

ATLANTA CITY DESIGN

HOUSING

The past, present, and potential future of zoning in Atlanta and its impact on housing



Department of
CITY PLANNING



Atlanta City Design Housing

A look into how housing policy shaped Atlanta's design, how that design impacts the city's residents, and ways to design it for everyone.

JOIN THE CONVERSATION ONLINE!

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NEW YORK TIMES BESTSELLER

THE COLOR OF LAW

A FORGOTTEN HISTORY OF HOW OUR GOVERNMENT SEGREGATED AMERICA
RICHARD ROTHSTEIN

"A powerful and disturbing history of residential segregation in America. While the road forward is far from clear, there is no better history of this troubled journey."
—NEW YORK TIMES BOOK REVIEW

RESIDENTIAL SECURITY MAP

—	FIRST GRADE
—	SECOND GRADE
—	THIRD GRADE
—	FOURTH GRADE
—	SPARSELY SUITED
—	INDUSTRIAL & COMMERCIAL
—	UNDEVELOPED OR FARMLAND

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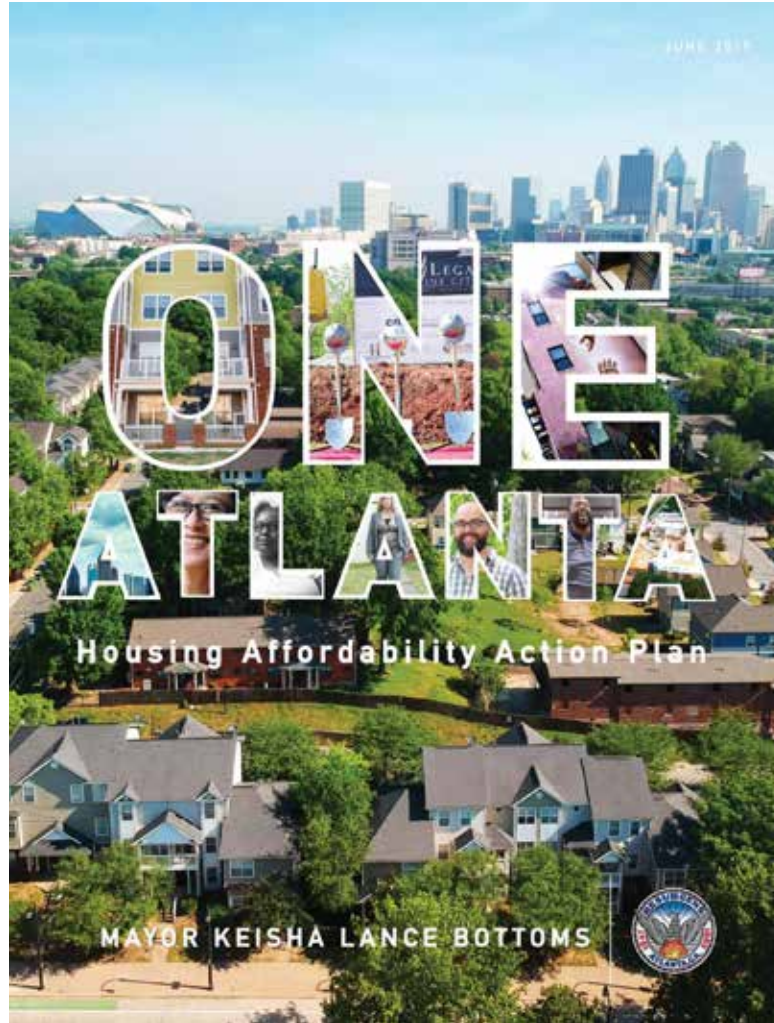
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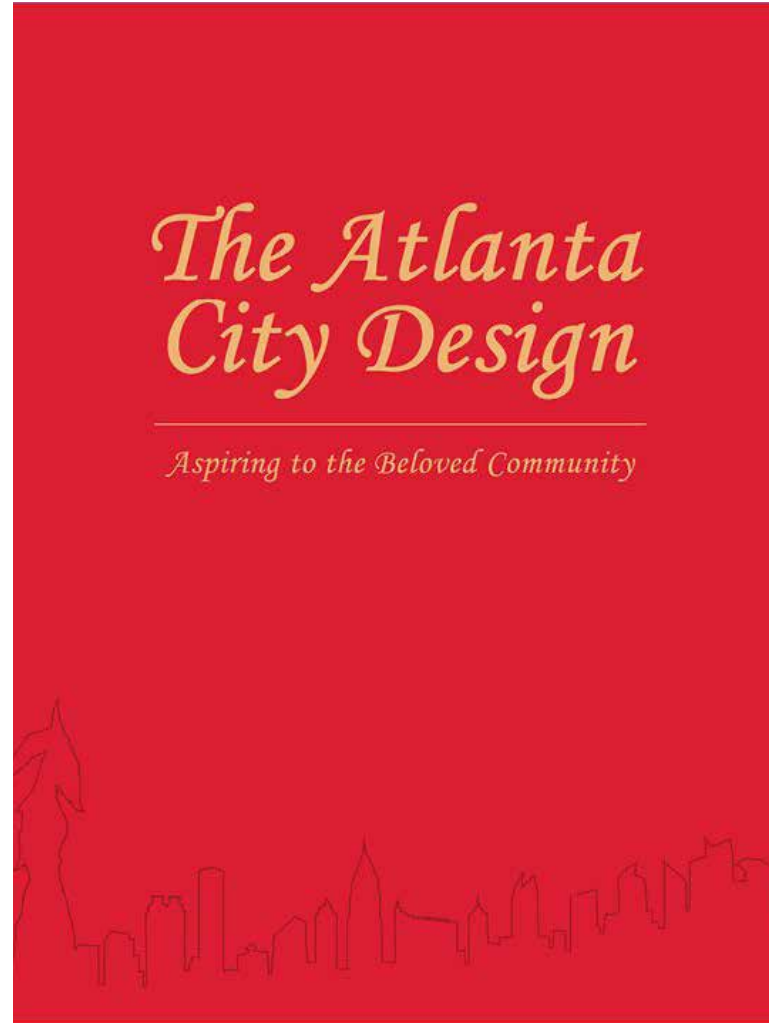
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RICHARD ROTHSTEIN



+



= **ATLANTA
CITY DESIGN
HOUSING**

PURPOSE OF THE PROJECT

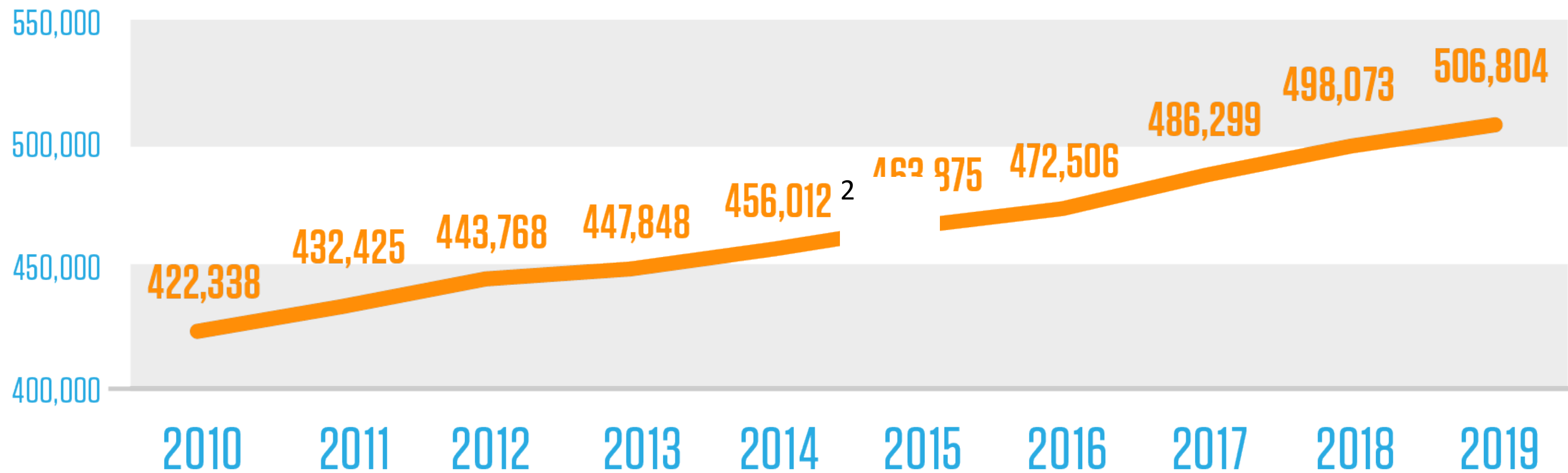
- Assess the current state of housing in Atlanta
- Research the history of housing policy in Atlanta and its continued impact
- Propose Atlanta-specific solutions to build a healthy, diverse housing ecosystem for Atlanta's future

PROJECT TIMELINE

- 2018-2019: Held various public engagement sessions
- 2019-2020: Used public input and research to assess the state of housing and propose options for greater affordability
- Oct. 2020: Hosted a virtual book club on Richard Rothstein's *The Color of Law* about the history of housing policy in Atlanta
- Dec. 2020: Release of Atlanta City Design Housing

ATLANTA POPULATION GROWTH

CITY LIMITS, 2010–2019

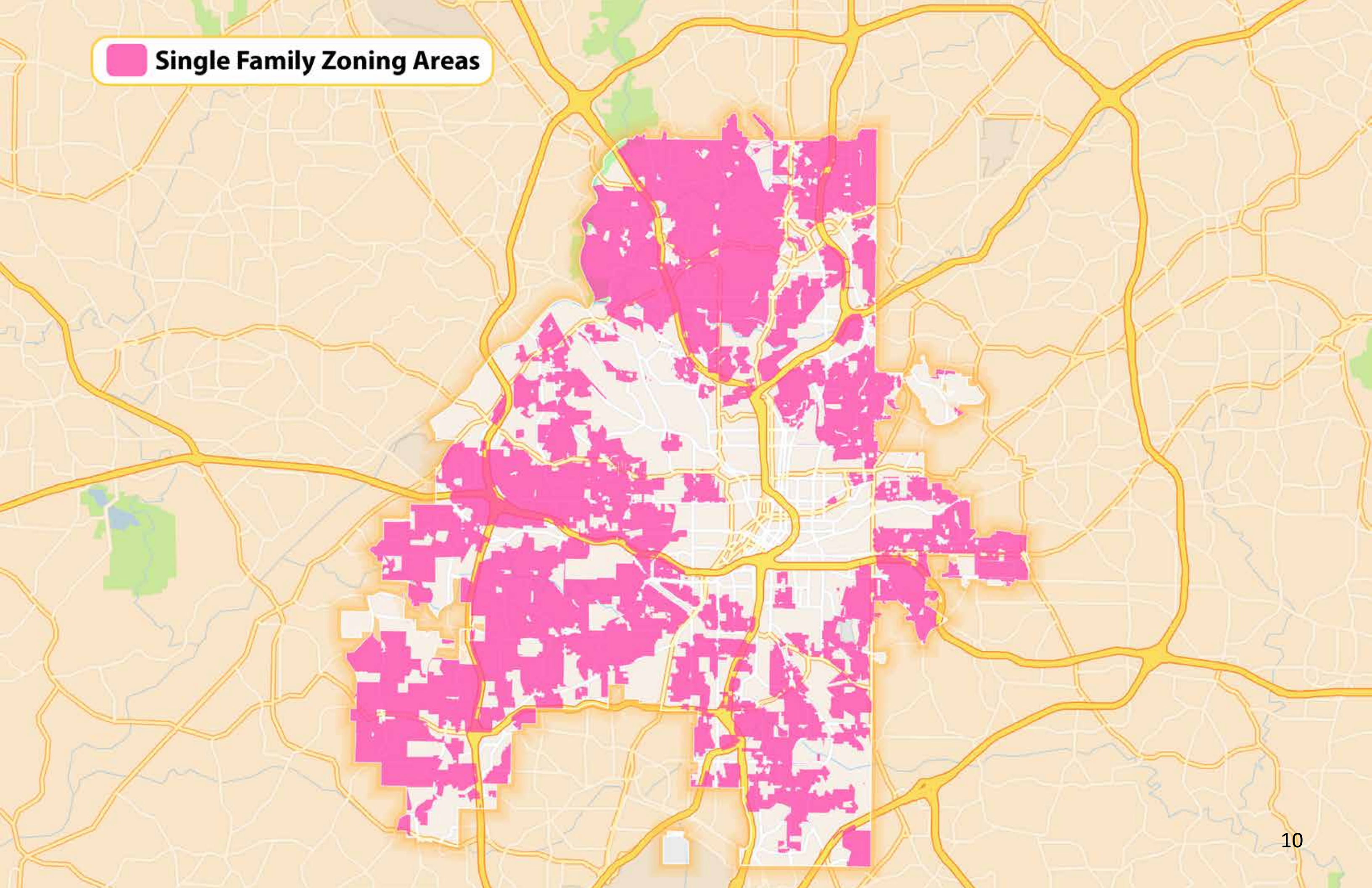


SOURCE: AMERICAN COMMUNITY SURVEY (ACS) 1-YEAR ESTIMATES, 2010–2019

1.2M

RESIDENTS BY 2050

 **Single Family Zoning Areas**

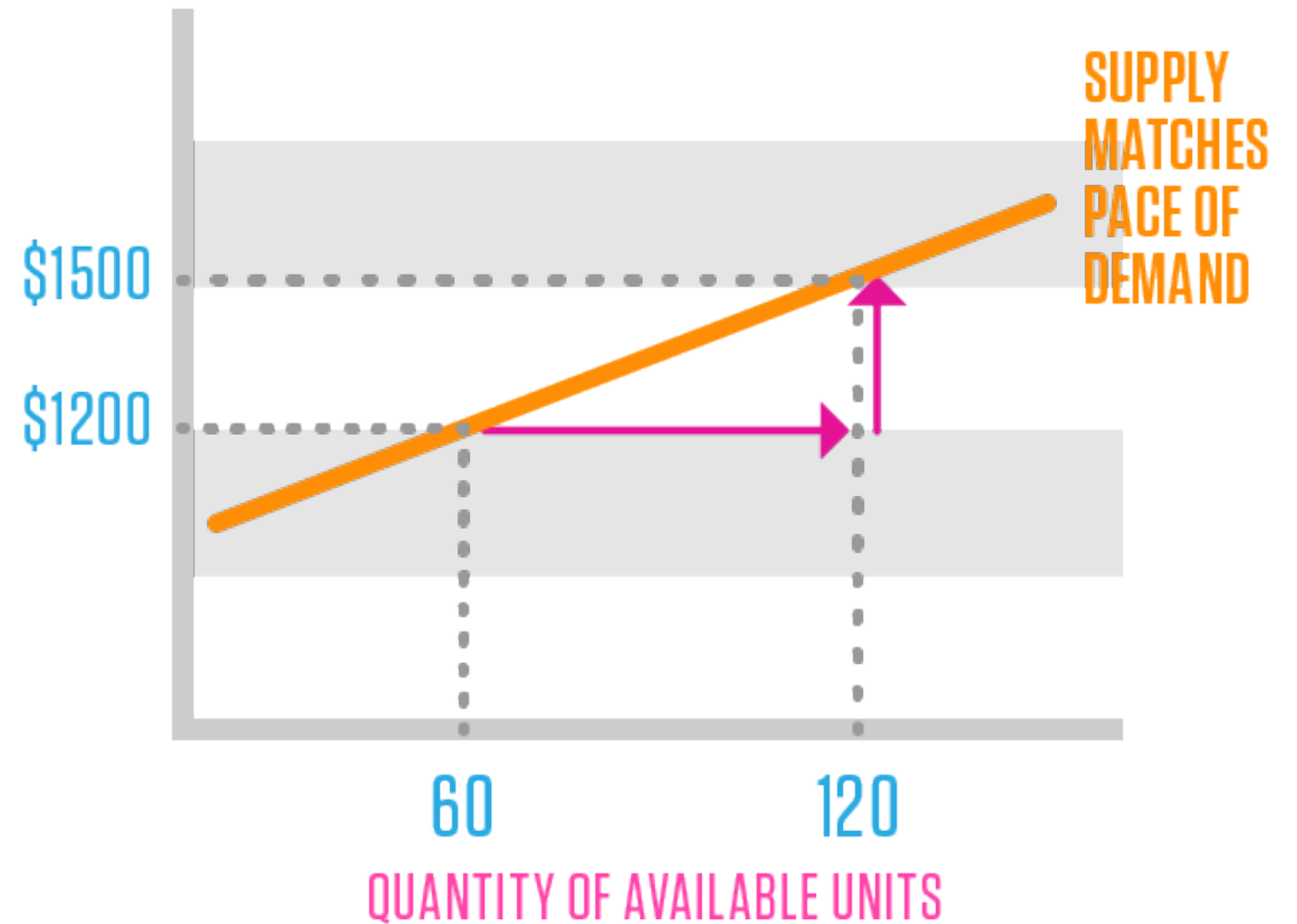
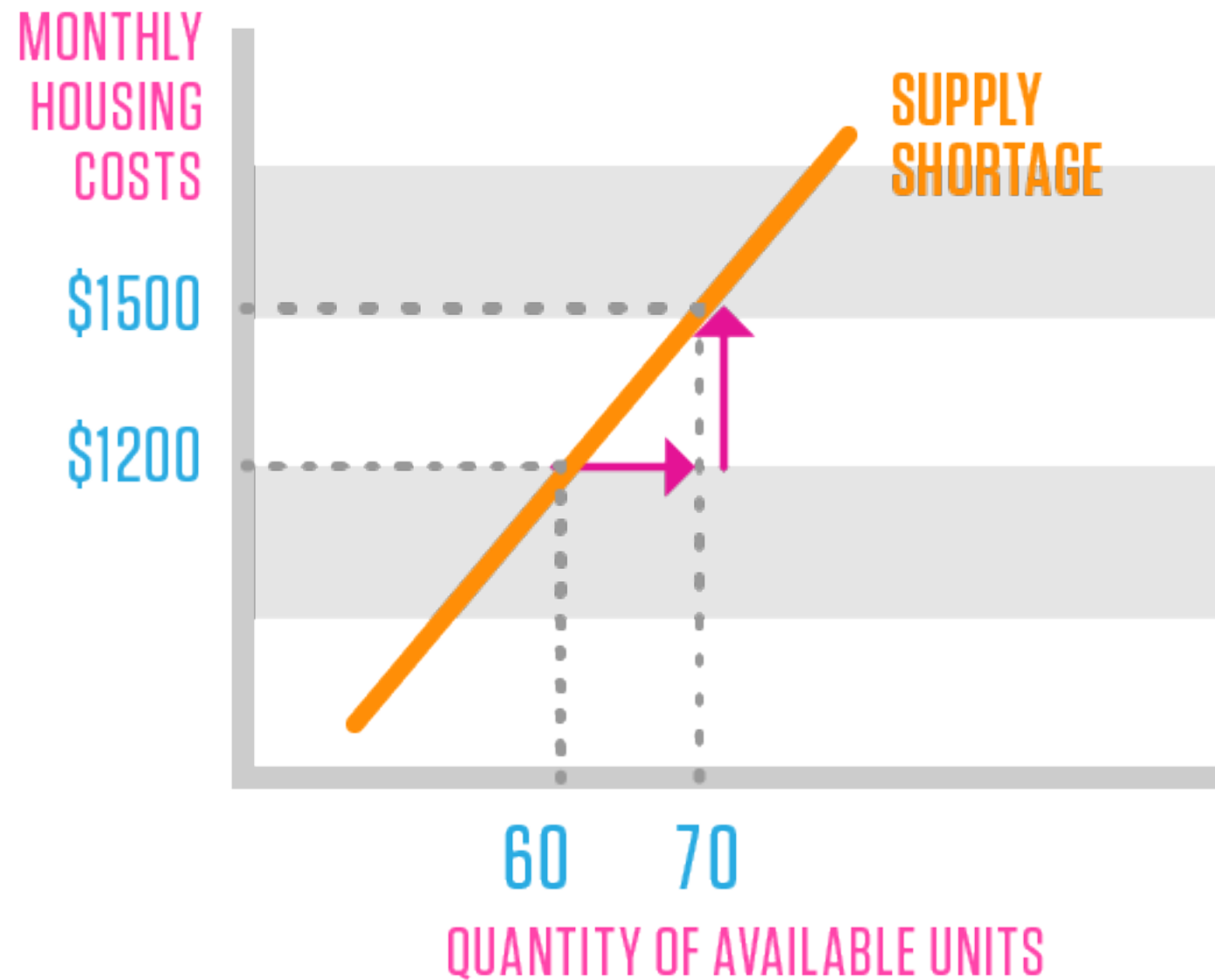


ROSEMEAD, CA ELIZABETH, NJ ALEXANDRIA, VA GARDENA, CA GARDEN GROVE, CA COMPTON, CA PROVIDENCE, RI EVANSTON, IL LONG BEACH, CA REVERE, MA BRIDGEPORT, CT DOWNEY, CA WESTMINSTER, CA LAKEWOOD, OH READING, PA LYNN, MA LAKEWOOD, CA SAN MATEO, CA LOS ANGELES, CA PLAINFIELD, NJ NATIONAL CITY, CA LAUDERHILL, FL SEATTLE, WA LA HABRA, CA CAMDEN, NJ PAWTUCKET, RI LANCASTER, PA LOWELL, MA KIRKLAND, WA WATSONVILLE, CA MONTEREY PARK, CA PLACENTIA, CA BUENA PARK, CA OXNARD, CA NEW ROCHELLE, NY PICO RIVERA, CA MINNEAPOLIS, MN CLIFTON, NJ MONTEBELLO, CA BALTIMORE, MD OAKLAND, CA HUNTINGTON BEACH, CA ALAMEDA, CA NORTH MIAMI, FL SOUTH SAN FRANCISCO, CA TUSTIN, CA COSTA MESA, CA EL CAJON, CA TORRANCE, CA HARTFORD, CT MEDFORD, MA ANAHEIM, CA NEW HAVEN, CT SUNNYVALE, CA DAVIS, CA ALISO VIEJO, CA BURBEN, WA ALLENDALE, CA SAN ANTONIO, CA SAN ANTONIO, CA SAN ANTONIO, CA WEST COVINGTON, LA LAFAYETTE, LA GAITHERSBURG, MD PLYMOUTH, MA WILMINGTON, DE OAK LAWN, IL MARGATE, FL SKOKIE, IL BUFFALO, NY FULLERTON, CA FOUNTAIN VALLEY, CA MIAMI GARDENS, FL MIAMI GARDENS, FL PASADENA, CA GARDEN GROVE, CA SCHENECTADY, NY WHITE PLAINS, NY WHITE PLAINS, NY WESTFIELD, MA URBAN HOUGHTON, CA CERRITOS, CA MODESTO, CA SYRACUSE, NY MILPITAS, CA ORANGE, CA QUINCY, MA TAMARAC, FL TAYLORSVILLE, UT HOLLYWOOD, FL PITTSBURGH, PA CORAL SPRINGS, FL VISTA, CA MISSION VIEJO, CA NEW BRITAIN, CT CUPERTINO, CA CHULA VISTA, CA EASTVALE, CA ARCADIA, CA OREM, UT DEERFIELD BEACH, FL WEST ALLIS, WI MOUNT PROSPECT, IL BEAVERTON, OR SUNRISE, FL ERIE, PA ST. CLAIR SHORES, MI FORT LAUDERDALE, FL PEMBROKE PINES, FL WEST HAVEN, CT SAN BUENAVENTURA, CA SANTA CRUZ, CA SACRAMENTO, CA PALATINE, IL ST. LOUIS, MO COCONUT CREEK, FL RACINE, WI ROYAL OAK, MI NEWTON, MA STOCKTON, CA CLEVELAND, OH CARSON, CA ROCKVILLE, MD WALTHAM, MA FONTANA, CA WORCESTER, MA UPLAND, CA DETROIT, MI

ATLANTA IS THE 316TH MOST DENSELY POPULATION CITY IN THE US.

HOUSING SUPPLY

INELASTIC SUPPLY vs. ELASTIC SUPPLY



IN THE LAST DECADE ATLANTA'S MEDIAN HOME SALE PRICE HAS RISEN **OVER 50%** FROM ~\$196,000 TO ~\$296,000.

HOW DID WE GET HERE?

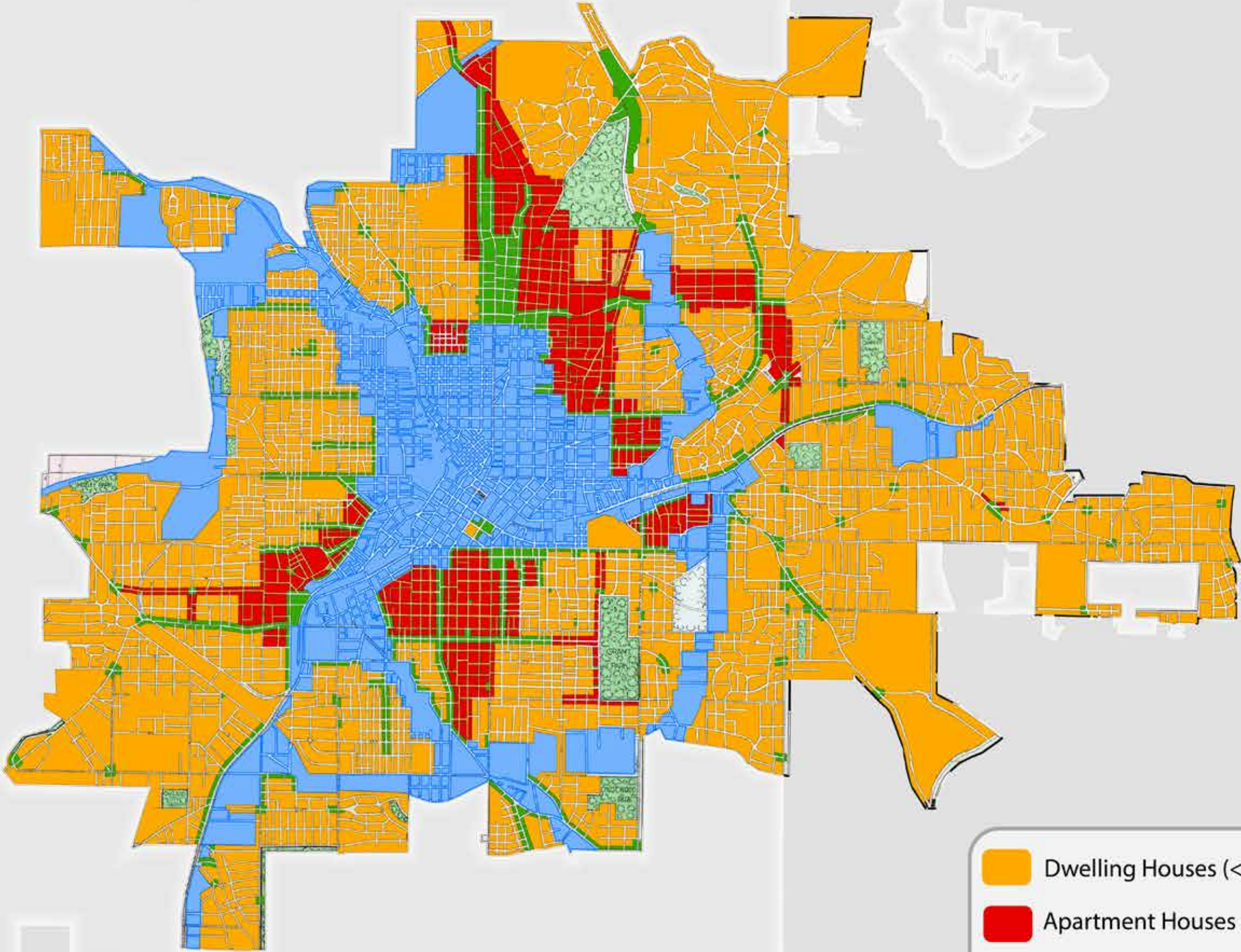
Atlanta 2018



479,655 residents
~137 square miles
3,501 people per square mile

Atlanta 1940

302,288 residents
~35 square miles
8,588 people per square mile

Atlanta Zoning - 1929



-  Dwelling Houses (<3 families)
-  Apartment Houses (3+ families)
-  Industrial
-  Business



Atlanta, GA

Areas by Grade

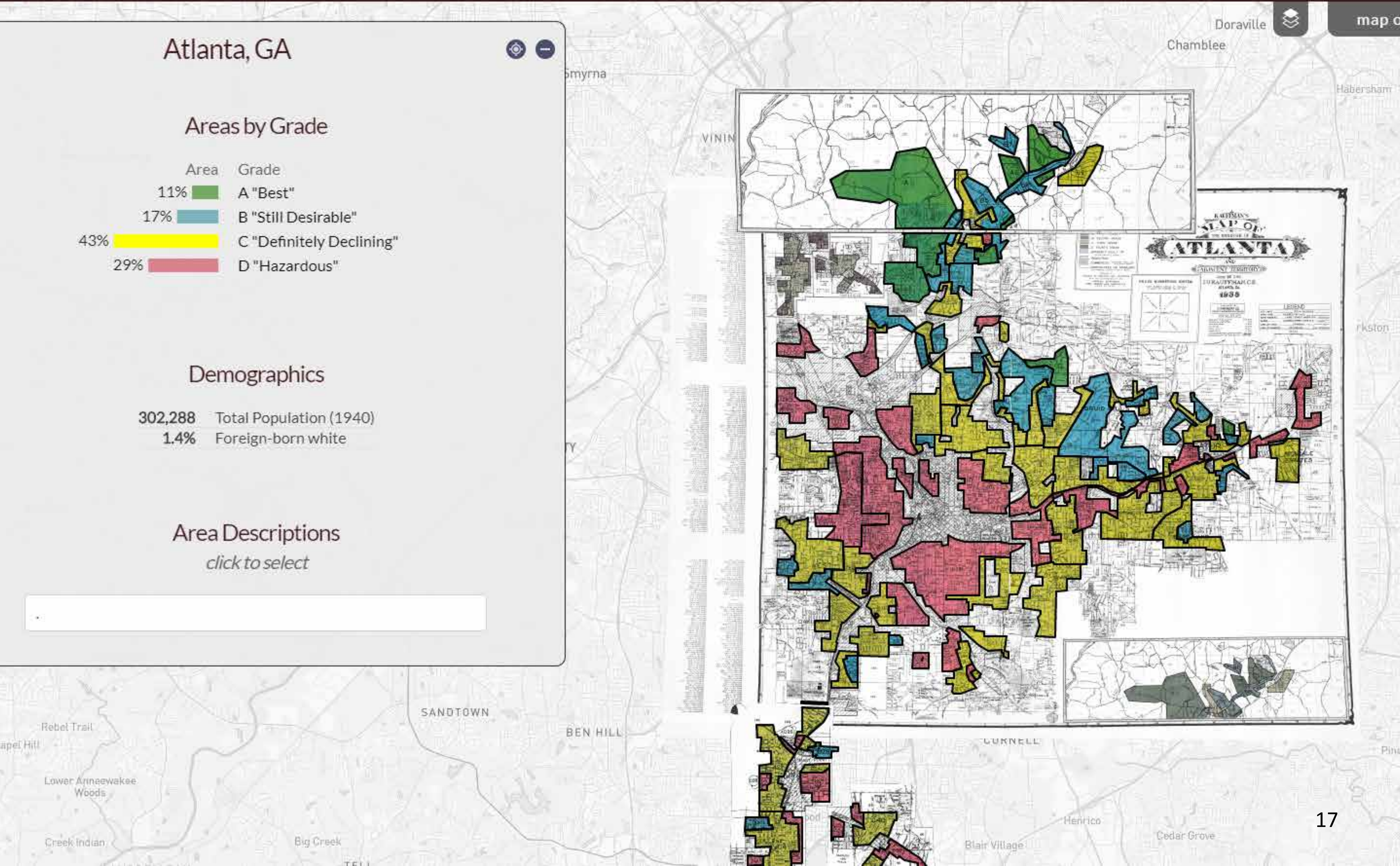
Area	Grade
11%	A "Best"
17%	B "Still Desirable"
43%	C "Definitely Declining"
29%	D "Hazardous"

Demographics

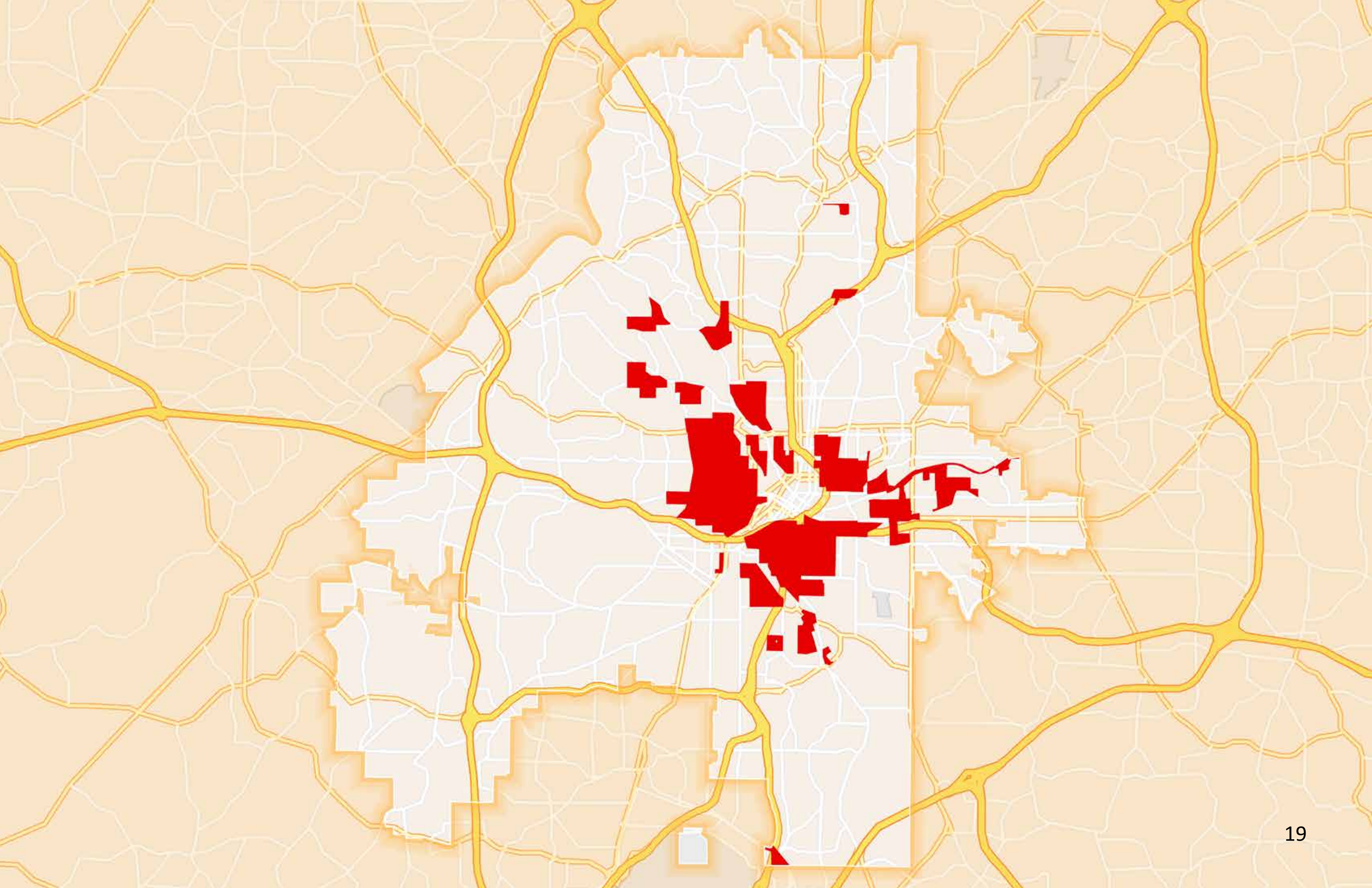
302,288 Total Population (1940)
 1.4% Foreign-born white

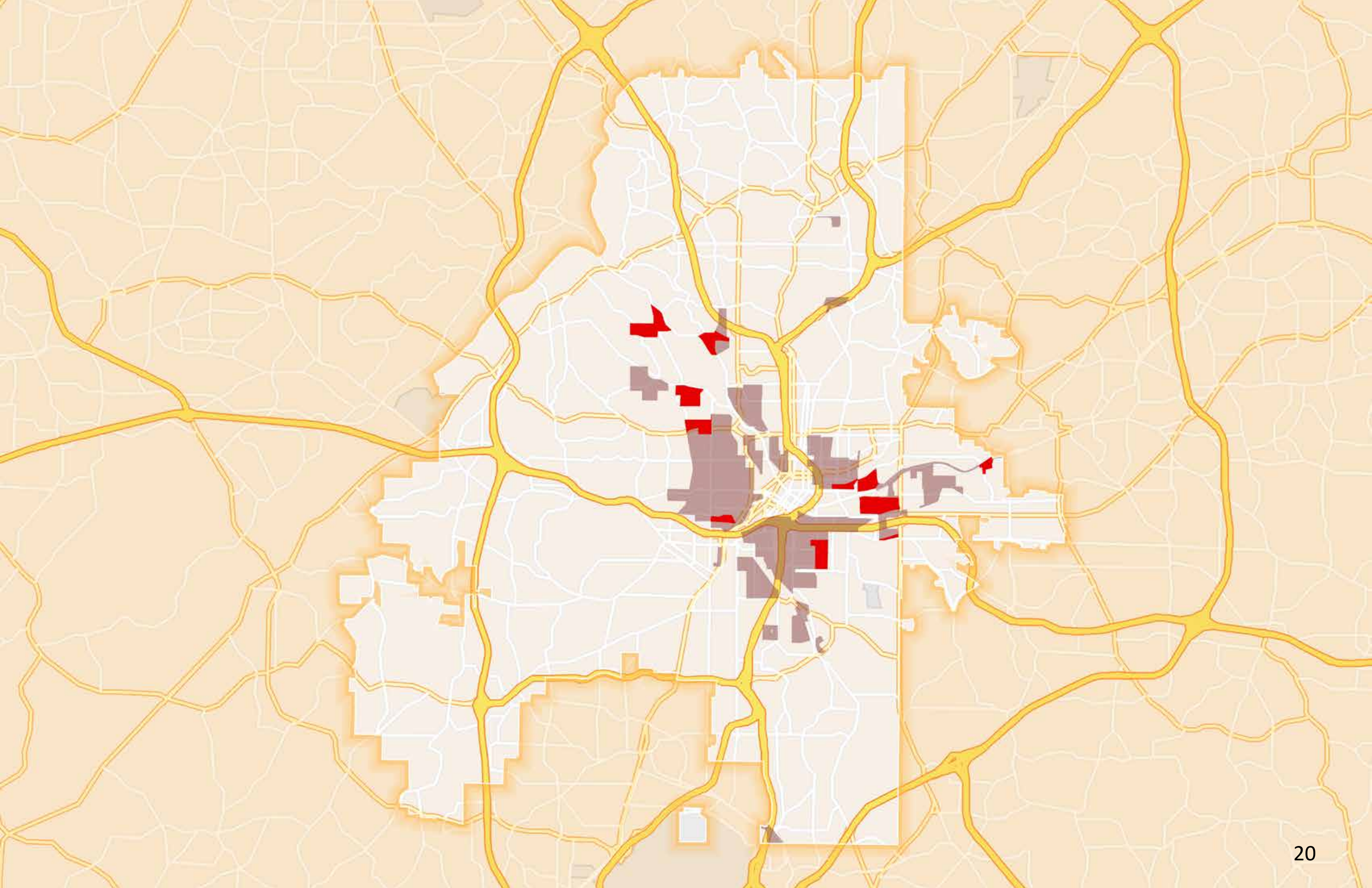
Area Descriptions

click to select



DIVERGING PATHS





Today, 86% of redlined areas in Atlanta have either been destroyed or remain predominately low-income.





Economics

Atlanta Ranks Worst in Income Inequality in the U.S.

By [Sarah Foster](#) and [Wei Lu](#)

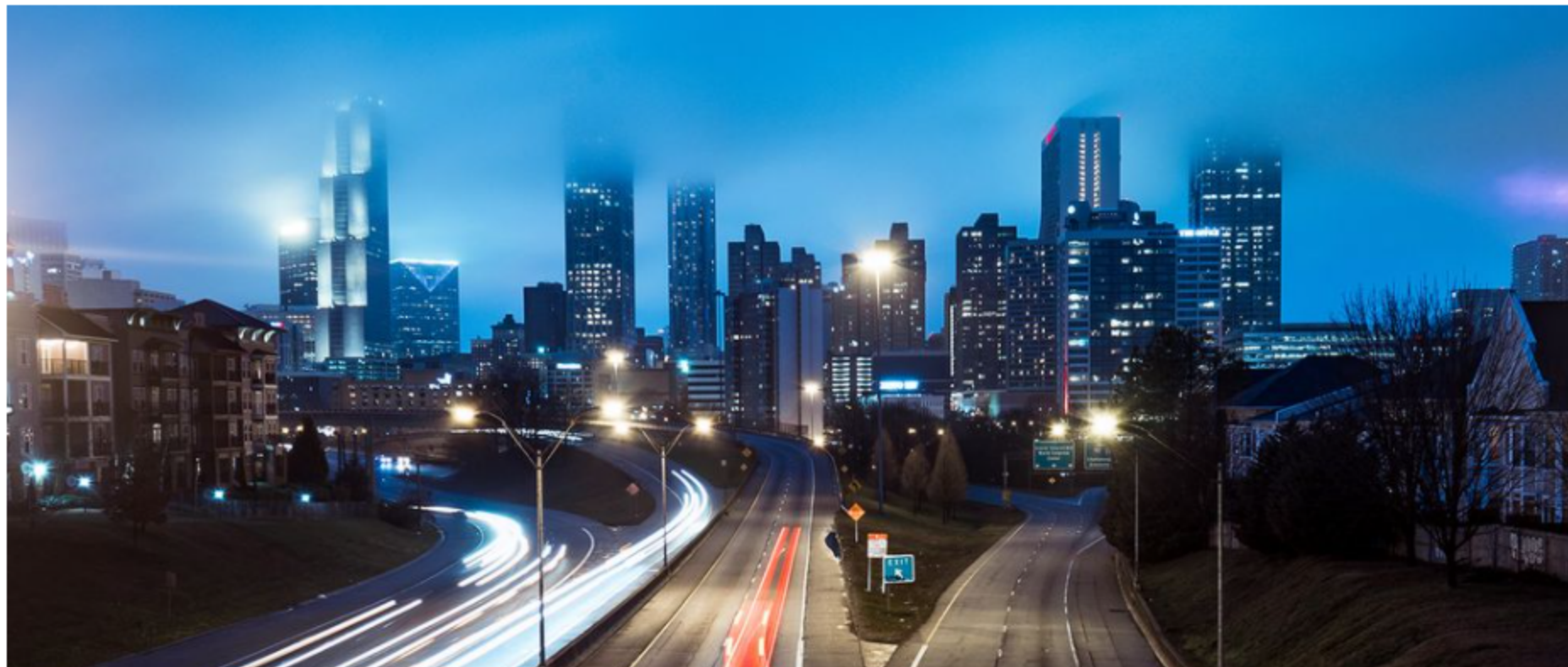

October 10, 2018, 6:00 AM EDT *Updated on October 10, 2018, 9:58 AM EDT*

- ▶ Irvine, California, improved the most among ranked metro areas
- ▶ Income inequality worsened the most in St. Petersburg, Florida

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[Listen to Live Radio >](#)



iMBA

\$22k | 24-36 months | Fully Online

“A powerful online experience.”

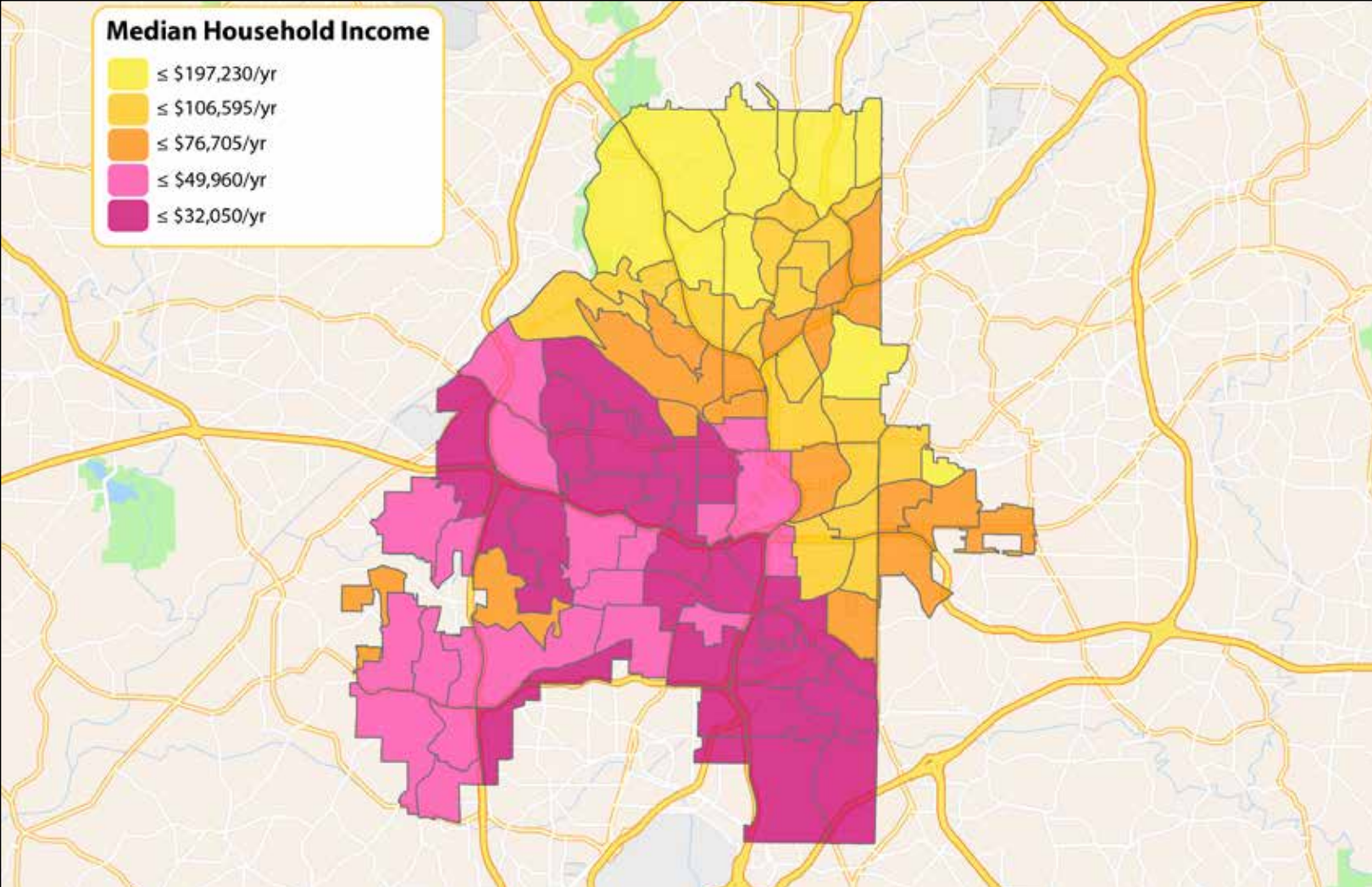
- *Khem, Class of 2019*

ILLINOIS
Gies College of Business

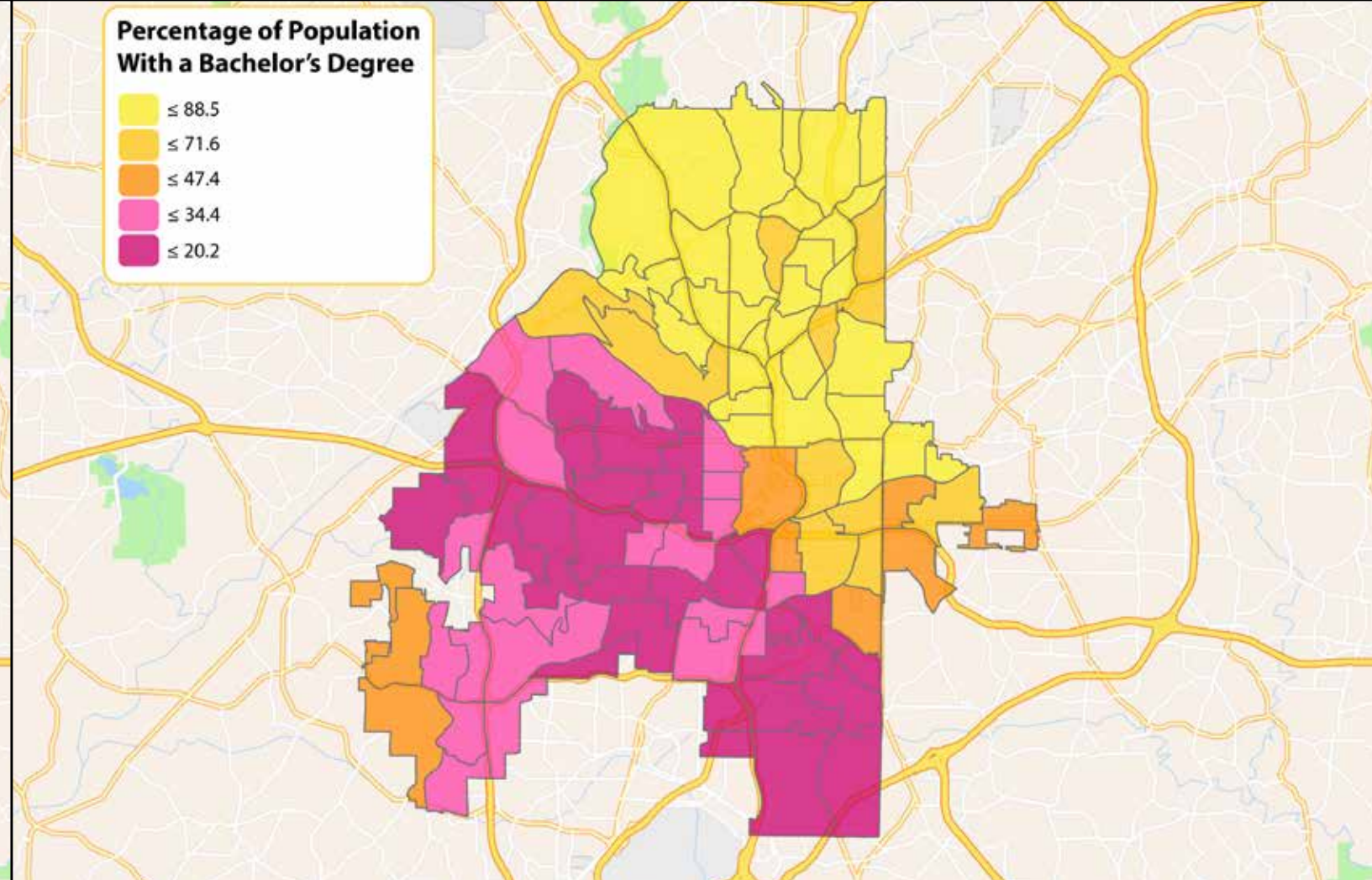
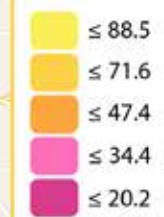
[LEARN MORE](#)



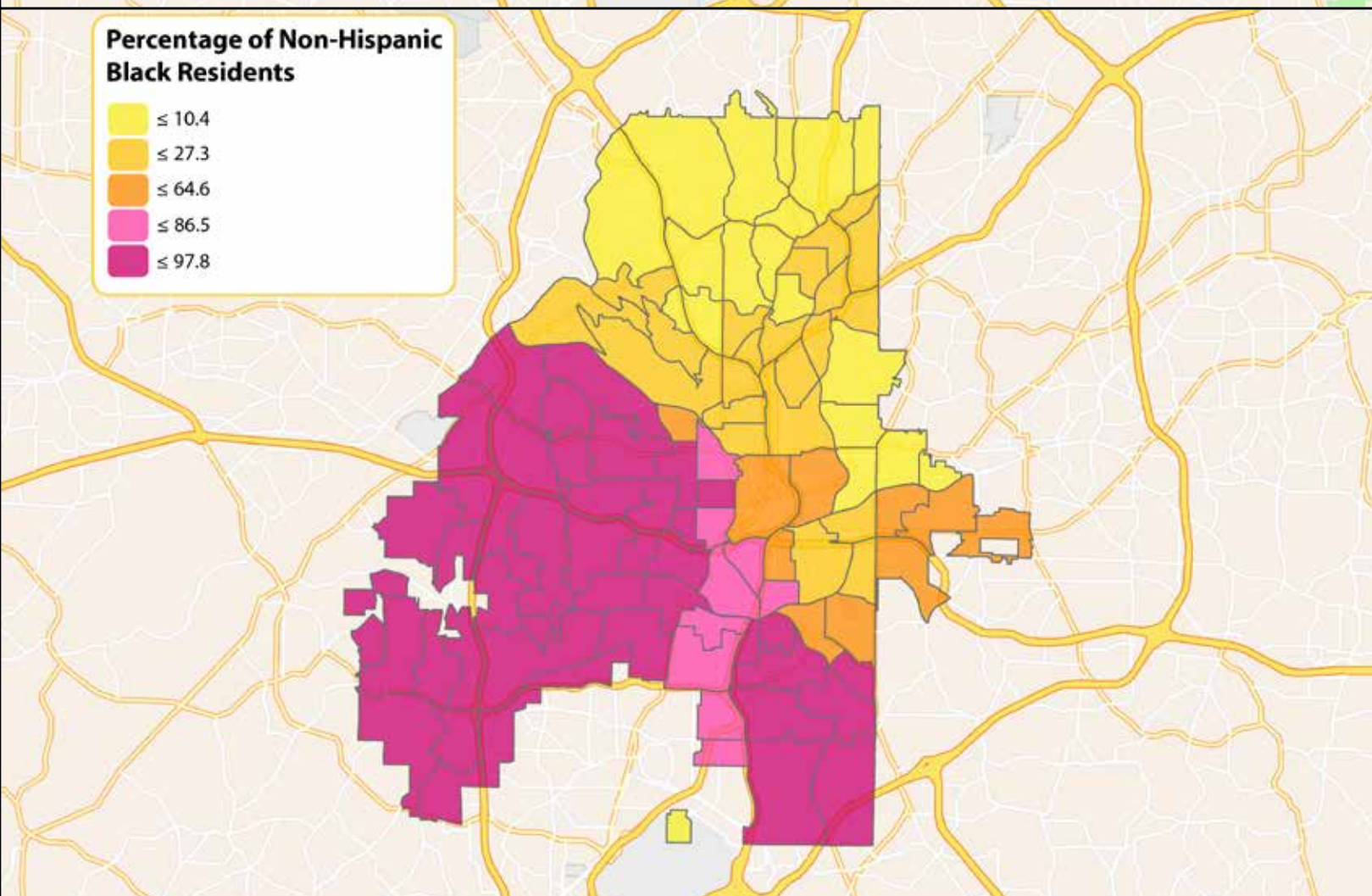
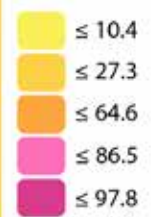
Median Household Income



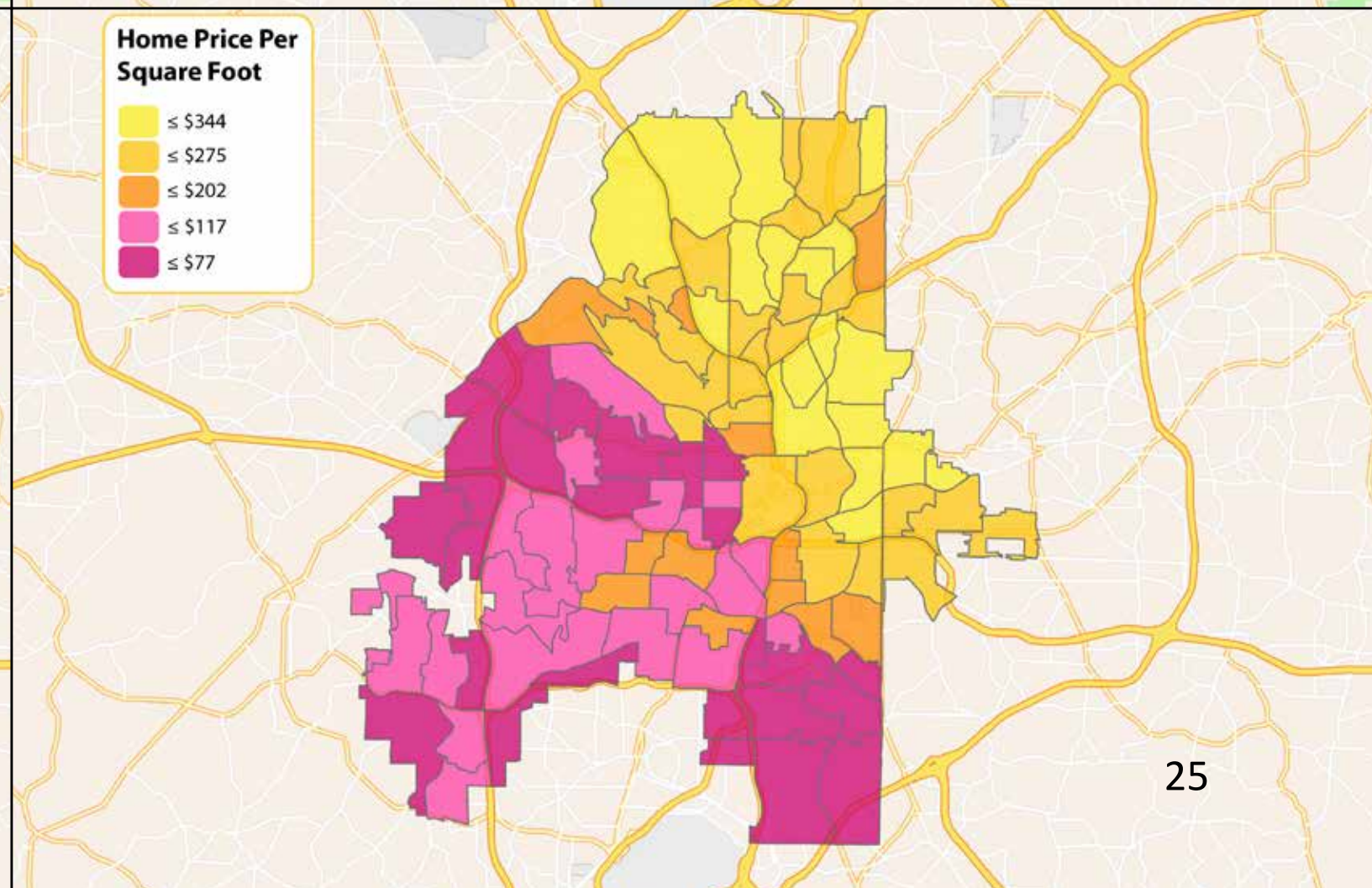
Percentage of Population With a Bachelor's Degree



Percentage of Non-Hispanic Black Residents

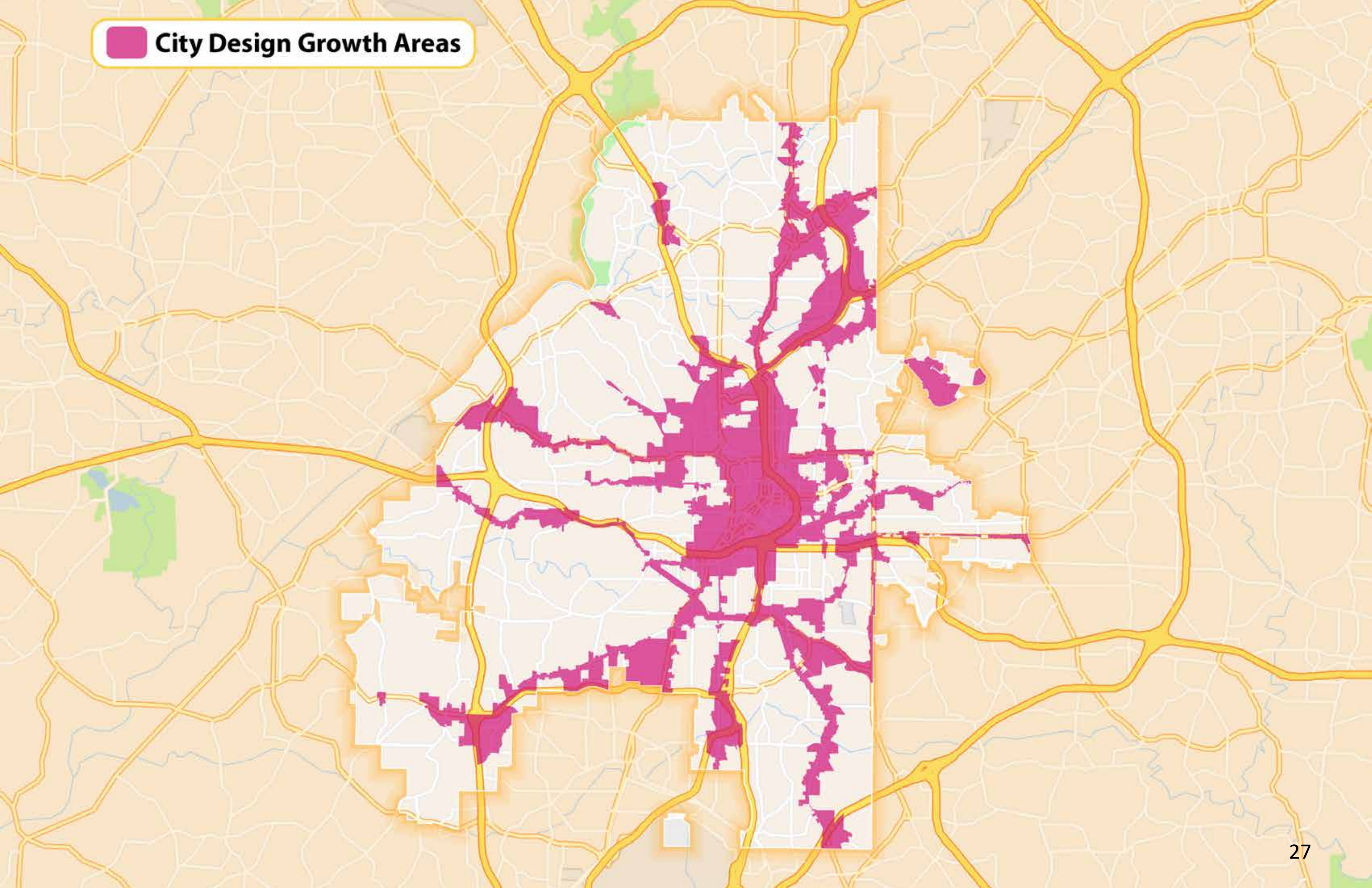


Home Price Per Square Foot

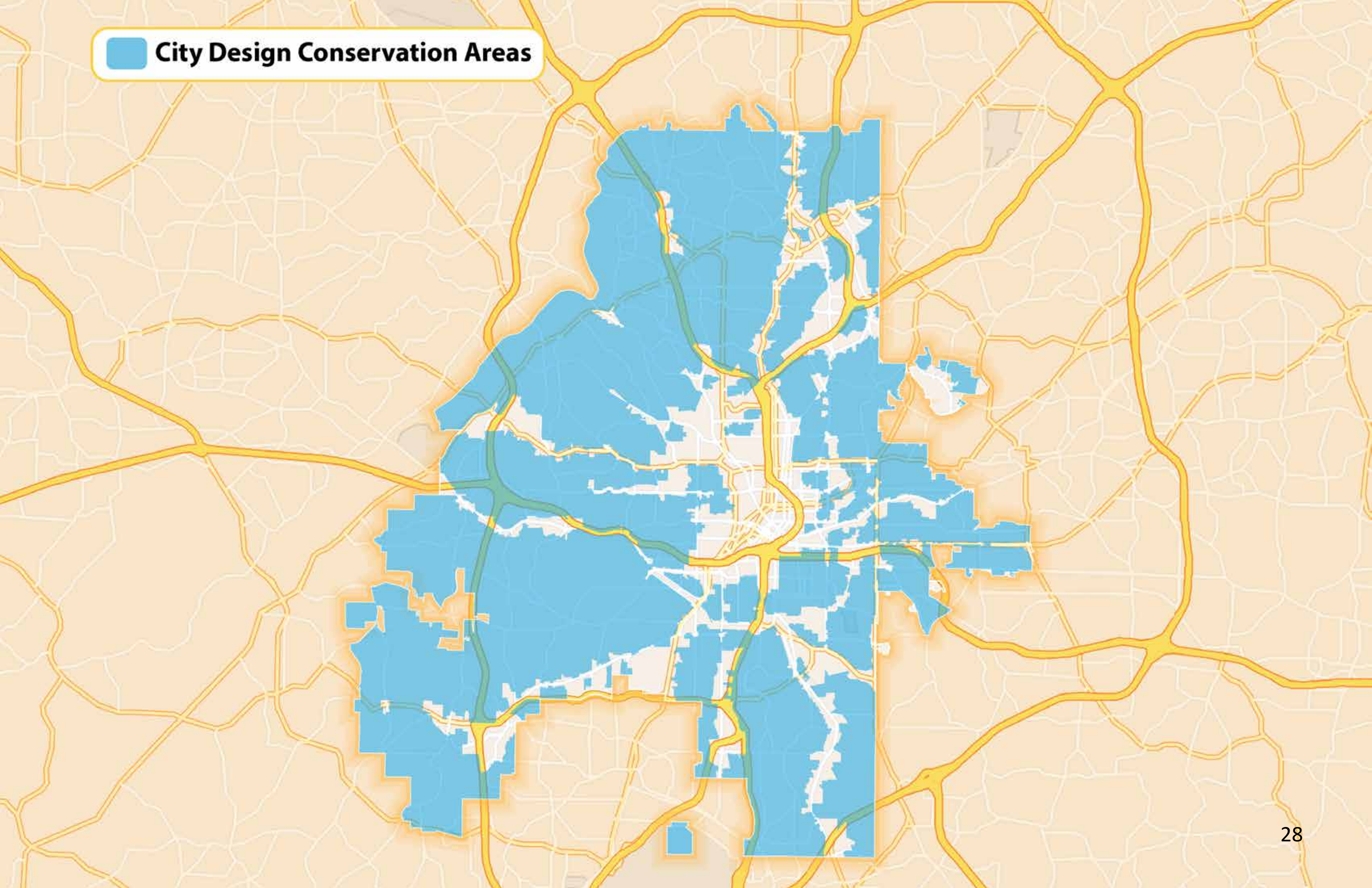


WHERE DO WE GO FROM HERE?

 **City Design Growth Areas**

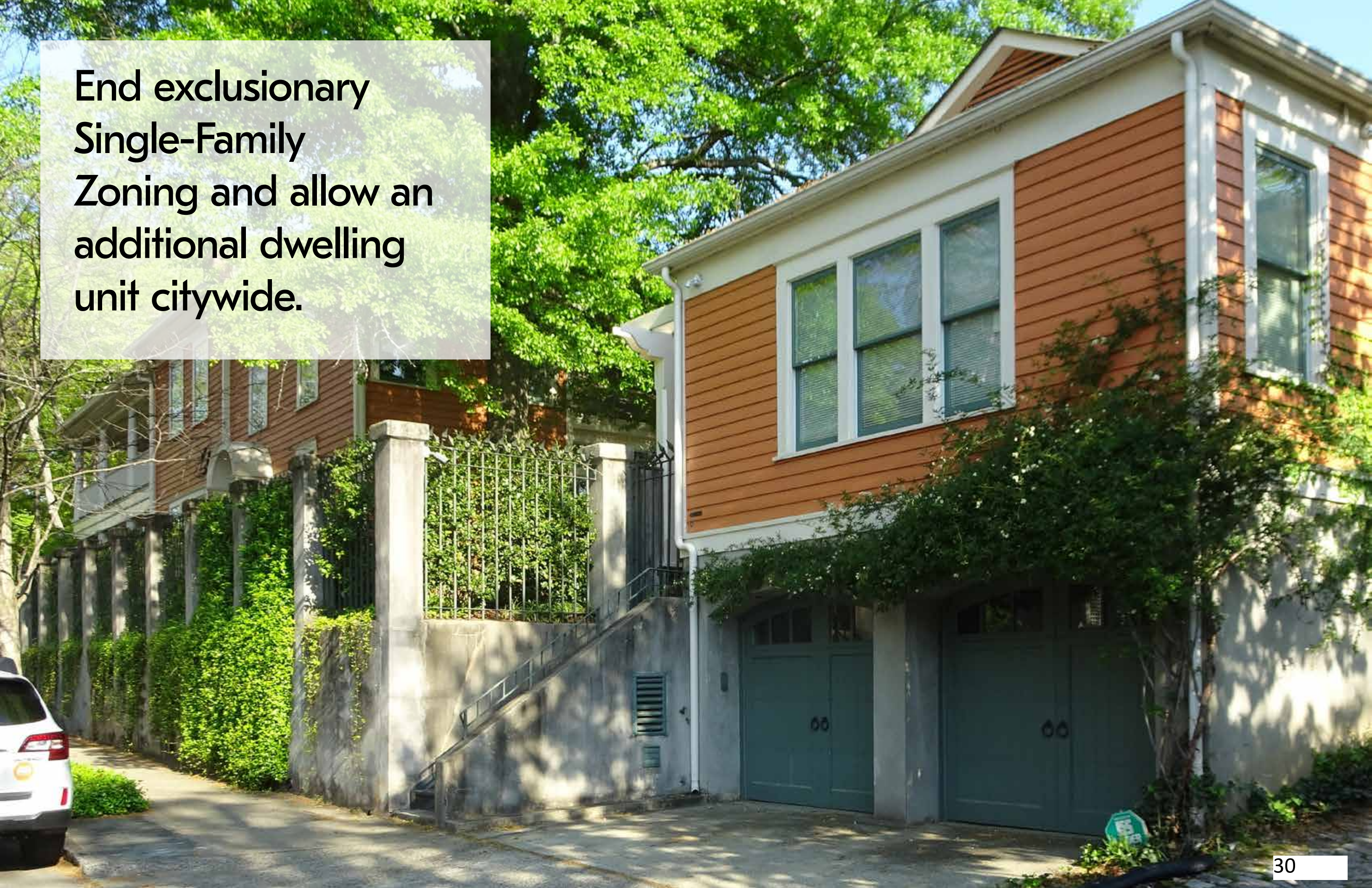


 **City Design Conservation Areas**



1. Stimulate the development of naturally occurring affordable housing options.

**End exclusionary
Single-Family
Zoning and allow an
additional dwelling
unit citywide.**





105



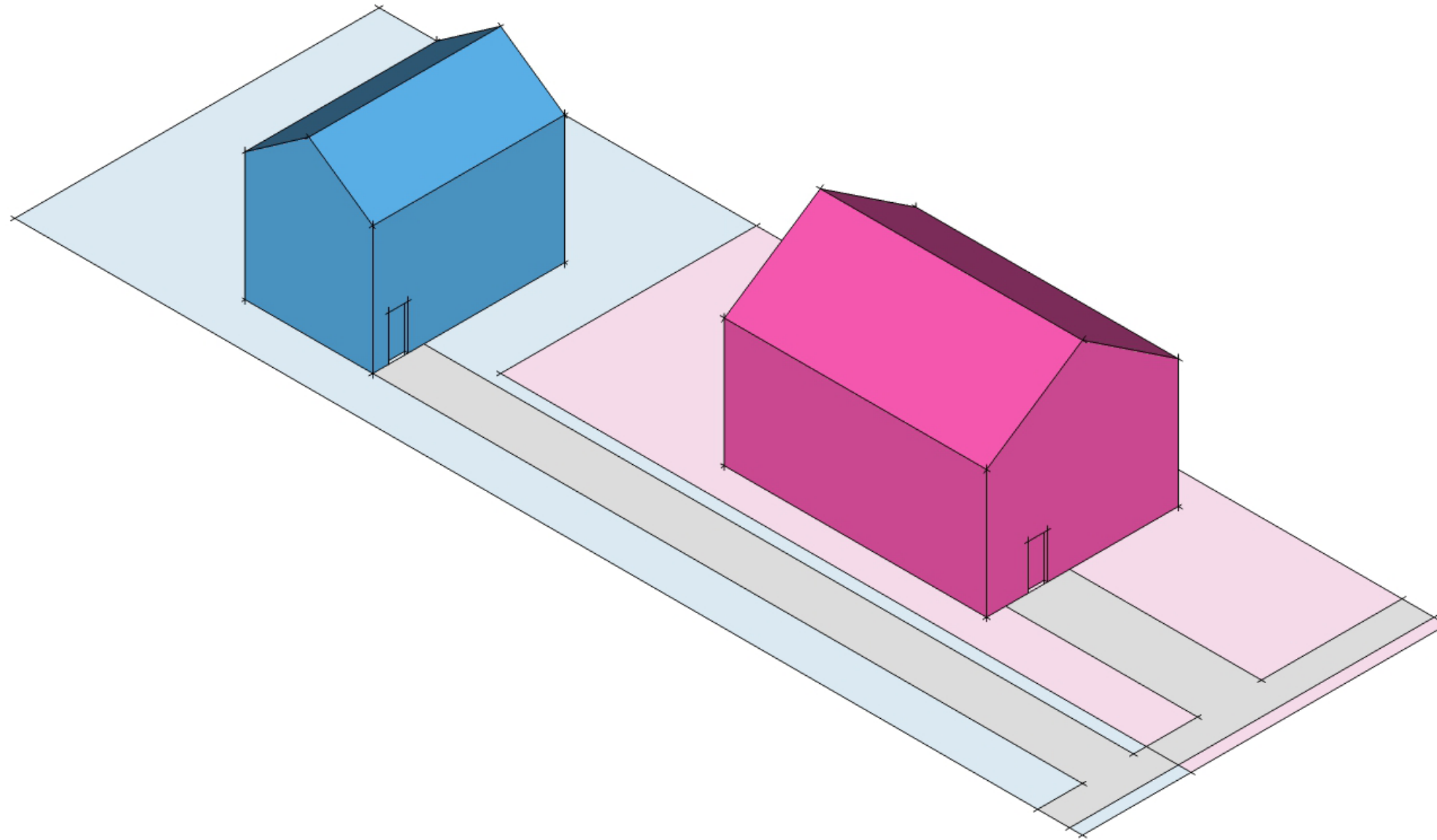


Potential Impact:

~11,500 new units would be created if just **15%** of current Single-Family properties added a 2nd unit.



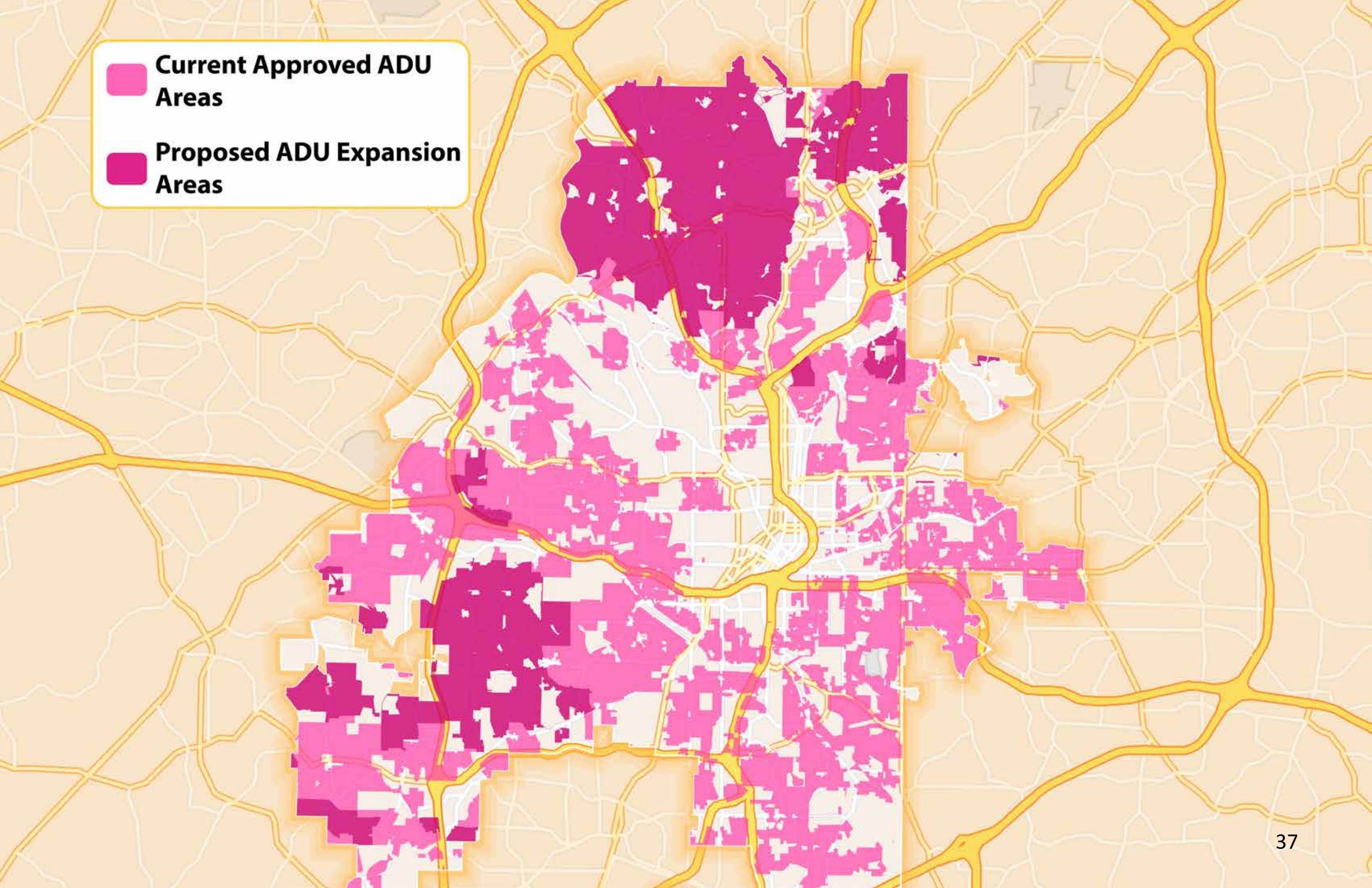
ACCESSORY DWELLING UNIT



Allow flag lots for ADUs

 **Current Approved ADU Areas**

 **Proposed ADU Expansion Areas**






SMALL APARTMENT BUILDINGS

— Marta rail

● MARTA train station

○ Half mile transit access area

Allow the development of small apartment buildings by-right within 1/2 mile of MARTA stations.

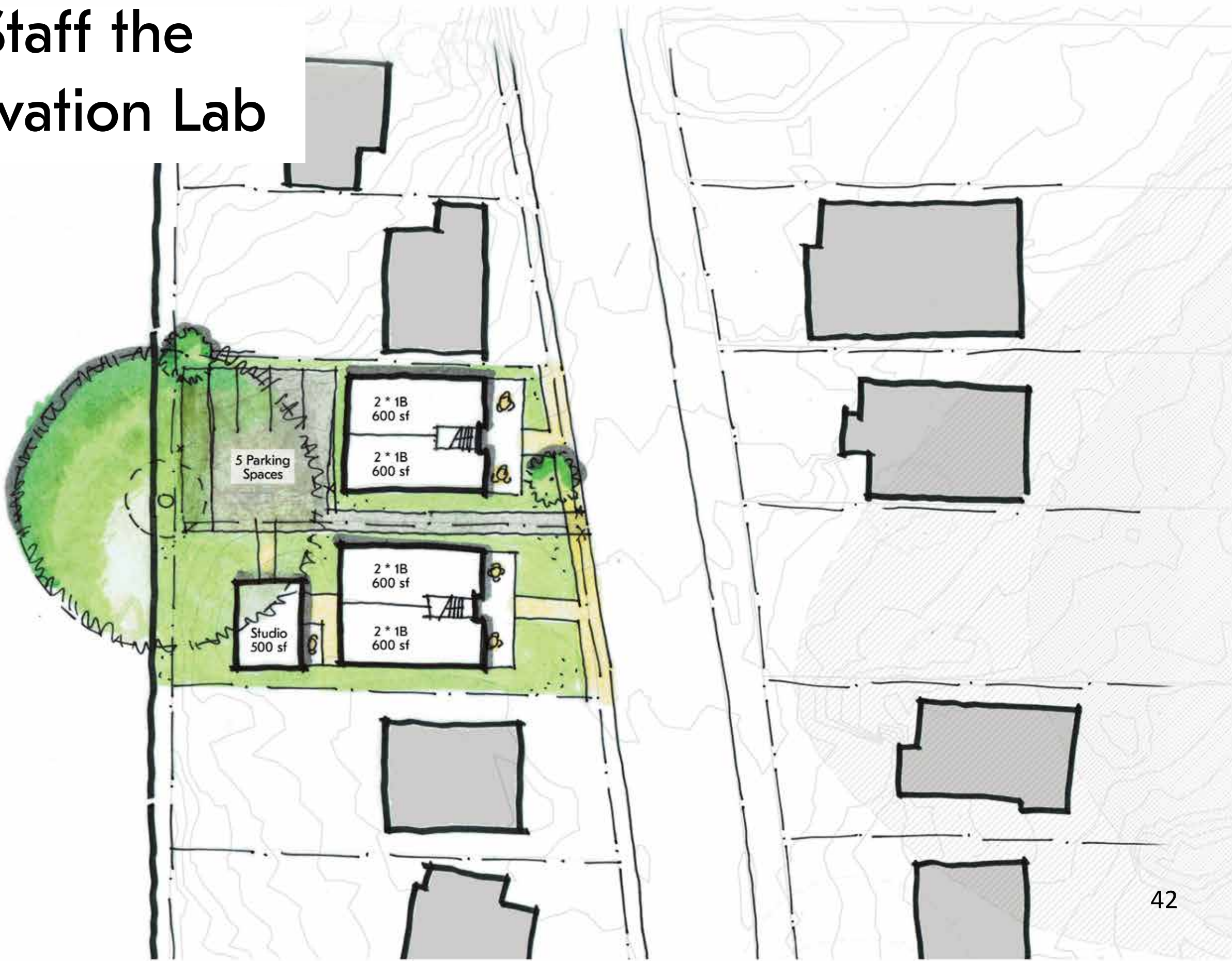
An aerial photograph of a parking lot with several rows of parking spaces. A semi-transparent white rectangular box is centered over the middle of the image, containing the text "Remove residential parking minimums citywide." in a bold, black, sans-serif font. The parking lot contains several cars of various colors (white, black, red, blue, silver) parked in the spaces. The surrounding area includes a road with white directional arrows and some utility poles.

Remove residential parking minimums citywide.

-  City Design Growth Area
-  Low Density Residential Parcels

**Proactively
upzone low-
density residential
properties in
Growth Areas.**

Expand and Staff the Housing Innovation Lab



2. Increase the development of dedicated affordable housing citywide.



Develop publicly-owned vacant land for affordable housing.

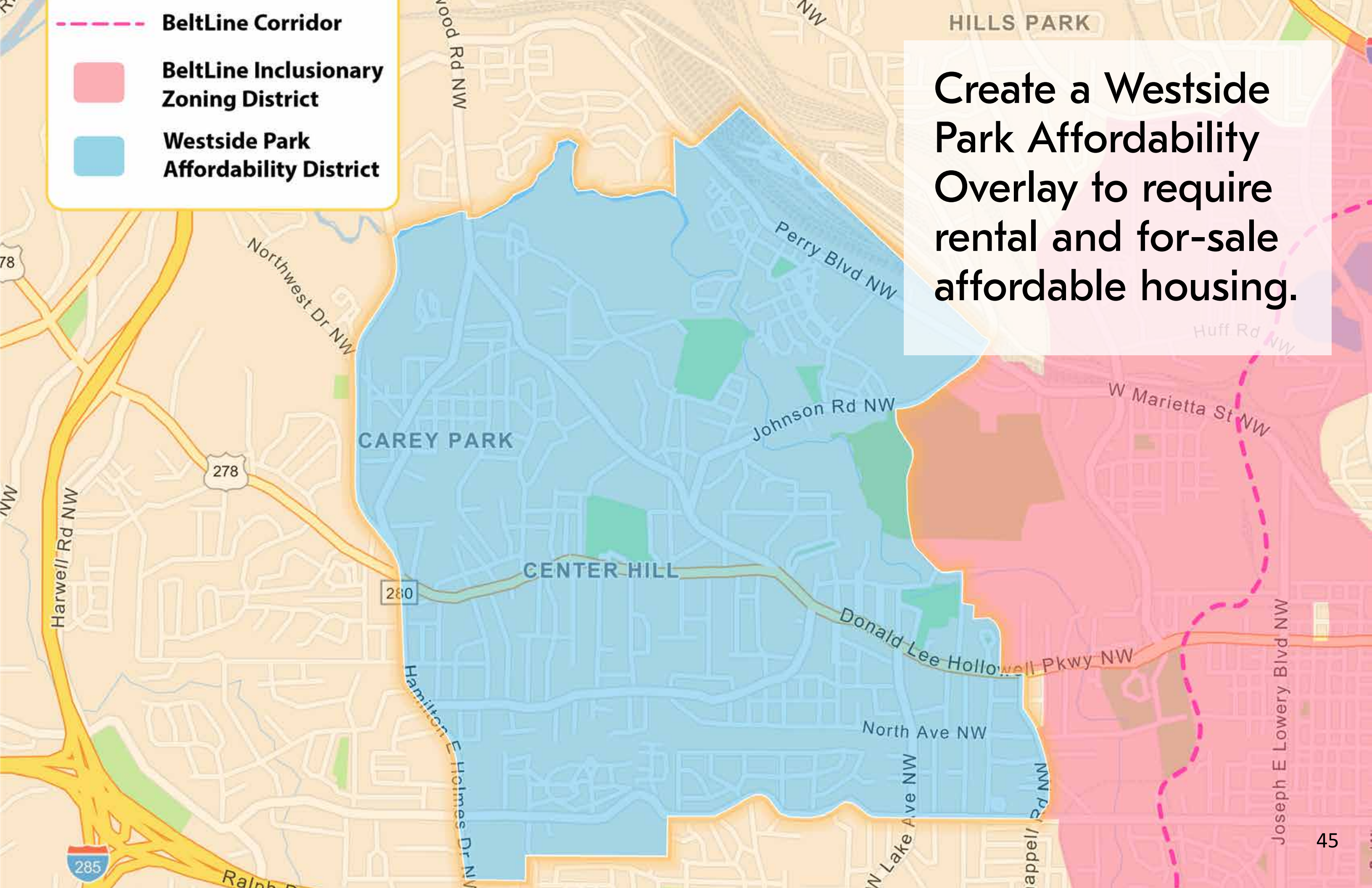
104 Trinity Ave SW
Atlanta, GA 30303

 **BeltLine Corridor**

 **BeltLine Inclusionary Zoning District**

 **Westside Park Affordability District**

Create a Westside Park Affordability Overlay to require rental and for-sale affordable housing.



Goal: Distribute dedicated affordable housing units equitably across the city, focusing on areas with high growth capacity.

OF TOTAL UNITS

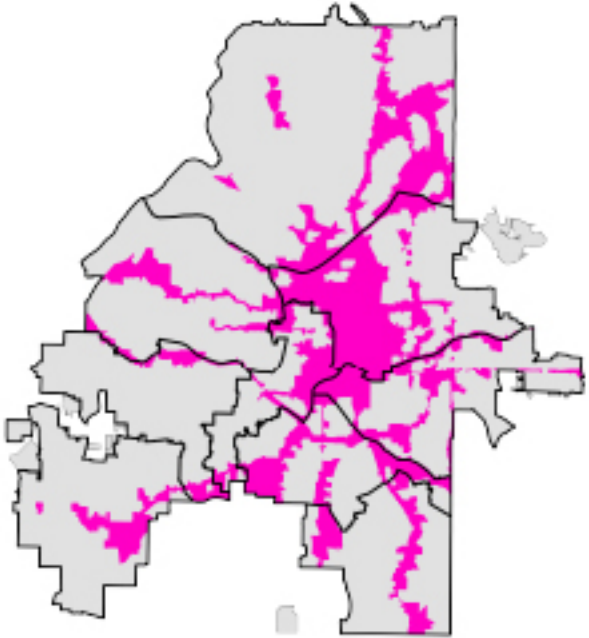
50%

Half of the units are allocated evenly across the 9 high school clusters

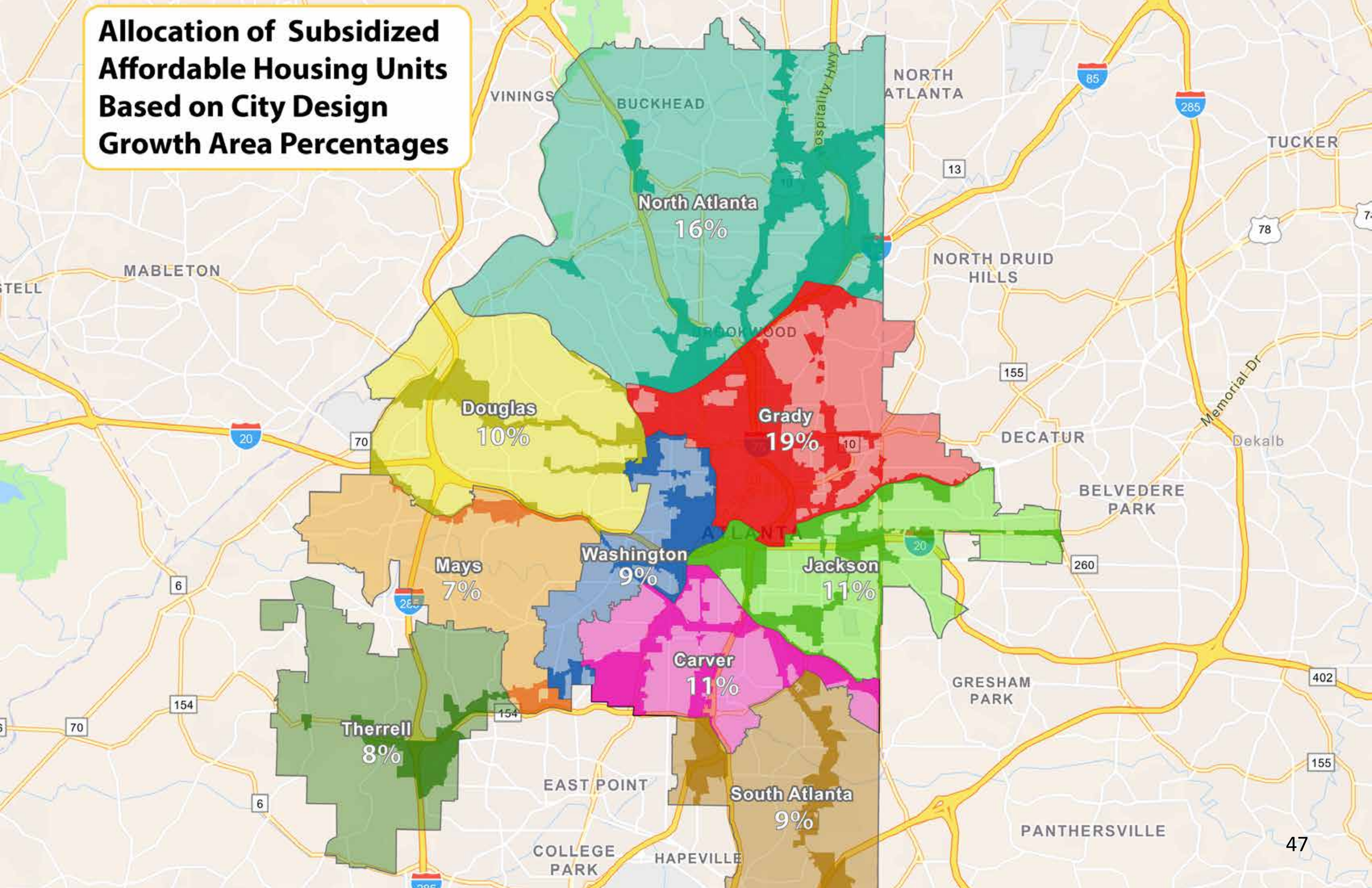


50%

Half of the units are allocated based on the % of Growth Area they contain

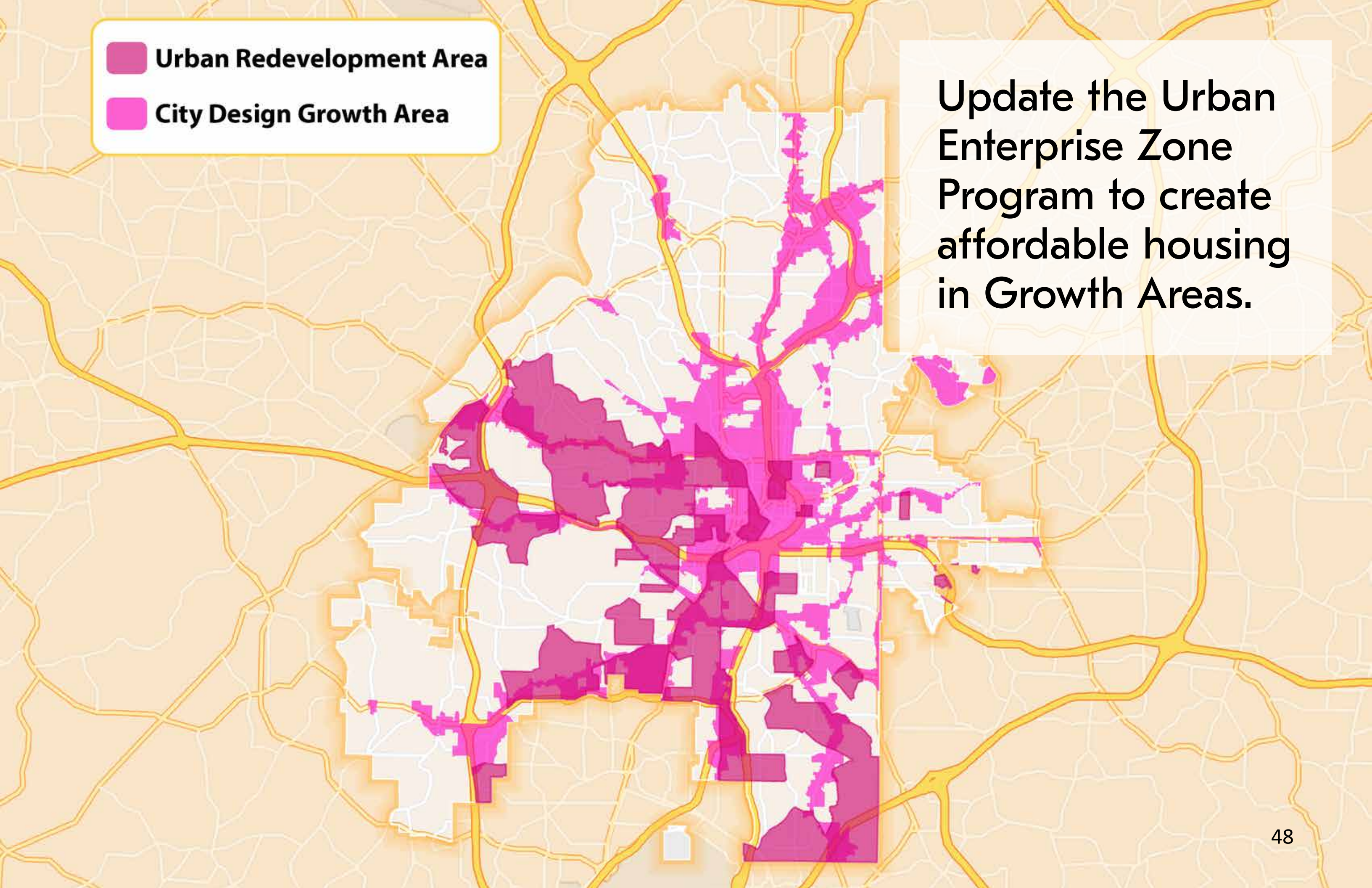


Allocation of Subsidized Affordable Housing Units Based on City Design Growth Area Percentages



-  **Urban Redevelopment Area**
-  **City Design Growth Area**

Update the Urban Enterprise Zone Program to create affordable housing in Growth Areas.



**“CITIES HAVE THE CAPACITY TO PROVIDE
SOMETHING FOR EVERYBODY, ONLY
BECAUSE AND ONLY WHEN, THEY ARE
CREATED FOR EVERYBODY.”**

- JANE JACOBS

Questions, feedback, inquiries?

Email us at housing@atlantaga.gov

Check out the full Atlanta City
Design Housing project at:
bit.ly/acdhousing



Department of
CITY PLANNING