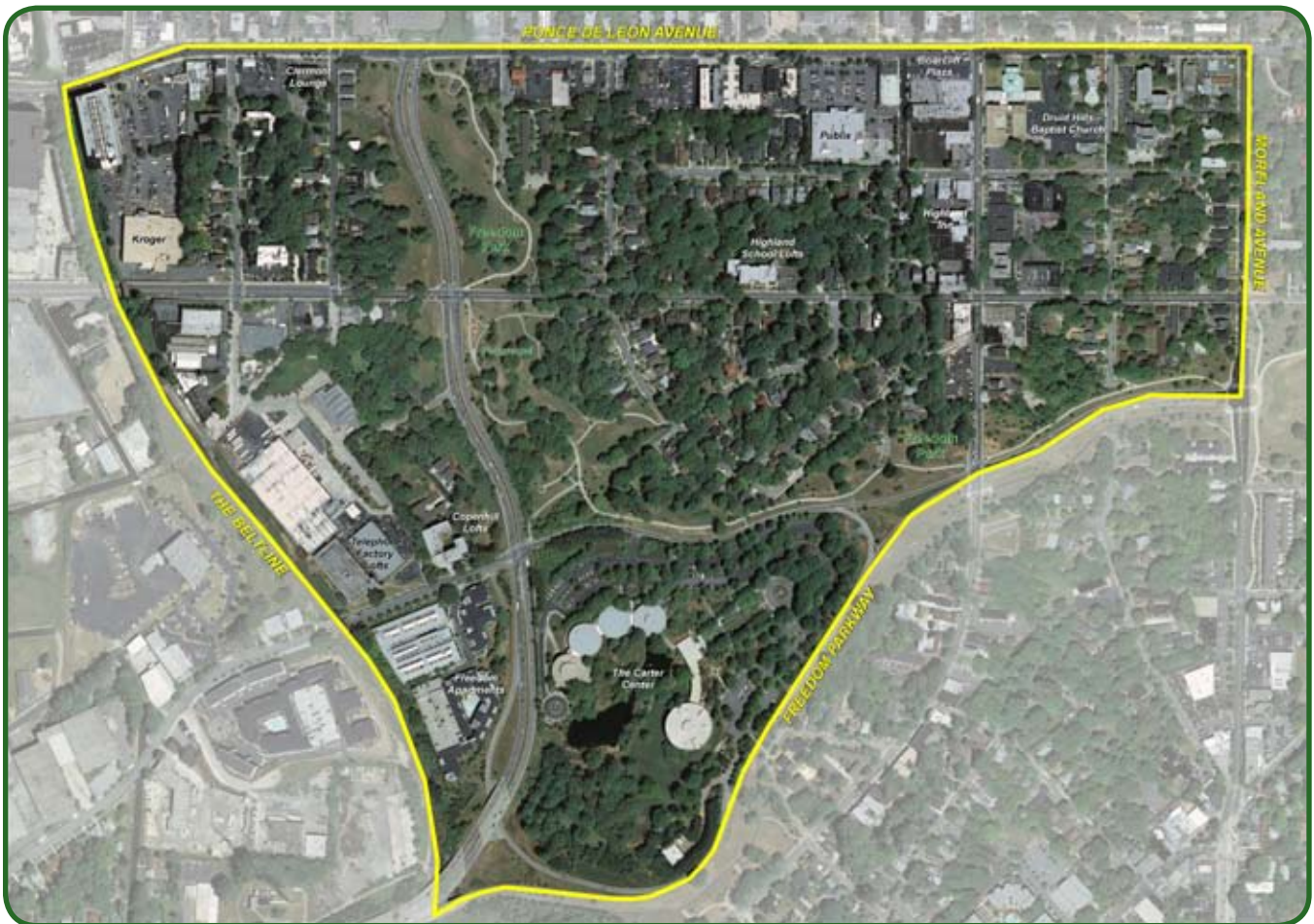


FREEDOM RUNS THROUGH IT



PONCEY-HIGHLAND

Neighborhood Master Plan



Sponsored by:
Kwanza Hall, Atlanta City Council District 2
Poncey-Highland Neighborhood Association

Prepared by:
Tunnell-Spangler-Walsh & Associates

April 29, 2010

City of Atlanta

The Honorable Mayor **Kasim Reed**



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American Institute of Architects, Atlanta Chapter

Tunnell-Spangler-Walsh & Associates

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The following organizations made their facilities available for community and advisory committee meetings:

The Carter Center

Druid Hills Baptist Church

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Poncey-Highland Neighborhood Master Plan

Part 1: Executive Summary

Sponsored by:
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Poncey-Highland Neighborhood Association
Prepared by:
Tunnell-Spangler-Walsh & Associates

Introduction

In many ways Poncey-Highland is one of Atlanta's model neighborhoods. With its fine grained mix of housing types and businesses, its walkable, human-scaled streets, and a desire to thoughtfully accommodate growth, Poncey-Highland offers both a glimpse of Atlanta's historic urbanism and a way of neighborhood building that is increasingly key to addressing today's urban challenges.

This master plan is a community-based vision for guiding growth and change in the neighborhood. It calls for doing so in a way that preserves and builds on neighborhood strengths, addresses challenges and weaknesses, and takes full advantage of Poncey-Highland's potential.

The study area includes all of Poncey-Highland.

It is bounded on the north by Ponce de Leon Avenue, on the east by Moreland Avenue, on the south by Freedom Parkway, and on the west by the BeltLine. This area is approximately 241 acres or 0.37 square miles in area.

Master Plan Goals

The goals of this master plan are to:

- Define what Poncey-Highland should be in 25, or even 50, years.
- Encourage a diverse and sustainable mix of housing, employment, shopping, and open space.
- Accommodate and encourage smart growth and redevelopment while protecting the neighborhood character, businesses, and residents.

Figure 1.1: Poncey-Highland Neighborhood Boundaries



- Improve the neighborhood's aesthetics.
- Leverage BeltLine-related growth to foster improvements throughout the neighborhood.
- Create a stronger identity and character for Poncey-Highland.

It is with these community-based goals in mind that the master planning effort has been guided.

Existing Conditions

The planning process included a detailed review of existing conditions. Transportation, land use, urban design, historic resources, demographics, parks, and other existing conditions were carefully reviewed during the planning process to identify opportunities and issues.

Among the key findings are that:

- Neighborhood residents are diverse in terms of age, race, income, and educational level.
- The neighborhood has a wealth of historic resources.
- Historically the neighborhood was characterized by a human-scaled, architecturally rich, urban fabric. Major damage was done to this fabric in the twentieth century, particularly by the planned Stone Mountain Expressway and auto-oriented commercial growth.
- The neighborhood's mix of land uses is dominated by single-family houses, duplexes, multifamily blocks, and commercial uses.
- Existing C1 and C2 zoning along major corridors threatens their historic, walkable urbanism.
- Development pressure is changing the face of many parts of the neighborhood, particularly adjacent to the BeltLine.
- The neighborhood is well served by schools, churches, and public facilities.
- The neighborhood benefits from Freedom Park, but several park improvements are needed.
- Bus and rail service exist in and near the neighborhood, and new facilities are proposed, but much remains to be done to maximize use.
- Vehicular traffic is well-served by an existing grid of streets, but opportunities exist to create new streets and improve roadway operations.



A historically compatible mix of commercial and residential areas characterizes the neighborhood



Many of Poncey-Highland's historic houses have been restored and contribute to the neighborhood's character



Freedom Park is a major neighborhood amenity

- High speed cut-through traffic is a problem along North Avenue and several other streets.
- Walking is supported by compact land use patterns, but poor sidewalk conditions and pedestrian-unfriendly development, particularly along Ponce de Leon Avenue, discourages walking.
- A range of bicycle facilities exist, including off-street trails and on-street bike routes, but opportunities exist to improve biking conditions.

Land Use Recommendations

The recommended land use plan permits growth, but directs it into appropriate locations, as shown in the Framework Plan on the following page.

- Strive to achieve the land use vision of the Framework Plan.
- Encourage a mix of land uses.
- Preserve the historic residential core of the neighborhood.
- Provide height transitions from new development to historic residential core areas.
- Utilize quality of life zoning districts.
- Limit buildings to three stories at the back of the sidewalk along North Highland Avenue.
- Encourage redevelopment of the following five catalytic development sites:
 - BeltLine Area
 - Ponce de Leon Avenue
 - North Avenue East Area
 - Druid Hills Baptist Church
 - Manuel's parking lot

Park & Open Space Recommendations

Park and open space recommendation focus on improving the use of Freedom Park, rather than creating new park space.

- Encourage an appropriate relationship between parks and adjacent development.
- Support efforts to provide public art in Freedom Park.
- Support efforts to establish a farmers markets near Poncey-Highland.
- Integrate Freedom Park into future events



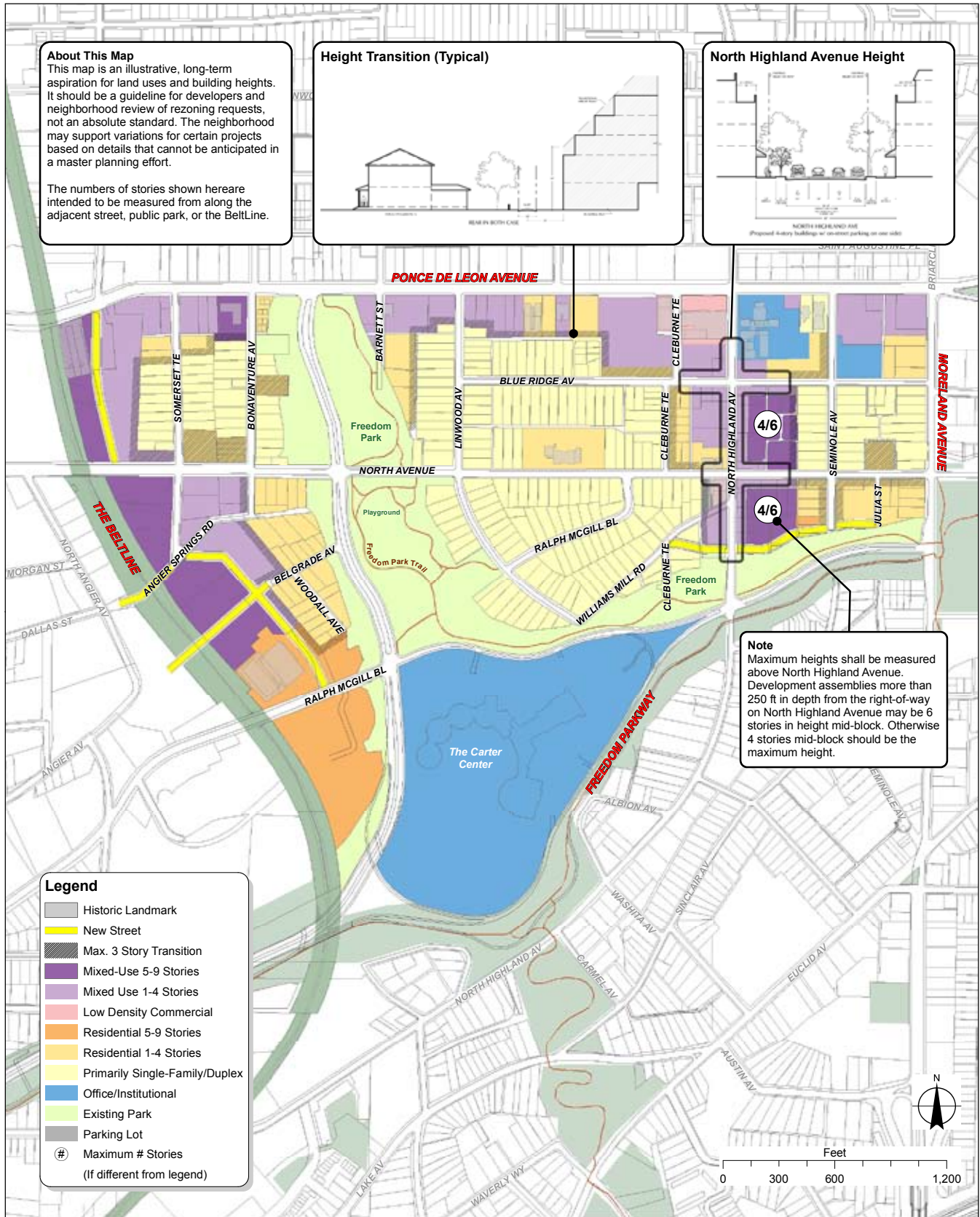
Revitalized and new park space will benefit Poncey-Highland and the entire city

- Freedom Park neighborhood arts committee.
- Freedom Park public art.
- Community garden enclosure.
- Community garden expansion.
- Dog park location study.
- Neighborhood dog park.
- Dog waste bag dispensers.
- Freedom Park trash cans.
- Freedom Park lighting.
- Freedom Park water fountain.
- Freedom Park walkway.
- Freedom Parkway tree planting.
- Neighborhood walking route markers.
- Carter Center shared parking.
- Improvements to Freedom Park's Ralph McGill Boulevard entrance.
- Annual park clean-up day.

Housing Recommendations

- Strive to preserve the diverse mix of housing types in the neighborhood.
- Promote a range of housing prices in new development.
- Promote home ownership.
- Encourage multifamily housing to provide a range of unit sizes.
- Historic apartment renovation.

Figure 1.2: Framework Plan



Transportation Recommendations

In Poncey-Highland, transportation means providing accessibility and mobility for people, not just cars. This means establishing a balanced system of transit, pedestrian, and bicycle facilities, as well as modest vehicular upgrades.

Vehicular

- Encourage shared parking in commercial and mixed-use areas.
- Prohibit street abandonment as part of new development.
- Use traffic calming and street design to minimize the impacts of cut through traffic.
- Discourage new acceleration and deceleration lanes on Ponce de Leon Avenue and Moreland Avenues.
- Provide access management practices on major corridors.
- Encourage new developments on North Highland Avenue to create on-street parking.
- North Avenue “road diet.”



New and repaired neighborhood sidewalks will be key to promoting safe walking in the neighborhood

- Traffic law enforcement.
- Stop sign on Blue Ridge Avenue.
- Parking deck at Baptist Church.
- Preserve on-street parking.
- Sidewalk accessibility improvements.
- Neighborhood “complete streets.”
 - Blue Ridge Avenue

Figure 1.4: North Avenue “Road Diet” Concept

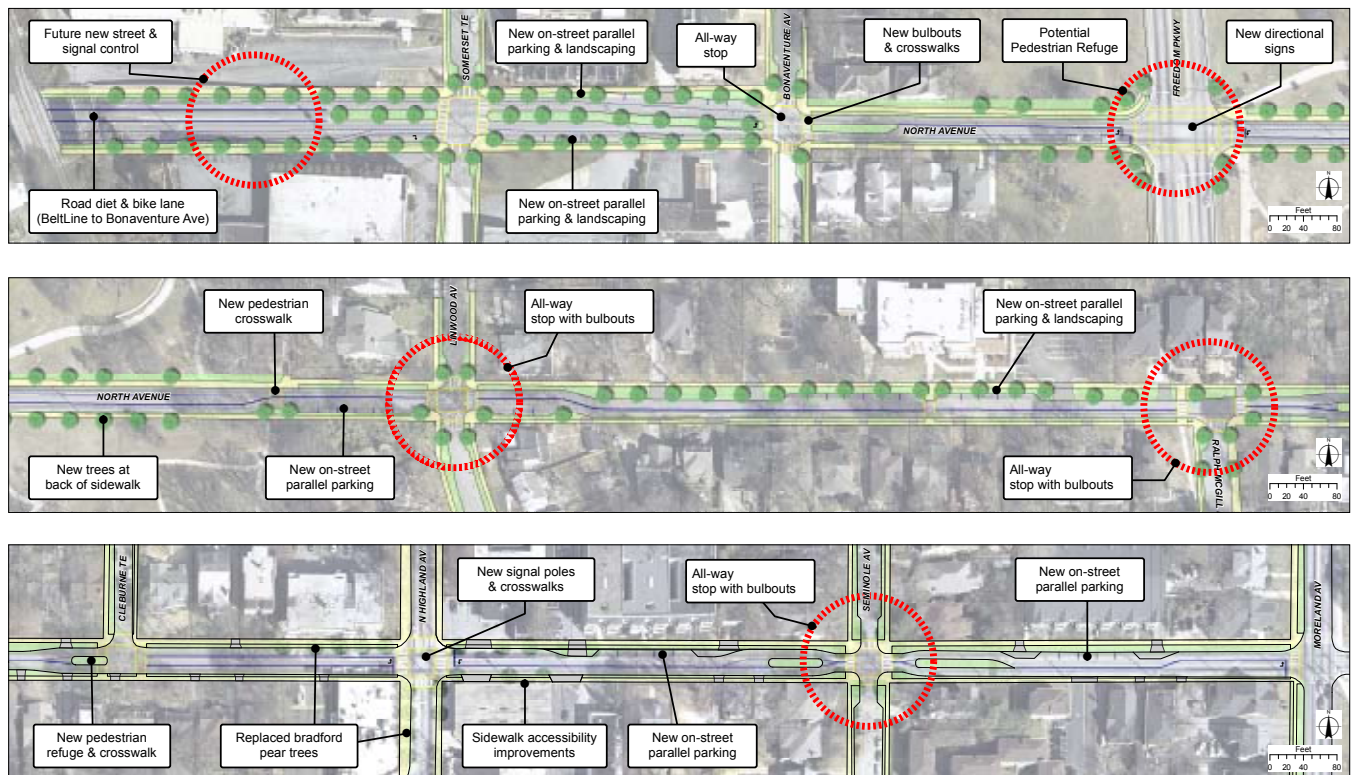


Figure 1.3: Major Transportation Recommendations

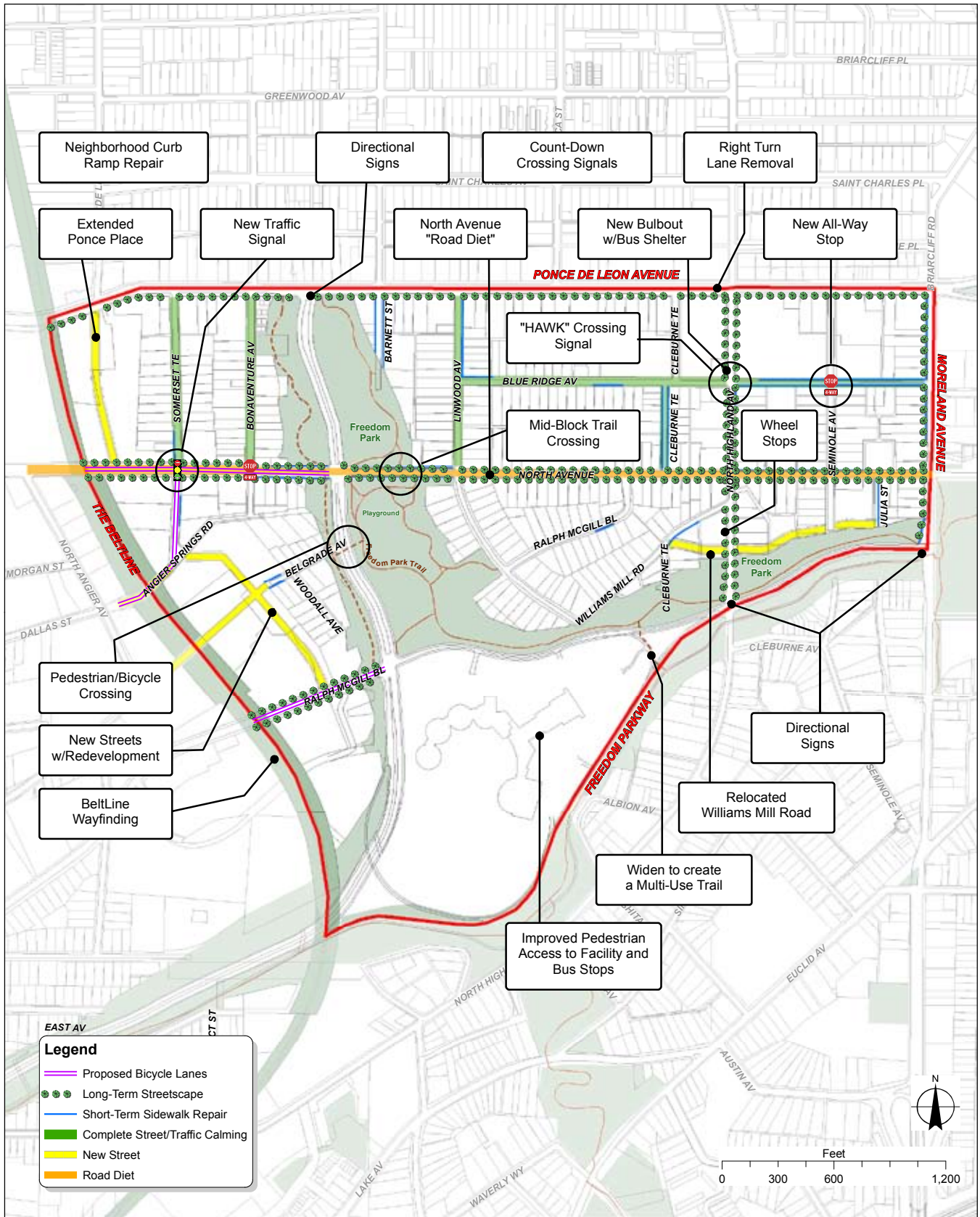


Figure 1.5: Williams Mill Road Relocation Concept Plan



- Somerset Terrace
- Bonaventure Avenue
- Linwood Avenue
- Cleburne Terrace
- New publicly funded streets
 - Somerset Terrace extension
 - Belgrade Avenue extension
- New private funded streets
 - From North Highland Avenue to Julia Street
 - Ponce de Leon Place extension
- Williams Road realignment.
- Ponce/Moreland intersection.
- North Avenue/Moreland intersection.
- Freedom Park directional signage.

Pedestrian

- Upgrade sidewalks with redevelopment
- Ensure high quality, accessible sidewalks
- Ponce de Leon Avenue upgrades.
- Moreland Avenue Upgrades.

- North Avenue pedestrian upgrades.
- BeltLine area wayfinding.
- Ralph McGill Boulevard pedestrian upgrades.
- Parking lot wheel stops.
- Freedom Parkway “HAWK” crossing.
- Pedestrian countdown signals.
- Accessible curb ramps.
- Restripe key crosswalks.
- Carter Center pedestrian access.
- Neighborhood sidewalk repair/construction.
- Remove right turn lane from Ponce to North Highland.
- North Highland Avenue crossing.

Bicycle

- Promote bicycling in Poncey-Highland.
- Bicycle parking enforcement.
- North Avenue Bicycle Improvements.
- Ralph McGill Boulevard bike lanes.
- Freedom Park Trail link.

Transit

- Promote the use of transit.
- BeltLine transit stop.
- Enhance bus service.
- Southbound bus shelter on North Highland Avenue at Blue Ridge Avenue.
- Other North Highland Avenue bus shelters and schedules.
- Carter Center bus stop access.

Environment Recommendations

- Promote sustainable new buildings.
- Reduce the stormwater impacts of parking.
- Encourage the use of permeable paving.
- Encourage use of renewable energy among residents and businesses.
- Minimize exterior light pollution.
- Encourage local food production through community garden.
- Encourage tree planting on private property.
- Encourage xeriscaping and native species in all landscape design projects.
- Encourage green roofs.
- Neighborhood LEED ND certification.
- Sustainable Development Standards.
- Neighborhood graywater plan.
- Neighborhood bio-swales.
- Neighborhood tree palette.
- Atlanta “dark skies” plan.
- Neighborhood recycling program.
- Multifamily recycling enforcement.

Infrastructure & Facility Recommendations

Fixing aging water and sewer pipes is a priority, as is public safety.

- Encourage developers to bury utilities when redevelopment occurs.
- Bury utilities as part of streetscape projects along:



The BeltLine will one day provide greatly enhanced transit in Poncey-Highland



Community gardens will help encourage local food production and support sustainable lifestyles.



Bio-swales along stormwater to slowly infiltrate into the ground, while also providing greenery

- Ponce de Leon Avenue
- Moreland Avenue
- North Highland Avenue
- North Avenue
- Ralph McGill Boulevard
- Code violation enforcement.
- Neighborhood police patrols.
- Street sweeping.

Urban Design & Historic Preservation Recommendations

The character of Poncey-Highland must be preserved if it is to retain its quality of life.

- Require quality building materials for new construction.
- Promote ground-floor retail on key streets.
- Preserve existing historic resources
- Support standards to discourage demolition of historic structures.
- Designate historic buildings as official “Landmark Buildings.”
- Establish consensus on the pursuit of neighborhood historic designation.
- Install art on BeltLine bridges.
- Install neighborhood gateway markers.



Minimum locations for ground-floor storefronts should be established along Ponce and North Highland Avenues



Key historic buildings in the neighborhood should be preserved

Poncey-Highland Neighborhood Master Plan

Part 2: Context and History

Sponsored by:
Kwanza Hall, Atlanta City Council District 2
Poncey-Highland Neighborhood Association
Prepared by:
Tunnell-Spangler-Walsh & Associates

Neighborhood History

Until the late nineteenth century, Poncey-Highland was a largely rural area at the edge of Atlanta's urban expansion. Early growth was limited to a few farmhouses and small mills, the latter occupying the area east of the BeltLine at Ralph McGill Boulevard.

The neighborhood's present form was shaped by growth between 1907 and 1928 along streetcar lines. The first of these was the Nine Mile Circle Trolley, which ran from Downtown to Virginia-Highland via Ponce de Leon Avenue and North Highland Avenue (north of Ponce de Leon Avenue). It was a catalyst for the area's transformation from farm and woodland into a neighborhood. Later, lines on North Highland Avenue south of Ponce de Leon Avenue would have a similar impact.

Sanborn Fire Insurance Maps from 1911 show that the earliest developed areas along streetcar lines were at the southwest corner of Ponce de Leon and North Highland Avenues, and the southwest corner of North Highland Avenue and Williams Mill Road. Both areas have since been demolished, but the contemporary Highland School remains.

As the neighborhood grew in the 1920s, the mix of multifamily and commercial uses along North Highland and Ponce de Leon Avenues that exists today was founded. These grew up around streetcar stops, while single-family houses tended to be located on the side streets.

By 1930, the neighborhood was largely built, with the exception of a few redevelopments such as the 1939 Briarcliff Plaza.

The neighborhood entered a period of stability until the 1960s. Then, middle-class suburban flight began to take its toll. Also around this time, and largely as a symptom of perceived decline, preliminary land clearance for the Stone Mountain Freeway led to the destruction of a large swath across the southern end of the neighborhood before the project was stopped in the 1970s by a coalition of community activists and U.S. President Jimmy Carter. Although the Carter Presidential Center



Wynne's Apartment Hotel, now The Highland Inn (courtesy Special Collections and Archives, Georgia State University Library)



Houses and apartments once lined Ponce de Leon Avenue at Linwood Avenue (courtesy Special Collections and Archives, Georgia State University Library)



A gas station once stood at Cleburne Terrace and North Highland Avenue, now part of Freedom Park (courtesy Special Collections and Archives, Georgia State University Library)

would eventually be built on some of this land, the area remained a scar in the neighborhood's fabric for the next 20 years.

By the 1980s, Poncey-Highland had started to stabilize and even revitalize on an incremental scale. One of the first major rehabilitations was in 1982, when the Briarcliff Plaza was restored to its Art Deco glory. Simultaneously, the renovation and restoration of historic houses began a block-by-block transformation of the neighborhood. Revitalization continued into the 1990s, and received a boost when the land cleared for the Stone Mountain Highway was reenvisioned as the site of Freedom Parkway and Freedom Park.

Freedom Park's opening on September 19, 2000, marked the end of one period in the neighborhood's history and the beginning of another. The park's green space and multi-use trail have been catalysts for further revitalization and have made Poncey-Highland one of the city's most desirable neighborhoods, especially for those who value both urban amenities and recreational opportunities.

Today, the neighborhood continues to change, with several large multifamily buildings near the BeltLine and smaller infill projects throughout.

Previous Studies

In recent years Poncey-Highland and surrounding areas have been the subject of various planning initiatives. A major element of developing this master plan has been absorbing the visions of previous planning efforts to ensure that existing work is not duplicated. These existing studies and their main recommendations are outlined below.

BeltLine Subarea 5 Master Plan (2009)

The BeltLine Subarea 5 Master Plan was a comprehensive transportation and land-use planning effort aimed at developing a framework for growth along the BeltLine. Within Poncey-Highland, the plan examined the neighborhood west of North Highland Avenue, with a focus on the vacant and industrial land in the BeltLine corridor.



Briarcliff Plaza dates from 1939 and was renovated in 1982



Many of Poncey-Highland's historic homes have been restored



Freedom Park is now a major neighborhood amenity

Recommendations included:

- Establish 5-9 story mixed-use development along the BeltLine, and transition to 1-4 stories to the east.
- Preserve historic landmarks, including the neighborhood core, Telephone Factory Lofts, Ford Factory Lofts, and the Clermont Hotel.
- Install public art at the BeltLine bridges over North Avenue, Ralph McGill Boulevard, and Ponce de Leon Avenue.

The plan also includes various street extensions and transportation projects detailed in Section 3.4 of this document. More detailed land use recommendations can be found in Figure 2.1.

Connect Atlanta Plan (2008)

This plan is Atlanta’s first citywide comprehensive transportation plan. It addresses all modes of transportation citywide and presents projects, ranked according to how effectively they meet the goals of the plan.

Within Poncey-Highland, the plan includes a series of transportation recommendations, which are detailed in Section 3.4 of this document.

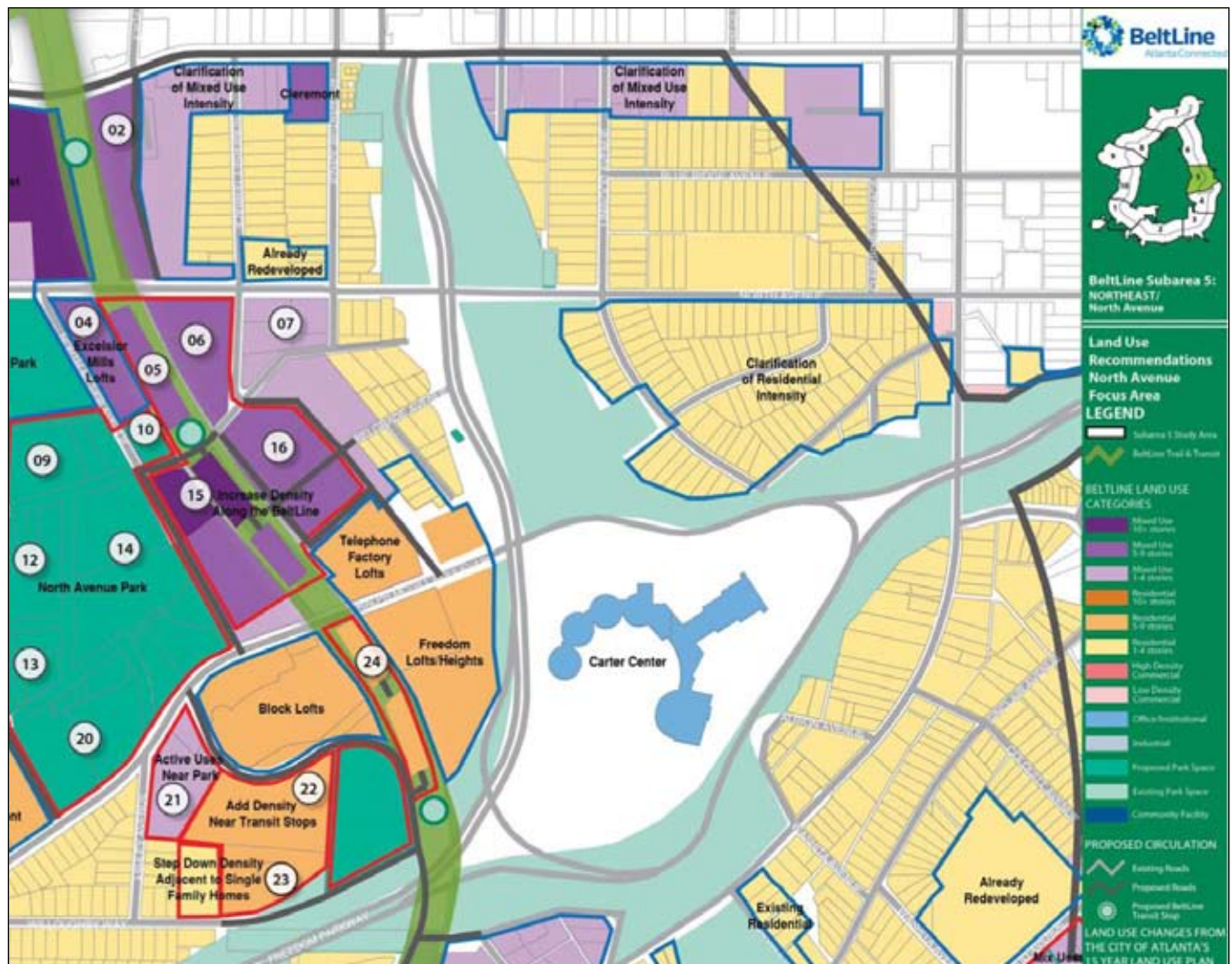


Figure 2.1: BeltLine Subarea 5 Master Plan Land Use Recommendations

Old Fourth Ward Master Plan (2008)

The Old Fourth Ward Master Plan is a neighborhood-based planning effort for the area just west of Poncey-Highland. Key recommendations from this plan in the adjacent area include:

- Build the Historic Fourth Ward Park, including a community garden.
- Create a gateway feature at Ralph McGill Boulevard BeltLine bridge.
- Redevelop City Hall East/Ponce Park.
- Create a secondary retail node on the north side of Ralph McGill Boulevard, just west of the BeltLine.

- Provide mixed-income, mixed-age housing.
- Provide sustainable building and neighborhood design.

The plan's land use vision matched that of the BeltLine Subarea 5 Master Plan. It also included several transportation recommendations, which are found in Section 3.4 of this document.

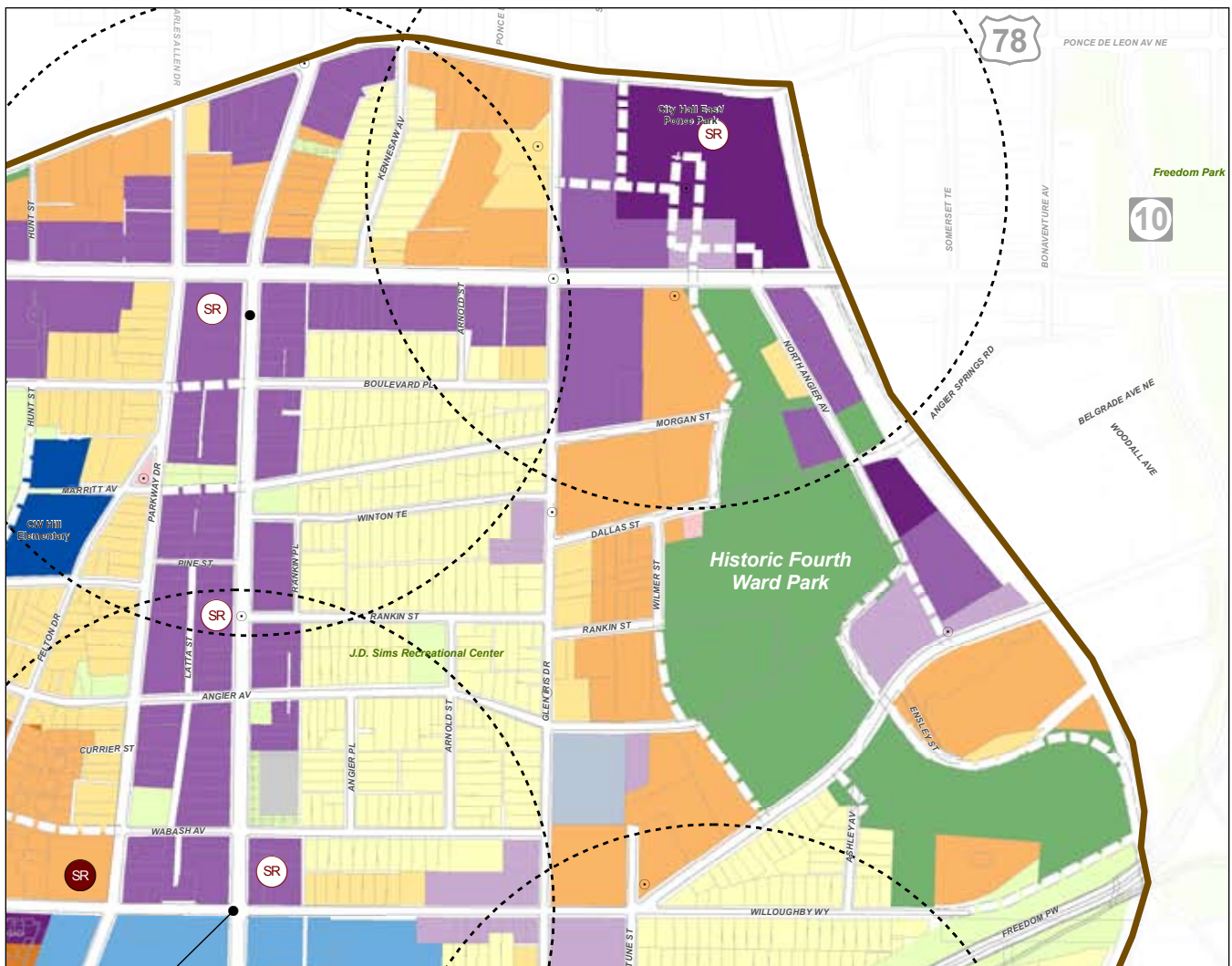


Figure 2.2: Old Fourth Ward Master Plan Land Use Recommendations



Figure 2.3: Ponce de Leon Avenue/Moreland Avenue Corridors Study Land Use Plan

Ponce de Leon Avenue/Moreland Avenue Corridors Study (2005)

The Ponce/Moreland Corridor Study was a land use and transportation effort that looked at the northern boundary of the neighborhood. Its goals included:

- Improving traffic operations by focusing on the efficient use of existing pavement
- Balancing the regional roles and needs of Ponce de Leon Avenue with its context in order to maintain or improve vehicular operations
- Making transit more user-friendly and efficient
- Balancing the citywide need to focus new development into corridors with potential impacts on neighborhoods
- Establishing pedestrian-oriented, mixed-use nodes that built on historic land uses patterns

The plan recommended mid-rise, mixed-use buildings along Ponce de Leon Avenue and North Avenue within the neighborhood rather than the current mix of largely auto-oriented uses. It proposed maximum building heights of four stories along Ponce de Leon, North Highland, and Moreland Avenues within Poncey-Highland.

Poncey-Highland Neighborhood Master Plan

Part 3: Existing Conditions

Sponsored by:
Kwanza Hall, Atlanta City Council District 2
Poncey-Highland Neighborhood Association
Prepared by:
Tunnell-Spangler-Walsh & Associates

3.1 Demographics & Socioeconomics

Demographics

Although Poncey-Highland is one of the smallest neighborhoods in Atlanta, at 241 acres, its residents are diverse compared to many other neighborhoods. This can be attributed to its history and mix of housing types, which are further described in Section 3.3 Housing.

To understand its existing demographics, a review was performed using U.S. Census data, most of which date from 2000. Because most data are almost 10 years old, they do not reflect more recent neighborhood changes. They are, nevertheless, a starting point when augmented with anecdotal data and field observations.

According to 2000 Census block level data, the neighborhood's population was nearly 1,800. When recent development is taken into account, population is estimated at 2,100. Accordingly, the current neighborhood population density is estimated at 8.7 gross persons per acre, or 16.4 net persons per acre. The gross figure includes parks and rights-of-way, while the net does not.

The 2000 Census also indicates that:

- The average household size was 1.49
- The neighborhood was 76 percent white, 17 percent African American, and 6 percent other



The 29 neighborhood census blocks in 1999

Table 3.1: Neighborhood Population

	Population	Percentage
White	1,364	75.9%
Black	310	17.2%
Other	124	6.8%
Total	1,767	100%

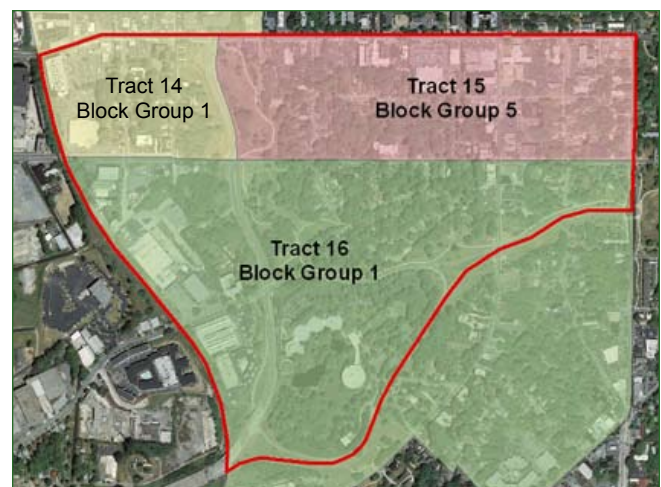
Table 3.2: Length of Commute

Length in Minutes	Tract 14, Block Group 1	Tract 15, Block Group 5	Tract 16, Block Group 1
<30	75.4%	78.2%	78.8%
30-44	15.3%	15.7%	15.3%
45-59	5.6%	5.2%	4.1%
>60	3.6%	0.9%	1.8%

Table 3.3: Commuting Mode

	Tract 14, Block Group 1	Tract 15, Block Group 5	Tract 16, Block Group 1
Transit	5.3%	5.6%	3.2%
Other	94.7%	94.4%	96.8%
Total	100%	100%	100%

Source: 2000 U.S. Census



The three neighborhood census block groups in 1999

Existing Conditions: Demographics & Socioeconomics

Table 3.4: Education for Those 25+ Years

	Tract 14, Block Group 1	Tract 15, Block Group 5	Tract 16, Block Group 1
High school & below	10.0%	21.5%	11.1%
Some higher education	20.1%	22.8%	19.4%
Bachelor degree	42.5%	40.8%	44.6%
Master degree	19.9%	6.3%	14.0%
Professional degree	5.5%	6.6%	6.9%
Doctorate degree	2.0%	2.0%	4.0%

Source: 2000 U.S. Census

- The median age was 20 to 30 years
- Median household incomes ranged from \$38,000 to \$46,000

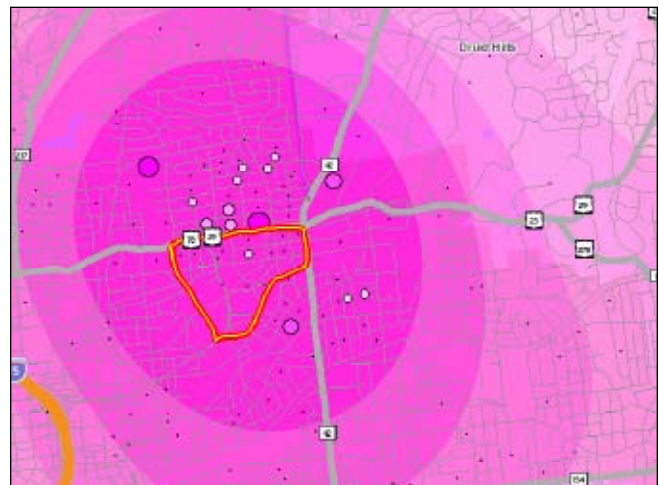
The neighborhood's population is highly educated, with most residents having some higher education. This fact, coupled with data showing that 32.9 percent are single men and 25.9 percent single women, suggests that the neighborhood houses many young professionals who were attracted to the area due to its location and lifestyle.

With time, it is likely that many young singles will marry or form permanent partnerships. Some may eventually have children, increasing the number of households with kids from the 6.6 percent found in 2000. In fact, there is already anecdotal evidence that this is happening, and a new playground was recently built to serve this growing population.

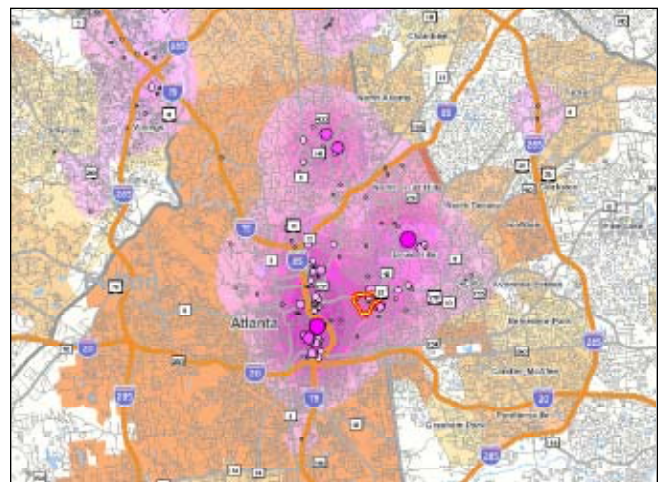
Employment

Poncey-Highland's mix of uses means that it contains many jobs in a relatively small area. 2006 Census data show nearly 1,100 jobs, primarily along Ponce de Leon and Highland Avenues. Most workers at these jobs come from the nearby neighborhoods of Virginia-Highland, Inman Park, and Druid Hills.

2006 US Census data also provide an overview of the employment trends of neighborhood residents. Of the 2,100 residents, nearly 1,000 have jobs. These jobs are clustered in Downtown, Midtown, Emory, or Buckhead, with smaller clusters in Cobb County, Perimeter Center, and the Northlake Mall area. The result is an average commute of under 30 minutes, usually made by car.



Map showing where people working in Poncey-Highland live; the darker the color, the more workers (Source: US Census)



Map showing where people living in Poncey-Highland work; the darker the color, the more jobs (Source: US Census)

3.2 Land use

Existing Land Use

Poncey-Highland is a traditional urban neighborhood with a mix of uses. Commercial uses are located along Ponce de Leon and North Highland Avenues, and represent 8.5 percent of land area in the neighborhood. They include both historic neighborhood commercial rows, which are pedestrian friendly, and newer auto-oriented commercial uses. There are only two mixed use properties in the neighborhood: the Ford Factory Lofts next to the BeltLine and the building housing Java Vino on North Highland Avenue.

Table 3.5: Existing Land Uses

Land Use	Acres	Percent
Mixed-Use 1-4 Stories	2.7	1.1%
Low Density Commercial	20.6	8.5%
Residential 5-9 Stories	0.8	0.3%
Residential 1-4 Stories	22.8	9.5%
Single-Family/Duplex	53.5	22.1%
Office/institutional	40.2	16.7%
Industrial	11.6	4.8%
Existing Park	35.0	14.5%
Parking Lot/Vacant	5.7	2.4%
BeltLine	4.7	2.0%
Rights-of-Way	43.4	18%

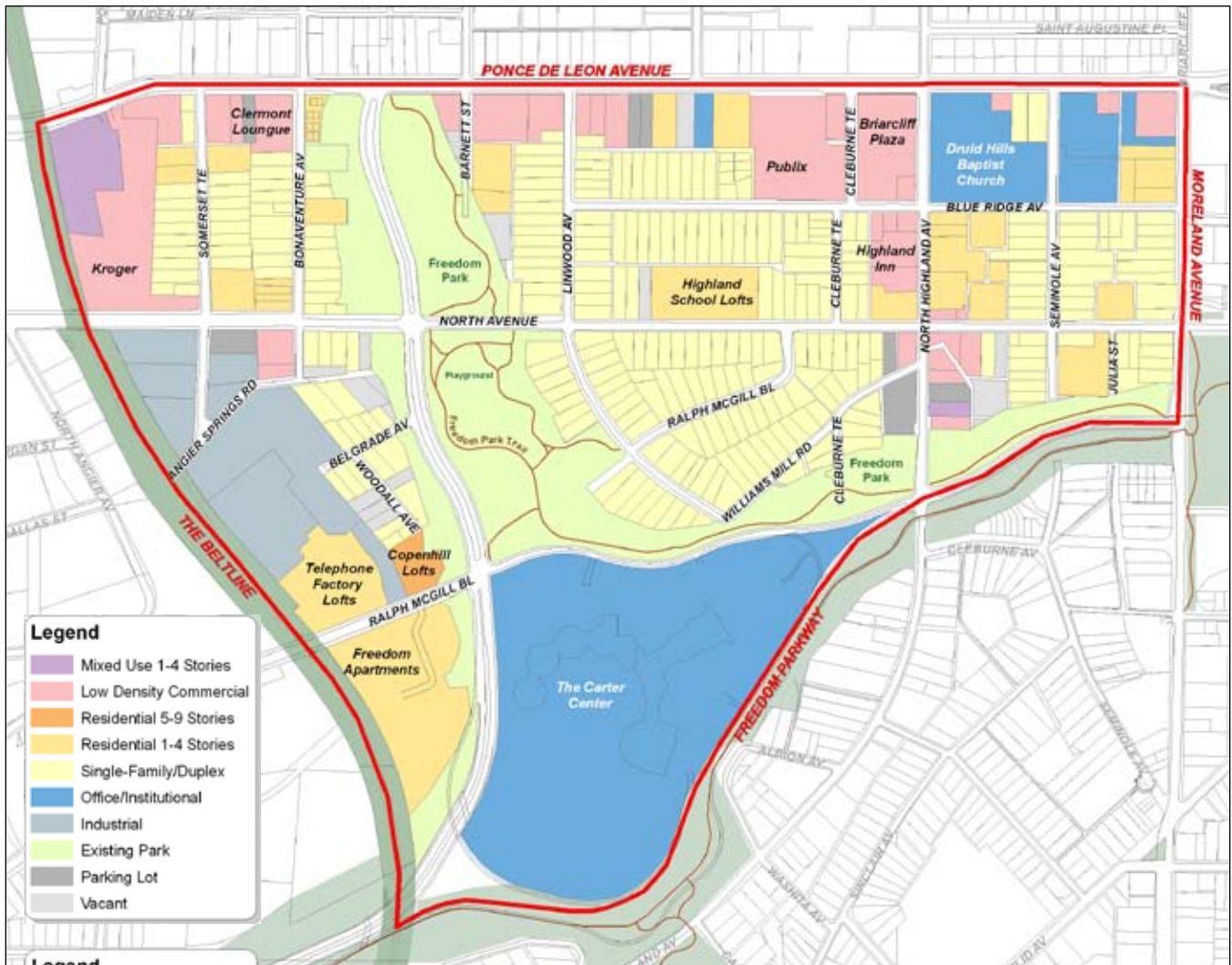


Figure 3.1: Existing Land Use Map

The neighborhood's residential land uses are varied, as is typical for urban neighborhoods that grew up around trolleys.

Residential 1-4 Stories, including multifamily buildings and townhouses, makes up about 10 percent of the land area. This use is scattered around the neighborhood, with some built recently (e.g. Freedom Apartments), some converted from other uses (e.g. Telephone Factory Lofts, Highland School Lofts), and some built in the 1920s. Most uses in this category are multifamily, although small townhouse complexes can be found.

The other major residential category is Single Family, which includes detached houses and duplexes. This category forms the core of the neighborhood and tends to be located away from major streets, with the exception of houses on Moreland and North Avenues.

The Carter Center on the south end of the neighborhood is its major Office/Institutional use. Others include the Druid Hills Baptist Church and the Salvation Army along Ponce de Leon Avenue.

Industrial uses are located along the BeltLine. Most are warehouses or other marginal uses with long-term potential for development. The BeltLine Subarea 5 Plan calls for redeveloping all of the industrial land into mixed uses.

Other long-term redevelopment sites could be the neighborhood's few vacant parcels and surface parking areas.

Parks & Open Space

Poncey-Highland has more park space (14.5 percent) than any other Atlanta neighborhood. The park includes passive recreation areas, multi-use trails, community gardens, and a new playground.

In the future, the BeltLine will increase park space by another 4.7 acres, not including the new Historic Fourth Ward Park, another part of the BeltLine vision that is currently under construction adjacent to the study area.



The Publix supermarket on Ponce de Leon Avenue is one of the largest commercial land uses in the neighborhood



The North Highland Apartments are a major residential land use in the neighborhood



This small court of single-family houses is found on Blue Ridge Avenue

Existing Future Land Use Plan

The City of Atlanta’s 15-Year Land Use Plan serves as the basis for future zoning changes and puts forward a general vision for land use patterns within the neighborhood.

The current plan appropriately designates Freedom Park as Open Space, the Carter Center as Institutional, historic residential areas as such, and Mixed Use along Ponce de Leon Avenue and the BeltLine. Over time, this will allow for appropriate zoning changes in most portions of Poncey-Highland where redevelopment is expected to occur, while protecting residential areas.

However, a notable exception to this is North Highland Avenue between Freedom Park and Blue Ridge Avenue. Here the plan shows Low Density Commercial and Single-Family. And while it is true that the commercial designation does reflect existing land uses, with the notable exception of the Morningside Condominiums, it also suggests that their future development into single-use, auto-oriented commercial establishments would be appropriate. Likewise, the Single-Family designation of most of the Manuel’s Tavern parking lot would prevent its redevelopment into a more pedestrian-friendly mixed-use/parking facility.

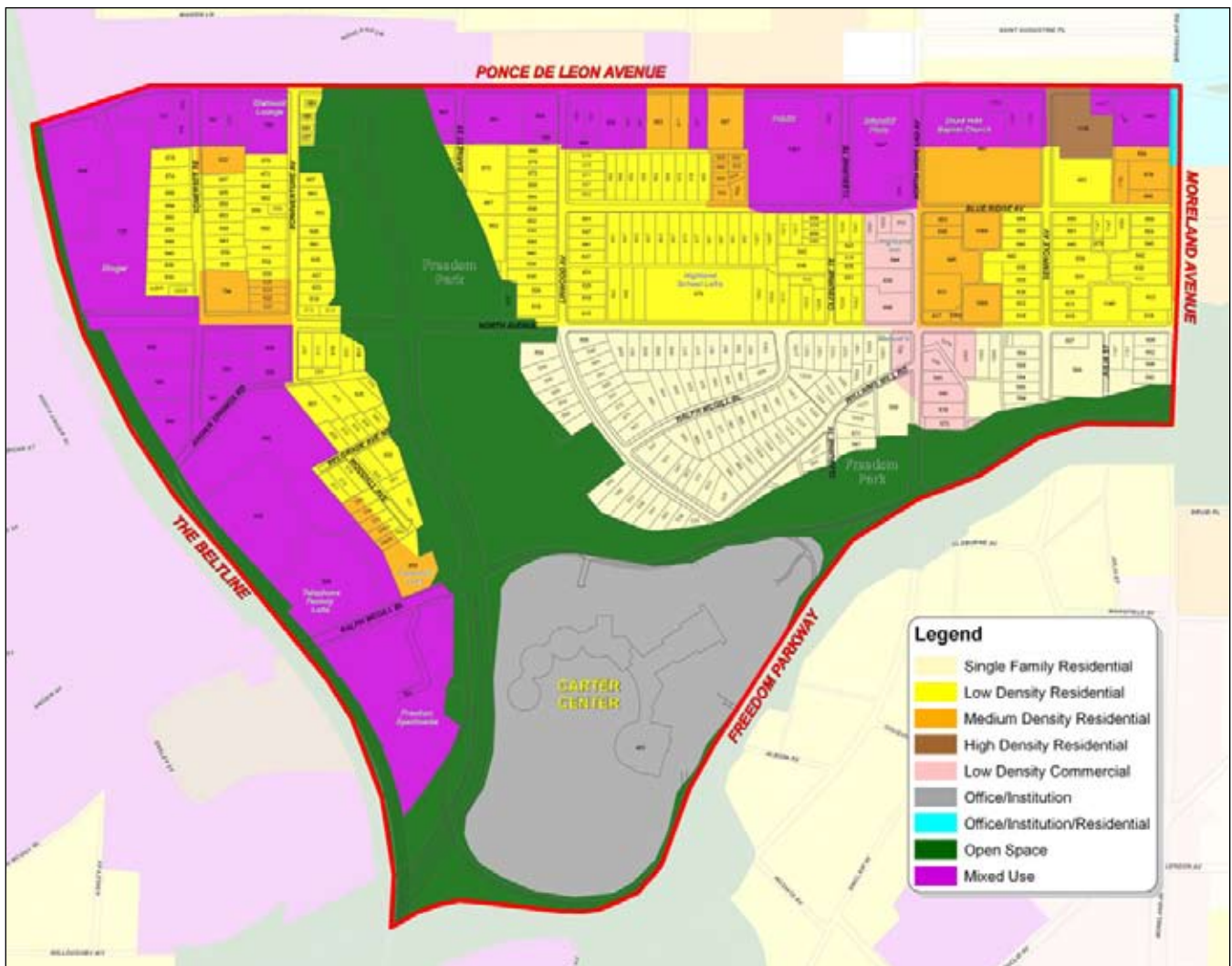


Figure 3.2: Existing 15 Year Land Use Plan Map

Existing Zoning

Land in Poncey-Highland is zoned to preserve the character of historic residential streets, accommodate a mix of uses along North Highland Avenue, and encourage successful redevelopment oriented toward the BeltLine.

Even so, current zoning has several challenges:

- C-1 and C-2 districts are very permissive and allow commercial strip development.
- C-1 and C-2 districts prevent buildings from fronting the sidewalk, as historic buildings do.
- C-1, C-2, I, and RG districts have no height limit other than the transitional height plane.

- RG districts preclude context-sensitive, traditional forms by mandating a 40 foot setback.
- In all districts, parking requirements discourage shared parking and require more spaces than often needed.
- Design standards are lacking outside of SPI 6 and the BeltLine Overlay districts.

The result is that the major streets east of Linwood Avenue are zoned for development that would destroy historic mixed-use character in favor of auto-oriented sprawl. This was recognized in the Ponce de Leon/Moreland Avenues Corridor Study, and recommendations were made to address this. However, no changes have been made to date.

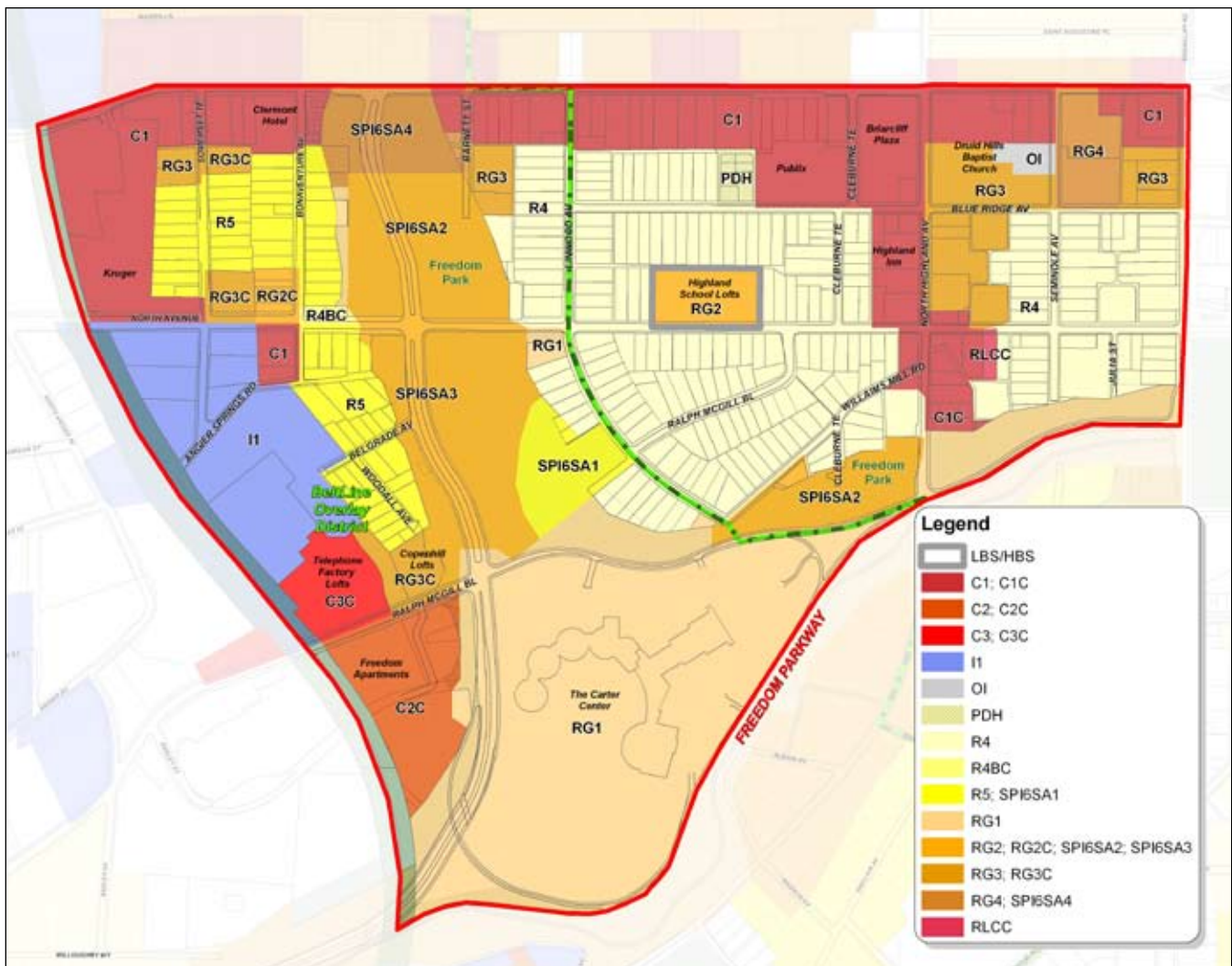


Figure 3.3: Existing Zoning Map

3.3 Housing

Like many urban neighborhoods, Poncey-Highland contains a wide variety of housing types and price points. Current field estimates place the number of units at 1,400. Of these, it is estimated that:

- 10 percent are in mixed-use settings, primarily at the Ford Factory Lofts
- 15 percent are institutional, including Booth Towers and boarding houses
- 32 percent are single-family
- 43 percent are townhouses or multifamily

Furthermore, 2000 Census data shows that:

- 88 percent of units were occupied
- 12 percent of units were vacant
- 82.5 percent of units were renter-occupied
- 17.5 percent were owner-occupied

Estimated values of owner-occupied units in July 2009, according to Zillow.com, were:

- \$386,100 for single-family housing
- \$138,500 for condominiums
- \$249,100 average for all units

These represent an average 5.8 percent drop from last year,¹ and suggest that the neighborhood is more stable than many in the city and region, which saw drops of 11.1 and 8.6 percent, respectively, during the same period.

Field surveys suggest that, since 2000, the number of owner-occupied units has increased as formerly rented houses have reverted to owner-occupied houses.

Most of the vacant units can be found in the two small apartment buildings at the southeast corner of North Highland and Blue Ridge Avenues. Due to the death of their owner, these two historic buildings are in a state of disrepair that threatens not only passersby, but also the historic integrity of the North Highland Avenue corridor.



Poncey-Highland's single-family houses form the core of the neighborhood (photo courtesy Jim McMahel)



Two vacant apartment buildings occupy the southeast corner of North Highland Avenue at Blue Ridge Avenue



The Morningside is an historic multifamily building that has been maintained and contributes to neighborhood identity

1. Zillow.com. www.zillow.com. Accessed 9/23/09

3.4 Transportation

Poncey-Highland is currently well served by a variety of transportation facilities. Unlike many Atlanta neighborhoods, it has frequent bus service, bicycle trails, a well-connected street grid, and many sidewalks. There is still a great deal that needs to be done to bring these individual modes into better balance.

Vehicular Facilities

Throughout much of its history, the neighborhood benefitted from a well-connected street network. However, the construction of Freedom Parkway removed a number of streets to create today's



A balanced transportation system benefits everyone, especially children



Figure 3.4: Historic Street Pattern

current system. As a result of this and pre-existing barriers to the west, the neighborhood relies on a few major streets to connect to adjacent areas. Key streets in the neighborhood include:

Ponce de Leon Avenue

Ponce de Leon Avenue is the northern boundary of the neighborhood and is one of the main east-west routes in this section of the city, connecting Midtown with Decatur. The right-of-way is 90 feet wide and contains up to six travel lanes with turn lanes at major intersections. Ponce de Leon Avenue is one of three state routes in the neighborhood.

Moreland Avenue

Forming the eastern edge of the neighborhood, Moreland Avenue is a state route connecting north into DeKalb County and south to I-20. This segment of the avenue is four lanes wide and has a 90-foot wide right-of-way. Its intersection with Ponce de Leon Avenue is a major congestion point.

North Avenue

North Avenue is also an east-west route, although less busy than Ponce de Leon Avenue. West of Bonaventure Avenue, North Avenue is four lanes, but to the east it narrows to two travel lanes. Land uses along it are more residential than along Ponce de Leon Avenue, and the corridor suffers from speeding and peak-hour congestion.

Freedom Parkway

Freedom Parkway is a limited access divided highway with one travel lane in each direction. Due to its limited access and grade separated design west of North Highland Avenue, the road forms a barrier that separates Poncey-Highland from Inman Park. Freedom Parkway is a state route.

Ralph McGill Boulevard

Ralph McGill Boulevard is an east-west link that connects to the Old Fourth Ward and the growing north end of Downtown. The right-of-way is approximately 60 feet wide, with two travel lanes and on-street parking.



Speed humps have been installed on Blue Ridge Avenue to reduce speeding

North Highland Avenue

The only major north-south route within the neighborhood, North Highland Avenue has two travel lanes with limited on-street parking and turn lanes at major intersections. The right-of-way is typically 50 feet wide.

Speeding and Cut Through Traffic

A key concern today, and one that is partially due to the design of the neighborhood's streets, is speeding cut through traffic. The neighborhood's wide, straight streets make it easy for impatient drivers to drive quickly through the neighborhood to avoid congestion, most often on Ponce de Leon and Moreland Avenues. This impacts the quality-of-life of residents, the safety of non-speeders, and the safety of pedestrians and cyclists.

The Ponce de Leon/Moreland Avenues Corridor Study recommended signs to encourage the use of Freedom Parkway instead of neighborhood streets, but none have been installed. Further steps may be needed to make it difficult to speed through the neighborhood, and thereby encourage the use of perimeter routes.

Route No.	Description	Frequency (on/off peak)	Avg. Daily Ridership
2	Ponce de Leon Avenue (the northern boundary of the study area) between North Avenue Station and Avondale Station.	20 min./ 40 min.	1,916
16	North Highland Avenue, connecting south to Five Points Station and north to I-85 and Executive Business Park	15 min./ 30-40 min.	1,979
45	North Highland Avenue, connecting north to Virginia Avenue and Midtown and south to Little Five Points and Candler Park	30 min./ 45 min.	710
113	Atlantic Station and Georgia Tech through downtown and the Old Fourth Ward to Poncey-Highland	60 min.*	1,755

Table 3.6: Neighborhood Bus Boardings (data courtesy MARTA, collected April - August 2009)

Public Transit

Poncey-Highland is well served by four bus routes and around 20 bus stops. These routes, described above, provide transfer-free connections to Five Points, Midtown, North Avenue, Decatur, and Edgewood-Candler Park rail stations, in addition to direct service to Downtown, Midtown, Virginia-Highland, Little Five Points, the Old Fourth Ward, Druid Hills, and Decatur. All MARTA buses are wheelchair accessible and equipped with bicycle racks. All bus stops, except one at the Carter Center, are little more than flag poles. They lack benches, shelters, and schedules.

There are no rail stations in the neighborhood but the Inman Park-Reynoldstown and Edgewood-Candler Park stations are within walking distance of much of it, and all bus routes connect to a station. Current plans for expanded service include the BeltLine’s transit component, and long-term arterial bus rapid transit on Moreland Avenue. These will augment existing service to create one of the city’s most transit-served neighborhoods.



MARTA bus #16 services North Highland Avenue



Most MARTA bus stops in Poncey-Highland are nothing more than a sign on a metal pole

Pedestrian Facilities

Sidewalks are plentiful in Poncey-Highland and reach 10 feet in width on Ponce de Leon Avenue. Most streets have adequate sidewalks on both sides, but some need repair or replacement.

More of an issue is accessibility. Uneven sidewalks and broken or missing ramps at intersections make many streets unfriendly or impassable for those in wheelchairs or those who have difficulty walking, such as the elderly and children. Pedestrian crossing signals are present at major intersections, but high traffic speeds and wide crossings are barriers to pedestrian circulation and safety along Ponce de Leon and Moreland Avenues.



Broken sidewalks are a problem on some neighborhood streets, as shown in orange below

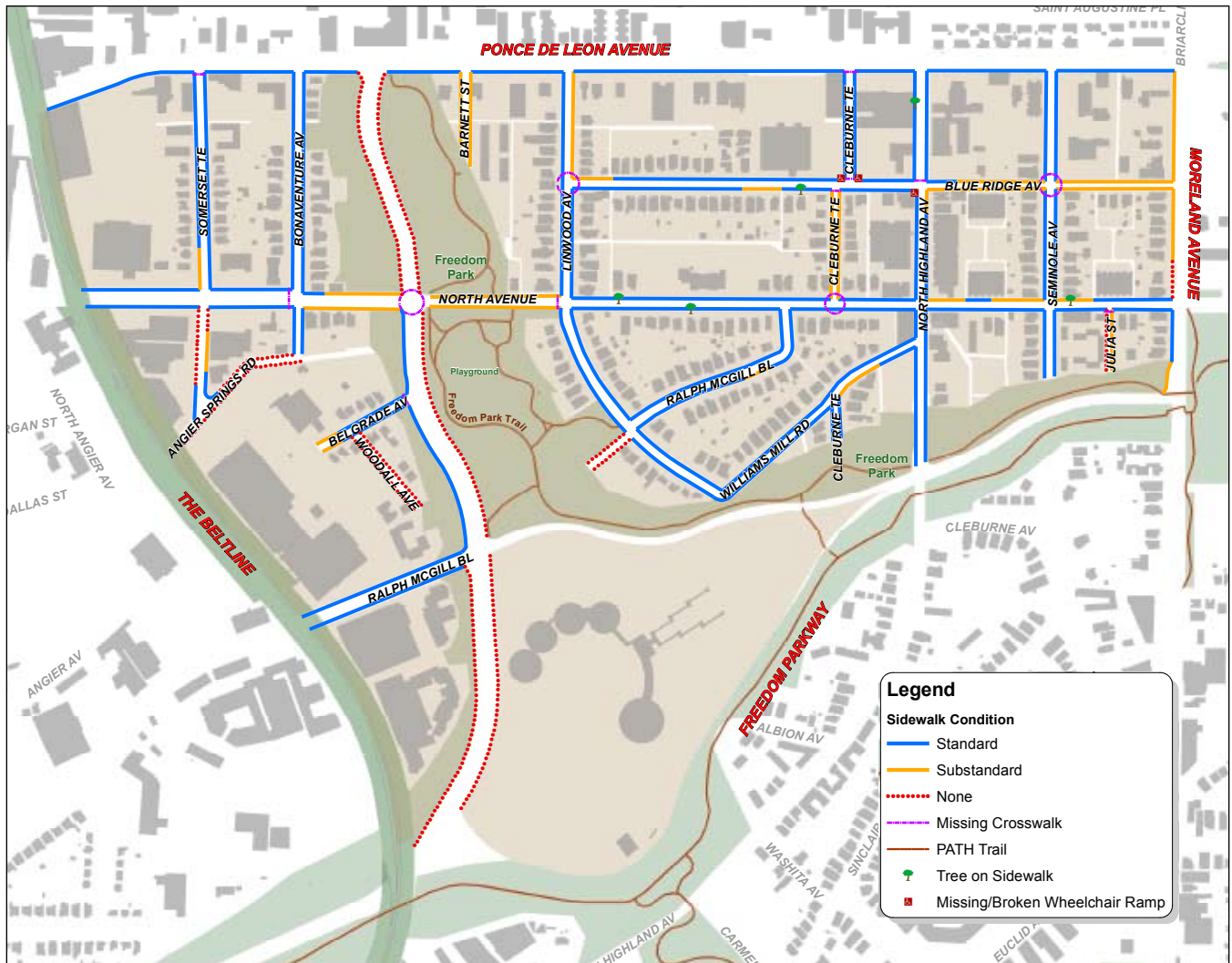


Figure 2.5: Existing Sidewalk Conditions

Along Ponce de Leon Avenue and at the Manuel's Tavern parking lot, the lack of wheel stops allows parked cars to extend over the sidewalk, blocking pedestrian access. In other areas, including on North Avenue just east of North Highland, long driveway curb cuts threaten pedestrian safety.

Bicycle Facilities

The Freedom Park multiuse trail is the only existing bicycle facility in the neighborhood. It connects to Downtown, Ponce de Leon Avenue, Inman Park, and Decatur. However, the recently-completed Connect Atlanta Plan, the city's comprehensive transportation plan, identifies several routes:

- Core Bicycle Connections on Ralph McGill Boulevard, west of Freedom Parkway
- Secondary Bicycle Connections on Ponce de Leon, North and North Highland Avenues
- Secondary Bicycle Connections on North Avenue west of Freedom Parkway

Connect Atlanta does not suggest specific facilities for these routes, but rather suggests their importance in the citywide network and potential options. In the case of Poncey-Highland, it also recommends sign upgrades where the North Avenue facility meets Freedom Parkway.

Although there are few on-street facilities, most neighborhood streets are suited for bicycling because of their low traffic volumes and few turning vehicles. Notable exceptions are Ponce de Leon and Moreland Avenues. At times of high traffic and speeding, bicycling on North Avenue east of Freedom Parkway can also be difficult because sections of pavement are broken.

Bicycle racks can be found at several locations in the neighborhood, including Publix and many North Highland Avenue shops. Racks are required by city code, but not all businesses comply, especially many of the chain stores and restaurants along Ponce de Leon Avenue. Increased enforcement would go a long way toward improving bike facilities and the perception of cycling as a viable option.



The multiuse trail in Freedom Park connects to Downtown Atlanta and the Old Fourth Ward



There are no bike lanes in the neighborhood, but they are recommended on Ralph McGill Boulevard by the Connect Atlanta Plan (photo courtesy Dan Burden)



Bicycle racks are essential for bicycle use to be convenient

Previous Transportation Studies

Various transportation studies have been conducted that affect the future of Poncey-Highland. These are outlined Part 2, but their transportation-specific recommendations are detailed here.

BeltLine Subarea 5 Master Plan (2009)

Transportation recommendations impacting the neighborhood included:

- North Avenue “road diet” between the BeltLine and Bonaventure Avenue
- Somerset Terrace extension as a mixed use avenue with parking and bike lanes
- Ponce de Leon Place extension through the Kroger site to North Avenue
- Streetscape on Ralph McGill Boulevard from BeltLine to Freedom Parkway
- North Avenue streetscape and bike lanes from BeltLine to North Highland Avenue
- North Highland Avenue bike lanes or “share the road” markings
- BeltLine area wayfinding signs
- Belgrade Avenue extension across the BeltLine
- North Angier Springs Road extension under the BeltLine



Figure 3.6: Key BeltLine Subarea 5 Recommendations

Connect Atlanta Plan (2009)

Transportation recommendations impacting the neighborhood included:

- Primary Bike Route on Ralph McGill Boulevard from BeltLine to Freedom Parkway
- Secondary Bike Route on North Highland Avenue
- Secondary Bike Route on Ponce de Leon Avenue
- Secondary Bike Route on North Avenue from BeltLine to Freedom Parkway
- Intersection improvements at Ponce de Leon Avenue and Moreland Avenue
- New streets with private redevelopment on the Kroger site and Angier Springs Road
- New public streets with redevelopment west of Belgrade Avenue

Old Fourth Ward Master Plan (2008)

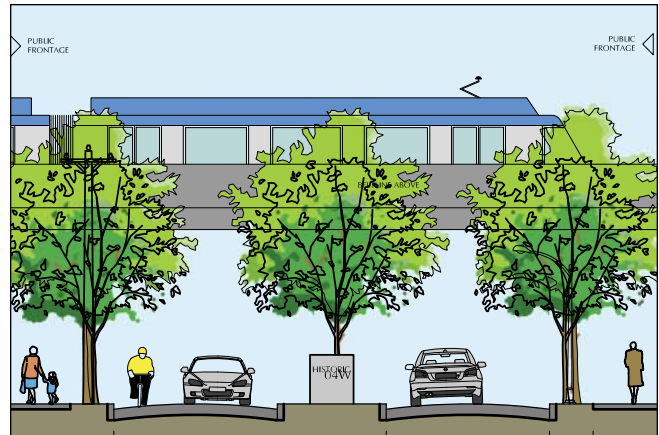
This study did not include Poncey-Highland, but its proximity impacts the neighborhood's western edge. Transportation recommendations included:

- Streetscapes with street trees, lights, and sidewalks along North Avenue (also including a median and "road diet"), Ralph McGill Boulevard, and Ponce de Leon Avenue
- Bike lanes along Ralph McGill Boulevard
- A stop sign on Ralph McGill Boulevard at new park edge street (just west of Ashley Avenue)
- Bike lanes along North Avenue
- Extension of North Angier Avenue to Ralph McGill Boulevard, along proposed park edge
- BeltLine transit stop mid-way between North Avenue and Ralph McGill Boulevard

Ponce / Moreland Corridor Study (2005)

Transportation recommendations impacting the neighborhood included:

- Prohibit street abandonment or closure as part of new development, unless new streets are created with equal or greater connectivity
- Support new streets across the BeltLine



At the BeltLine, Ralph McGill Boulevard will become a major neighborhood entry point

- Provide public pedestrian and bicycle access to the BeltLine from adjacent areas
- Perform traffic signal upgrades, develop signal timing coordination plans, and use pedestrian countdown signals at all signalized crossings
- Widen sidewalks and improve streetscapes on Ponce de Leon Avenue.
- Install signs on Ponce de Leon and Moreland Avenues to encourage use of Freedom Parkway
- Enhance bus service on Ponce de Leon and Moreland Avenues (benches, shelters, etc.)
- Install southbound left hand signal on Briarcliff Road at Ponce de Leon Avenue
- Stop using deceleration lanes on Moreland or Ponce de Leon Avenues
- Repave and remill Ponce de Leon and Moreland Avenues

3.5: Environment

Within Poncey-Highland, the natural environment has been modified and impacted over the years by human activity. In the twentieth century, the neighborhood's development impacted the natural landscape in a number of ways.

Most of these impacts, however, occurred during the initial construction of the neighborhood. Its largely residential and commercial nature means that the neighborhood was not subject to the contamination that affected other areas. Furthermore, there are currently no sites in the neighborhood for which permits have been issued by the Environmental Protection Agency (EPA) to handle hazardous materials.

However, Poncey-Highland includes a number of "greyfield" or under used commercial sites. Treeless parking lots and one-story commercial uses along Ponce de Leon Avenue and the BeltLine contribute to environmental concerns, including radiant heat, litter, noise (from people using their parking lots for gatherings), and non-point-source pollution from stormwater runoff.

Other environmental concerns in the neighborhood include littering along Ponce de Leon and North Highland Avenues, trash and accompanying odors, air pollution, and noise from traffic along major corridors.

These problems notwithstanding, Poncey-Highland has far less impact on the environment than many places. Its compact, walkable nature reduces the need to drive, and its tree canopy cools and cleans the air. If existing challenges could be remedied, and sustainable principles were followed in site redevelopment, stormwater management, transportation, and waste, the neighborhood could truly be a model of sustainability.



Many parking lots along Ponce de Leon Avenue lack landscaping



The neighborhood has good tree canopy, but some trees, such as these Bradford Pears, are near the end of their lives



Pervious paving may be one technique to improve environmental performance

3.6: Infrastructure & Facilities

Poncey-Highland is supported by essential infrastructure, without which it would not be able to grow or survive. The following sections catalogue the infrastructure and facilities in the neighborhood.

Sewer

As an urban area, the neighborhood includes sewer throughout. Unfortunately, due to decades of neglect, many of these facilities are in need of upgrades. The City of Atlanta Department of Watershed Management is conducting a series of sewer evaluation and rehabilitation programs in the City to identify necessary sewer rehabilitation projects. The area that covers the Poncey-Highland neighborhood is listed as one of the programs included in the city's Capital Improvements Program. Work is expected to begin this year.

Water

Water main surveys and replacements are also included in the City's current Capital Improvements Program for the entire neighborhood. Water mains are scheduled to be replaced, where needed, by 2012. These improvements will occur concurrently with the sewer line work outlined above.

Stormwater

All of Poncey-Highland is located in the Clear Creek watershed. The most significant plans for stormwater management in the coming years center on the proposed park south of City Hall East. The City has contributed \$30 million toward the construction of a series of water features in this new park that will retain and filter stormwater runoff through a system of ponds, fountains, and artificial wetlands.

The facility is designed to contain water from a 100-year flood and will reduce flooding both in the immediate area and in the larger watershed. Construction began in late 2009.



Aging sewer and water lines within the neighborhood are scheduled for evaluation and replacement where necessary



The Historic Fourth Ward Park, only a few yards from Poncey-Highland, will include stormwater features

Schools

As the number of neighborhood children increases, schools are becoming increasingly important. Currently the neighborhood is served by:

- Springdale Park Elementary, a new school in nearby Druid Hills
- Inman Middle School to the north in Virginia-Highland
- Grady High School to the northwest in Midtown

Inman Middle and Grady High Schools are too far away to be walkable, but parts of Poncey-Highland could walk to Springdale Elementary if a safe route was provided.



Springdale Park Elementary School in nearby Druid Hills is within walking distance of Poncey-Highland

Libraries

The Ponce de Leon branch library, located at 980 Ponce de Leon Avenue, across street from Poncey-Highland, is a part of the larger Atlanta-Fulton Public Library system. This library has a community meeting room with 50 seats.

Fire

There are no active fire stations within Poncey-Highland. The nearest is Fire Station 19, located at 1063 North Highland Avenue in the adjacent Virginia Highland Neighborhood.

Police

The entire Poncey-Highland neighborhood lies within Atlanta Police Department Zone 6. The headquarters for this zone are located outside of the study area on Hosea L. Williams Drive. A mini precinct is located nearby in Little Five Points.

Hospitals and Healthcare

The closest hospital to Poncey-Highland is Atlanta Medical Center. Its campus includes a 460-bed hospital, a trauma center, a cancer center, a diabetes center, an athletic club and weight loss center, and a community health center.



The Atlanta Medical Center is a significant health care facility for the entire Atlanta region

Grady Health System's Ponce de Leon Center, which houses the Infectious Disease Program, is also located nearby. The facility provides medical care, mental health services, substance abuse treatment, social services, and nutritional support for AIDS patients.

3.7 Urban Design & Historic Resources

Urban Design

Urban design is the design of the public realm and the relationships between the elements that define it, such as streets, sidewalks, plazas, parks, and buildings. It focuses on how these relationships define local identity and sense-of-place.

In considering urban design, attention is given to:

- Relationships between buildings and the street, and among the buildings themselves
- Streetscapes, including sidewalks, trees, lights, and furnishings
- Open spaces such as parks and plazas
- Street patterns, including street widths, blocks sizes, and character

A well-grounded understanding of good urban design principles is essential to creating livable neighborhoods at a variety of densities.

Streetscapes

Streetscapes in Poncey-Highland are diverse, yet inconsistent. While a variety of street characters are not necessarily a problem, the lack of consistency in Poncey-Highland does present challenges, which include:

- Inconsistent streetscape materials
- Unattractive streetscape in some areas, especially Ponce de Leon Avenue
- Sidewalks in disrepair in some areas
- Lack of street lights or street furniture
- Lack of street trees along most sidewalks
- Unattractive bus shelters and stops
- Frontal parking lots
- Wide driveways, particularly at the Buddy's gas station
- Overhead utility lines
- Poorly striped crosswalks

Opportunities exist to improve streetscapes through public and private improvements. Large setbacks provide ample room for improvements



In Charleston, South Carolina, buildings, landscaping, and street design work together to define a rich local character



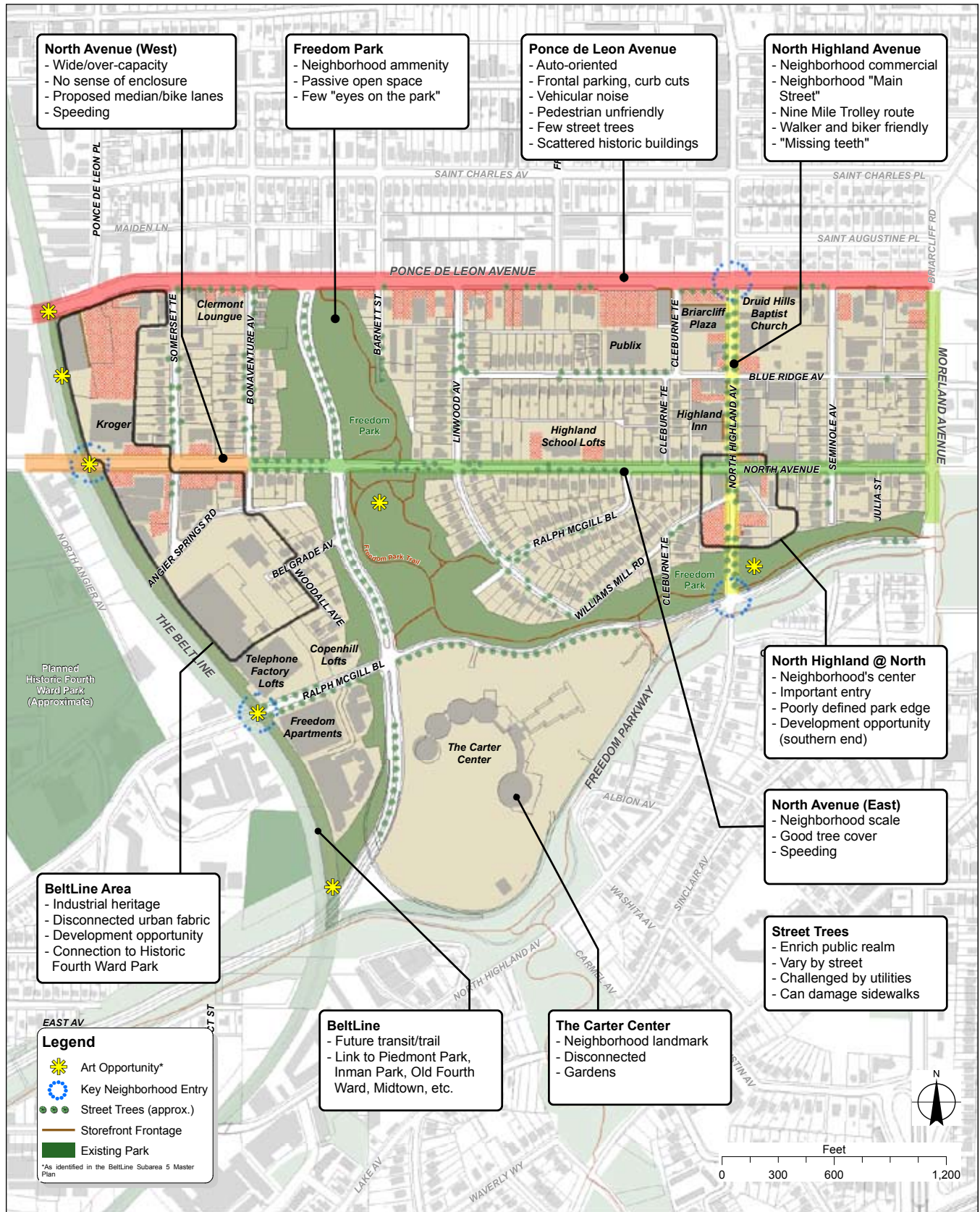
Street trees on neighborhood streets can help dignify the public realm



The Manuel's Tavern parking lot disrupts the urban fabric along North Highland Avenue

Existing Conditions: Urban Design & Historic Resources

Figure 3.7: Urban Design Analysis



Existing Conditions: Urban Design & Historic Resources

in front of existing buildings, while new buildings could be held to higher standards of architecture and urbanism.

Building Form and Orientation

Buildings form and orientation vary across the neighborhood. In historic commercial areas along North Highland Avenue buildings touch each other on the sides and directly front the sidewalk with pedestrian-friendly storefronts. However, newer businesses in other areas are often set back behind parking lots.

Along residential streets, houses are set back from the street, but connected to it by walkways. Often they include porches, which encourage social interaction, and rear or side garages that do not disrupt the street's character. Most have fences, knee walls, or hedges at the back of the sidewalk to create a clear distinction between public and private space without forming a barrier.

Building heights vary across the study area. Except for single family houses, most residential buildings are less than four stories. Typical commercial buildings are between one and three stories in height, while a few along Ponce de Leon Avenue's west end are six to seven stories.

Historic Designations

Types of Historic Designation

The National Register of Historic Places is a federally maintained listing of historic buildings, structures, sites, objects, and districts that are recognized for their significance and are worthy of preservation. Properties are nominated by each state's historic preservation office, and a comprehensive national list is maintained by the U.S. Department of the Interior. Listing on the National Register helps preserve properties by providing recognition of a property's architectural, historical, or archaeological significance. Identifying properties as historic and significant ensures that they will be taken into account in all state and federally assisted projects. Listing also lends importance, without regulation, to consideration of their use in privately funded projects.

Poncey-Highland Neighborhood Master Plan



Historic commercial buildings were built touching each other on the sides to create a continuous street wall



Outdoor dining along North Highland Avenue makes use of a large setback



Historic knee walls, fences, or hedges separate public and private space

Existing Conditions: Urban Design & Historic Resources

In Georgia, properties are added to the National Register by the Department of Natural Resources Historic Preservation Division. Nominations are reviewed by the Historic Preservation Division, and if approved, by the Georgia National Register Review Board. Approved nominations are submitted to the U.S. Department of Interior for final review, approval, and listing in the National Register. The state Historic Preservation Division and the Atlanta Urban Design Commission (UDC) can provide technical assistance on the nomination process, but individuals, organizations, or agencies requesting the listing carry out much of the necessary research themselves, according to state and federal guidelines.

City of Atlanta rezoning under the Historic Preservation Ordinance is the second type of formal historic designation. This local designation is managed by the UDC, whose volunteer members are appointed to serve three-year terms by the mayor and city council.

By law, UDC membership includes two architects, a landscape architect, an attorney, a developer, a real estate professional, an preservationist, an artist, a historian, a neighborhood representative, and an urban planner. It is the role of the UDC to identify, protect, enhance, and perpetuate the use of buildings, sites, and districts of special character, historic interest, or aesthetic value.

The UDC nominates and regulates construction and design-related work on designated buildings and districts which are identified under several categories: Historic Buildings or Sites, Landmark Buildings or Sites, Conservation Districts, Historic Districts, and Landmark Districts. Since the historic preservation ordinance was passed in 1989, 59 individual buildings or sites and 16 districts have been brought under its protection.

Criteria For Designation

Generally speaking, the eligibility criteria for either type of formal historic designation (listing on the National Register of Historic Places or City historic zoning designation) are the same. To be eligible for either designation, the property (or district, building, structure, object, or site) must:

- Be old enough to be considered historic (generally at least 50 years old),
- Still look much the way it did in the past,
- Be associated with events, activities, or developments that were important in the past, and
- Have associations with the lives of people who were important in the past,
- Be significant in the areas of architectural history, landscape history, or engineering, or
- Have the potential to yield information through archaeological investigation that would answer questions about our past.

Benefits of Designation

Listing on the National Register of Historic Places has the following effects on a property:

- Identifies significant buildings, structures, sites, objects, and districts that meet the National Register criteria
- Encourages the preservation of historic properties by documenting their significance
- Provides information about historic properties for local planning purposes
- Facilitates the review of federally funded, licensed, or permitted projects to determine their effects on historic properties
- Assists state government agencies in determining whether their projects will affect historic properties
- Makes owners of historic properties eligible to apply for federal grants for historic preservation projects
- Provides federal and state tax benefits to owners if they rehabilitate their properties according to preservation standards
- Allows consideration of fire and life safety code compliance alternatives during rehabilitation

However, listing on the National Register of Historic Places is not all encompassing. For instance:

- A marker or plaque will not be provided for the properties (owners may obtain markers or plaques at their own expense)
- Property owners will not be required to maintain, repair, or restore their properties in a

Existing Conditions: Urban Design & Historic Resources

certain way

- A property has not necessarily been or will be rezoned by the City of Atlanta to historic designation
- Federally or state-assisted government projects may not be stopped
- Grant funds may not be guaranteed for all properties or projects
- Property owners are not required to follow preservation standards, unless they wish to qualify for tax benefits
- Special consideration is not necessarily given to compliance with life safety and fire codes

Rezoning under the city's Historic Preservation Ordinance means:

- Protection of designated neighborhoods is provided in one of two ways. Either the designation (with accompanying regulations) can be added as an overlay on the neighborhood's existing zoning or it can completely replace existing zoning. In either case, the regulations are part of the city's zoning ordinance.
- The historic character of a neighborhood is maintained through a design review process. What constitutes this character is developed with the neighborhood during the nomination process and the resulting regulations become the basis for the UDC's design review decisions. The review process occurs before the start of the building permit process.
- The neighborhood and general public are encouraged to participate through public hearings held on all items requiring certificates of appropriateness from the Commission.
- Prior to receiving a building permit, most changes that effect the exteriors of a structure and site work must be approved by the Commission or its staff through a design review process.
- Those seeking a building permit for alteration, new construction or demolition will be referred to the Commission office to complete a design review process.
- If substantial changes are contemplated, the application will be scheduled for one of the

UDC's bimonthly meetings.

Nevertheless, rezoning under the city's Historic Preservation Ordinance does not regulate certain aspects. For instance,

- The UDC does not initiate the nomination process for residential districts. The Commission waits to hear from an interested neighborhood and seeks input from them on type of rezoning, boundaries, and regulations which would be best suited to their particular situation.
- There are no restrictions on the sale of property. The designation of a district does not limit the ability of owners to sell their property. In addition, for every parcel in the district, a certificate is filed in the county's real estate records indicating that it is in a district; prospective buyers are notified in advance during title searches.
- Paint color is not regulated. In some districts, the regulations (as prepared by the neighborhood), call for the Commission Staff to review proposed ordinary repair and maintenance, but that does not include paint color. In other districts, ordinary repair and maintenance is not reviewed at all.
- Architects are not required to draw plans. Larger, more complex projects will require an architect's drawings to meet the citywide standards used by the Bureau of Buildings for such projects; otherwise, drawings that are complete, to scale, and accurate are sufficient.
- Interior work is not regulated. The one exception to this is the installation of dropped ceilings or the insertion of floors that can be seen from the outside of the building.
- Once designated, property owners do not have to redo previous work on their homes to bring them into compliance. The regulation of work begins only after the nomination process begins and is not retroactive.

Neighborhood Historic Sites

Currently Poncey-Highland is not a designated historic district, but it is an historic neighborhood with a strong sense-of-place. The following is an assessment of its historic character taken from *Atlanta's Lasting Landmarks*, a document

Existing Conditions: Urban Design & Historic Resources

published by the Atlanta UDC in 1987 to assess potential historic resources citywide.

“Developed between 1907 and 1928, the proposed Poncey-Highland district is worth preserving for its intact collection of bungalows and period cottages. It was Atlanta’s middle class of the 1920s and 1930s which gave the area its original character. But commercial structures and multifamily housing, stretching along North Highland Avenue, have also significantly contributed to the neighborhood’s feeling of total community.

Located in northeast Atlanta, the district is bounded by the Moreland Avenue commercial strip on the east, Ponce de Leon Avenue to the north, and on its southwest side by the cleared right-of-way for the Presidential Parkway. It also includes the early Linwood Development, the North Highland corridor and the land platted and re-platted by Thomas Clark.

The North Highland Avenue corridor bisects the district and pre-dates the single-family residential housing which lies to the east and west. The area west of Highland (Linwood) is significant for its association with William B. Candler, who later developed both the Biltmore Hotel and the Briarcliff Shopping Center. These homes are primarily bungalows with uniform setbacks. Period Bungalows also proliferate to the east, but are joined by a sparse concentration of apartment houses.

Even the district’s landscaping reveals the area’s historic roots. Mature, deciduous trees are everywhere, basking the neighborhood in soothing shade. The informal landscaped settings, which make use of native plants in a natural manner, typify landscaping practices of the era. And the use of sidewalks and planting strips along the streets are also characteristic of residential development of the time.

Although a number of homes have yards sloping to the sidewalk, few fences or walls divide one property line from another. The majority of homes have driveways, and several alleys provide an additional link to a by-gone era.

In recent years the surrounding areas have become



This sign on Manuel’s Tavern is a neighborhood landmark

increasingly urbanized, but the historic Poncey-Highland neighborhood remains largely unaltered.²

Within the framework of the overall neighborhood history, there are several key historic sites including:

- Highland Inn
- Telephone Factory Lofts
- Ford Factory Lofts
- Druid Hills Baptist Church
- Clermont Hotel
- Briarcliff Plaza
- Manuel’s Tavern, both the building and the business
- Morningside Condominiums
- Apartment buildings at 881, 963, 977, 1105, and 1107 Ponce de Leon Avenue
- Highland School

Only one of these buildings, the Highland School, is protected under the City’s Historic Preservation Ordinance. Many, including the Druid Hills Baptist Church and the two lofts are in a good state of repair and likely to continue to grace the neighborhood. Others, however, could be threatened by long-term redevelopment, particularly those along North Highland and Ponce de Leon Avenues

². Atlanta Urban Design Commission. Atlanta’s Lasting Landmarks. Atlanta: City of Atlanta, 1987, p. 126

Poncey-Highland Neighborhood Master Plan

Part 4: Recommendations

Sponsored by:
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Introduction

This section includes recommendations for Poncey-Highland that define its future character and provide short and long-range actions to address the challenges identified during the planning process. Two types of recommendations are provided: Policies and Projects. Projects are followed by a project number as identified in Part 6, which contains an implementation strategy, including cost, funding, and responsible parties.

Recommendations are a synthesis of the desires and work of residents, businesses, property owners, working groups, and others, coupled with sound planning principles. They offer a visionary yet achievable blueprint for change that reflects Poncey-Highland's history, development potential, transportation needs, and regulatory framework.

Future Vision

Poncey-Highland's vision for its future is the basis for the recommendations that follow. This vision is of a progressive, green, diverse, and close-knit urban neighborhood providing life's daily needs within walking distance.

Preserving history and sense-of-place while allowing appropriate growth are central to this vision. The neighborhood's core of single-family houses, duplexes, and small apartment buildings should be preserved, while mixed-use development with the latest in "green" design should be accommodated along major thoroughfares and near the BeltLine. All should incorporate contextual, pedestrian-friendly designs and lasting building materials.

Balanced transportation choices are equally critical to the vision. This includes streets that are safe for walking and biking, and where the desires of drivers are in balance with walkers, bicyclists, transit users, and neighborhood quality of life.

Lastly, a quality public realm should be provided, one that makes being outside pleasant, safe, and inviting. Neighborhood streets and parks should serve the needs of residents and bring people together in a common public realm, thereby strengthening neighborhood bonds and sense-of-place.

Policies & Projects

There are two types of recommendations provided in this study:

Policies are guidelines that provide direction for the implementation of the plan's vision. They often support projects and should be the basis for actions by the City of Atlanta, NPU N, and the Poncey-Highland Neighborhood Association.

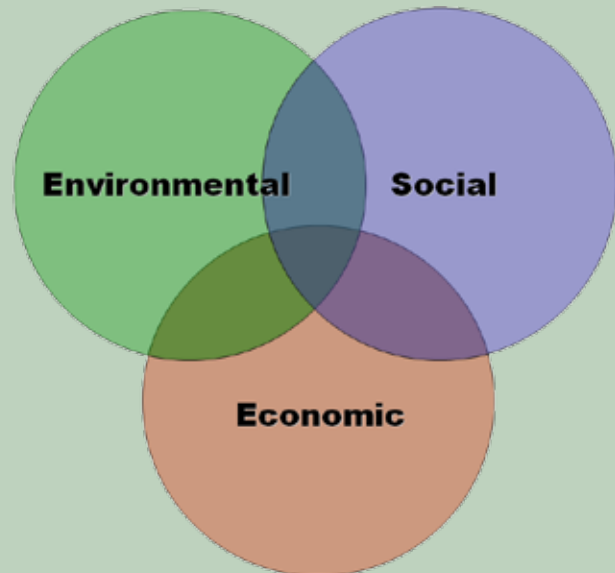
Projects are specific tasks, such as transportation improvements, studies, or signage, with a defined cost and time frame. They are often undertaken by a local agency such as the City of Atlanta, MARTA, GDOT, or Atlanta Public Schools.



Key Plan Sustainability Elements

All of the recommendations in this document will guide Poncey-Highland toward sustainability. A sustainable community is defined by the relationship of three elements: environmental, social, and economic. A balance of these three is key to the neighborhood's vision for its future.

The following is an overview of how the various recommendations of this study work together to promote sustainability.



- **Demographic & Socioeconomic Recommendations** support maintaining the community's diverse mix of incomes, ages, and lifestyles.
- **Land Use Recommendations** encourage compact development along major corridors to promote walking, biking, and public transit. They also add measures for improving utilization of Freedom Park through increased neighborhood amenities.
- **Housing Recommendations** provide housing opportunities. They preserve the neighborhood's mix of housing types and introduce new types as development occurs.
- **Transportation Recommendations** reduce and, in some cases, eliminate the need to drive. This improves air quality, promotes public health, and allows residents to have more disposable income. New trees along neighborhood streets also clean the air, capture carbon from the atmosphere, and reduce the urban heat island effect.
- **Environment Recommendations** provide techniques for minimizing the negative effects of human activity on the environment. They include measures to reduce stormwater runoff, waste, and energy consumption, and to encourage low impact buildings. Recommendations also provide recognition for these efforts.
- **Infrastructure & Facilities Recommendations** improve community life by reducing crime and promoting life-long learning. Stormwater management features in streetscape projects decrease runoff and beautify the area.
- **Urban Design & Historic Resource Recommendations** protect and enhance an urban form that supports walking, community life, and aesthetics. They create beautiful places that will instill civic pride and order. They also support the preservation of the community's social fabric, while the re-use of historic buildings retains the "embodied energy" in existing structures.

4.1 Demographics & Socioeconomics

Poncey-Highland is a diverse neighborhood. In fact, in the 2009 mayoral general election its voting patterns most closely reflected citywide totals of any neighborhood. This clearly expresses a cross-section of the Atlanta found in few parts of the city, and one that is vital to preserve into the future to protect and enhance the unique qualities of the neighborhood.

Demographic & Socioeconomic Policies

Preserve the neighborhood's diversity.

As the neighborhood continues to grow and evolve, its diversity of residents must not be lost to the hands of growth and development. Continued revitalization must not be allowed to create a homogenous demographic.

Provide a neighborhood that serves the needs of all ages.

Poncey-Highland should serve people of all ages. Those who wish to do so should be able to comfortably live in and utilize the neighborhood at all life stages.

This is especially critical for children and the elderly, who are often not considered in planning decisions, yet are most often impacted by neighborhood design and transportation decisions.



Neighborhood children have benefited from the new playground



The elderly benefit from compact, walkable, and mixed-use neighborhoods

4.2 Land Use

To protect the neighborhood's unique qualities and vitality, Poncey-Highland's land use plan must be able to accommodate growth, while making sure it happens in appropriate locations and with good design and planning principles. Additionally, growth must occur in a way that increases the mix of uses and allows residents' daily needs to be met in the neighborhood, while still preserving its character.

General Land Use Policies

Strive to achieve the land use vision of the Framework Plan.

The Framework Plan reflects general aspirations for the neighborhood. It is specific in terms of building height, but actual projects may vary based on economics and neighborhood review during the rezoning process.

See the Framework Plan on the next page.

Encourage a mix of land uses.

Poncey-Highland should remain a mixed-use neighborhood, as shown in the Framework Plan. This means providing opportunities ranging from detached houses to mid-rise mixed-use buildings.

Preserve the historic residential core of Poncey-Highland.

Although often thought of as a single-family district, the neighborhood's core also includes historic duplexes and apartment buildings. This mix of small, closely spaced buildings should be preserved.

Provide height transitions from new development to historic residential core areas.

When development occurs next to residential uses, conflicts must be avoided. The existing City of Atlanta transitional height plane requirement adequately addresses this.

Utilize quality-of-life zoning districts.

All rezoning should be only to "quality-of-life" zoning districts such as MRC, MR, LW, or NC.

See Part 6 for details on zoning.



Mixed-use development along major thoroughfares will provide increased neighborhood services near homes

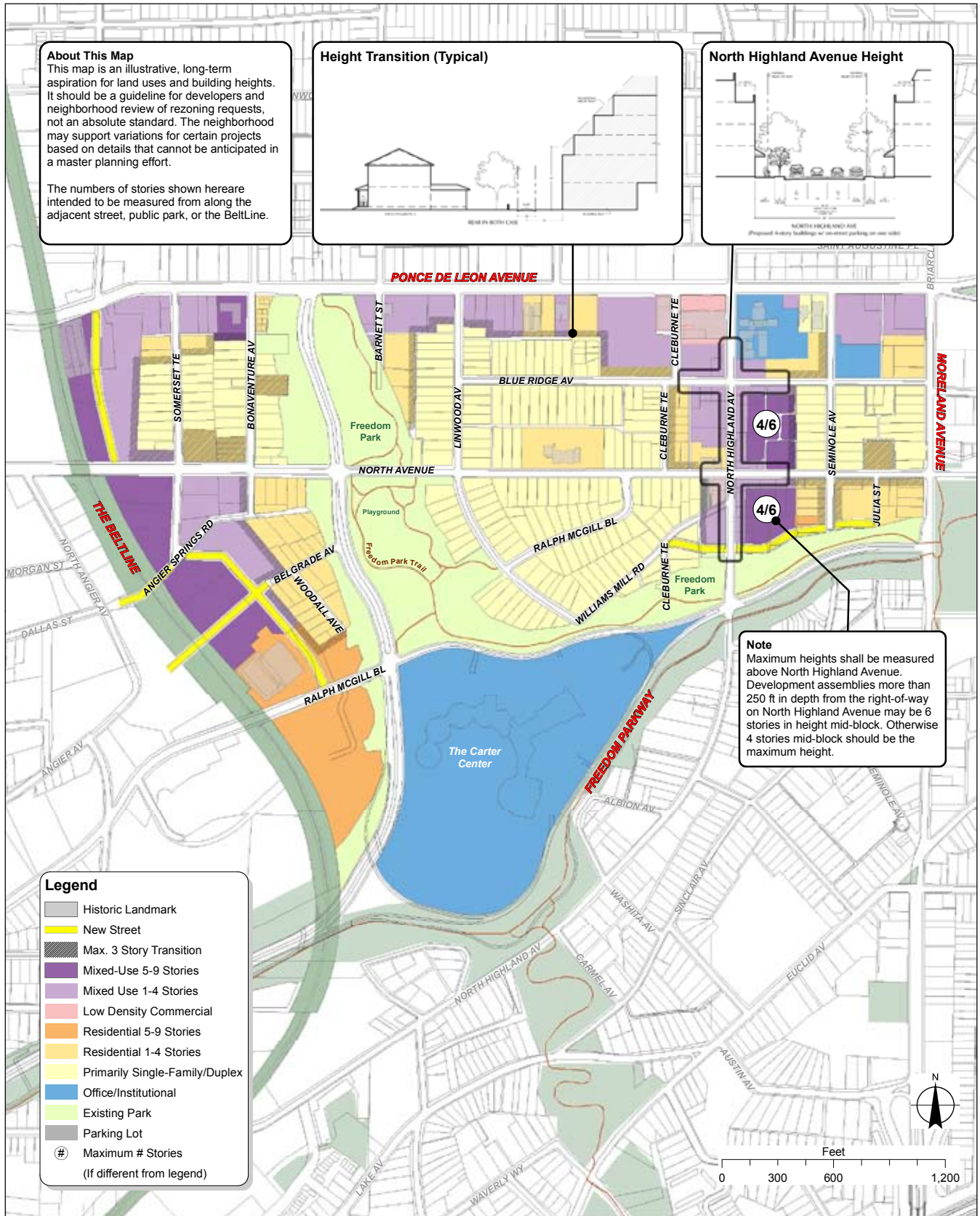


Poncey-Highland's historic core of single-family houses, duplexes, and small apartment buildings must be preserved



The transitional height plane requires new buildings to step down in height adjacent to existing residential areas

Figure 4.1: Framework Plan



Limit buildings to three stories at the back of the sidewalk along North Highland Avenue.

Buildings should be limited to three stories (42 feet) to preserve the street's pedestrian scale. Sites where taller buildings are shown in the Framework Plan should provide a three story base along the street, and then set back at least 10 feet on upper floors. The maximum mid-block height on sites deeper than 250 feet should be six stories (78 feet), and four stories (54 feet) on all other sites.

Encourage redevelopment of the following five catalytic development sites.

The following are major development opportunities over the next 25 years. This identification is not intended to suggest that existing users must leave, but, rather, to identify areas where redevelopment would support the plan's vision when and if willing property owners and developers deem it feasible.

- **BeltLine Area:** The BeltLine area represents the greatest growth potential in Poncey-Highland. Its marginal land uses should be converted to residential and mixed-use developments, with taller buildings along the BeltLine corridor, and height reductions moving east of the corridor.
- **Ponce de Leon Avenue:** The corridor from Moreland Avenue to the BeltLine is ripe for redevelopment and should be lined with new four story mixed-use buildings between preserved historic structures. Due to shallow lots, height transitions must be carefully considered.
- **North Avenue East Area:** This is bounded by North Avenue, Moreland Avenue, Freedom Park, and North Highland Avenue.
Please see the following pages for details.
- **Druid Hills Baptist Church:** This includes the area south and east of the church.
Please see the following pages for details.
- **Manuel's parking lot:** The parking lot south of Williams Mill Road is important to the restaurant's success, but is positioned for and will likely redevelop one day. When and if it does, it should include mixed-use buildings up to four stories tall with mid-block parking invisible from the street, residences, or the park.



Buildings on North Highland Avenue should be three stories at the street, but may step up behind the front facade (courtesy Smith Dalia Architects)



This photo reflects the vision for Ponce de Leon Avenue of the 2005 Ponce de Leon Avenue Corridor Study

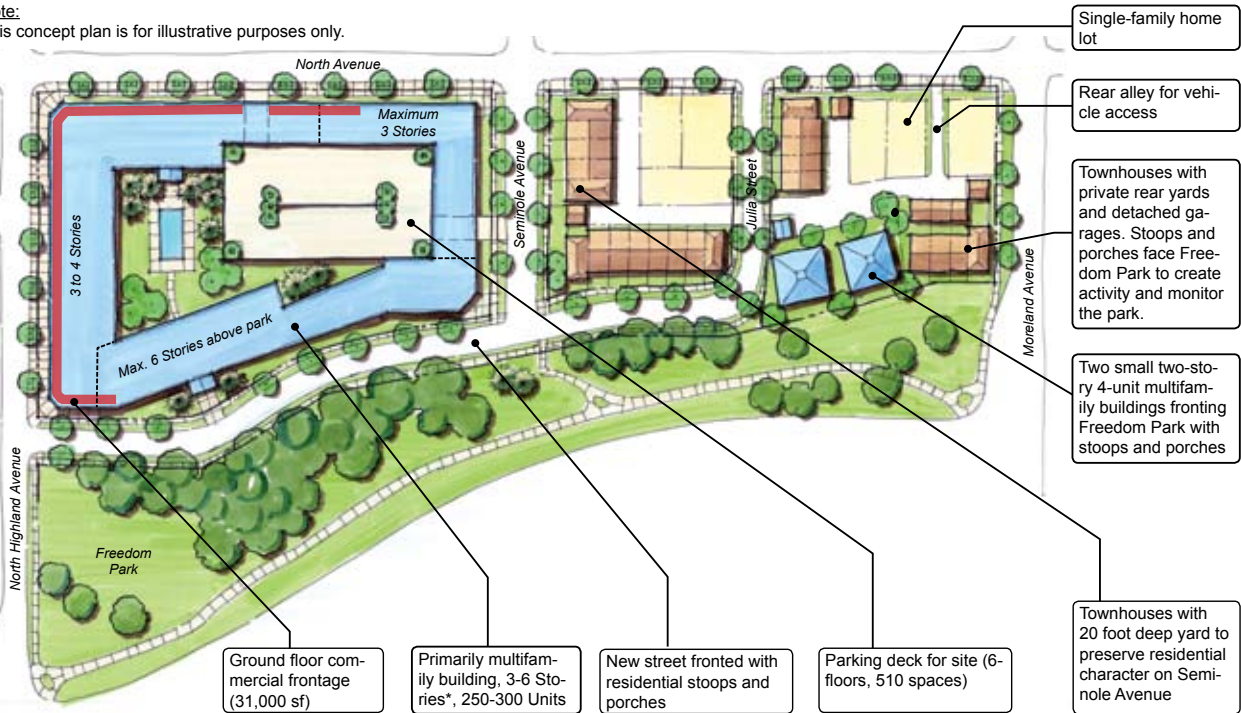


A parking garage featuring active uses along the street would be appropriate for the Manuel's parking lot

North Avenue East Area Concept Plan

Note:

This concept plan is for illustrative purposes only.



*This site is more than 250 feet in depth from the right-of-way along North Highland Avenue, therefore six stories above North Highland Avenue is appropriate for mid-block locations

The concept plan for North Avenue East envisions the redevelopment of the area bounded by North Highland Avenue, North Avenue, Moreland Avenue and Freedom Park into a collection of residential and mixed-use buildings that generate activity along Freedom Park and provided increased neighborhood housing options.

The plan concentrates the most intense uses along North Highland Avenue, where it envisions a primarily residential building with ground floor retail along North Highland Avenue and portions of North Avenue. Along its three adjacent streets, the building is three stories tall, but steps up to four stories as shown above. Along Freedom Park a new park-side street and six story building provide a well-defined, publicly accessible park edge; the park's width allows such height to occur without overwhelming the context. To the east, along Seminole Avenue, the building steps back down to three stories and provides a 20 foot setback from the back of the sidewalk to reflect the setbacks of houses to the north.

East of Seminole Avenue, the concept plan envisions a mix of small apartment buildings, townhouses, and single-family houses. Parking to all is provided by new rear alleys or side drives accessed from Julia Street. A new street connects from North Highland through to Seminole Avenue and Julia Street to further enhance the park edge.

In total, the concept plan shows 258-308 multifamily units, 31,000 square feet of retail, 22 townhouses, and 6 single-family houses.

Druid Hills Baptist Church Concept Plan

Note:
This concept plan is for illustrative purposes only.



The Druid Hills Baptist Church is a neighborhood landmark that also includes a good deal of under-utilized land. The Druid Hills Baptist Church Concept Plan shows how this could occur in a way that benefits both the neighborhood and the church.

Central to the concept plan is creating a three level, 195 space parking deck to provide more efficient church parking, a small amount of public parking, and free up land for other uses, including a church playground. Vehicular access to it could be provided from Blue Ridge Avenue and internal to the block. West of the proposed Blue Ridge Avenue entry, the street's curb could be moved into the property to allow two-way traffic without impacting important on-street parking to the south.

Land formerly used for parking could be converted to other uses. Along Blue Ridge Avenue, a three story, primarily residential building is envisioned to screen the parking deck and restore the urban fabric along the street. On North Highland Avenue, ground floor retail would provide increased neighborhood services. Parking for these would be provided in the new parking deck.

The concept plan would restore the residential character of Seminole Avenue by locating townhouses along it. These should be set back from the sidewalk by 20 feet to match the historic residential setbacks to the south. An alley would provide for rear-accessed garages with additional access to the parking deck and Church drop-off and rear entry.

In total, the concept plan shows 50-80 multifamily units, 10,000 square feet of retail, and 10 townhouses.

Park & Open Space Policies

Encourage an appropriate relationship between parks and adjacent development.

New development adjacent to parks should front them with doors, windows, and walkways. Parking decks, loading zones, dumpsters, or similar uses should be minimized and hidden from view in these areas. New, publicly-accessible streets should be created to separate the park from the new developments where feasible.

Support efforts to provide public art in Freedom Park.

Non-profit groups and governmental agencies have recently installed permanent or temporary art in Freedom Park. These efforts should continue and expand.

Support existing farmers markets near Poncey-Highland.

There are several small markets near the neighborhood. Poncey-Highland should support these efforts rather than establishing its own market.

Integrate Freedom Park into future events

Freedom Park is an asset that should be celebrated during neighborhood events, such as a tour of homes or gatherings. However, the park should not be used for large festivals.

Park & Open Space Projects

Freedom Park arts committee (O-1)

The committee should review and comment on Freedom Park art installations within Poncey-Highland.

Freedom Park public art. (O-2)

The neighborhood should work with the Freedom Park Conservancy to create and expand efforts to bring public art to Freedom Park.

Community garden enclosure (O-3)

A hedge should be planted around the garden to better define it and discourage people from walking through it. This should be in conjunction with policies and regulations of Park Pride, The Freedom



Publicly accessible streets should separate development from parks to maximize their use



A future farmers market in the Historic Fourth Ward Park would also serve Poncey-Highland



Community gardens are an important part of Poncey-Highland's vision for sustainable urbanism

Park Conservancy, and the Atlanta Parks Department while being sensitive to neighbors' concerns.

Community garden expansion (O-4)

Expand community garden space in Freedom Park, either through an expansion to the existing garden or creating new gardens in other areas in conjunction with surrounding neighborhoods.

Dog park location study (O-5)

There are many considerations in locating a dog park that are beyond the scope of this study, as found in the "Guide for Creating Off Leash Dog Parks." To identify an ideal location, the neighborhood should work with nearby neighborhoods and the city to identify an appropriate location

Neighborhood dog park (O-6)

Construct a dog park in or near Poncey-Highland per the outcome of the dog park location study.

Dog waste bag dispensers (O-7)

Install dog waste bag dispensers at key locations in Freedom Park. They should be maintained by the Freedom Park Conservancy.

Freedom Park trash cans (O-8)

Install trash cans in Freedom Park at the playground and near Williams Mill Road.

Freedom Park lighting (O-9)

Increase lighting in Freedom Park, especially along trails, with energy efficient lights and in consideration of "dark-sky" principles.

Freedom Park water fountain (O-10)

Install a drinking fountain near the playground.

Freedom Park walkway (T-11)

Install a 6 foot wide walkway/sidewalk on the west side of Freedom Park between Ponce de Leon Avenue and Ralph McGill Boulevard to increase access and generate activity.

Freedom Parkway tree planting (T-12)

Plant trees along both sides of Freedom Parkway on the segment running to Ponce de Leon Avenue.



There is a strong desire for a neighborhood dog park, but the ideal location must be carefully studied



Solar powered pedestrian lights are suggested in Freedom Park as technology improves



The Freedom Park Master Plan recommended a walkway running from Ponce de Leon Avenue to Ralph McGill Boulevard (courtesy Freedom Park Conservancy)

Neighborhood walking route markers (O-13)

Install distance markers on Freedom Trail within Poncey-Highland designating a walking/jogging route. These would be in addition to existing markers.

Carter Center shared parking (O-14)

The Carter Presidential Center's parking area should continue to be used during special events for parking.

Improvements to Freedom Park's Ralph McGill Boulevard entrance (O-15)

Increase the usability of the entrance into Freedom Park at the northeast corner of Ralph McGill Boulevard at Freedom Parkway by thinning vegetation and increasing lighting.

Annual park clean-up day (O-16)

Hold annual removals of invasive vegetation and brush in Freedom Park. These could be aligned with National Service Holidays or groups such as Hands on Atlanta.



On-going removal of invasive species would improve Freedom Park's health and also make the park safer to use

4.3 Housing

Poncey-Highland should continue to provide a broad range of housing types that serves people of different ages, incomes, and lifestyles.

Housing Policies

Strive to preserve the diverse mix of housing types in the neighborhood.

The neighborhood should continue to provide a mix of affordable rental units, condominiums, duplexes, townhouses, and owner-occupied single-family houses.

Promote a range of housing prices in new development.

Housing should be provided at a variety of price points to attract a diverse range of new residents and allow existing residents access to new housing. This will preserve diversity in Poncey-Highland over the long-term.

Promote home ownership.

The Poncey-Highland Neighborhood Association supports home ownership to promote neighborhood stability and civic involvement. This does not, however, mean that there should be no rental housing, rather, that it should be limited to existing buildings or redevelopment areas.

Encourage multifamily housing to provide a range of unit sizes.

New multifamily housing should provide units in a variety of sizes, not just one bedrooms and studios. This will allow a range of people to live in close proximity and have access to neighborhood services and amenities.

Housing Projects

Historic apartment renovation (O-17)

Two historic apartments (current vacant) at the southwest corner of Blue Ridge and North Highland Avenues should be preserved as rental or condominium residential uses. This could include current unit configurations or combining units.



North Highland Ridge apartments provide affordable apartments in a desirable intown area



Above-shop housing is encouraged in new developments



This vacant historic apartment building should be preserved and renovated for residential use as a model for other older residential complexes in need of repair

4.4 Transportation

Poncey-Highland should provide a range of transportation options, with a focus on encouraging bicycling, walking, and transit use. Smooth and speedy traffic flow should be secondary to other modes of transportation and to protect the neighborhood's quality-of-life.

Vehicular Policies

Encourage shared parking in commercial and mixed-use areas.

Different land uses have parking needs at different times of the day and week. Allowing shared parking can make more efficient use of land and keep parking lots from sitting empty.

Prohibit street abandonment as part of new development.

The integrity of the existing street network should be preserved, unless new streets are created with equal or greater connectivity to the existing grid.

Use traffic calming and street design to minimize the impacts of cut through traffic.

Street closures impair the street network and worsen traffic by forcing cars to use major corridors that are already heavily traveled. The negative consequences of cut through traffic can be more effectively addressed with traffic calming devices to slow traffic while allowing for connectivity.

Discourage new acceleration and deceleration lanes on Ponce de Leon Avenue and Moreland Avenues.

Work with GDOT to ensure that acceleration and deceleration lanes are not required if new driveways are installed along these major corridors.

Provide access management practices on major corridors.

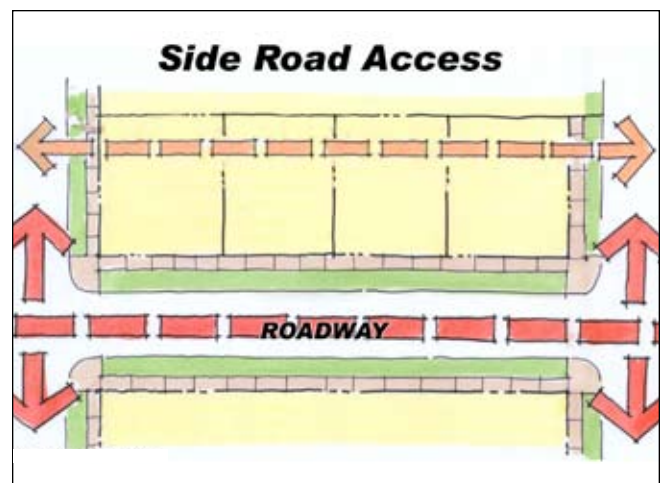
Limit vehicular access along Moreland, North Highland, Ponce de Leon Avenues to alleys and side streets via zoning requirements to avoid interrupting the pedestrian environment through such things as excessive curb-cuts, drives etc.



In Poncey-Highland the needs of cars must be balanced with those of other users

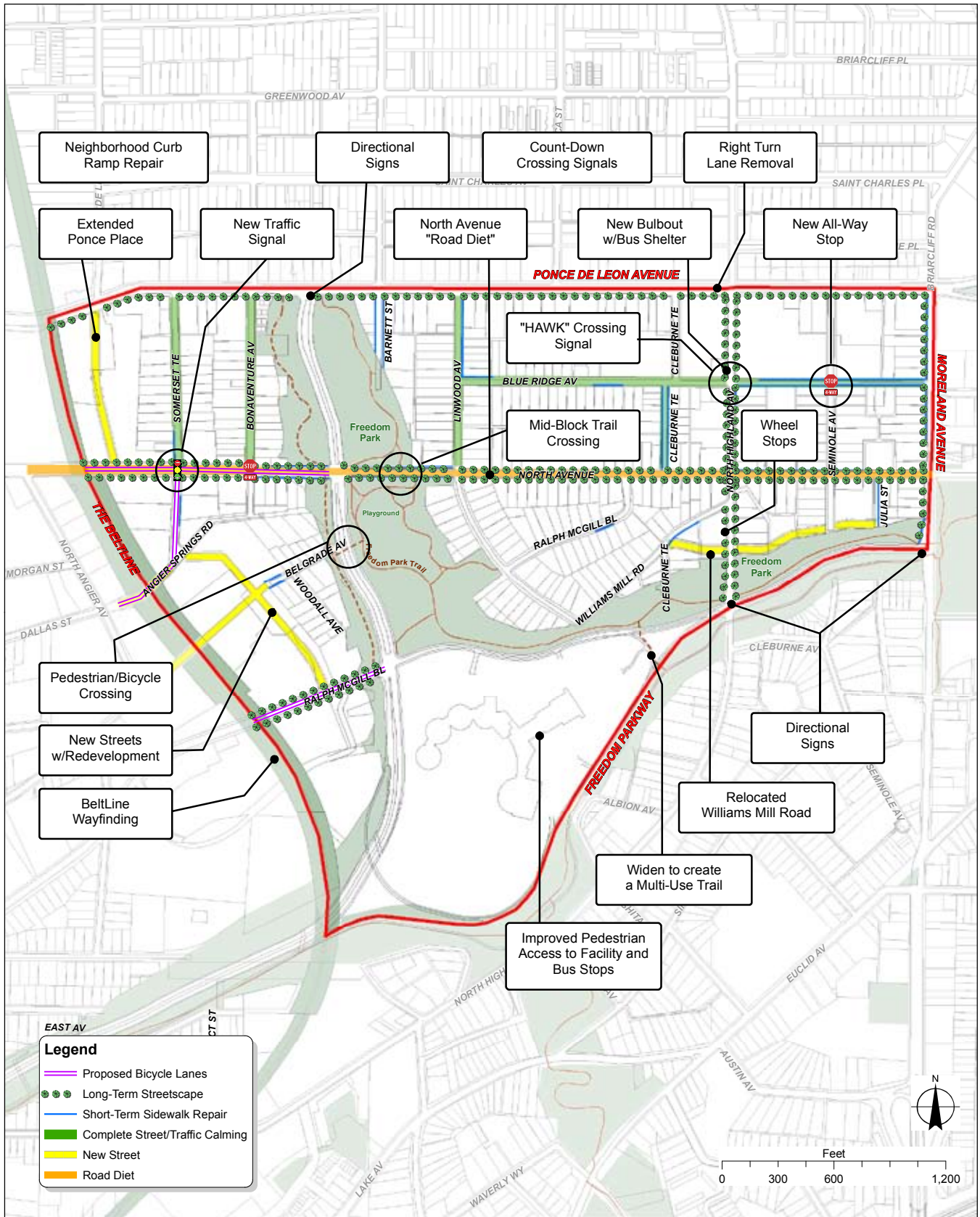


"Road diets" and other measures to reduce driver speed are preferred over street closings



Access management techniques should be utilized along major corridors to minimize pedestrian and vehicle conflicts

Figure 4.2: Major Transportation Recommendations



Encourage new developments on North Highland Avenue to create on-street parking.

New on street-parking can be created by moving the existing curb to create a 7.5 foot wide parking area. This reduces the need for parking lots and buffers pedestrians from traffic.

Vehicular Projects

North Avenue “road diet” (T-1)

The highest priority project of this plan is a “road diet” for North Avenue that creates a street that balances transportation modes and supports residential uses.

See North Avenue “Road Diet” Concept Plan.

Traffic law enforcement (T-2)

Atlanta Police Department enforcement of speed limits and truck routes can significantly improve the neighborhood’s quality-of-life in the near term.

Stop sign on Blue Ridge Avenue (T-3)

Install a four-way stop on Blue Ridge Avenue at Seminole Avenue.

Parking deck at Baptist Church (T-4)

Construct a privately-funded 195 space parking deck at the Druid Hills Baptist Church that has extra spaces for businesses and widens Blue Ridge Avenue between the deck and North Highland Avenue to two-way with parking on the south.

See *Druid Hills Baptist Church Concept Plan in Section 4.2 for details.*

“Buddy’s” accessibility improvements (T-5)

Sidewalks at the southeast corner of North Highland and North Avenues should be rebuilt to improve safety and accessibility for persons with disabilities, other pedestrians, and drivers.

Preserve on-street parking (T-6)

On-street parking is one of the cheapest and quickest ways to reduce speeding. Existing on-street parking on many neighborhood streets must be preserved and expanded to calm traffic and preclude future problems. Since some streets are



In the Old Fourth Ward the curb was moved in on Ralph McGill Boulevard to create new on-street parking

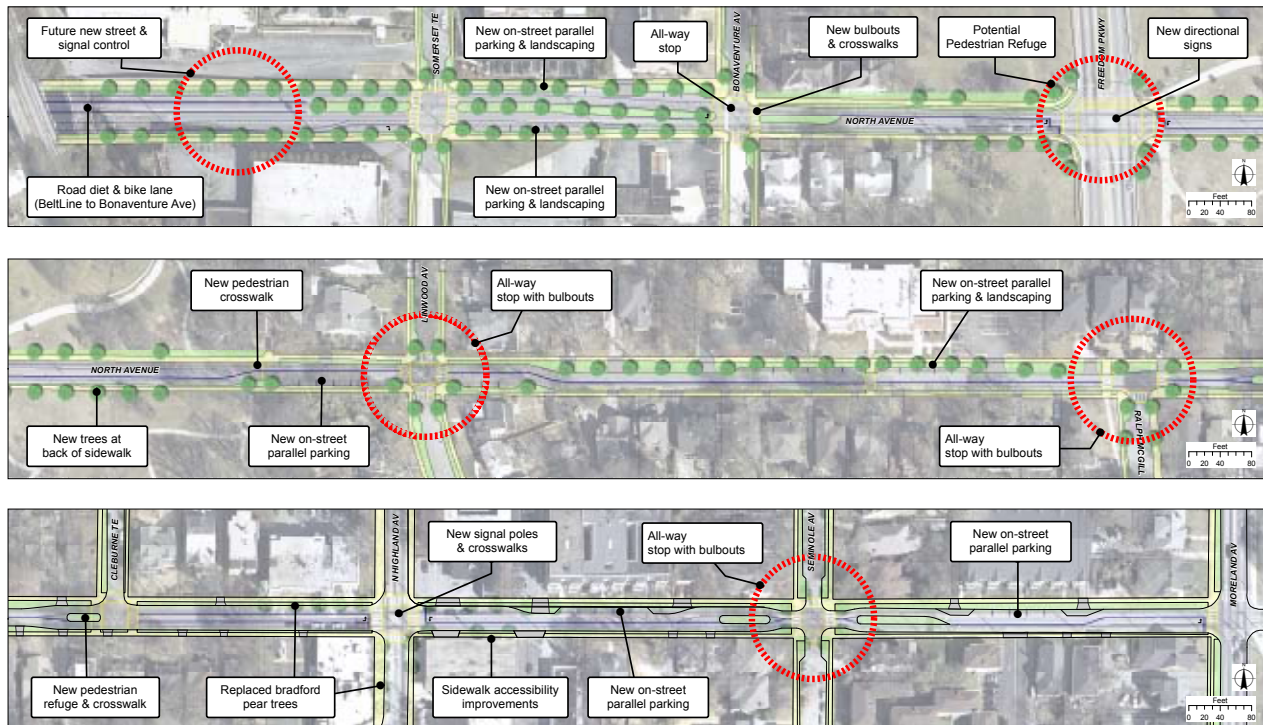


North Avenue’s current design promotes high speeds through Poncey-Highland



Reconstructing the sidewalk next to Buddy’s gas would improve wheelchair accessibility and safety

North Avenue “Road Diet” Concept Plan



The North Avenue “Road Diet” expresses Poncey-Highland’s aspirations for taking back this important corridor from speeding commuters and other pass-through traffic. It is the result of extensive neighborhood discussion and goal setting, and strives to eliminate the avenue’s long, straight geometry in favor of one that forces drivers to pay attention to their surroundings and, therefore, drive slower.

The concept plan includes several elements that achieve this, some of which may be implemented incrementally as funding becomes available:

- Medians, bulbouts, and pedestrian refuges on North Avenue to create horizontal shifts and recapture pavement for greenery and pedestrian space.
- New on-street parking in areas to serve adjacent land uses and slow traffic.
- Minimally sized left turn lanes at intersections to allow turning traffic to safely do so.
- All-way stops at the intersections with Linwood Avenue, Seminole Avenue, and Ralph McGill Boulevard to eliminate the need for left turn lanes and create safer pedestrian crossings.
- Bicycle lanes west of Bonaventure Avenue to tie into planned lanes to the west.
- A mid-block pedestrian crossing by the new playground, crosswalk restriping, and corridor-wide sidewalks and trees to make walking safer and more comfortable.
- Narrowed vehicular lanes and slower speeds to allow bicyclist to bike in the travel lane, where there is less risk of being hit from the side, a major cause of bicyclist injuries.
- Directional signs to direct traffic to Freedom Parkway or Ponce de Leon Avenue.

The cumulative impact of these improvements is a roadway that serves all modes of transportation and creates a significant statement about neighborhood values along a prominent roadway.

narrow and some housing does not have off-street parking, on-street parking should be provided in sections that maintain two-way traffic or create one-way streets. Either way, neighbors should be involved to create a solution that works for the street and allows the safe access of vehicles, including emergency vehicles.

Neighborhood “complete streets”

“Complete streets” are those that serve many transportation modes, not just drivers. These low-speed streets often feature bulbouts, chicanes, special paving, and profuse landscaping.

Such should be created, at a minimum, on:

- Blue Ridge Avenue (T-7)
- Somerset Terrace (T-8)
- Bonaventure Avenue (T-9)
- Linwood Avenue (T-10)
- Cleburne Terrace (T-11)

New publicly funded streets

These publicly-funded new streets are recommended in the Connect Atlanta Plan:

- Somerset Terrace extension to Ralph McGill Boulevard and Angier Avenue west to the BeltLine; NS-028 (T-16)
- Belgrade Avenue extension to the BeltLine; NS-068 (T-17)

New privately funded streets

As redevelopment occurs these new streets should be provided:

- From North Highland Avenue to Julia Street (T-18)
- Ponce de Leon Place extension to North Avenue (with a signal at North Avenue) and connecting to future BeltLine area streets (T-19)

Williams Road realignment (T-12)

Realign Williams Mill Road near North Highland Avenue along the north edge of Freedom Park.

See *Williams Mill Road Concept Plan*

Ponce/Moreland intersection (T-13)

Improve per the Ponce de Leon/Moreland Avenue Corridor Study and the Connect Atlanta Plan.



“Complete streets” often include bulbouts to provide greenery and calm traffic

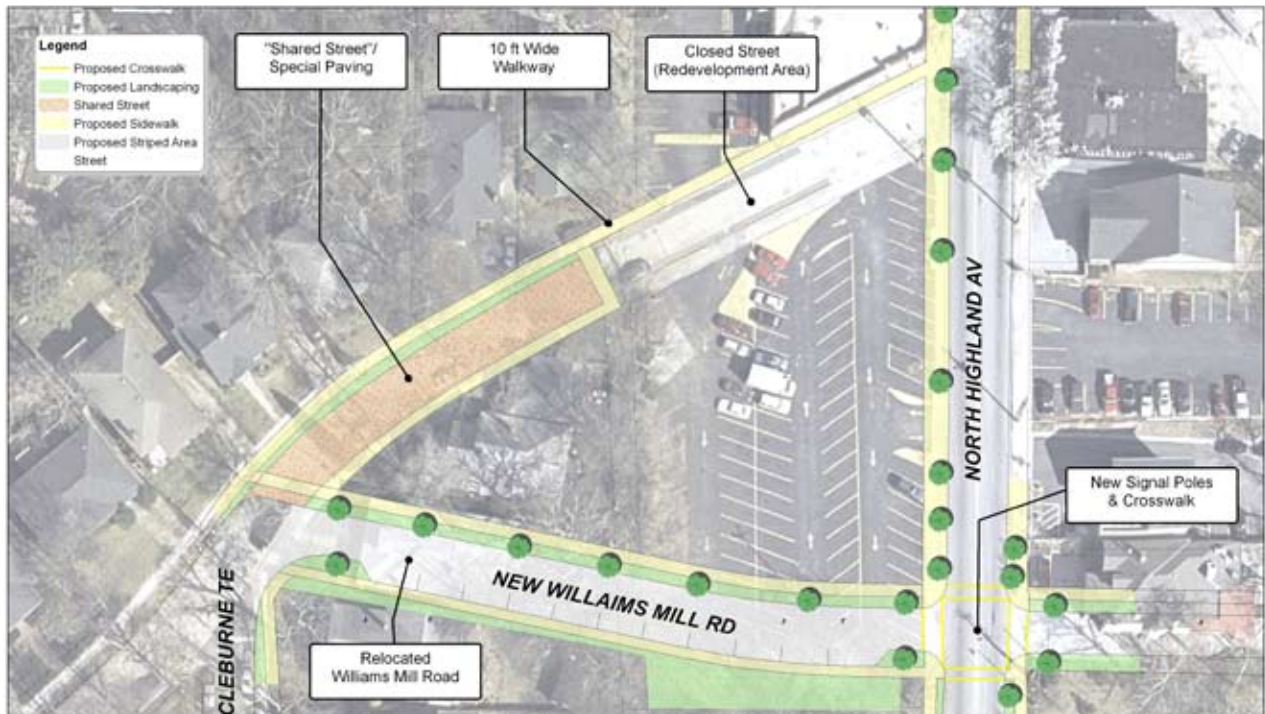


New streets, shown here in yellow, will create better connectivity in Poncey-Highland



A “shared street” is an extremely low speed street where pedestrians have the right-of-way in all areas

Williams Mill Road Relocation Concept Plan



The proposed relocation of Williams Mill Road to the south would provide a much-needed publicly accessible park edge along Freedom Park while also remove a challenging intersection at Williams Mill Road at North Highland Avenue.

The concept plan proposes a new two-lane roadway with on-street parking be created on land currently occupied by the house at 1029 Williams Mill Road and the southern edge of the Manuel’s Tavern parking lot. The existing road right-of-way adjacent to Manuel’s Tavern would be closed to become part of said redevelopment property; a 10 foot wide pedestrian access easement is envisioned to provide maximum pedestrian connectivity. To the west, the existing right-of-way could be specially paved or planted to create a “shared street” where cars must drive very slow.

The concept plan assumes the following for the street itself:

- Two 10 foot travel lanes
- One 8 foot on-street parking lane to the south
- A 5 foot tree zone planted with shade trees to the north, and
- A 6 foot sidewalk clear zone for walking

While this is clearly a long-term prospect given the cost, impacts on existing houses, and available public and private funding, it would have a profound positive impact on the urbanism at the southern end of North Highland Avenue within Poncey-Highland.

North Avenue/Moreland intersection (T-14)

Improve per the Ponce de Leon/Moreland Avenue Corridor Study.

Freedom Park directional signage (T-15)

Install directional signs encouraging the use of Freedom Parkway, and truck prohibition signs at:

- Freedom Parkway at Moreland Avenue
- Freedom Parkway at North Highland Avenue
- Freedom Parkway at Ponce de Leon Avenue

Pedestrian Policies

Upgrade sidewalks with redevelopment

Require the following minimum standards when private redevelopment occurs:

- BeltLine area: 5 ft tree zone and 10 ft clear zone, per BeltLine overlay
- North Highland Avenue: 5 ft tree zone and 10 ft clear zone, with cafe dining permitted in 4 feet of the clear zone
- Ponce de Leon Avenue: 7.5 ft tree zone and 10 ft clear zone
- Moreland Avenue: 5 ft tree zone and 10 foot clear zone

Ensure high quality, accessible sidewalks

Sidewalks should be durable and compliant with the Americans with Disabilities Act Guidelines (ADAG).

Pedestrian Projects

Ponce de Leon Avenue upgrades (T-20)

See *Ponce de Leon/Moreland Avenues Corridor Study* for details.

Moreland Avenue Upgrades (T-21)

See *Ponce de Leon/Moreland Avenues Corridor Study* for details.

BeltLine area wayfinding (T-22)

Install wayfinding signs to inform BeltLine users about what Poncey-Highland has to offer.



North Avenue would benefit from proposed truck prohibition signs on Freedom Parkway

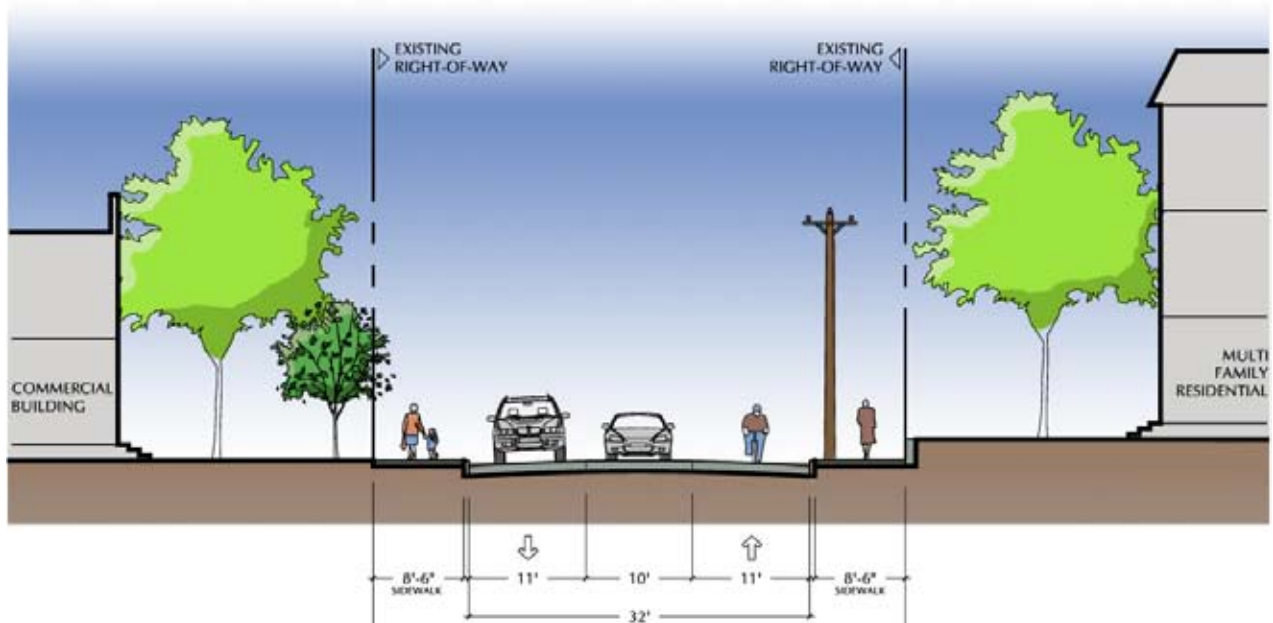


A 7.5 foot tree planting zone and 10 foot clear zone are envisioned along Ponce de Leon Avenue

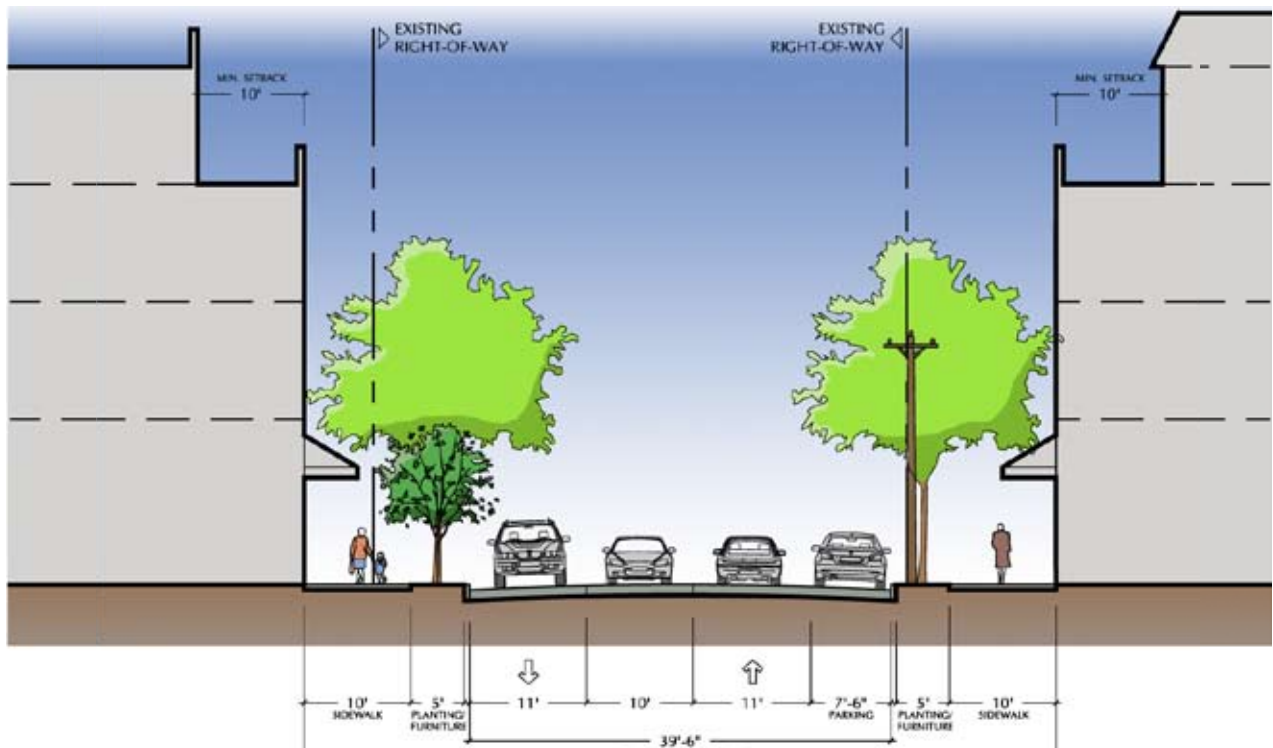


BeltLine wayfinding signs will benefit Poncey-Highland and encourage users to visit the neighborhood

Recommended North Highland Avenue Section



Existing street section and land uses (typical)



Proposed Street Section and land uses (typical)

North Avenue pedestrian upgrades (T-1)

Upgrade pedestrian facilities with new sidewalks, street trees, crosswalks, and mid-street refuges.

See North Avenue “Road Diet” Concept Plan.

Ralph McGill Blvd. pedestrian upgrades (T-23)

Upgrade facilities from Freedom Park to the Belt-Line by rebuilding sidewalks and adding bulbouts.

North Highland pedestrian upgrades (T-24)

Upgrade facilities by rebuilding sidewalks and ramps, and by adding lighting.

May be combined with T-32, T-33, T-39 and T-40 for funding purposes.

Parking lot wheel stops (T-25)

Parking lots that do not prevent parked cars from extending into sidewalks are a problem in parts of Poncey-Highland. To prevent this, wheel stops or other devices (landscaping strips, etc.) should be installed immediately at:

- Manuel’s Tavern’s lot
- Green’s Discount Beverage Store

Freedom Parkway “HAWK” crossing (T-26)

With the future extension of Belgrade Avenue to the BeltLine and the Historic Fourth Ward Park, the street becomes an important link between Freedom Park and these areas. As such, a crossing at Freedom Park and Belgrade Avenue is critical to pedestrian access and connectivity. A user-activated High Intensity Activated Crosswalk (HAWK) is recommended to stop traffic when needed.

Pedestrian countdown signals (T-27)

Replace all existing neighborhood pedestrian crossing signals with count-down signals.

Accessible curb ramps (T-28)

Install ADA accessible curb ramps where missing throughout the neighborhood.

Restripe key crosswalks (T-29)

Stripe and/or restripe crosswalks at:

- All along Ponce De Leon Avenue



Pedestrian upgrades on Ralph McGill Boulevard will complement those of the Old Fourth Ward Master Plan



Belgrade will one-day connect to the BeltLine and will require improved pedestrian access from the east



“HAWK” signals only turn red when pedestrians need to cross the street

- North Avenue at Somerset Terrace
- North Avenue at Bonaventure Ave
- North Avenue at Freedom Parkway
- North Avenue at Linwood Avenue
- North Avenue at Ralph McGill Place

Carter Center pedestrian access (T-30)

Pedestrian access from the Freedom Park Trail to the Carter Center should be improved by constructing pedestrian bridge over westbound Freedom Parkway and a walkway running north-south through the existing parking lot.

Neighborhood sidewalks (T-31)

New or rebuilt sidewalks should be provided on:

- Cleburne Terrace: Both sides from Blue Ridge to North Avenues
- Linwood Avenue: East side north of Blue Ridge Avenue
- Blue Ridge Avenue: Both sides from North Highland to Moreland Avenues
- Where damaged along Somerset Terrace, Williams Mill Road, and Blue Ridge Avenue

Remove right turn lane from Ponce to North Highland Avenue (T-32)

Remove the right turn lane on Ponce de Leon Avenue at North Highland Avenue to allow safer pedestrian movements.

North Highland Avenue crossing (T-33)

Install a “HAWK” signal on North Highland at Blue Ridge Avenue to allow safe pedestrian crossings.

Bicycle Policies

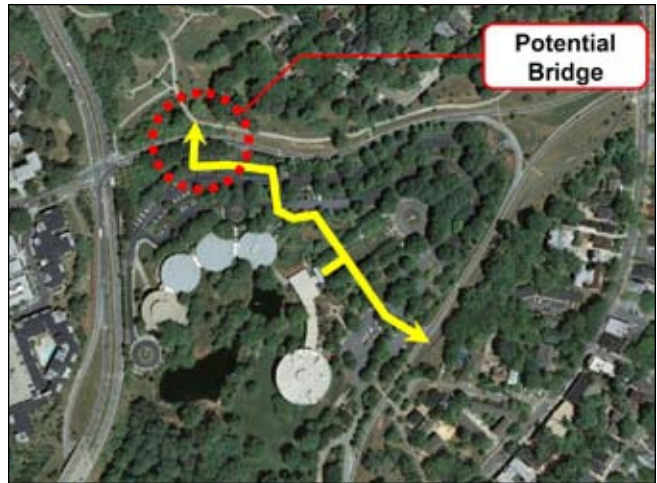
Promote and enhance bicycling and bicycle use in Poncey-Highland.

Bicycles are an inexpensive, energy efficient, and healthy means of travel. Their use should be promoted throughout the neighborhood.

Bicycle Projects

Bicycle parking enforcement (T-34)

Enforce existing requirements for bicycle parking.



A walkway is recommended to connect the Carter Presidential Center to its surroundings



The pedestrian bridge could be designed as a piece of public art, such as this bridge in Chattanooga



Existing requirements for bicycle parking must be enforced at area businesses and multifamily complexes

North Avenue Bicycle Improvements (T-1)

See North Avenue “Road Diet” Concept Plan.

Ralph McGill Boulevard bike lanes (T-35)

Stripe bike lanes on Ralph McGill Boulevard west of Freedom Parkway.

Freedom Park Trail link (T-36)

Widen the trail link at the east end of the Carter Center, just west of where the parkway splits.

Transit Policies

Promote the use of transit.

Public transportation is an energy efficient, convenient, sociable, and affordable means of travel. Its use is encouraged in Poncey-Highland.

Transit Projects

BeltLine transit stop (T-37)

Establish a BeltLine transit stop serving the neighborhood.

Enhance bus service (T-38)

See Ponce de Leon/Moreland Avenues Corridor Study for details.

Southbound bus shelter on North Highland Avenue at Blue Ridge Avenue (T-39)

Install a bulbout and bus shelter with posted schedules on the west side of North Highland Avenue at Blue Ridge Avenue.

Other North Highland Avenue bus shelters and schedules (T-40)

Four shelters with seating, trash cans/collection, and schedules improve transit on North Highland Avenue. Locations could include two at Freedom Park and two near Ponce de Leon Avenue.

Carter Center bus stop access (T-41)

Improve pedestrian access to the Carter Center’s route #16 stops by adding a walkway between the PATH trail and the Carter Center, with improved lighting signage and crosswalk striping.



Bicycle lanes on Ralph McGill Boulevard and parts of North Avenue will provide access to the BeltLine



The BeltLine will one day provide greatly enhanced transit in Poncey-Highland



Bus shelters that partially cover the sidewalk can be used where right-of-way is limited

4.5 Environment

Poncey-Highland should become a model for green urbanism by implementing measures which minimize humanity's negative impacts on the environment and maximize the positive ones. The following recommendations strive to do this.

Environment Policies

Promote sustainable new buildings.

Encourage new development to follow LEED Silver standards or higher by 2015.

Reduce the stormwater impacts of parking.

Sustainable parking lot and hardscape design and redesign mitigates stormwater runoff to and preserves the health of downstream ecosystems.

Encourage the use of permeable paving.

Permeable paving is appropriate for parking and hardscape pedestrian surfaces, where it allows water to percolate into the soil rather than contributing to runoff and flooding. It can take the form of pervious materials or open grid pavers.

Encourage use of renewable energy among residents and businesses.

Renewal energy helps increase energy independence and reduces environmental impacts.

Minimize exterior light pollution.

Reducing light pollution saves energy, preserves views of the night sky, and benefits wildlife.

Encourage local food production through community garden.

Even if they produce only a small portion of a household's food, community gardens and related programs make a difference long-term by changing our society's thoughts about food production.

Encourage green roofs.

Green roofs significantly reduce urban heating and reduce stormwater runoff. They are highly encouraged in new development, except those located in R-4 or R-5 zoning districts.



Buildings in the neighborhood are encouraged to be certified LEED Silver or higher



Pervious paving allows water to pass through and infiltrate into the ground



Community gardens can benefit health and bring neighbors together

Recommendations: Urban Design & Historic Resources

Encourage tree planting on private property.

Existing property owners are encouraged to plant trees in their yards to retain the tree canopy.

Encourage xeriscaping and native species in all landscape design projects.

Xeriscaping, where plant materials are native to the region and use available water, should be promoted for public and private projects.

Environment Projects

Neighborhood LEED ND certification (O-18)

The neighborhood should be certified as a LEED-ND (Neighborhood Development) community to reflect its environmental commitment.

Sustainable Development Standards (O-19)

The proposed City of Atlanta Sustainable Development Design Standards should be adopted to ensure that construction activity is “green.”

Neighborhood graywater plan (O-20)

Establish a neighborhood-wide gray water treatment and reuse plan for residents, businesses, and public uses.

Neighborhood bio-swales (O-21)

Include bio-swales for rainwater infiltration in traffic calming and streetscape projects.

Neighborhood tree palette (O-22)

Establish a palette for tree plantings.

Atlanta “dark skies” Plan (O-23)

A “dark skies” plan should be explored to reduce light pollution, starting in Poncey-Highland.

Neighborhood recycling program (O-24)

Establish a neighborhood recycling and composting program, including residential and commercial areas.

Multifamily recycling enforcement (O-25)

Enforce current requirements for multifamily recycling.



Bio-swales along stormwater to slowly infiltrate into the ground, while also providing greenery



A “dark skies” plan would start to minimize light pollution over Atlanta



The neighborhood recycling program could include public areas, in addition to businesses

4.6 Infrastructure & Facilities

The recommendations of this section focus on providing basic neighborhood services that enhance the quality of life within the neighborhood.

Infrastructure & Facility Policies

Encourage developers to bury utilities when redevelopment occurs.

Utility burial, while expensive, is a key long-term goal of this study.

Encourage a cleaner neighborhood.

Property owners are encouraged to clean and maintain sidewalks adjacent to their property and establish periodic “yard-sales” and junk, rubbish and trash removal from properties and public spaces.

Infrastructure & Facility Projects

Utility Burial

Bury utilities as part of streetscape projects along:

- Ponce de Leon Avenue (T-20)
- Moreland Avenue (T-21)
- North Highland Avenue (T-24)
- North Avenue (T-1)
- Ralph McGill Boulevard (T-23)

Code violation enforcement (O-26)

Enforcement of all code violations is a strong priority of this study.

Neighborhood police patrols (O-27)

Regular police patrols in Freedom Park reduce illegal activities and make the park more user-friendly.

Street sweeping (O-28)

All neighborhood streets should be swept at least two times a year.



Although costly, burying utility wires with redevelopment can significantly improve neighborhood aesthetics



Street sweeping reduces roadside waste and also creates safer conditions for bicyclists

4.7 Urban Design & Historic Resources

Urban design improvements and historic preservation can create a more pleasant and beautiful neighborhood. They can also ensure that the neighborhood remains livable in the long term. A philosophy that preserves the best elements of the neighborhood's past, while ensuring future excellence is central to this plan.

Urban Design & Resource Policies

Require quality building materials for new and renovation construction.

The following elements of good urbanism should be required in all new buildings and renovations of existing structures:

- Encourage the use of durable materials in residential, commercial or mixed-use buildings.
- Prohibit the use of Exterior Insulation Finish Systems (EIFS) on any facade.

Promote ground-floor retail on key streets.

Establish minimum locations for ground-floor storefront character on Ponce de Leon Avenue and North Highland Avenue. In these areas minimum retail depths of 40 feet are recommended, although 60 is preferred. A maximum store size of 10,000 sf is encouraged on North Highland Avenue south of Blue Ridge Avenue.

Preserve existing historic resources

The historic core of the neighborhood should be preserved, along with the following buildings:

- Telephone Factory Lofts
- Ford Factory Lofts
- Druid Hills Baptist Church
- Clermont Hotel
- Briarcliff Plaza
- Manuel's (building and business)
- Morningside Condominiums
- Apartment buildings at 881, 963, 977, 1105, and 1107 Ponce de Leon Avenue
- Highland School



Durable building materials on facades with a limited number of materials are important for good urban design

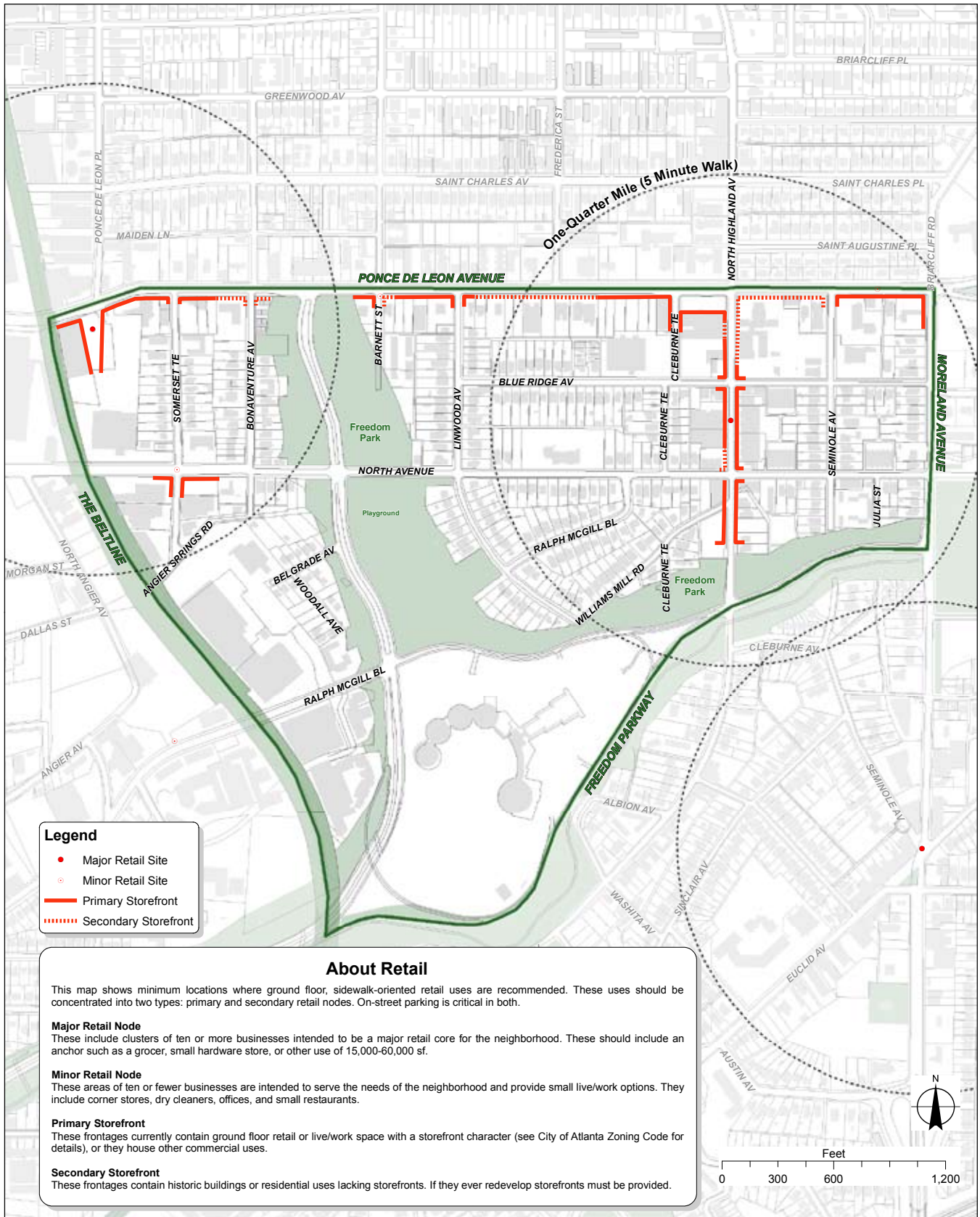


Minimum locations for ground-floor storefronts should be established along Ponce and North Highland Avenues



Key historic buildings in the neighborhood should be preserved

Figure 4.3: Recommended Retail Framework



Recommendations: Urban Design & Historic Resources

Support standards to discourage demolition of historic structures.

Often moderately dense urban buildings are demolished for less dense commercial prototypes. Establishing standards in commercial and mixed-use areas that require the following discourages the destruction of historic buildings for single-story chain businesses:

- Minimum height of two stories
- Minimum building lot coverage
- Maximum parking lot coverage
- Minimum floor area ratios
- Minimum building frontages

Urban Design & Historic Resource Projects

Designate historic buildings as official “Landmark Buildings.” (O-29)

Designation of the buildings listed above as “Landmark Buildings” under the City’s Code of Ordinances allows them to be protected from destruction or incompatible alteration.

Establish consensus on the pursuit of neighborhood historic designation. (O-30)

Form a committee to determine if all or part of the neighborhood should pursue a local historic designation.

Install art on BeltLine bridges. (O-31)

Public art adds interest to BeltLine bridges and distinguishes the neighborhood from other BeltLine communities.

Install neighborhood gateway markers. (O-32)

Gateway markers brand Poncey-Highland as a distinct neighborhood in the minds of Atlantans and create a sense of arrival. Install markers at:

- North Avenue at the BeltLine and at Moreland Avenue
- North Highland Avenue at Freedom Park and at Ponce de Leon Avenue
- Ralph McGill Boulevard at the BeltLine
- Ponce De Leon Avenue at the BeltLine and at Freedom Park



The greatest threat to historic buildings on major corridors is their demolition for less intensive commercial uses



Property owner support will be key to the long-term preservation of neighborhood historic sites



Neighborhood gateway markers could incorporate art

Poncey-Highland Neighborhood Master Plan

Part 5: Public Involvement

For nearly a decade, the Poncey-Highland Neighborhood Association has desired a master plan to guide growth and development in the neighborhood. Unfortunately, due to limited resources and residents' engagement in parallel planning efforts, the task of preparing a master plan that reflects the aspirations of Poncey-Highland did not begin in earnest until early 2009, when financial support and in-kind contributions made it possible.

As a neighborhood-based effort, community input was central to the process. Comments were solicited by a variety of means, including mailings, e-mails, a website, interviews, workshops, and public meetings. Announcements about the public involvement process were distributed to stakeholders by mail, hand-delivered postcards, local print media and radio, and announcements at neighborhood meetings. This process was conducted from May through December of 2009.

Public Meetings

Poncey-Highland residents and other stakeholders were given the opportunity to contribute at a variety of public meetings and workshops. These varied from large public gatherings at which information was presented to more informal break-out sessions in which participants discussed and worked on maps to identify key issues within the study area.

Six public meetings were held during the process:

- Kick-off Meeting on June 17, 2009, at the Carter Presidential Center
- Community Workshop on June 27, 2009, at the Druid Hills Baptist Church
- Preliminary Ideas Work Session on October 5, 2009, at Manuel's Tavern
- Draft Plan Presentation on October 21, 2009, at Druid Hills Baptist Church
- Final Plan Presentation on November 18, 2009, at the Carter Presidential Center

These meetings provided neighborhood stakeholders with opportunities to share their thoughts on existing conditions, establish a desired for neighborhood vision, and review specific recommendations to achieve that vision.

Workshop Contributors

The community workshop was made possible by contributions of time or materials from:

<i>AIA Atlanta</i>	<i>Paul Lorenc</i>
<i>Caleb Racicot</i>	<i>Ross Wallace</i>
<i>Lauren Davidson</i>	<i>Tunnell-Spangler-</i>
<i>Jennifer Ball</i>	<i>Walsh & Associates</i>
<i>Jia Li</i>	<i>Wendy Darling</i>



The neighborhood has good tree canopy, but some trees, such as these Bradford Pears, are near the end of their lives



The workshop included activities that allowed neighborhood children to participate in the planning process

Steering Committee

A neighborhood steering committee was also established to guide the planning process. The goal of this group was to represent the neighborhood at large, help define the goals and vision, ensure that the plan addressed issues that are special or unique to the neighborhood, coordinate public outreach, and comment on plan documents.

Working Groups

Special working groups were established as a follow-up to the Community Workshop to further explore and refine ideas emerging from the workshop. These included:

- **North Avenue Working Group**, which assisted in developing neighborhood goals and a detailed vision for transportation improvements along North Avenue.
- **North Highland Avenue Working Group**, which focused on land-use and transportation recommendations for the corridor.

The ideas developed by these working groups were incorporated into the master planning effort. Many of the recommendations in Part 4 are the direct result of these groups' efforts.

Master Plan Website

The final public outreach tool used in the master planning process was a master plan website, which was integrated into the existing Poncey-Highland Neighborhood Association's site. It provided information throughout the planning process, including meeting dates and locations, relevant documents, news briefs, and e-mail notifications of upcoming meetings.

The website was also equipped with surveys to allow stakeholders to provide input into the master plan. An initial survey asked participants to share their thoughts on Poncey-Highland's strengths, weaknesses, opportunities, and threats. Later surveys provided opportunities to comment on draft plans.



Neighborhood stakeholders explored ways to calm traffic and improve bicycle facilities at the North Avenue Working Group



A master plan page was created on the Poncey-Highland Neighborhood Association's website (www.ponceyhighland.com)

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Poncey-Highland Neighborhood Master Plan

Part 6: Implementation

6.1: Action Program

The Action Program outlines the next steps after adoption of this plan by the City of Atlanta. It includes a list of projects, time lines and responsible parties, and is intended to serve as a blueprint for achieving the neighborhood's vision for its future.

Stakeholders identified several efforts to assure implementation. These included continued diligence on the part of area residents, businesses, and the City of Atlanta to monitor development in Poncey-Highland and ensure compliance with the vision of this plan. Part of this should involve revisions to the plan as needed or warranted. Stakeholders must also work with the City to implement land use and zoning changes which support the vision of this plan.

Recommendations are provided on an aggressive schedule that has been prioritized based on stakeholder input. Projects in the near future represent those addressing areas with the most critical need for public improvement or those where public investment can spur private investment. Longer-term projects are less urgent, but equally key to the long-term success of this plan.

Implementation Steps

This document is an aggressive, but achievable, plan for building on the history and strengths of Poncey-Highland to create a sustainable neighborhood. However, for the vision contained in these pages to become a reality there must be both short and long-term commitments to its principles. The following paragraphs are intended to provide steps that guide the short and long-term implementation processes.

Short-Term

Short term implementation should remove regulatory barriers to the vision contained herein. Plan approval should be accompanied by updates to the 15 Year Future Land Use Plan, as recommended herein. Plan approval is constituted by an official adoption of the plan into the Comprehensive Development Plan (CDP), making the plan an official part of the city-wide plan.

Consistent with the City's established practices, other short-term implementation steps are as follow:

- Capital projects will be identified in the CDP. CDP project tables receive yearly updates and status reporting.
- Short term capital projects with funding will be identified in the Capital Improvements Plan of Atlanta (CIP).
- Projects within specific council districts are reviewed regularly with council members (at least once per year) for funding and priority-setting.
- Neighborhood Planning Unit N will be given copies of the complete plan, containing capital and other projects. NPU N will provide an ongoing review for projects and request project updates as needed from the Bureau of Planning and City Council.
- The plan includes preliminary zoning recommendations. These are implemented in a follow-up process, with additional input from the community. The Poncey-Highland Neighborhood Association, through its Land-Use Committee, Board of Directors and Members, and NPU N always provide a natural impetus to implement the rezoning recommendations as applications are filed for rezoning.

Long-Term

The realization of the vision contained herein will also require a long-term commitment. The plan's aggressive vision cannot be achieved overnight, and must be regularly reviewed to remain relevant. Any plan that does not have continual oversight risks obsolescence.

As the City of Atlanta and the neighborhood move forward with implementing the vision of this plan, it is critical that the following are kept in mind:

- **The Plan's Lasting Vision:** Of all of the components of this plan, its policies should represent its most lasting legacy. The ideas contained in Part 4: Recommendations are the results of an extensive and inclusive public involvement process. It is highly unlikely that the general

vision and goals resulting from such process will change significantly, although the steps to achieving them may.

- **The Need for Flexibility:** While the vision is unlikely to change, it is critical that the neighborhood recognizes that the ways in which the vision is achieved can and will change. The future addition or subtraction of policies or projects should not be viewed as a compromise of the plan, but rather its natural evolution in response to new and evolving conditions. Many of the assumptions used to guide this process, including the regional and national economy; land costs; transportation costs; transportation funding programs; and development trends are never fixed. The City of Atlanta must be prepared to respond to changes of these and other factors in order to ensure a fresh, relevant plan.
- **A Development Guide:** One of the greatest long-term values of this document is that it lays out a detailed land use vision. To this end, as development proposals are submitted to the City, said proposals should be reviewed for compatibility with the plan. The plan contains specific recommendations for specific sites, and the City should use the development review process to work with the private sector to achieve this vision.

By being mindful of these ideas, the Poncey-Highland Neighborhood Master Plan can guide positive change in the neighborhood for years to come.

Public Project Funding

Since transportation improvements are among the highest priority projects in Poncey-Highland, it is also ideal that they may be funded through a variety of sources. The City of Atlanta should work with Atlanta Regional Commission (ARC) and Georgia Department of Transportation (GDOT) to ensure that projects that require Federal transportation funds are included in future Regional Transportation Plans (RTPs). Revisions to such plans are made every five years.

Typically, federal funds require a local 20 percent match. Key sources for these funds and other

project funds could include:

- **BeltLine Tax Allocation District (TAD):** The BeltLine TAD will generate bond funds to pay for transportation and open space improvements near the BeltLine. The TAD includes much of the neighborhood within one-quarter mile of the BeltLine. Many of the projects in this plan have been coordinated with the BeltLine Subarea 5 Master Plan to ensure funding eligibility.
- **Development Impact Fees:** As new development occurs citywide, impact fees are generated to fund transportation, parks, and public safety improvements. These could be used to leverage federal funds within the neighborhood.
- **Private Donations:** Local matches could also be obtained by soliciting area property owners, businesses, and residents. Although highly unusual, as an example this method was used in Downtown to fund public improvements in the Fairlie-Poplar district.

Private funds may also be used to fund specific “special interest” projects. For example, the PATH Foundation funds multi-use greenway trails, while companies such as The Home Depot and Fiskars Garden Tools have supported community garden efforts. The Freedom Park Conservancy may also be a funding vehicle through their corporate donors for some of the project contained herein.

Without a detailed analysis that is beyond the scope of this plan, ideal local funding for each project cannot be determined. However, the City and the neighborhood should explore all options.

Cost Assumptions

As with any macro-level planning process, it is impossible to perfectly assign costs to future projects. However, it is possible to estimate costs based on standard assumptions (These will vary or escalate over time and are only relevant in today’s economic climate). The following assumptions are used in the Action Program Matrices; all costs include demolition and installation:

- Concrete sidewalks: \$5.00/sf
- Street trees (3.5” caliper): \$600 each

- Pedestrian light: \$5,000 each
- Concrete curbs: \$7.50/linear foot
- Planted bulbouts: \$9,000 each
- Landscape strip: \$2.25/sf
- Thermoplastic ladder crosswalk: \$400/leg
- Bike lanes/stripping: \$4.00/linear foot
- Buried utilities: \$350/linear foot per side
- Asphalt removal: \$1.00/sf
- Asphalt Paving: \$1.67/sf
- Median construction (including asphalt removal and landscaping): \$15.00/sf
- Speed bumps: \$1,200 each
- Bus shelter: \$5,000 each
- New streets: \$500/linear foot
- Traffic signal: \$150,000/intersection
- HAWK Signals: \$60,000 each
- “Stop for Pedestrian” signs: \$600 each
- Stop sign: \$500/each

Where project costs have already been estimated by another plan, the other plan’s costs are used. All costs are in 2009 dollars.

The timeframe for projects is divided into Short-Term (1 to 2 years); Mid-Term (3 to 7 years), and Long-Term (8 or more years)

Transportation Projects

ID	Description	Engineering Costs	Construction Timeframe	Construction Costs	Total Project Costs	Responsible Party	Funding Source	City of Atlanta Source & Cost	
Road Diet									
T-1	North Avenue Road Diet	\$525,180	Mid-Term	\$3,501,200	\$4,026,380	COA	TE	IF,Bonds, LOST	\$3,149,581
	<i>Bulbouts/Curb Moving</i>	\$29,700	<i>Mid-Term</i>	<i>\$198,000</i>	<i>\$227,700</i>	COA	TE	<i>IF,Bonds, LOST</i>	<i>\$75,240</i>
	<i>Medians/Pedestrian Refuges</i>	<i>\$18,000</i>	<i>Mid-Term</i>	<i>\$120,000</i>	<i>\$138,000</i>	COA	TE	<i>IF,Bonds, LOST</i>	<i>\$45,600</i>
	<i>Striping/Bike Lanes</i>	<i>\$4,440</i>	<i>Mid-Term</i>	<i>\$29,600</i>	<i>\$34,040</i>	COA	TE	<i>IF,Bonds, LOST</i>	<i>\$11,248</i>
	<i>Stop Signs</i>	<i>\$1,125</i>	<i>Mid-Term</i>	<i>\$7,500</i>	<i>\$8,625</i>	COA	TE	<i>IF,Bonds, LOST</i>	<i>\$2,850</i>
	<i>Other Signs (excludes sign already in T-18)</i>	<i>\$2,250</i>	<i>Mid-Term</i>	<i>\$15,000</i>	<i>\$17,250</i>	COA	TE	<i>IF,Bonds, LOST</i>	<i>\$5,700</i>
	<i>Traffic Signals</i>	<i>\$45,000</i>	<i>Mid-Term</i>	<i>\$300,000</i>	<i>\$345,000</i>	COA	TE	<i>IF,Bonds, LOST</i>	<i>\$114,000</i>
	<i>Street Trees</i>	<i>\$13,500</i>	<i>Mid-Term</i>	<i>\$90,000</i>	<i>\$103,500</i>	COA	TE	<i>IF,Bonds, LOST</i>	<i>\$34,200</i>
	<i>Crosswalks</i>	<i>\$2,040</i>	<i>Mid-Term</i>	<i>\$13,600</i>	<i>\$15,640</i>	COA	TE	<i>IF,Bonds, LOST</i>	<i>\$5,168</i>
	<i>New Sidewalks</i>	<i>\$54,750</i>	<i>Mid-Term</i>	<i>\$365,000</i>	<i>\$419,750</i>	COA	TE	<i>IF,Bonds, LOST</i>	<i>\$138,700</i>
	<i>Utility Burial</i>	<i>\$354,375</i>	<i>Mid-Term</i>	<i>\$2,362,500</i>	<i>\$2,716,875</i>	COA	COA	<i>IF,Bonds, LOST</i>	<i>\$2,716,875</i>
	Programable Road Diet Total: (includes only new projects)	\$525,180		\$3,501,200	\$4,026,380				\$3,149,581
Vehicular									
T-2	Traffic Law Enforcement	\$0	On-Going	\$0	Administrative Time	APD	COA	APD	Administrative Time
T-3	Stop Sign at Blue Ridge Avenue and Seminole Avenue	\$0	Short-Term	\$1,500	\$1,500	Atlanta DPW	COA	Operating Budge	\$1,500
T-4	Shared Parking Deck at North Druid Hills Baptist Church	\$360,000	Mid-Term	\$2,400,000	\$2,760,000	Church	Private	n/a	\$0
T-5	North Avenue at North Highland (“Buddy’s”) Accessibility Improvements	\$9,750	Short-Term	\$65,000	\$74,750	COA	COA	IF,Bonds, LOST	\$74,750
T-6	Preserve On-Street Parking	\$0	On-Going	\$0	Administrative Time	COA	n/a	n/a	\$0
T-7	Complete Street Conversion: Blue Ridge Avenue	\$27,000	Mid-Term	\$180,000	\$207,000	COA	COA	IF,Bonds, LOST	\$207,000
T-8	Complete Street Conversion: Somerset Terrace	\$9,750	Mid-Term	\$65,000	\$74,750	COA	COA	IF,Bonds, LOST	\$74,750

Transportation Projects

ID	Description	Engineering Costs	Construction Timeframe	Construction Costs	Total Project Costs	Responsible Party	Funding Source	City of Atlanta Source & Cost	
T-9	Complete Street Conversion: Bonaventure Avenue	\$9,750	Mid-Term	\$65,000	\$74,750	COA	COA	IF, Bonds, LOST	\$74,750
T-10	Complete Street Conversion: Linwood Avenue	\$9,750	Mid-Term	\$65,000	\$74,750	COA	COA	IF, Bonds, LOST	\$74,750
T-11	Complete Street Conversion: Cleburne Terrace	\$6,750	Mid-Term	\$45,000	\$51,750	COA	COA	IF, Bonds, LOST	\$51,750
T-12	Williams Road Realignment: Total	\$71,250	Long-Term	\$475,000	\$1,296,250	COA/Private	COA/Private	IF, Bonds, LOST	\$946,250
	Roadway	\$71,250	Long-Term	\$475,000	\$546,250	COA	COA	IF, Bonds, LOST	\$546,250
	Right-of-way (assume land swap for former right-of-way on Manuel's lot)	\$0	Long-Term	\$0	\$750,000	COA/Private	Bond, Impact Fees	IF, Bonds, LOST	\$400,000
T-13	Ponce/Moreland Intersection Improvements	See Ponce de Leon/Moreland Avenue Corridor Study (projects MT-8, MT-9) and Connect Atlanta Plan (project PS-IC-005)							
T-14	North Avenue/Moreland Intersection Improvements	See Ponce de Leon/Moreland Avenue Corridor Study (project MT-10)							
T-15	Freedom Park Directional Signage	\$2,250	Short-Term	\$15,000	\$17,250	COA, GDOT	COA, GDOT Safety Funds	IF, Bonds, LOST	\$5,250
	Programable Vehicular Total: (includes only new projects)	\$496,500		\$3,311,500	\$4,558,000				\$1,436,000
New Streets									
T-16	New Somerset Terrace to Ralph McGill and Angier Avenue to BeltLine	See BeltLine Subarea 5 Master Plan (project NR-0) and Connect Atlanta Plan (project NS-028)							
T-17	New Street: Belgrade Avenue to BeltLine	See BeltLine Subarea 5 Master Plan (project NR-1) and Connect Atlanta Plan (project NS-068)							
T-18	New Street: from North Highland Avenue to Julia Street	\$63,750	TBD	\$425,000	\$488,750	Private	Private	n/a	\$0
T-19	New Street: Ponce Place Extension South to North Avenue	\$67,500	TBD	\$450,000	\$517,500	Private	Private	n/a	\$0
	Programable New Street Total: (includes only new projects)	\$131,250		\$875,000	\$1,006,250				\$0
Pedestrian									
T-20	Ponce de Leon Avenue Pedestrian Upgrades	See Ponce de Leon/Moreland Avenue Corridor Study (project PT-4) and BeltLine Subarea 5 Master Plan (project R-1)							
T-21	Moreland Avenue Pedestrian Upgrades	See Ponce de Leon/Moreland Avenue Corridor Study (project MT-1)							
T-22	BeltLine Area Wayfinding Signs	See BeltLine Subarea 5 Master Plan (project O-4)							
T-23	Ralph McGill Boulevard Pedestrian Upgrades	See BeltLine Subarea 5 Master Plan (project R-2)							
T-24	North Highland Avenue Pedestrian Facilities*	\$196,425	Long-Term	\$1,309,500	\$1,505,925	Private	Private	n/a	\$1,177,925
	New sidewalks, ramps, and lighting	\$61,500	Long-Term	\$410,000	\$471,500	COA	TE	IF, Bonds, LOST	\$143,500
	Utility Burial	\$134,925	Long-Term	\$899,500	\$1,034,425	COA	COA	IF, Bonds, LOST	\$1,034,425
T-25	Parking Lot Wheel Stops (Per site)	\$360	Short-Term	\$2,400	\$2,760	Private	Private	n/a	\$0
T-26	Freedom Parkway HAWK Signal	\$10,500	Long-Term	\$70,000	\$80,500	COA	COA	IF, Bonds, LOST	\$80,500
T-27	Pedestrian Countdown Signals	\$10,500	Long-Term	\$70,000	\$80,500	COA	COA	IF, Bonds, LOST	\$80,500
T-28	Accessible Curb Ramps	\$19,200	Mid-Term	\$128,000	\$147,200	COA	COA	IF, Bonds, LOST	\$147,200
T-29	Restripe Key Crosswalks	\$3,000	Mid-Term	\$20,000	\$23,000	COA	COA	IF, Bonds, LOST	\$23,000
T-30	Carter Center Pedestrian Access	\$97,500	Long-Term	\$650,000	\$747,500	COA, Private	COA, TE, Private	IF, Bonds, LOST	\$227,500
T-31	Neighborhood Sidewalk Repair/Construction	\$31,500	Mid-Term	\$210,000	\$241,500	COA	COA	IF, Bonds, LOST	\$241,500
T-32	Eastbound right-turn lane removal on Ponce de Leon Ave at N. Highland Ave*	\$12,750	Mid-Term	\$85,000	\$97,750	COA, GDOT	TE, GDOT Safety Funds	IF, Bonds, LOST	\$29,750

Transportation Projects

ID	Description	Engineering Costs	Construction Timeframe	Construction Costs	Total Project Costs	Responsible Party	Funding Source	City of Atlanta Source & Cost	
T-33	North Highland Avenue HAWK Crossing Signal *	\$10,500	Long-Term	\$70,000	\$80,500	COA	COA	IF, Bonds, LOST	\$80,500
	Programable Pedestrian Total : (Includes only new projects)	\$195,810		\$1,305,400	\$1,501,210				\$910,450
Bicycle									
T-34	Enforce Bicycle Parking Requirements	\$0	On-Going	\$0	Administrative Time	COA	COA	n/a	\$0
T-35	McGill Boulevard Bicycle Lanes	See BeltLine Subarea 5 Master Plan (project R-2)							
T-36	Freedom Park Trail Link east of Carter Center	\$4,500	Mid-Term	\$30,000	\$34,500	PATH Foundation	Private	n/a	\$0
	Programable Bicycle Total: (Includes only new projects)	\$4,500		\$30,000	\$34,500				\$0
Transit									
T-37	BeltLine Transit Stop	See BeltLine Subarea 5 Master Plan							
T-38	Enhance Bus Service	See Ponce de Leon/Moreland Avenue Corridor Study (projects MT-28 and PT-17)							
T-39	Bus Shelter on west side of N. Highland Ave at Blue Ridge Ave*	\$2,100	Long-Term	\$14,000	\$16,100	MARTA, COA	MARTA, COA	IF, Bonds, LOST	\$10,350
T-40	Other North Highland Avenue Bus Shelters and Schedules*	\$3,000	Mid-Term	\$20,000	\$23,000	MARTA	MARTA	n/a	\$0
T-41	Walkway to Carter Center from Inbound Bus Route 16 Stop	\$1,350	Mid-Term	\$9,000	\$10,350	Carter Center	Private	n/a	\$0
	Programable Transit Total: (Includes only new projects)	\$6,450		\$43,000	\$49,450				\$10,350
	GRAND TOTAL:	\$863,190		\$5,754,600	\$6,617,790				\$4,070,381

NOTES

*These projects may be combined to a single TE project for North Highland Avenue

All costs are in 2009 dollars

TE: Federal Transportation Enhancement funds

IF: Impact Fees

LOST: Potential Local Option Sales Tax

COA: City of Atlanta

Bonds: Potential future bond

Other Projects

ID	Description	Costs	Timeframe	Responsible Party	Funding Source
Parks & Open Space					
O-1	Establish Freedom Park Neighborhood Arts Committee	Volunteer Time	Short-Term	PHNA	n/a
O-2	Public Art in Freedom Park	TBD	On-going	Freedom Park Conservancy, COA, Private	Assorted
O-3	Community Garden Enclosure	\$4,000	Short-Term	PHNA	Private
O-4	Community Garden Expansion	\$2,000	Mid-Term	PHNA	Private
O-5	Dog Park Location Study	Volunteer Time	Short-Term	PHNA, Other neighborhoods	n/a
O-6	Neighborhood Dog Park	\$15,000	Mid-Term	PHNA, Other neighborhoods, COA	Private, COA
O-7	Dog Waste Bag Dispensers	\$2,000	Short-Term	PHNA, Private	Private
O-8	Freedom Park Trash Receptacles	\$1,000	Short-Term	COA Parks Department	General Funds
O-9	Freedom Park Lighting	\$100,000	Mid-Term	COA Parks Department	Private, COA
O-10	Freedom Park Drinking Fountain	\$1,200	Short-Term	COA Parks Department	COA
O-11	Freedom Park Walkway	\$55,000	Mid-Term	COA Parks Department	Private, COA
O-12	Freedom Park Tree Planting	\$5,000	Short-Term	Trees Atlanta	Private
O-13	Neighborhood Walking Route Markers	\$3,000	Short-Term	COA Parks Department	Private, COA

Other Projects

ID	Description	Costs	Timeframe	Responsible Party	Funding Source
O-14	Carter Center Shared Parking	\$0	On-going	PHNA, Carter Center	n/a
O-15	Improvements to Freedom Park's Ralph McGill Boulevard Entrance	\$6,000	Short-Term	COA Parks Department, Private	Private, COA
O-16	Annual Park Clean-Up Day	Volunteer Time	Annual	PHNA, City Council District 2	n/a
	Subtotal	\$189,200			
Housing					
O-17	Historic Apartment Renovation	TBD	Short-Term	Private	Private
	Subtotal				
Environment					
O-18	Neighborhood LEED-ND Certification	\$35,000	Mid-Term	PHNA, US Green Building Council	Private
O-19	Sustainable Development Standards	\$0	Short-Term	COA	n/a
O-20	Neighborhood Graywater Plan	\$20,000	Short-Term	COA	General Funds
O-21	Neighborhood Bioswales	Included in T-1, T-7, T-8, T-9, T-10, T-11, and T-12			
O-22	Neighborhood Tree Palette	Volunteer Time	Short-Term	PHNA, Trees Atlanta	n/a
O-23	Atlanta Dark Skies Plan	Staff Time	Mid-Term	COA, Private Non-Profit	n/a
O-24	Neighborhood Recycling Program	TBD	On-going	COA, Private, PHNA	General Funds, Private
O-25	Multifamily Recycling Enforcement	\$0	On-going	COA	n/a
	Subtotal	\$55,000			
Infrastructure & Facilities					
O-26	Code Violation Enforcement	Staff Time	On-going	COA	n/a
O-27	Neighborhood Police Patrols	Staff Time	On-going	APD	APD Operations
O-28	Street Sweeping	Staff Time	On-going	COA	City
	Subtotal	Staff Time			
Urban Design & Historic Resources					
O-29	Designate Historic Buildings as City "Landmark Buildings"	\$5,000-\$10,000 each	Mid-Term	COA Urban Design Commission	City, private
O-30	Establish Consensus on the Pursuit of Neighborhood Historic Designation	Volunteer Time	Short-Term	PHNA	n/a
O-31	BeltLine Bridge Art	See BeltLine Subarea 5 Master Plan (project O-5)			
O-32	Install Neighborhood Gateway Markers	\$80,000	Mid-Term	PHNA	Private
	Subtotal	\$85,000 - \$90,000			
	GRAND TOTAL:	\$329,200 - \$334,200			

NOTES

All costs are in 2009 dollars

6.2: Land Use & Zoning Changes

A key recommendation of this plan is eliminating auto-oriented land uses in favor of more urban, pedestrian-oriented buildings, projects, and developments. Before this can occur, however, amendments to the City of Atlanta’s 15 Year Future Land Use Plan Map and subsequent zoning changes must occur. Current land use classifications and zoning designations have created the auto-oriented land uses that residents, businesses, and property owners want to change. This is particularly true in commercial areas along Ponce de Leon Avenue.

Future Land Use Plan Map and subsequent zoning changes are priority actions for this plan. They are intended to codify recommended land uses, urban design standards, and streetscape treatments. Land use recommendations focus on increasing the Mixed-Use classification in many areas, while zoning changes support use of the pedestrian-oriented Quality of Life Zoning Codes.

The zoning changes recommended in this plan are intended to balance the community’s wishes, market realities, and the current rights of land owners. They are intended to maintain property values while enacting controls to support greater pedestrian orientation and contextualism. Many of the urban design characteristics envisioned will increase development costs and challenge the expressed desire to increase the mix of housing types. As a result, the plan recommends zoning changes that achieve the community’s vision while providing an economic incentive to redevelop existing marginal, but expensive, land uses.

For example, the plan suggests height controls, even though no such controls exist today. Under current C-1 or RG-3 zoning it would be possible to build mid-rise office buildings or hotels on many of the larger, deeper lots (subject to the transitional height plane) along Ponce de Leon and North Highland Avenues without any public input. This has, of course, not happened, due to limited demand, but the fact that a given property is zoned for this does affect its market value. To allay the concern that imposing height controls could represent “takings,”

the plan often recommends both height limits and increased residential density. The current market downturn notwithstanding, the long-term demand for housing in the neighborhood is likely to be much higher than it will be for office or hotel uses. Thus, land values are maintained by increasing the permission for neighborhood-scaled housing.

It is possible that the design standards recommended *vis-à-vis* proposed zoning changes could actually enhance values. By increasing design requirements and prohibiting suburban-style development, proposed zoning changes raise the bar for new development, protect high quality development, and protect the entire neighborhood. For example, without them, there is little incentive for a developer to invest in a street-oriented retail building if the adjacent parcel can compete for the same tenants with a low-grade, lower rent box surrounded by parking.

15-Year Future Land Use Plan Map Amendments

Prior to rezoning, the 15 Year Future Land Use Plan Map must be amended to support proposed zoning changes. The map on the following page illustrates the recommended future land use changes.

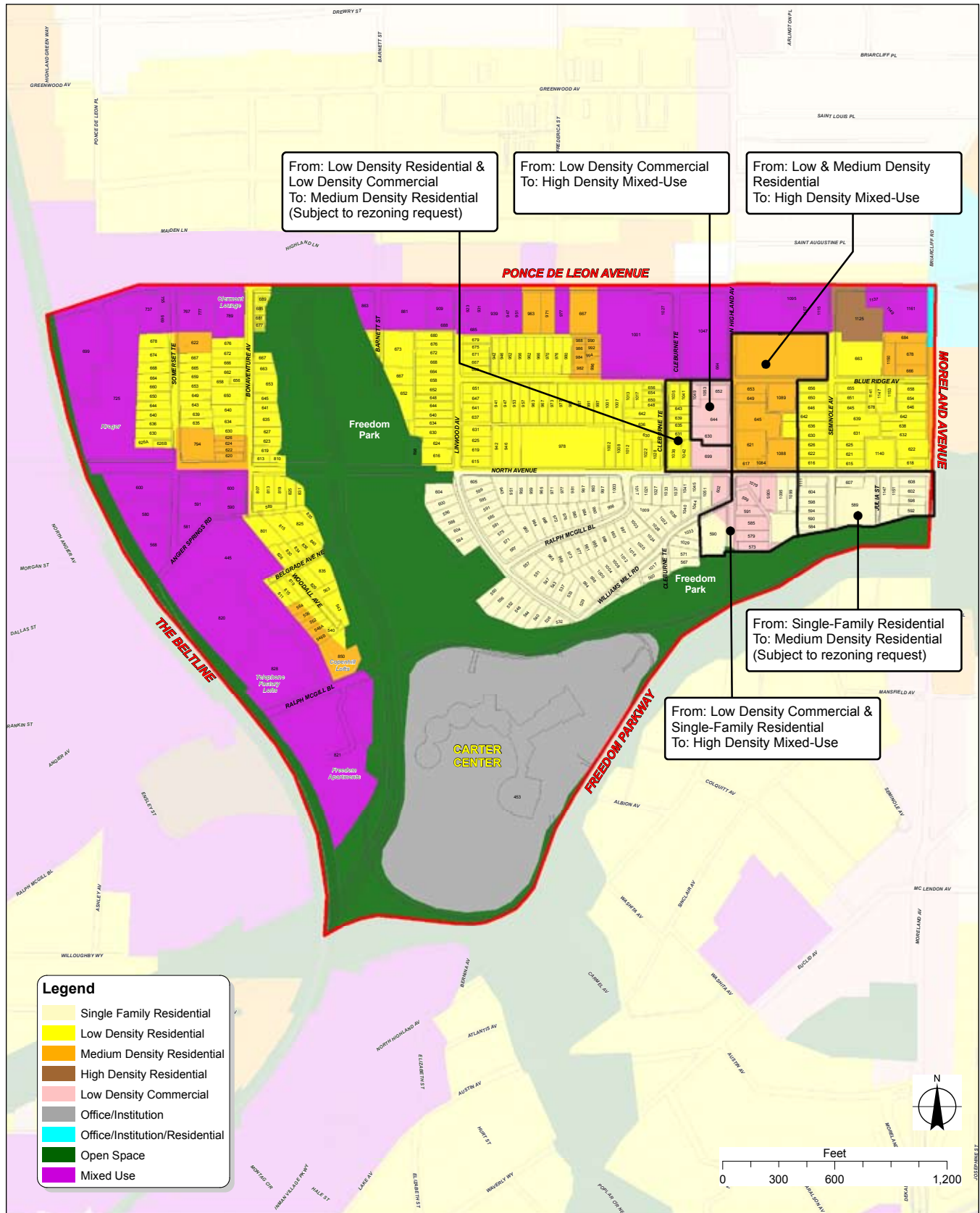
Zoning Changes

Current zoning in much of Poncey-Highland is incompatible with the vision of the Framework Plan in three principle ways:

- **Under-Zoned Sites:** Those recommended for land uses more intense than current zoning.
- **Over-Zoned Sites:** Those recommended for land uses less intense than current zoning.
- **Mis-Zoned Sites:** Those recommended for an intensity similar to current zoning, but with a different land use mix.

From a zoning perspective each presents different challenges to achieving the plan’s vision. This likely means that under-zoned sites will require a developer-initiated rezoning to a more intense district, over-zoned sites will require a property-owner supported rezoning to a less intense district, and

Figure 6.1: Proposed Future Land Use Plan Map Changes



mis-zoned sites will require an approach agreeable to the City of Atlanta and the property owners.

Regardless of the case, the future land use categories recommended by this master plan are broad. As such, a variety of zoning districts could result in buildings with the scale and character suggested in Table 6.1.

Privately-Initiated Zoning Changes

Because the land use vision shown in the Framework Plan is generally more intense than current zoning allows, it is expected that, longer-term, privately-initiated rezoning activity will occur. These will give the community the opportunity to review development proposals and ensure their consistency with the vision of this plan. It will be up to the rezoning applicant and the neighborhoods to determine the specific conditions of each application, but the use of “quality-of-life” districts is critical.

Poncey-Highland Design Conditions

The likelihood of privately-initiated zoning changes notwithstanding, certain recommendations must be codified in the short-term for this master plan to be achieved. These will require the City of Atlanta to enact zoning changes necessary to achieve the plan’s vision.

The proposed Poncey-Highland Design Conditions would codify key elements of the plan along Ponce de Leon, Moreland, and North Highland Avenues without changing the zoning on existing sites.

The conditions’ **streetscape element** should establish minimum sidewalk standards for new development along North Highland Avenue, and the portion of Ponce de Leon Avenue not included in the BeltLine Overlay. The overlay should mandate the minimum widths recommended in Section 4.4.

They should also include an **urban design element** to prevent the demolition of historic pedestrian-friendly, higher density buildings for lower density, auto-oriented uses. Regulations should include:

- Minimum building heights of two occupied stories
- Minimum building lot coverage
- Maximum parking lot coverage
- Minimum floor area ratios
- Minimum building frontages
- Maximum building setbacks of 5 feet from the back of the sidewalk

Historic Building Designations

Local Historic Designations for the buildings recommended in Section 4.7 of this plan should also be undertaken, pursuant to Chapter 20 of the City of Atlanta Zoning Code. This will likely require the support of property owners.

Sustainable Parking Standards

Excess off-street parking is one of the greatest challenges to urbanism. To reduce the supply of parking it is recommended that the City of Atlanta

Table 6.1: Appropriate Rezoning Designations by Land Use

Framework Plan Category	Description	Appropriate for Rezoning to ¹
Mixed Use: 5-9 Stories	Exclusively commercial; or commercial and residential uses	MRC-3, MR-5A, MR-5B
Mixed Use: 1-4 Stories	Exclusively commercial; or commercial and residential uses	MRC-1, MRC-2, MRC-3, MR-4A, MR-4B, MR-5A, MR-5B
Residential: 5-9 Stories	Primarily residential; commercial limited to first floor	MR-3, MR-4A, MR-4B, MR-5, MRC-2 ² , MRC-3 ²
Residential: 1-4 Stories	Exclusively residential, including single-family, duplexes, townhouses, or low-rise multifamily	MR-1, MR-2, MR-3, MR4-A, MR 4B, LW
Primarily Single-Family/Duplex	Exclusively residential, including single-family and duplexes	R-4, R-4A, R-4B, R5, PDH

1: These are only suggestions, but C and RG Districts should not be used.

2: MRC should only be used when commercial is limited to first floor and less than 20% of floor area.

enact unbundled residential parking requirements. Under such a program, the inhabitants of a building are required to contract separately for parking spaces, rather than having them included in rent by default. Those who do not want a space are not required to contract for one. The result is an end to subsidies for car ownership, and lower housing costs for those who do not own a car.

Multi-Level Liner Requirements

Rezoning requests to quality-of-life districts should be conditioned so that parking decks are completely screened both vertically and horizontally with active uses. This would be in addition to existing requirements for active uses for a minimum depth of 20 feet along the first floor facing a street, public park, or private park, and in addition to the requirements of Section 16-28.028.

Deviations from the Framework Plan

Although the land use recommendations herein have attempted to take economics into consideration, there may be cases where rezoning request is made for a density, height, or use that is different from what is recommended. This is particularly true along North Highland Avenue, where some property owners envision more intense development than shown in the Poncey-Highland Neighborhood Association-supported Framework Plan. In these cases, the neighborhood will likely only support such applications when they demonstrate exceptional commitment to the policies of this plan.

Items that may be considered by the neighborhood when granting deviations could include, but are not limited to:

- **Architectural excellence**, which is an ambiguous and variable term, but should mean that the building design meets or exceeds the aesthetic standards of the neighborhood.
- **Creative building massing**, which incorporates façade articulation and upper story massing aimed at reducing the visual height of a new building on the adjacent street(s).
- **Brick or stone or other high quality material** on all portions of building facades.

- **Construction of new streets** as shown in the plan.
- **Affordable housing** above the recommended 20 percent neighborhood-wide standard.
- **Mixed-age housing** in a single project that serves a range of age groups, including the elderly.
- **Three-bedroom units** for at least five percent of housing in a project.
- **Preservation of historic buildings** or facades on a site.
- **Off-site transportation upgrades** such as streetscapes, traffic calming, or other recommendations of this plan.
- **Innovative parking strategies**, such as unbundled residential parking (in which residents of building are required to contract separately for parking spaces, and in which those who do not want a space are not required to contract for one), car-share vehicles, transit passes, or parking ratios of one space or less per residential unit, among others.
- **LEED Gold** or better certification in building construction.
- **Green roofs or other sustainable practices** to minimize stormwater or provide vegetable gardens.
- **Public parking decks or underground parking** that minimize the negative impacts of parking on the surrounding community.
- **Mitigation of Stormwater run-off** through permeable hardscape materials, or other sustainable practices such as bio-swales, to minimize stormwater and down-stream pollution.
- **Neighborhood goods and services** such as pharmacies, restaurants, retail, and business services.

The provision of any or all of these elements does not necessarily guarantee neighborhood support for a rezoning request, nor support or approval from other entities. It is, nevertheless, a stating point for discussion.