Our Growth Over Time
A larger region. A larger city. A lot more people.
Not changing is not an option.
The most strategic scenario for growth includes everyone.
“The aftermath of nonviolence is reconciliation and the creation of the beloved community.”

Dr. Martin Luther King, Jr., 1957
Design

When we talk about design, we’re not merely describing the logical assembly of people, things and places. We’re talking about intentionally shaping the way we live our lives.
The conditions that framed growth in the City of Atlanta so far, have delivered a beautiful form.
Our Approach

Old Atlanta was built on a hill, a ridgeline far from the Chattahoochee River.
New Atlanta flows from the city’s ridgeline like water along streets in every direction.
This is how Atlanta grows anyway. We’re just going to be more intentional about it.
Peachtree best illustrates the relationship between Growth and Conservation Areas because it already has tall buildings.
The exact same relationships we see on Peachtree can also be found along Hollowell and other major corridors.
It’s the same along Metropolitan. Each of the City’s radial corridors connect business centers, shopping, schools, social life, and other nodes of civic activity. Each one will deliver its own style, rhythm, and collection of places to go.
Our Approach

Growth Areas will be designed to connect people and accommodate growth.

Conservation Areas will be designed to connect nature and protect other things that we value.
We’re going to design for people.

We’re going to design for nature.

We’re going to design for people in nature.
DESIGN FOR PEOPLE
DESIGN FOR PEOPLE IN NATURE
Following through on this aspiration is the next phase of the City Design. Over the next generation, we will operationalize its actions and ideas. This will require the work of the Department of City Planning, the Mayor and City Council as partners, other divisions of City Hall, and many external partners, including everyday community members.
Modeling Atlanta’s Growth: Smart Design Through Advanced Planning
MODELING ATLANTA’S GROWTH
SMART DESIGN THROUGH ADVANCED PLANNING

ATLANTA CITY DESIGN

TONY GIARRUSSO
ASSOCIATE DIRECTOR
CENTER FOR SPATIAL PLANNING ANALYTICS AND VISUALIZATION
CREATING THE NEXT
The collaboration between the City of Atlanta and Georgia Tech was borne out of desire for novel planning tools that facilitate the urban design process. The result of this partnership is a set of interactive applications that extend the utility of geospatial data and incorporate advanced modeling techniques – allowing for dynamic visualization of build-out scenarios in a browser-based 3D environment.
ATLANTA INTERACTIVE 3D DESIGN TOOL
HTTP://GEOSPATIAL.GATECH.EDU/ATLANTACITYDESIGN/

Designed to explore different growth scenarios and build-out possibilities in 3D and view resulting statistics
All future scenarios begin with baseline estimates of population and job capacity given the current building stock. These estimates are based on four inputs.

### Building Square Footage

- Hotel Full Service: 600 Sq Ft
- Restaurant: 567 Sq Ft
- Bar/Lounge: 567 Sq Ft
- Auto Dealer: 500 Sq Ft
- Community Shopping Center: 920 Sq Ft
- Medical Office Building: 600 Sq Ft
- Telecommunications Office Bldg: 400 Sq Ft
- Bank: 400 Sq Ft
- Savings Institution: 400 Sq Ft

### SUMMARY

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Population Capacity</th>
<th>Employment Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel Full Service</td>
<td>511,469</td>
<td></td>
</tr>
<tr>
<td>Auto Dealer</td>
<td></td>
<td>737,230</td>
</tr>
</tbody>
</table>

### Building Height (Floors)

- Provided by the City

### Square Footage

- Per Person: 1,000 Sq Ft
- Per Employee: 600 Sq Ft

- **LIDAR – 3D Models**

**Based on Land Use – Various Sources**
DEVELOPMENT OF ALTERNATIVES AND FUTURE SCENARIOS

Scenarios focusing on various aspects of development and conservation are designed. Scenarios are focused on altering zoning parameters, targeting of specific areas for development, and promoting infill.

- **Conservation Area Build-Out**  
  - Scenario 1 -
  Vacant land and buildings in the Conservation areas (Urban, Suburban, Rural, and Production) are built out and totals added to the baseline estimates.

- **Growth Area Build-Out**  
  - Scenario 2 -
  Vacant land and buildings in both Growth (Core, Corridor, Clusters) and Conservation areas are built out and population and job totals are added to the baseline estimates.

- **Align Density with Transit**  
  - Scenario 3 -
  Scenario two, with increased transit-driven densities in Growth Areas (Core, Corridor, Clusters).
MODEL ASSUMPTIONS FOR FUTURE SCENARIOS

1. Residential: Non-Residential Ratio

<table>
<thead>
<tr>
<th>Design Area</th>
<th>Residential</th>
<th>Non-Residential</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cluster</td>
<td>10%</td>
<td>90%</td>
</tr>
<tr>
<td>Core</td>
<td>20%</td>
<td>80%</td>
</tr>
<tr>
<td>Corridor</td>
<td>30%</td>
<td>70%</td>
</tr>
<tr>
<td>Production Area</td>
<td>10%</td>
<td>90%</td>
</tr>
<tr>
<td>Rural</td>
<td>100%</td>
<td>0%</td>
</tr>
<tr>
<td>Suburban</td>
<td>80%</td>
<td>20%</td>
</tr>
<tr>
<td>Urban</td>
<td>80%</td>
<td>20%</td>
</tr>
</tbody>
</table>

2. Vacant Land and Vacant Buildings

<table>
<thead>
<tr>
<th>Land Use Code</th>
<th>Land Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>Residential vacant</td>
</tr>
<tr>
<td>200</td>
<td>Low Income Housing Tax Credit Apts</td>
</tr>
<tr>
<td>300</td>
<td>Vacant Commercial Land</td>
</tr>
<tr>
<td>400</td>
<td>Vacant Industrial Land</td>
</tr>
<tr>
<td>600</td>
<td>Vacant Exempt Land</td>
</tr>
<tr>
<td>700</td>
<td>Utility Vacant Land</td>
</tr>
</tbody>
</table>

9,754 Vacant Land Parcels – 7,000 acres
3,275 Vacant Parcels with Buildings – 2,800 acres
MODEL ASSUMPTIONS FOR FUTURE SCENARIOS

3. Lot Coverage by Design Area

<table>
<thead>
<tr>
<th>Design Area</th>
<th>Max. Lot Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cluster</td>
<td>70%</td>
</tr>
<tr>
<td>Core</td>
<td>53%</td>
</tr>
<tr>
<td>Corridor</td>
<td>72%</td>
</tr>
<tr>
<td>Production Area</td>
<td>75%</td>
</tr>
<tr>
<td>Rural</td>
<td>88%</td>
</tr>
<tr>
<td>Suburban</td>
<td>86%</td>
</tr>
<tr>
<td>Urban</td>
<td>76%</td>
</tr>
</tbody>
</table>

** Does not include density bonuses

4. Number of Stories per Building

Estimate future building heights

5. Square Footage by Population and Employee

<table>
<thead>
<tr>
<th>Design Area</th>
<th>Sq. Ft per Person</th>
<th>Sq Ft Employee</th>
<th>Scenario</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cluster</td>
<td>555**</td>
<td>250**</td>
<td>2,3</td>
</tr>
<tr>
<td>Core</td>
<td>555**</td>
<td>250**</td>
<td>2,3</td>
</tr>
<tr>
<td>Corridor</td>
<td>555**</td>
<td>250**</td>
<td>2,3</td>
</tr>
<tr>
<td>Production Area</td>
<td>920</td>
<td>350</td>
<td>2,3</td>
</tr>
<tr>
<td>Rural</td>
<td>920</td>
<td>350</td>
<td>1,2,3</td>
</tr>
<tr>
<td>Suburban</td>
<td>590</td>
<td>300</td>
<td>1,2,3</td>
</tr>
<tr>
<td>Urban</td>
<td>590</td>
<td>250</td>
<td>1,2,3</td>
</tr>
</tbody>
</table>

** Does not include density bonuses

CREATING THE NEXT
SCENARIO RESULTS

1. Conservation Area Build Out

<table>
<thead>
<tr>
<th>SUMMARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population Capacity</td>
</tr>
<tr>
<td>Employment Capacity</td>
</tr>
</tbody>
</table>

2. Growth Area Build Out

<table>
<thead>
<tr>
<th>SUMMARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population Capacity</td>
</tr>
<tr>
<td>Employment Capacity</td>
</tr>
</tbody>
</table>

3. Align Density with Transit

<table>
<thead>
<tr>
<th>SUMMARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population Capacity</td>
</tr>
<tr>
<td>Employment Capacity</td>
</tr>
</tbody>
</table>

CREATING THE NEXT
DYNAMIC SCENARIO BUILDING

**Growth Area Build Out**

**SCENARIO SETTINGS**

- **Urban Area**
  - Square Feet/Population: 590
  - Square Feet/job: 250
  - Lot Coverage: 0.76

**SUMMARY**

- Population Capacity: 1,547,621
- Employment Capacity: 1,106,415

**SCENARIO SETTINGS**

- **Urban Area**
  - Square Feet/Population: 500
  - Square Feet/job: 225
  - Lot Coverage: 0.7

**SUMMARY**

- Population Capacity: 1,562,259
- Employment Capacity: 1,107,116
### GENERATE CITY VIEW AND REPORT

**SUMMARY**

- **Population Capacity**: 1,562,259
- **Employment Capacity**: 1,107,116

**Population by Cluster**

<table>
<thead>
<tr>
<th>Cluster</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clusters</td>
<td>165,652</td>
</tr>
<tr>
<td>Core</td>
<td>67,926</td>
</tr>
<tr>
<td>Corridors</td>
<td>259,163</td>
</tr>
<tr>
<td>Product...</td>
<td></td>
</tr>
<tr>
<td>Rural</td>
<td>554,953</td>
</tr>
<tr>
<td>Suburban</td>
<td>54,128</td>
</tr>
<tr>
<td>Urban</td>
<td>67,697</td>
</tr>
</tbody>
</table>

**Generate City View**

**Generate Report**

---

**Scenario Name: Modified Growth Area Build-Out**

**Description**: Increased density in Corridors and Core by 25%

**Scenario Setting**

<table>
<thead>
<tr>
<th>Parameters</th>
<th>Clusters</th>
<th>Core</th>
<th>Corridors</th>
<th>Production</th>
<th>Rural</th>
<th>Suburban</th>
<th>Urban</th>
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</thead>
<tbody>
<tr>
<td>Transit 1</td>
<td>78</td>
<td>78</td>
<td>78</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>People/Acre</td>
<td>174</td>
<td>217</td>
<td>174</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Transit 2</td>
<td>235</td>
<td>78</td>
<td>78</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>People/Acre</td>
<td>174</td>
<td>217</td>
<td>174</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Transit 4</td>
<td>62</td>
<td>78</td>
<td>78</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>People/Acre</td>
<td>174</td>
<td>217</td>
<td>174</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Lot Coverage</td>
<td>0.7</td>
<td>0.53</td>
<td>0.72</td>
<td>0.75</td>
<td>0.88</td>
<td>0.86</td>
<td>0.76</td>
</tr>
<tr>
<td>Square Feet/Population</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>920</td>
<td>920</td>
<td>590</td>
<td>590</td>
</tr>
<tr>
<td>Square Feet/Job</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>350</td>
<td>350</td>
<td>300</td>
<td>250</td>
</tr>
</tbody>
</table>
ADDITIONAL TOOLS: ATLANTA CITY VIEWER

Visualize Atlanta’s buildings based on height, volume, growth type, and texture.
ADDITIONAL TOOLS: ATLANTA CITY EDITOR

Editing tool for creation, change, and visualization of potential buildings in Atlanta.
TRY IT FOR YOURSELF

http://geospatial.gatech.edu/AtlantaCityDesign/

GETTING STARTED

DOCUMENTATION
- Quick Start: Atlanta Interactive Design (AID) App
- Quick Start: Atlanta City Viewer App
- Quick Start: Atlanta City Editor App
- Growth Forecast Model Input Parameters
- Conservation Area Built-Out Summary Report
- Growth Area Built-Out Summary Report
- Align Density with Transit Summary Report
- All Scenarios - Summary Reports

TUTORIAL VIDEO

Atlanta City Design
Web Application Tutorial Video
What’s next for City Design?
We are focused on the aggregate effect of creating a narrative and corresponding outcomes that lean more into the design, development, and growth of a future City of Atlanta. This work is iterative and collaborative.
Designing Code Reform
**Construction Valuation**

- FY2014: $1.76B
- FY2015: $1.66B
- FY2016: $2.33B
- FY2017: $2.9B
- FY2018: $2.86B
- FY2019: $3.35B

FY 2019 YTD: $3,351,662,194.26

*All values for the first 8 months of the fiscal year.*

**Total Permits**

- FY2014: 16,405
- FY2015: 17,665
- FY2016: 19,618
- FY2017: 21,491
- FY2018: 20,898
- FY2019 YTD: 22,537

**Plan Review Cycles, on Average**

- FY18
  - Commercial: 33 Average
  - Light Commercial: 8
  - Residential: 5

- FY19 YTD
  - Commercial: 26 Average
  - Light Commercial: 7
  - Residential: 6

**Yearly Progress**

- 93% in FY18
- 10% Arborist
- 28% Buildings
- 4% Complaint
- 22% Electrical
- 16% Mechanical
- 18% Plumbing
- 2% Sign & Zoning
- 97.2% in FY19

**Inspections SLA Average**

- 7% in FY18
- 2.8% in FY19

**Standard vs Express Permits**

- 95% in FY18
- 3% in FY19
WE’RE REFORMING OUR CODES TO ACCOMMODATE INNOVATION
WE’VE ALSO BEEN REFORMING OUR ZONING CODE...

- Accessory Dwellings
- Definitions Update
- Historic Lot Patterns
- Industrial Districts Uses
- I-Mix District
- Loading Requirements
- MRC (Mixed-Residential Commercial)
- Residential Density Increase
- Missing Middle Zoning District
- Parking (on-street, shared, old buildings)
- Neighborhood Design Standards
- Telecommunications Updates
- Transitional Height Plane Updates
- Quality of Life Districts

Phase 1 and 2 passes, RFP for rewrite in progress
Designing Better Buildings
WE’VE BUILT ON LAST YEAR’S SUCCESS
WE’VE BEEN WORKING WITH EMORY ON A PARKING DECK IN MIDTOWN
That will also include a vibrant, human-scale street presence.
While each new building provides an opportunity to improve the design of Atlanta’s built environment, our amazing inventory of existing and historic buildings offer us unique opportunities. Our Future Places project will be our strategy to consider these valuable assets.
The following set of criteria will be used to evaluate all eligible proposals and to select the winning projects. Projects with higher scores will be prioritized.

**Transportation Safety**
Up to 10 points
Your project must address a transportation safety concern. In particular, your proposal should work to make the street safer for people who walk, bike, or use transit, not just for cars. Safety improvements can come from changes such as slower speeds, increased visibility, better street crossings, safer intersections, safer street organization or signage, or safer pedestrian features.

**Community Support**
Up to 5 points
Your project should have strong community support. Letters of support from a broad range of stakeholders, especially those who would be directly impacted by your project, is highly preferable.
Projects that connect to existing community efforts or larger plans make a strong case for support.

**Street Activation**
Up to 5 points
Your project should include an element that draws people to it and activates the street with people. Ideas that encourage people to interact with the space are preferable.

**Additional Consideration**
Sites or projects with special conditions will receive additional consideration. Such conditions include:
- Located within an Equitable Target Area
- Located within a historic district or corridor
- Increase park or school access
- Existing active ground-floor retail or other pedestrian use
- Incorporate multi-modal access
- Improvements upon applications that were submitted in the 2018 call for projects but were not awarded.
  - Note: Projects previously accepted to the program may not be re-submitted for additional funding.
- Project is located in a geographic area unserved by previous placemaking projects
WHERE ARE WE DOING THIS RIGHT NOW?

- **BUS CANOPY**
  - Cascade Heights

- **MARTA RAIL LINES**

- **ATLANTA BELTLINE**

- **ATLANTA CITY LIMITS**

- **MULTIPLE PROJECTS**
  - English Avenue

- **N. HIGHLAND AVE MINI-PARK**
  - Virginia Highland

- **BROAD ST BOARDWALK**
  - Downtown

- **MULTIPLE PROJECTS**
  - West End

- **JACKSON ST BRIDGE**
  - Old Fourth Ward
OUR BUILT WORK IS ABOUT DOING THE SMALL THINGS EXCEPTIONALLY WELL
Designing for Nature
THIS WORK BEGINS WITH THE URBAN ECOLOGY FRAMEWORK
How do we get to 50%

<table>
<thead>
<tr>
<th>City Design Category</th>
<th>2008</th>
<th>2014</th>
<th>Change</th>
<th>Goal</th>
<th>Change needed</th>
<th>Major Initiative*</th>
<th>Protect &amp; Plant†^</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core</td>
<td>7%</td>
<td>11%</td>
<td>+4%</td>
<td>15%</td>
<td>+4%</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Clusters</td>
<td>26.5%</td>
<td>26%</td>
<td>-0.5%</td>
<td>35%</td>
<td>+9%</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Corridors</td>
<td>25%</td>
<td>27%</td>
<td>+2%</td>
<td>30%</td>
<td>+3%</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Production Areas</td>
<td>28%</td>
<td>27%</td>
<td>-1%</td>
<td>27%</td>
<td>0%</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Urban</td>
<td>48%</td>
<td>50%</td>
<td>+2%</td>
<td>55%</td>
<td>+5%</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Suburban</td>
<td>59%</td>
<td>58%</td>
<td>-1%</td>
<td>60%</td>
<td>+2%</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Rural</td>
<td>70%</td>
<td>65%</td>
<td>-5%</td>
<td>67%</td>
<td>+2%</td>
<td>X</td>
<td></td>
</tr>
</tbody>
</table>

*Major public realm tree planting of diverse tree species, soil volume, tree management and replacement initiative
† Protection of tree canopy and new planting of diverse species

Key Actions

• Protection of existing tree canopy using the previously identified protection zones
• Major young forest initiative to plant 3,600 new acres of trees and manage to maturity
• Annual replacement of dead trees outside forests.
• City wide public realm tree inventory to inform new planting and management
• Assessment of tree mortality and demographics to track trajectory of forest and planted public realm trees.
ECOLOGY

WATER QUALITY
Water quality has significantly improved in recent years but the health of the Chattahoochee is largely dependent on the health of its tributaries. Water quality remains impaired by the impacts of upstream urbanization, including flows and sedimentation.

ECOLOGY CONNECTIVITY
Sub Area 3 has large tracts of intact forests and national parks scattered along the River. The area provides an ecological corridor and connectivity along the river that extends to an even larger regional network. This area also contains some of the healthiest supporting tributaries of the Chattahoochee, including Six-Mile-Creek and Dog River. Tributary health is important to the overall health of the river and important considerations as the region’s population continues to expand.

ECOLOGY

WATER USE
The Chattahoochee is a valuable resource, supplying 70% of Atlanta’s drinking water from a single intake. A relatively small river supporting a large population, the river is controlled, confined, and consumed by metro Atlanta. During periods of drought 30% of the river’s waters downstream of Atlanta is treated wastewater effluent.
Designing for Affordability
OUR WORK IN AFFORDABILITY STARTS BY UNDERSTANDING OUR SPECIFIC NEEDS

A CITY BY DESIGN: HOUSING

THE EQUITABLE NEEDS ASSESSMENT REMIX
Atlanta’s population has grown significantly since 2010, adding mostly higher income, better educated, and renter households. In response, Atlanta’s supply of housing – particularly multifamily – expanded and shifted toward higher-cost rental housing. Rents have increased faster than income. As a result, Atlanta’s affordability challenges are growing as both renters and homeowners are increasingly strained to afford housing.

**MARKET TRENDS**

- **+11,000**
  - New households

- **3 in 4**
  - New households in ATL are renters

- **~95%**
  - Of new households over $50K

- **27%**
  - Of all units were built post-2000

- **86%**
  - Multifamily share of new units

- **+74%**
  - Growth in average rent for new units

- **Atlanta has experienced strong population growth in educated and racially diverse households.**

- **Renter households** are driving the city’s growth, while homeownership rates have declined.

- **Gentrification pressures are strong.** The vast majority of newcomers earn more than $30,000 annually.

- **Atlanta has experienced rapid housing development.**

- **Multifamily development** has driven most of this increase in housing.

- **Rents for newly developed units** are rising throughout the city.

*Source: ACS 2015-2019 5-year survey*
OUR NEW HOUSING INNOVATION LAB

Citywide
Enable the private market

Master Plan
Partner on major development sites

Building
Leverage & develop city assets
Designing for Mobility
OUR MOBILITY WORK BEGINS WITH THE ATLANTA TRANSPORTATION PLAN

Atlanta’s Transportation Plan: The Access Strategy for Atlanta City Design
THIS INCLUDES AN AMBITIOUS NEW VISION FOR THE WAY WE MOVE AROUND THE CITY

Current Mode Share

- Drive Alone: 54%
- Drive Together: 29%
- Transit/Walk/Bike: 17%

Future Targets

- Drive Alone: No more than 35%
- Drive Together: No more than 30%
- Transit/Walk/Bike: At least 35%
Average Day for Micro-Mobility in Atlanta

• Average Trips/Day: 11,534
• Average Miles/Trip: 1.0 miles
• Average Trips/Device: 2.9 Trips

Source: Monthly Operator Reports, Office of Mobility Planning

• Average Minutes per Trip: 15.4 minutes

Source: Monthly Operator Reports, Office of Mobility Planning

• Average Cost per Trip: $3.06
• Average Cost per MARTA Trip: $2.50 or less

Source: Monthly Operator Reports, Office of Mobility Planning
#ScootSmart Campaign

Follow the Department of City Planning’s social media this summer to see information on scooters and e-bikes and tips for how to park and ride safely.

Check out our kick off video to get started!
Designing Better Community Engagement
THE ATLANTA CITY STUDIO’S TWO SUCCESSFUL YEARS IN CASCADE HEIGHTS...
...SHOWED EXACTLY HOW THIS WORK CAN BE APPROACHABLE & COLLABORATIVE
OUR NEW HOME
Questions?

Subhro Guhathakurta
Director, Center for Spatial Planning Analytics & Visualization, Georgia Institute of Technology (Moderator)

Kevin Bacon
Director, Atlanta City Studio, City of Atlanta Department of City Planning

Tony Giarusso
Associate Director, Center for Spatial Planning Analytics & Visualization, Georgia Institute of Technology

Gordon Zhang
Research Scientist, Center for Spatial Planning Analytics & Visualization, Georgia Institute of Technology