

# THE ATLANTA REGION'S PLAN

## DCA SUPPLEMENT

Draft September 2020



Atlanta Regional Commission



# CONTENTS

- 04** DATA ELEMENT
- 12** QUALITY COMMUNITY OBJECTIVES
- 18** PUBLIC ENGAGEMENT SUMMARY

# DCA DATA SUPPLEMENT

The following pages contain additional elements and maps that are required by the Georgia Department of Community Affairs.

## BROADBAND

The Atlanta region is fortunate to be well served by Broadband (defined as speeds of 25 Mbps down and 3 Mbps up). There are some areas within South Fulton and other rural areas within the region that do not meet this standard. In addition, recent events, including the COVID-19 pandemic have stressed the importance of having reliable broadband service for all residents and businesses. Ensuring that reliable and affordable broadband is available to every resident will be examined with communities during their comprehensive plan process.

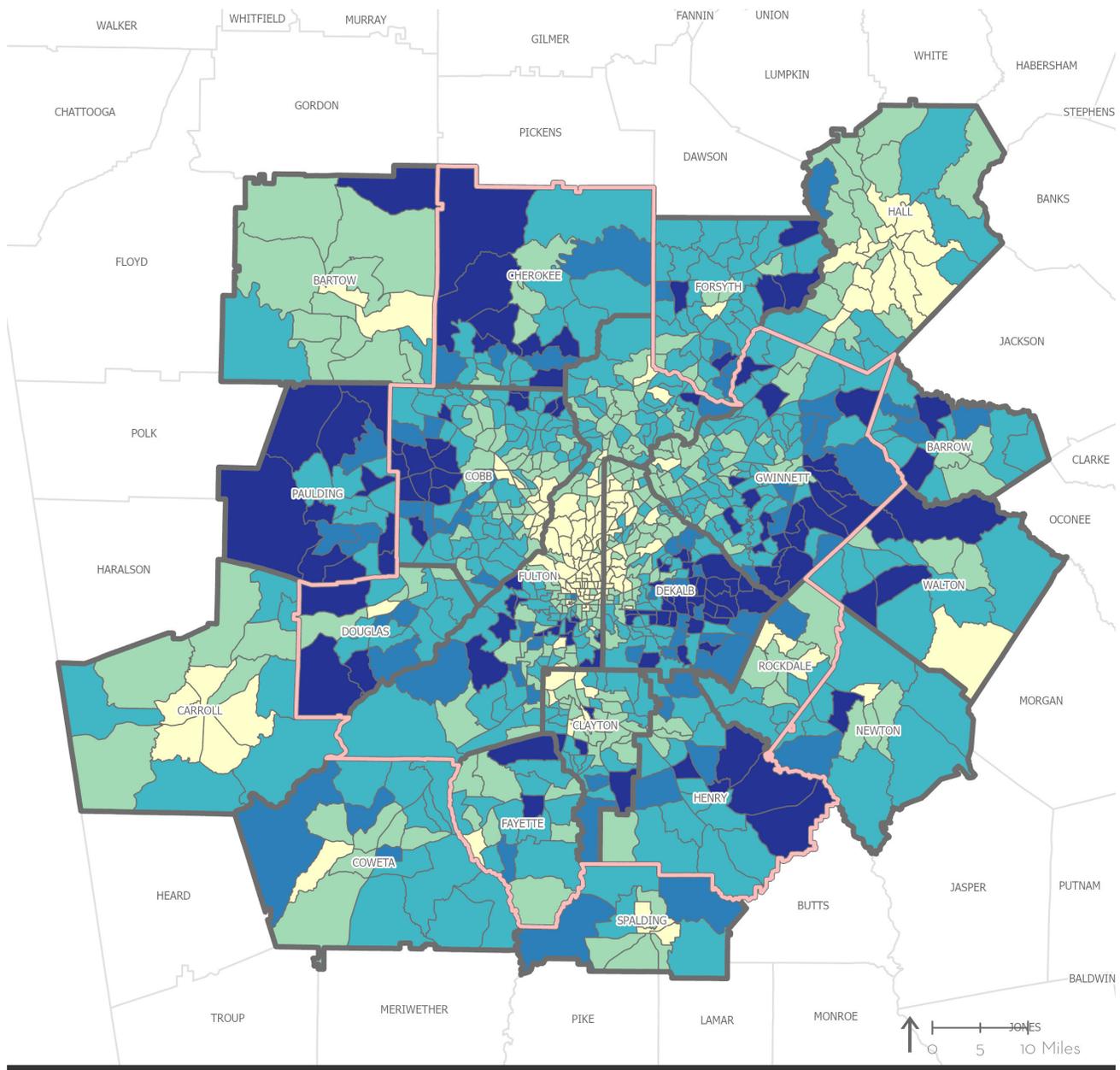
## APPROPRIATE LAND USES

Each Big Idea Policy Area is required to have recommendations for appropriate land uses. Table A-1 illustrates the recommended land uses. While each area has appropriate land use, it is recommended that each plan is also examined for appropriate design and density recommendations for individual projects. Map A-6 illustrates the required components of the Areas Requiring Special Attention Map. The implementation strategies are documented within the Big Idea section within the Regional Development Plan.

**TABLE A-1 BIG IDEAS APPROPRIATE LAND USES**

Big Idea Area	Residential	Commercial	Industrial	Office	Mixed-Use
Regional Trails	✓	✓		✓	✓
Regional Transit	✓	✓		✓	✓
Regional Centers	✓	✓		✓	✓
Regional Rivers					
Priority RIR Areas	✓	✓	✓	✓	✓
Regional Housing Areas Sub-Markets 3 and 4	✓	✓			✓
Freight Areas and Atlanta Aerotropolis			✓		

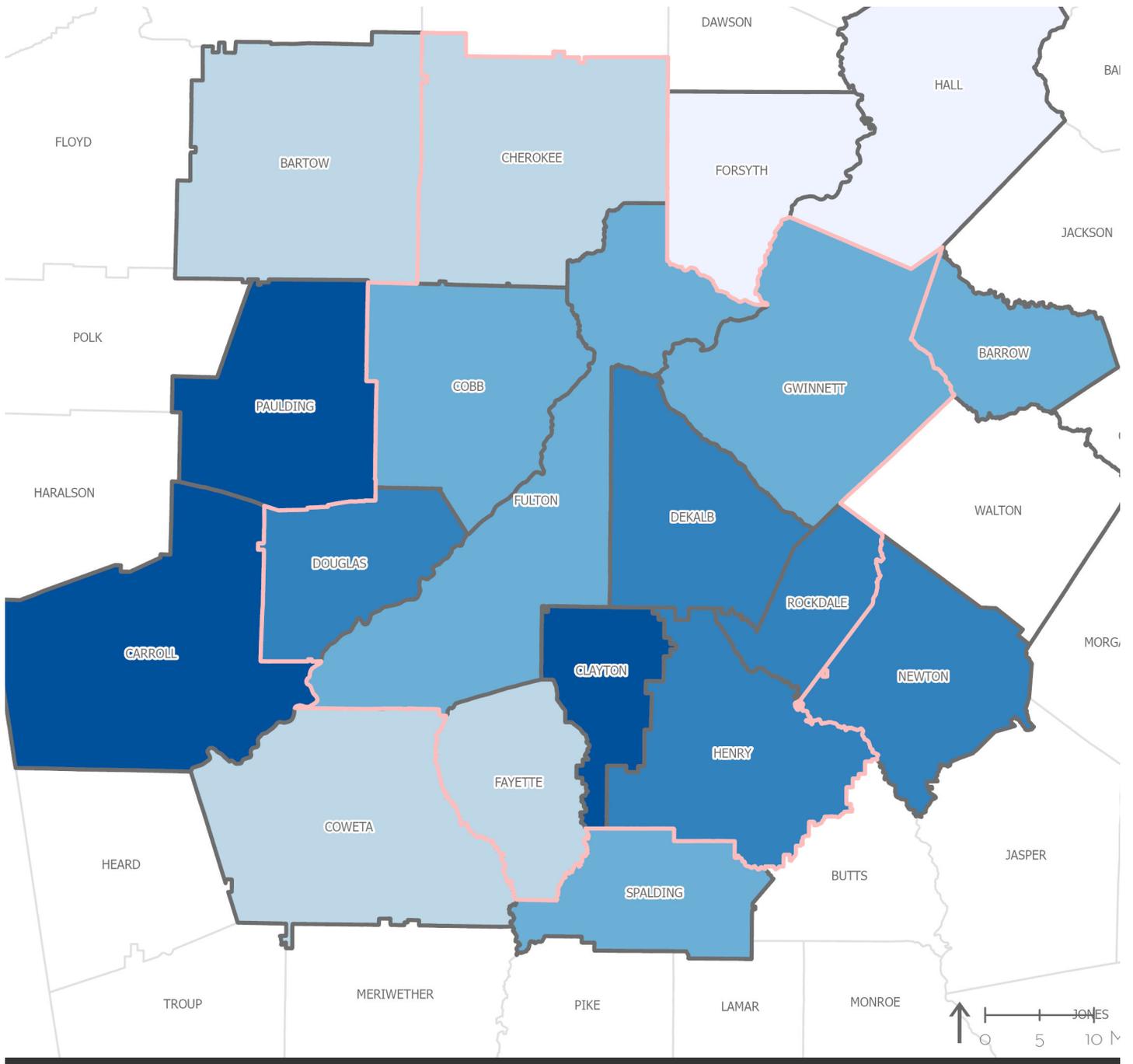
# MAP A-1 REGIONAL TRAVEL TIME TO WORK



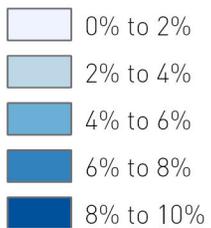
## Travel Time to Work

- Less than 25 Minutes
- 25 - 30 minutes
- 30 - 35 minutes
- 35 - 40 minutes
- More than 40 minutes
- ARC 20 County
- ARC Regional Commission Boundary
- Counties

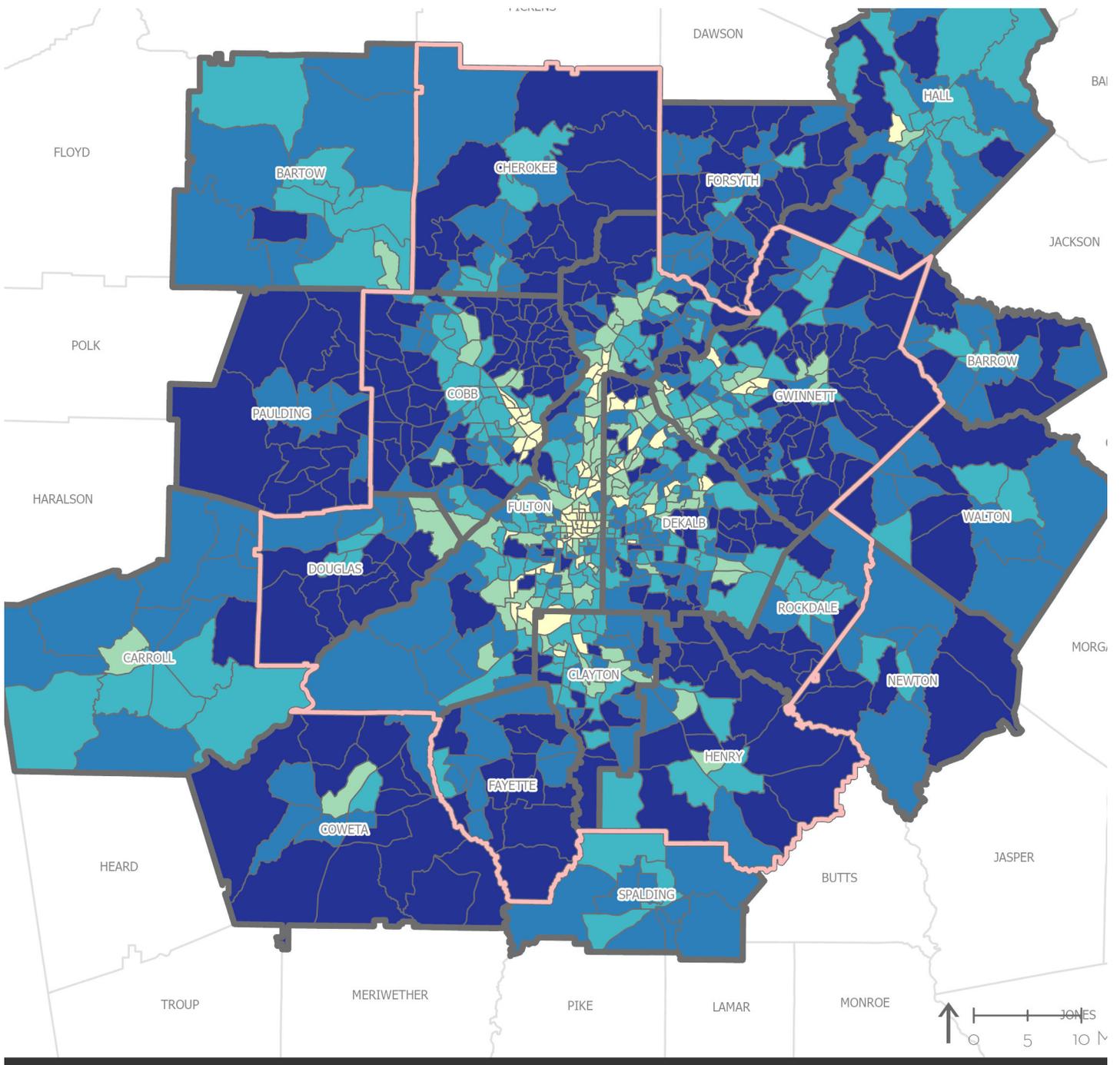
## MAP A-2 2017 EVICTION RATES BY COUNTY



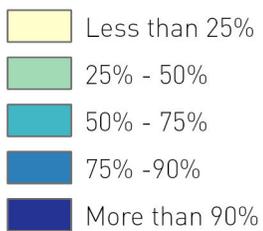
### Eviction Rate



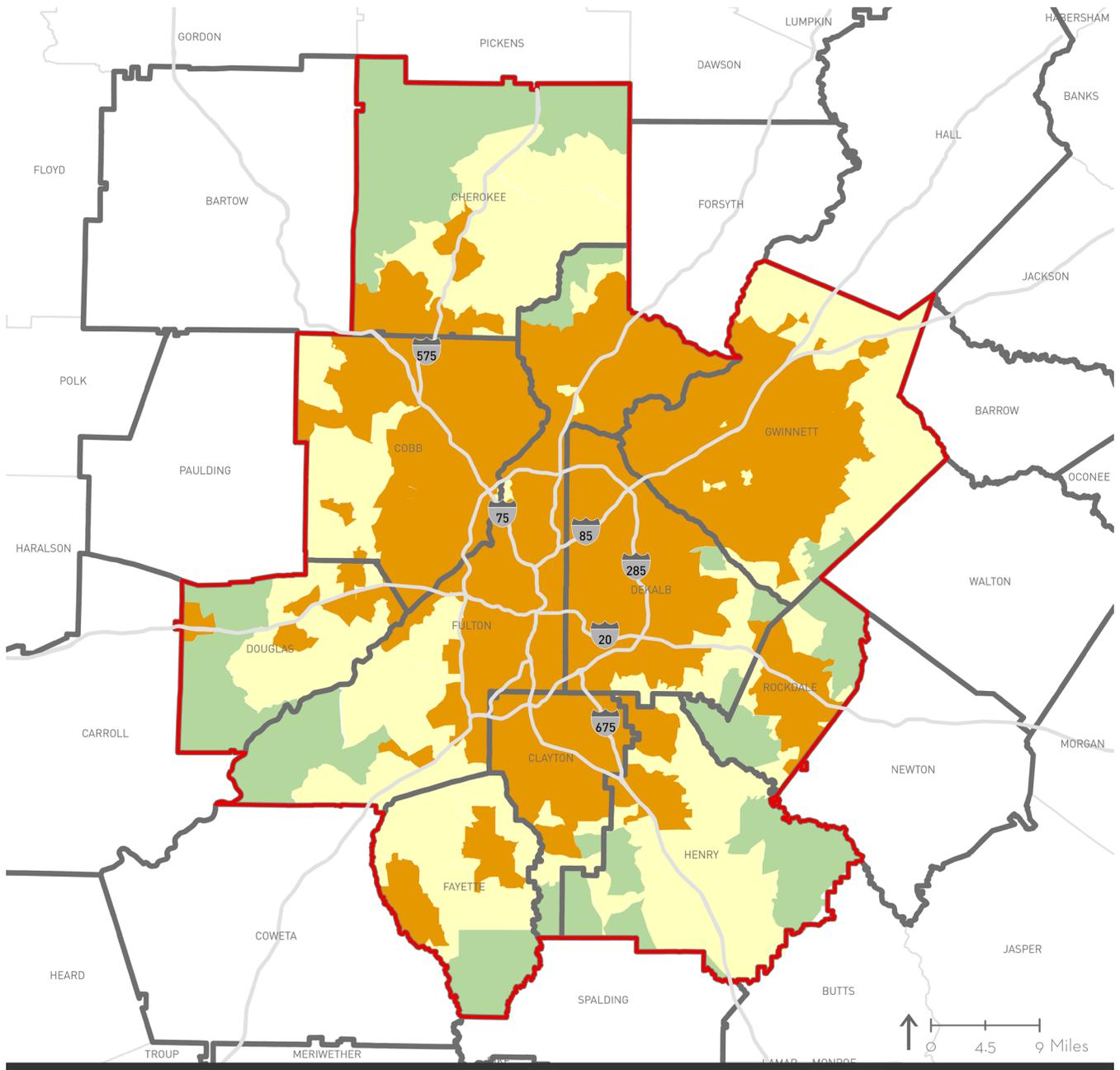
MAP A-3 SHARE OF SINGLE FAMILY HOMES



Percent Single Family

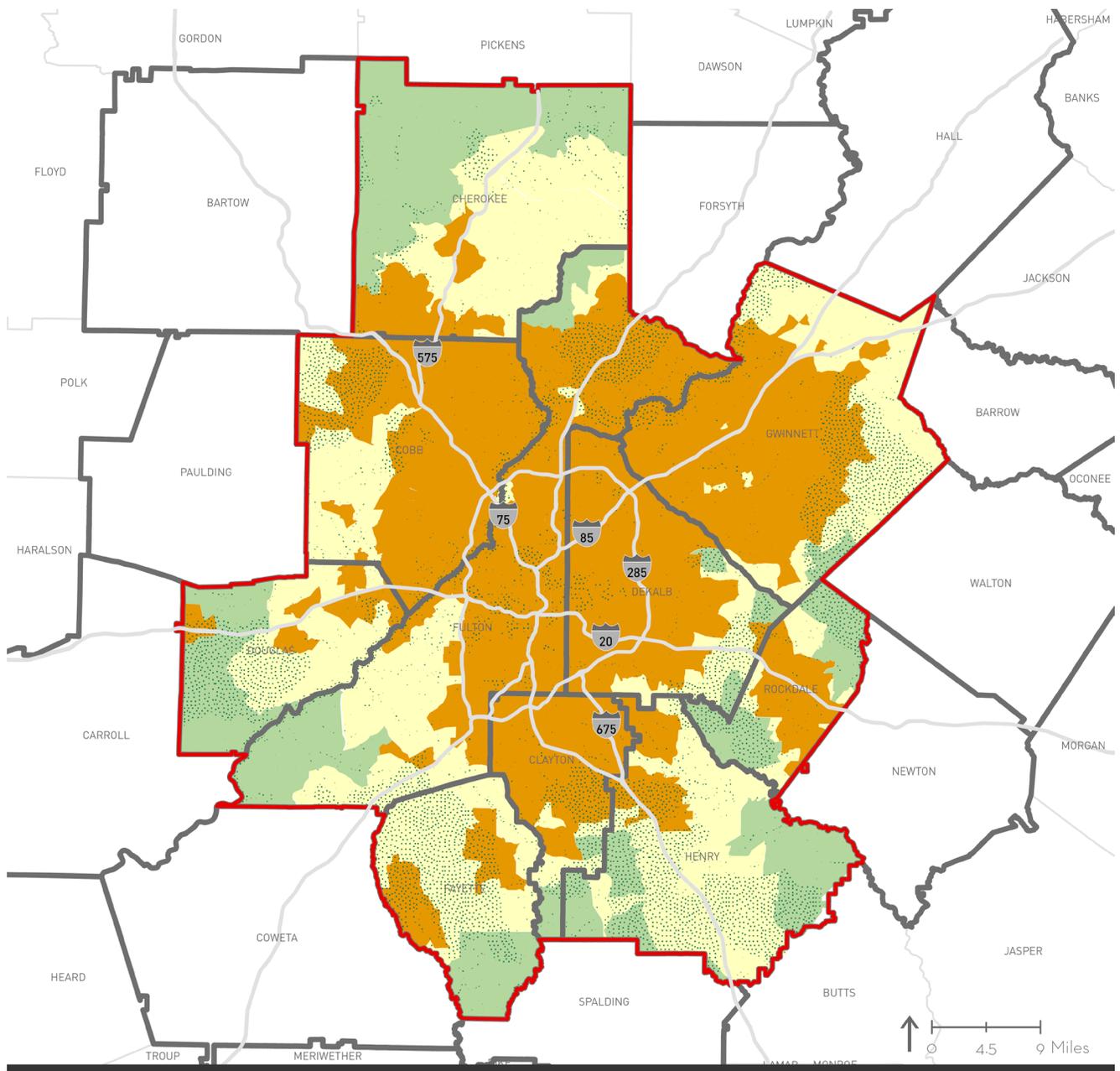


# MAP A-4 DCA FUTURE LAND USE



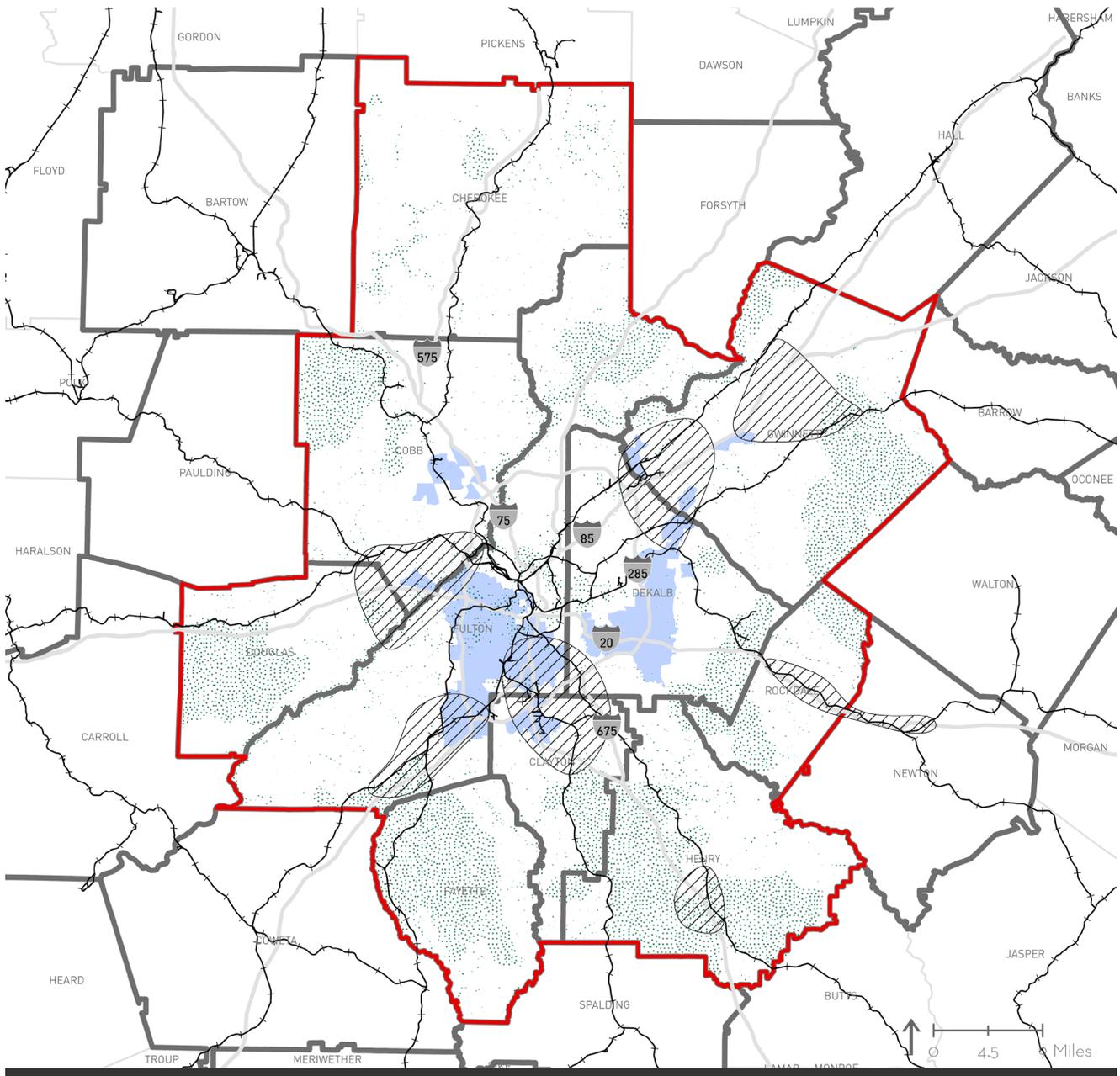
- ARC 20 County
- ARC Regional Commission Boundary
- Counties
- Expressways
- Developing
- Developed
- Rural

# MAP A-5 CONSERVATION AND DEVELOPMENT MAP



-  ARC 20 County
-  ARC Regional Commission Boundary
-  Counties
-  Expressways
-  Developing
-  Developed
-  Rural
-  Conservation

# MAP A-4 AREAS REQUIRING SPECIAL ATTENTION



- Expressways
- ▭ ARC Regional Commission Boundary
- ▭ ARC 20 County
- ▭ Counties
- ▭ Priority Regional Important Resources
- ▭ Areas facing Redevelopment Pressures (Housing Submarkets 3 & 4)
- ▭ Rapid Development Areas (Freight Cluster)
- USA Railroads



# QUALITY COMMUNITY OBJECTIVES

---

The 10 objectives outlined below are adapted from generally accepted community development principles to fit the unique qualities of Georgia's communities. These objectives are intentionally crafted with significant areas of overlap, such that, by addressing one or more of the objectives, a community will also end up addressing aspects of others.

---

## ECONOMIC PROSPERITY

***Encourage development or expansion of businesses and industries that are suitable for the community.***

The Great Recession challenged the Atlanta region on many levels. As the region emerged from the recession, the key for continued success and economic growth was collaboration – among partners including local governments, businesses, economic development professionals, school systems and non-profits. Innovation within our leading industries will attract new investments and support growth in new technologies, business processes and emerging sectors.

Long known as a center for commercial air travel, the region is increasingly a hub for freight movement and logistics as well. Manufacturing has increased as companies look for ways to maximize their supply chains. Institutions of higher learning, Fortune 500 headquarters and a highly educated workforce have led the region's emergence as a knowledge hub. TV and film production industry, an established music industry, and emerging digital animation and gaming sector offer robust entertainment exports.

Metro Atlanta has long been considered an attractive place to do business due to low corporate income taxes, strong infrastructure, right-to-work status, the HOPE scholarship, Quick Start and other talent development incentives and a diverse labor pool for a wide array of job types. The drive of the post-recession economy is the intersection of the region's knowledge, production, logistics, and entertainment hubs.

## EDUCATIONAL OPPORTUNITIES

***Make educational and training opportunities readily available to enable all community residents to improve their job skills, adapt to technological advances, manage their finances, or pursue life ambitions.***

ARC has undertaken the challenge of understanding the “cradle-to-career” pipeline as a part of the CATLYST and support Learn4Life. This includes the full range of forces that allows a young person to succeed in school, enter a career and achieve financial independence. Implicit in this pipeline is also consideration of post-secondary education, as an estimated 60% of jobs in Georgia will require a post-secondary degree (whether a certificate, two-year, or four-year degree) by 2020.

Early success in the cradle-to-career pipeline will give consideration to elements as varied as stable childcare networks for families and opportunities for academic enrichments. As individuals advance along the pipeline, on-going training, and in some circumstances, re-tooling and re-training will be needed to keep job skills current in the changing landscape of the Georgia workforce. Technology and data play a role in education and workforce like never before.

ARC serves at the Atlanta Regional Workforce Board for seven counties in the metro area. In this capacity, it provides numerous services including Career Resource Centers, Training, and Technical Assistance.

## COMMUNITY HEALTH

*Ensure that all community residents, regardless of age, ability, or income, have access to critical goods and services, safe and clean neighborhoods, and good work opportunities.*

Metro Atlanta is changing. 25% of the region is faced with the challenge of living in areas with high concentrations of poverty. 20% of the region is over age 60. By the year 2040, there will be no racial or ethnic majority.

ARC creates efficiency by combining the resources of multiple State and Federal agencies. ARC serves as the Regional Commission (State), the Metropolitan Planning Organization (Federal), the Area Agency on Aging (Federal), the Atlanta Regional Workforce Board (State) and the Metro North Georgia Water Planning District (State). This comprehensive approach allows for the collaborative planning of multiple facets of community development: transportation, natural resources, housing, economic development, educational resources, employment, aging and health needs, arts, culture and recreation.

Programs at ARC are tailored to be responsive to the changing needs of communities. A broad cross section of examples include:

- **Georgia Commute Options:** A focal point of the Commute Options program that includes Guaranteed Ride Home and SchoolPool incentives, along with technical information .
- **Community Development Assistance Program:** Resources, training, and implementation assistance tailored to the specific requests of local governments and non-profits.
- **Neighborhood Nexus:** A regional information system that provides data, tools and expertise and is publicly available on the internet.
- **Green Communities:** A voluntary certification program for local jurisdictions to encourage sustainable practices throughout the region.
- **Human Services Transportation:** Planning for service options designed to meet the needs of the region's transportation disadvantaged, including older adults, persons with disabilities, and individuals with lower incomes.
- **Livable Centers Initiative:** Planning grants awarded on a competitive basis to local governments and non-profit organizations to prepare plans for the enhancements of existing centers and corridors.
- **LINK:** A leadership program that brings together the region's most influential leaders to learn how metropolitan areas throughout the country are addressing the same issues and challenges faced by the Atlanta region.
- **RLI:** The Regional Leadership Institute is a comprehensive program designed to better prepare a diverse group of community leaders to work collaboratively to address regional issues.
- **Lifelong Communities:** A program designed to promote housing and transportation options, encourage healthy lifestyles, and expand information and access to services, with a focus on the older adult population in the region.

## EFFICIENT LAND USE

*Maximize the use of existing infrastructure and minimize the costly conversion of undeveloped land at the periphery of the community.*

ARC ties its transportation infrastructure investments to the Unified Growth Policy Map (UGPM) which allows ARC to explicitly tie investments to planned and forecasted land use growth at a regional level. Over half of the UGPM identifies Metro Atlanta in a Rural or Developing Rural classification, which will mitigate the types of infrastructure expansion supported in areas that are not appropriate.

The Livable Centers Initiative (LCI) continues to be a popular program for fostering compact growth around the region's centers, with 111 identified LCI areas to date. Further supporting the increased demand for compact living, a report undertaken by The Center for Real Estate and Urban Analysis at The George Washington University showed that over 50% of development dollars between 2009-2013 went to areas of Metro Atlanta that are classified as "Walkable Urban Places." This is a significant increase from previous real estate cycles analyzed in the report.

One of the region's most tremendous assets in the Hartsfield Jackson International Airport, and ARC has initiated a planning effort to create a Community Improvement District and related improvements. As one of the region's greatest centers, the new facility around the Porsche headquarters has caused many to rethink the potential for development around the airport and its attraction to the global community.

Conservation planning continues to be a popular alternative in communities around Metro Atlanta that desire a different pattern of development from typical patterns of sprawl.

## HOUSING OPTIONS

*Promote an adequate range of safe, affordable, inclusive, and resource efficient housing in the community.*

The Regional Development Guide implements the Unified Growth Policy Map (UGPM) by suggesting appropriate development practices and densities for the metro region. This guide encourages higher density housing in areas of the core while recognizing the importance of preserving the character of traditional neighborhood housing and lower densities in rural areas of the region. Through programs such as the Livable Centers Initiative and Lifelong Communities, we incentive communities to promote a mix of housing options that meet the needs of a variety of residents in places that are appropriate within their community. Through partnerships, such as the TOD Collaborative, we have successfully worked with MARTA to activate underutilized parking lots for the redevelopment of mixed-used housing opportunities.

To further promote the efficient development of new housing, ARC has revisited the thresholds for Developments of Regional Impacts. The system for metro Atlanta is tied to a tiered scale whereby higher intensity uses in areas that can readily accommodate them do not have the same level of review as higher intensity uses in less urban areas.

## REGIONAL COOPERATION

*Cooperate with neighboring jurisdictions to address shared needs.*

To build the trust and consensus needed to overcome significant challenges, regular collaboration is needed. ARC is the site of monthly meetings of its governing Board, comprised of elected officials and citizen representatives. ARC also serves as the convener of the Atlanta Regional Workforce Board and the Board of the Metro North Georgia Water Planning District.

The agency work program is informed by several formal subcommittees of the ARC Board. ARC hosted coordinated committees of technical staff for transportation, water, housing, and land use planning, as well as regularly convene the network of professionals that operate Senior Centers and provide other older adult services. Beyond these monthly technical meetings, ARC offers a variety of forums open to our professional colleagues and members of the public around an issue of regional importance.

## RESOURCE MANAGEMENT

*Promote the efficient use of natural resources and identify and protect environmentally sensitive areas of the community.*

### WATER

As the administrator of the Metropolitan River Protection Act (Georgia Code 12-5-440 et seq.), ARC ensures compliance with the requirements established within a 2000-foot corridor along both banks of the Chattahoochee River and its impoundments between Buford Dam through Douglas and Fulton Counties. ARC has played a central role in the Tri-State Water Wars, protecting access to Lake Lanier as a drinking water supply for Metro Atlanta, while leading efforts to educate the region on conservation. Metro Atlanta obtains 99 percent of its water supply from surface water sources, such as rivers, lakes and streams, given that ground water sources are restricted due to the nonporous hard bedrock of our area. Per capita water use as decreased 27 percent since 2001, showing that water conservation advocacy by ARC and its partners is making a difference in our region.

### ENERGY

Leading by example has been an effective way to make strides in regional energy efficiency. ARC provides ongoing technical assistance to metro governments desiring to incorporate sustainable practices into both operations and community development. Communities learn from one another, but also see the value of sustainable development that are benefiting their peers. Throughout metro Atlanta, local governments have:

- Upgraded traffic signals to LED lamps
- Instituted Green Roof/ Cool Roof construction in Civic Buildings
- Joined partnerships for programs such as Energy Star and EPA Green Power Partner
- Promoted night sky ordinances
- Installed solar panels in civic buildings and radar speed signs
- Initiated methane capture in landfills
- Actively inspect residential and commercial construction for compliance with Georgia Energy Codes
- Undertaking LEED certification for civic buildings and encouraging need construction to utilize LEED, Earthcraft or similar sustainable building methods

### GREENSPACE

Metro Atlanta has an amazing range of complex environmental ecosystems – mountains, river greenways, forested areas, and working farmland. And many areas serve a dual purpose of both conservation and recreation, such as our wealth of National and State Parks. Approximately 5% of the land in metro Atlanta is dedicated to some sort of conservation or recreation use through both public and private ownership mechanisms. ARC has been working to develop a vision for a regional multi-use trail network that could eventually connect the Silver Comet Trail to the PATH network through the Arabia Mountain National Heritage Area.

ARC Programs that will support the Region's Resource Management:

- Green Communities
- Clean Water Campaign
- My Drop Counts
- Regional Resource Plan

## SENSE OF PLACE

### *Protect and enhance the community's unique qualities.*

Metro Atlanta is too often cast as one sprawling geography. Within the core ten counties, there are 70 different municipalities. Looking at the communities within the twenty county UGPM boundary, there are over 100 different municipalities. The advantage of so many different jurisdictions is the diversity of options and opportunities it creates for Metro Atlanta residents.

Twenty-one communities have chosen to foster preservation of the historic fabric through participation in the Certified Local Government Program with the State Historic Preservation Office, and 14 participate in the National Main Street Program. There are almost 150 districts and 400 individual sites listed on the National Register of Historic Places in Metro Atlanta.

Metro Atlanta is also seeing many of its mid-century suburban neighborhoods become eligible for historic designation, which calls attention to the time period that the region really began to expand. Between 1950 and 2000, the expansion of suburban development created the identity that many associate with the Atlanta region. And these communities provide comfortable, affordable homes with access to good jobs and retail and service establishments. The “suburbs” are the part of the region that the majority of the population continues to call home.

The Livable Centers Initiative supports over 120 areas that foster compact development within dense centers, and the Walk UP Wake Up Call: Atlanta study identified 46 Walkable Urban Places throughout the region. Areas of less density can still benefit from walkability, as is seen by the extraordinary 90+ miles of multi-use paths in Peachtree City, or the network of trail connectivity within the Arabia Mountain National Heritage Area.

The Arabia Mountain National Heritage Area and its resources found in DeKalb, Rockdale, and Henry County is just one type of unique character protected through partnership with the National Park Service. Metro Atlanta is recognized on the national level with three significant sites: The Kennesaw Mountain National Battlefield Park, the Chattahoochee River National Recreation Area, and the Martin Luther King Jr. National Historic Site. Panola Mountain State Park is also a register National Natural Landmark. State Parks and community parks protect a network of ecological and cultural resources while providing recreational and educational amenities.

Metro Atlantans can have their choice of living in high, medium or low density communities in urban, suburban, or rural environments all with access to 21 regional employment centers and world class recreational infrastructure.

## TRANSPORTATION OPTIONS

*Address the transportation needs, challenges and opportunities of all community residents.*

ARC has many different initiatives to encourage transportation alternatives. The award winning Livable Centers Initiative (LCI), Regional Vanpools, and Regional Express Bus service have been developed or expanded in the past twenty years.

Although there is some success over the past 20 years, there is still a need for more alternatives throughout the region. The location of low-earning workers and accommodating their needs must be a critical strategy in developing a program of transportation strategies that addresses full spectrum of travel needs in the region. These workers are in most need of alternative transportation strategies.

The largest concentrations of these workers reside inside of I-285 and south of I-20. Additional areas are found in several areas that are not currently served by high capacity transit, including Monroe, Conyers, McDonough, and Marietta. Most of these areas in the core 10-county region are served by local transit systems, with several exceptions in Henry and Rockdale Counties. A foundation of local bus services exists to build on expanded services can meet the needs of the transportation disadvantaged. The region's long-range transit vision, Concept 3, provides an extensive expansion of regional transit services that meets the transit needs of the region and communities around the region.



# PUBLIC ENGAGEMENT

---

In coordination with the Regional Transportation Plan, public engagement activities have happened since 2016 with the completion of the previous The Atlanta Region's Plan. Over 25,000 people have participated in regional conversations. The Public Engagement Summary Report attached provides documentation of that process. The Regional Public Hearing was held on September 15, 2020.

---



# RDP ENGAGEMENT SCHEDULE

---



» JANUARY 2019  
KICK OFF HEARING  
JOINT CRC/TAQC WORK SESSION

» FEBRUARY-AUGUST 2019  
TECHINIAL COMMITTEE AND  
ARC BOARD ENGAGEMENT ON  
PLAN DEVELOPMENT

» SEPTEMBER-OCTOBER 2019  
PLAN OPEN HOUSES

» FEBRUARY 2020  
RTP ADOPTION

» SEPTEMBER 2020  
VIRTUAL TRANSMITTAL HEARING

» DECEMBER 2020  
RDP ADOPTION



Atlanta Regional Commission