of Piedmont Avenue to Monroe Drive



Conceptual section of Piedmont Avenue to Rock Springs Road



Conceptual section of Kanuga Street

TRAFFIC CALMING

Due to the high volume of traffic that moves throughout the subarea's main corridors, there are instances of larger freight trucks utilizing neighborhood roads as alternative routes. Traffic calming helps slow down vehicles by creating irregularities in the road that force drivers to be more aware of their surroundings. While the most common of these are speed humps, they can range from physical objects, such as speed humps and medians, to color variation to differing textures. Individual study may be required to determine what traffic calming solution is best at each location.

One instance of this is Ponce de Leon Place, which sees higher than normal traffic moving at unsafe speeds relative to the road classification. In order to provide a safe public realm for pedestrians and vehicles, the following improvements should be considered at Ponce de Leon Place and other neighborhood roads that experience speeding:

- Gateways
- Street art
- Mini-traffic circles
- Bulbouts
- Raised crossings
- Half circles
- Chicanes

Other local streets, like Park Drive, Virginia Avenue, and Saint Charles Avenue may experience similar traffic. Traffic calming measures similar to the ones listed for Ponce de Leon Place may need to be studied for these local streets.

Traffic calming studies also need to be completed to address cut-through traffic and bike/pedestrian conflicts on local streets.

BELTLINE ACCESS

Access to the Beltline corridor is highly desired from both a public and private perspective. Access points generally are spaced a quarter mile apart. There are locations where this distance grows considerably. This can be attributed to a number of factors, such as limited access due to existing development. The Beltline works to provide access strategically at public rights of way. Additional access points are often initiated and funded by the private development seeking a connection to the Beltline and who meet the Beltline Typologies for Beltline access. In order to improve access to the trail, the following access points are recommended:

- Pylant Street
- Midtown Place
- Gotham Way Trail connection



Infill & Redevelopment Opportunities

The original Subarea 6 Master Plan identified two major development opportunities at Ansley Mall and Midtown Promenade/Place. Since 2011, development along the Eastside Trail has exploded, creating new opportunities for additional development. This plan explored to possibility of infill development at Ansley Mall, Amsterdam Walk, and Midtown Promenade.

PIEDMONT/MONROE NODE

This node is located at the western corner of Piedmont Avenue and Monroe Drive, and encompasses Ansley Mall, Ansley Square, and Clear Creek.

There are a number of challenges associated with this node, mainly the limitations for development placed on Ansley Square due to existing power easements and stream buffers. Clear Creek is currently overgrown and polluted from trash and waste.

Despite these issues, proximity to the Beltline and adjacency to Clear Creek give the node a unique combination that is not commonly found in Atlanta. The proposed land use is Mixed-Use Low Density 1-4 stories and Mixed-Use Medium Density 5 to 9 stories at Ansley Mall, using the Beltline and the creek as an edge between the Ansley Park

neighborhood and the node. A new connection from the Beltline to Ansley Mall will help grow businesses and provide greater incentives to revitalize Clear Creek into a space that will be utilized by visitors and residents. Given the iconic nature of Ansley Mall, future redevelopment should preserve as much of the existing complex as remains practical, and legacy businesses should be incorporated into future programming.



New pedestrian bridge from Ansley Mall to the Beltline across Clear Creek.

AMSTERDAM WALK

This site is located directly to the east of Piedmont Park, along the Beltline. It currently consists of low-density warehouses that have been converted to provide commercial services such as restaurants and gyms.

Given Amsterdam Walk’s proximity to the Beltline, Piedmont Park and the adjacent existing single family residential area, the following recommendations are intended to serve as a guide to influence how growth and development occurs. This node is recommended for Low-Density

Mixed-Use (suggested 1 to 4 stories) immediately adjacent to the corridor to provide pedestrian scale type use along the southern and western edge of the site, stepping up in intensity to Medium-Density Mixed-Use (suggested stories 5 to 9) interior to the site, and stepping down to Low-Density Mixed-Use on the eastern edge of the site.

It should be noted that land use determines the intensity of development on site and the underlying zoning districts provides the development controls for the site including the height, setbacks of the buildings, etc.

PONCE PLACE NODE

This node is comprised of recently acquired and rezoned parcels that run along Ponce de Leon Avenue and Ponce de Leon Place. In September 2022, this site was acquired by Portman Holdings to be transformed into a mixed-use development. Preliminary concepts show the node supporting 354 residential units, 38,000 square feet of retail space, and nearly a half-million square feet of dedicated office space.



This concept represents lower density along the Beltline, and stepping up in density in the center of the site. Density then transitions back down westward. This graphic is for illustrative purposes only and is intended to give an idea of possible scale for future development.

INFILL OPPORTUNITIES

The historical development pattern of Subarea 6 is primarily suburban with an autocentric focus. Due to this, commercial developments are generally set far back from the public right of way, surrounded by parking lots. As the desire for more housing options increases and multimodal transportation alternatives come online, there will be less need for the excessive surface parking, especially on lots along the Beltline corridor.

The leftover space will provide opportunities for infill development to occur. This will increase housing stock, reduce car dependency, and provide density along the Beltline corridor and encourage the highest and best use of Beltline adjacent parcels.

Sites for potential infill opportunities include:

- Monroe Kroger
- Ansley Mall
- Midtown Promenade
- Midtown Place

There is community preference for Low Density Residential adjacent to the Midtown Place Commercial area which can help serve as a buffer between existing and new commercial development and the residential area to the west.



Ansley Mall



Midtown Promenade



Monroe Kroger

Zoning and Land Use Policy

PROPOSED CHANGES TO CITY'S FUTURE LAND USE MAP

The Future Land Use Map included in the City of Atlanta's Comprehensive Development Plan informs policy and zoning decisions within the city. Several changes to the Future Land Use Map are being recommended within Subarea 6 that will align the map with the vision of the subarea.

Piedmont and Monroe

1. The Ansley Mall site in the northwest corner of the Piedmont Avenue and Monroe Drive intersection is recommended for Mixed-Use Medium Density (5-9 stories).
2. Ansley Square is recommended for Mixed-Use Low Density (1-4 stories).
3. The Piedmont Park extension at the southern quadrant of the intersection is recommended for open space.

Atlanta Botanical Garden

4. To reflect the Atlanta Botanical Garden's plan to expand their campus, the future land use recommendation is open-space.

North Piedmont Heights

5. Gables Midtown is an apartment building in the Piedmont Heights neighborhood of Subarea 6 that is recommended to be Medium Density Residential (5-9 stories).

10th and Virginia

6. Parcels at this intersection are recommended to be Mixed-Use Medium Density (5-9 stories). If this area were to get redeveloped, this zoning would better match the vision for Subarea 6.

Amsterdam Walk

7. Amsterdam Walk adjacent to the Beltline is recommended to be Mixed-Use Low-Density (1-4 stories). The recommendation internal to the site is Mixed-Use Medium-Density (5-9 stories) and where the site is adjacent to single-family neighborhoods, it is recommended Mixed-Use Low-Density (1-4 stories), stepping down to lower building heights to comply with appropriate transitional height planes.

Dutch Valley

8. The Dutch Valley Road area is recommended to be Mixed-Use Medium Density (5-9 stories).

Ponce de Leon

9. Adjacent to the Beltline, the parcels fronting Ponce de Leon Place are recommended to be Mixed-Use Medium Density (5-9 stories), and at the northwest corner of Ponce de Leon Place and Ponce de Leon Avenue, the recommendation is Mixed-Use High Density (10+ stories).

10. The parcel at the northeast corner of Ponce de Leon Avenue and Ponce Pl is recommended to be Mixed-Use High Density (5-9 stories), with the possibility of additional height due to proximity to the Beltline and location along a major arterial.
11. Parcels immediately south of Maiden Lane and east of Ponce Pl are recommended to be Mixed-Use Medium Density (5-9 stories) with appropriate transitional height planes.
12. On the westside of the Beltline where it intersects Ponce, the recommendation is Mixed-Use High Density (10+ stories) to encourage the slightly higher densities at the intersection.
13. For parcels fronting the Beltline trail, north of Ponce, its recommended to be Mixed-Use Medium Density (5-9 stories).
14. As a key link between the Midtown Business and Garden Districts and the Beltline corridor, it is important that future redevelopment projects along Ponce de Leon embrace a mix of uses with residential and ground floor retail. It is recommended that the parcels immediately north of Ponce, and west of the Beltline be mixed-use medium density (1-4 or 4-6 stories), utilizing transitional height plans required by adjacent residential zoning districts.



MIXED-USE LOW-DENSITY

Mix of commercial and residential uses. Development is at a scale and intensity compatible with a typical neighborhood setting and uses often cater to local residents.

MU-LD

MIXED-USE MEDIUM-DENSITY

More commonly found along corridors and in neighborhood commercial districts or nodes. Supports a mix of residential and commercial uses serving both local and non local residents.

MU-MD

MIXED-USE HIGH DENSITY

Support a mix of housing types from single-family houses to duplexes, triplexes, townhomes, and mid-rise multifamily buildings. Commercial is sometimes allowed as an accessory use.

MU-HD

MEDIUM-DENSITY RESIDENTIAL

Support a mix of housing types from single-family houses to duplexes, triplexes, townhomes, and mid-rise multifamily buildings. Commercial is sometimes allowed as an accessory use.

MDR

PROPOSED REZONINGS

Rezoning may be necessary to align the zoning map with the future land use map. Adopting this Subarea Master Plan does not change the underlying zoning of the City of Atlanta but does serve as a guide to assist in evaluating future land use changes and/or rezonings.

1. Rezone parcels along Dutch Valley Road to MRC (Mixed Residential Commercial District).
2. Rezone Yorkshire Townhomes to MR. This recommendation is an effort to create consistency between what is built on this parcel and the zoning.
3. Rezone Carlyle Heights Condominiums to MR. This recommendation is an effort to create consistency between what is built on this parcel and the zoning.
4. Rezone Morningside Wood Townhomes to MR. This recommendation is an effort to create consistency between what is built on this parcel and the zoning.
5. Rezone the Monroe Kroger to MRC-2. A redevelopment scenario can be a mixed-use that rehuses the grocery store as the anchor tenant with a residential element stepping down as the site approaches the existing single family houses along Montgomery Ferry.
6. Rezone the Monroe curve area south of I-85 between the Buford-Spring Connector and Monroe Dr from I-1 to MRC-2 by utilizing the unique footprint to fit the parcel shape and the highway frontage. A connection path between the Beltline trail and Monroe Drive can be a key feature.

Subarea 6 Future Land Use

Atlanta Beltline Subarea 6

Atlanta Beltline Corridor

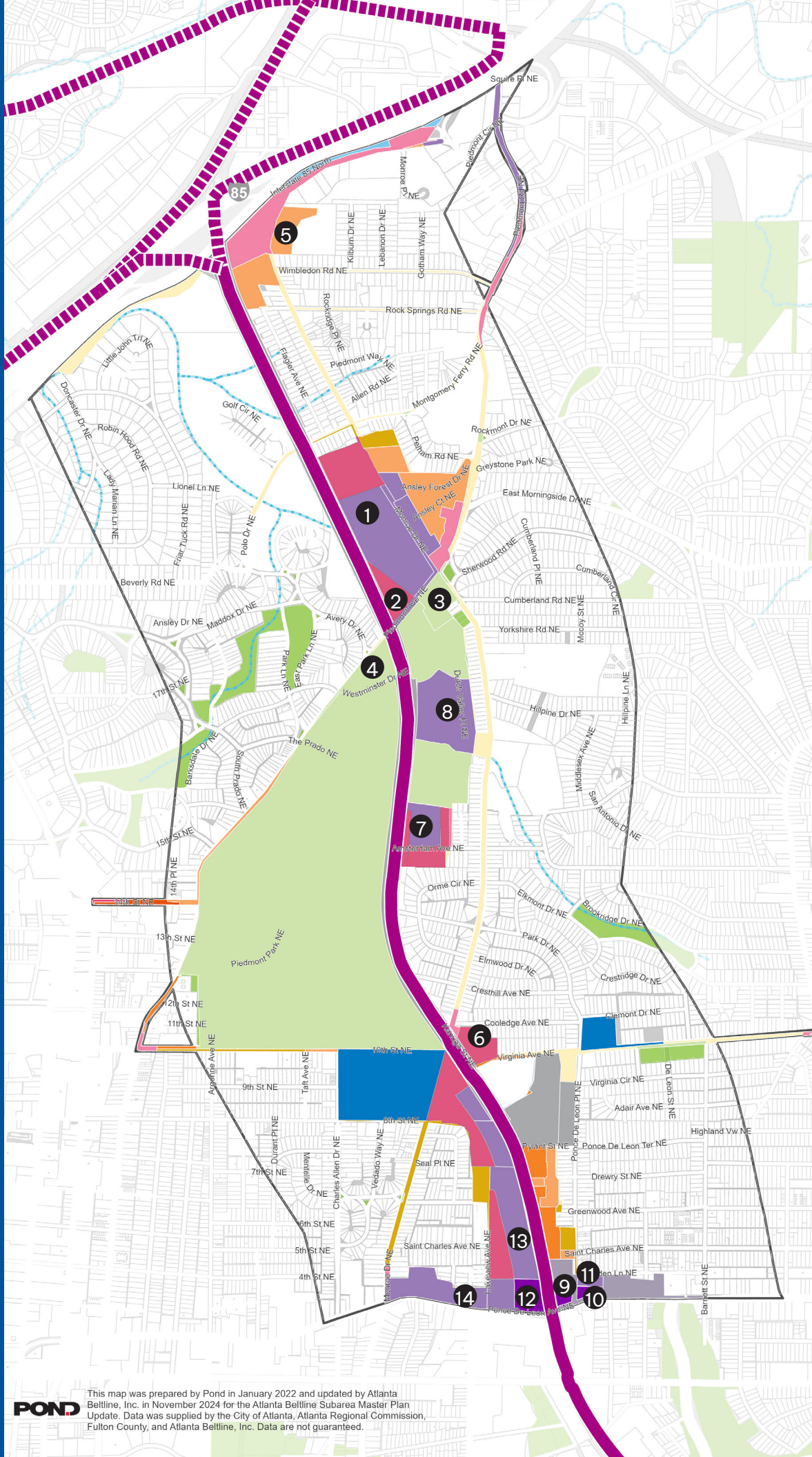
- Transit Alignment
- Transit Alignment Option

Future Land Use

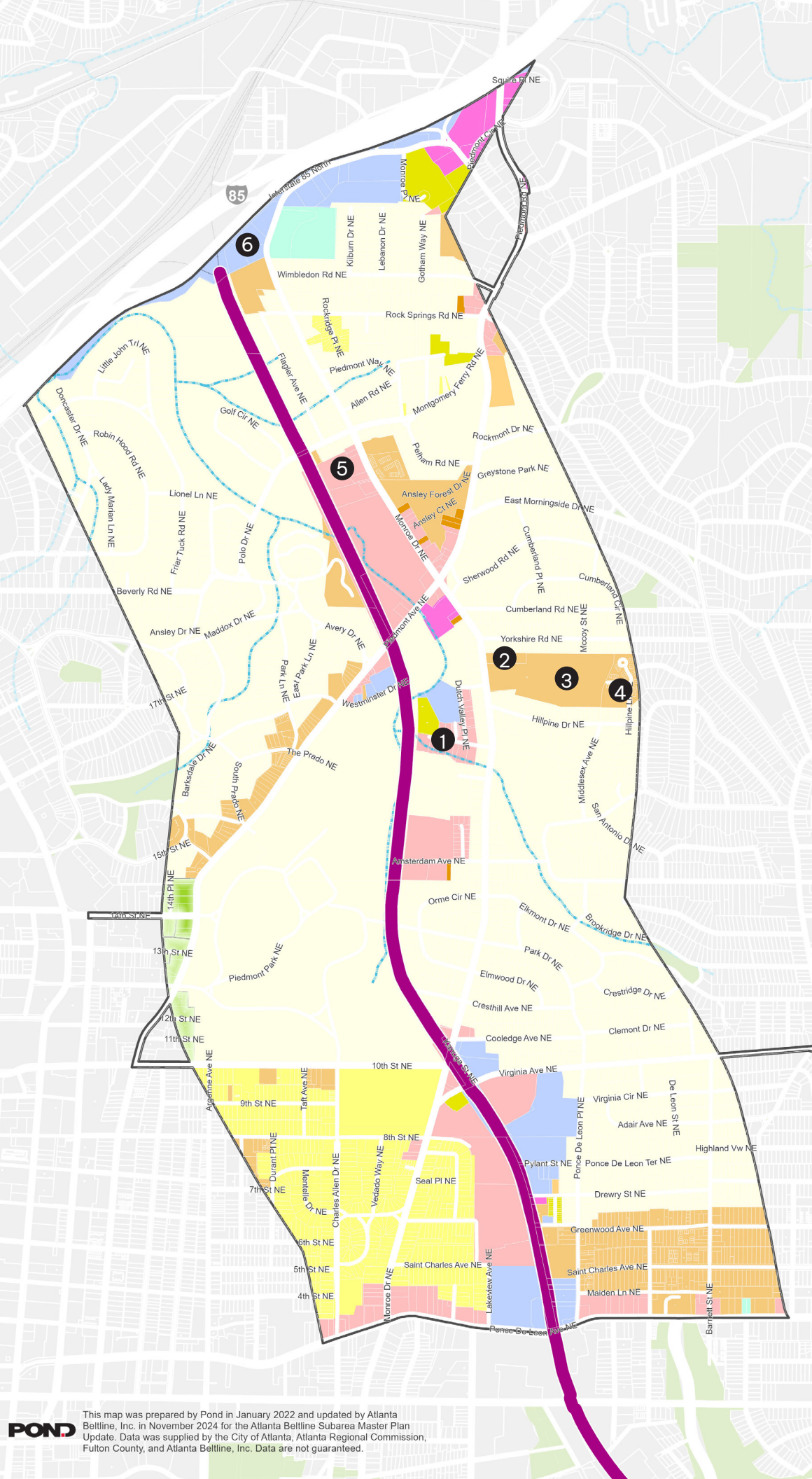
- Community Facilities
- High-Density Commercial
- High-Density Residential
- Industrial
- Low-Density Commercial
- Low-Density Residential
- Medium-Density Residential
- Mixed Use
- High-Density Mixed Use
- Medium-Density Mixed Use
- Low-Density Mixed Use
- Open Space
- Single-Family Residential
- Transportation
- Communication Utilities
- Very High-Density Residential



1:12,092
0 245 490 980 Feet



This map was prepared by Pond in January 2022 and updated by Atlanta Beltline, Inc. in November 2024 for the Atlanta Beltline Subarea Master Plan Update. Data was supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta Beltline, Inc. Data are not guaranteed.



Subarea 6 Zoning Changes

Atlanta Beltline Subarea 6

Atlanta Beltline Corridor

- Transit Alignment
- SPI - Special Public Interest; SPI-12 SA1
- Commercial
- Industrial
- Historic & Cultural; HC-20I SA1
- Live-Work
- QOL Multi-Family; MR-3A-C; MR-4-C; MR-5A
- QOL Mixed Use
- Neighborhood Commercial; NC-15; NC-14; NC-13; NC-7-C
- Office Institutional
- Planned Development
- Residential - Single Family
- Residential - Duplex
- Residential - Multi-Family
- Residential - Limited Commercial



1:12,092



This map was prepared by Pond in January 2022 and updated by Atlanta Beltline, Inc. in November 2024 for the Atlanta Beltline Subarea Master Plan Update. Data was supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta Beltline, Inc. Data are not guaranteed.



Affordable Housing

Within Subarea 6, there is an opportunity to invite new housing development while protecting the single-family neighborhoods.

Members of the public expressed concerns over upzoning within their neighborhoods, but there was general support for new development in appropriate locations along the Beltline corridor where height transitions and buffers could be implemented effectively. These locations are reflected in previous sections.

A key component for housing in Subarea 6 in years to come is the protection of affordable housing in the area. These older, below-market units provide residents with more affordable housing but are susceptible to turnover in this desired area. To reduce displacement, it's imperative that these units are protected.

The One Atlanta: Housing Affordability Action Plan outlines a bold vision to achieve a pathway to affordable and equitable housing opportunities for all who desire to call Atlanta home.

The plan, which sets a goal of 20,000 housing units created or preserved and expending \$1 billion for affordable housing by 2026, seeks to leverage the collective efforts of the city's housing agencies, which includes the Department of City Planning, Atlanta Housing, Invest Atlanta, and the Fulton County/City of Atlanta Land Bank Authority. (Each agency has a very specific mission to collectively work together to address the city's various housing needs.) The following recommendations supplement those from the report and are specific to Subarea 6.



Single-family housing within Subarea 6



Multi-family housing within Subarea 6



Naturally occurring affordable housing

POLICY RECOMMENDATIONS

- Encourage the preservation of naturally occurring affordable development (e.g. Ansley Forest Apartments).
- Encourage dense housing uses on older suburban surface lots or underutilized properties.
- Coordinate with the City of Atlanta to adopt or expand housing preservation programs, including those for unsubsidized below-market rate rental units.
- Coordinate with the City of Atlanta to discourage condominium conversions of below-market rate unsubsidized apartments.
- Encourage the expansion of the City of Atlanta's Inclusionary Zoning program to include for-sale developments.
- Encourage developers to utilize BAHTF and TAD Increment Funds and other programs to include additional units of affordable housing (above and beyond IZ) in new developments and as a way to preserve naturally occurring affordable housing.



Parkview Condominiums off of Dutch Valley Road

IMPLICATIONS OF GROWTH & DEVELOPMENT

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

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

traditionally single-family areas, providing more affordable entry points to neighborhoods and promoting “subtle density” where large-scale multifamily may prove unfeasible.

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

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

These are just a few examples of housing tools currently being deployed in Beltline communities, while others are in the process of being developed. Deployed in December 2020, the new Beltline Legacy Resident Retention Fund serves as another example of efforts being made

to address issues around housing affordability. This fund helps current homeowners in the southern and western communities of the Beltline (Subareas 1, 2, 9, and 10) cover the cost of property tax increases to prevent displacement. There remains more work to be done.

Mixed-income housing that meets the needs of a range of incomes will require a collaborative effort from both housing agencies, nonprofits, private partners, and the philanthropic community. The Atlanta Beltline is committed to equitable development to help break down longstanding economic and cultural barriers.



Historic Preservation

A community's historic buildings and other historic physical resources are important reminders of its past and the people and stories they represent. For this reason, to the extent practical, it is important to preserve these structures and encourage their reuse. The most effective way to protect historic resources is by locally designating historic resources as individual landmarks or districts. There are several National Register Districts and individual landmarks that intersect Subarea 6. These are potentially eligible for local designation, however this is a process that requires approval of residents and owners within their representative neighborhoods. The other methods that can be used to promote the preservation of historic resources include:

The Georgia State Income Tax Credit Program for Rehabilitated Historic Properties. The credit is a dollar-for-dollar reduction of State of Georgia income taxes and is meant to serve as an incentive to those who own and want to improve their historic properties by completing a rehabilitation project. The tax credit program is administered by the Georgia Department of Community Affairs' Historic Preservation Division (DCA-HPD) and the Georgia Department of Revenue. Owners of historic residential and commercial properties who plan to complete DCA-approved rehabilitation have the opportunity to take 25% of the qualified expenditures as a state income tax credit, capped at \$100,000. Properties must be eligible for listing in the Georgia Register of Historic Places (either individually or as a contributing building to a district).

Historic Landmark Documentation. Regardless of opinions on landmark status, documenting historic resources within the subarea and the existing National Register Districts is a worthwhile effort. This would help document existing conditions of the historic resources throughout the multiple neighborhoods. It would be necessary to partner with the City of Atlanta or the Atlanta Preservation Center to make this a reality. All records could be stored at the Atlanta History Center.





**Atlanta
Beltline®**

100 Peachtree Street NW
Suite 2300
Atlanta, Ga 30303

404.477.3003

 [facebook.com/
AtlantaBeltline](https://www.facebook.com/AtlantaBeltline)

 [@AtlantaBeltline](https://twitter.com/AtlantaBeltline)

 [@AtlantaBeltline](https://www.instagram.com/AtlantaBeltline)