



Department of
CITY PLANNING


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MEMORANDUM

TO: Natalyn Archibong, Chair, Community Development/Human Services Committee
FROM: Keyetta M. Holmes, Interim Director, Office of Zoning and Development 
SUBJECT: 19-O-1085 / CDP-19-034 for D3: WESTSIDE REVIVE – A MASTER PLAN FOR COUNCIL DISTRICT 3
DATE: March 12, 2019

SUMMARY:

The Office of Zoning and Development recommends the D3: Westside Revive a master plan for Council District 3 for adoption and incorporation into the 2016 Comprehensive Development Plan through 19-O-1085.

FINDINGS OF FACT:

D3: Westside Revive is a plan for Atlanta’s Council District 3 prepared under the guidance of former Council Member Ivory Lee Young Jr. located on the west side of Atlanta. The district includes portions of NPU’s E, J, K, L, and M. The Appendix includes an updated Report of Accomplishments for the Upper Westside LCI plan.

Plan Purpose: The plan examines district wide topics such as housing, employment mobility, and environment among others. In addition, to engage neighborhood-specific concerns, the district was subdivided into nine planning subareas. The D3 Westside Revive plan addresses Subareas 1-5, while a separate study, The Westside Land Use Framework Plan, covers Subarea 6. For Subareas 1-5, the plan has a brief history, demographic information, existing transportation conditions, existing land use and zoning, issues and opportunities, vision and recommendations, a Land Use and Development Framework Plan map, a Parks and Natural Areas Framework Plan, a Circulation Framework Plan, recommended mobility improvements for key corridors, and a conceptual site plan for a catalyst site. To bring the Upper Westside LCI up to date with the LCI 2.0 Refocus on Transit and Town Centers, the Report of Accomplishments is included in the Appendix.

Planning Process: Over the eight-month planning process, from March to October 2017, the community participated in thirteen community workshops. This included a district wide kick-off meeting at the beginning of the planning process, an open house at the end of the planning process, two meetings for each subarea plus a subarea recap meeting. A Stakeholder Advisory Committee served as a sounding board during the planning process.

A project website www.d3-westsiderevive.com provided information about the meetings and the planning process. The Plan document is posted on the project website and the City of Atlanta website. The Plan was presented at the NPU meetings in January 2019 and made available for comments. The Ordinance to adopt the plan was on the February and March NPU meeting agendas for a vote.

Concept Plans and Recommendations: District-wide recommendations include:

- Housing: Redevelop vacant and underutilized sites for housing and add “missing middle” housing in existing neighborhoods as well as in Catalyst sites and around transit stations.
- Jobs + Income: Reposition Northside Drive as an innovation corridor and growing small businesses around transit hubs and neighborhood nodes.
- Education: Partner with local institutions to offer educational opportunities for children, continuing education for adults, and subsidized daycare.
- Environment: Transform Proctor Creek and its tributaries into public spaces enhanced by green infrastructure improvements.
- Health: Support existing health and food access initiatives.
- Safety: Foster better relationships between police and community members. Design parks and streetscapes to encourage people to feel safe.
- Mobility: Expand bike share opportunities, transform main streets and key corridors for pedestrians, bicyclists, transit riders, and drivers. Repair and improve infrastructure for walking, biking, driving and transit
- Community and Civic Engagement: Community engagement is critical in building the strength of a district. People invest time and energy if they feel like they can make a positive difference.

Subarea 1 (Center Hill, Dixie Hills, Penelope Neighbors– NPU J) Recommendations:

- Catalyst Site: West Lake Station Transit Oriented Development
- Transportation corridor: Anderson Avenue
- Redevelop Joseph E Boone Boulevard between Anderson and New Jersey Avenues as a mixed-use neighborhood center.
- Redevelop Hidden Valley apartment complex and surrounding vacant land.
- Naturalization of the Proctor Creek tributary skirting Lincoln Cemetery, and remove invasive species.
- Expand the street network.

Subarea 2 (Bankhead, Westin Heights, Grove Park, Hunter Hills, Washington Park, West Lake & NPUs J and K) Recommendations:

- Catalyst Site: Maddox Park/Beltline
- Transportation Corridor: Joseph E. Boone Boulevard
- Substantial new mixed-income multifamily housing development west of Chappell Road
- Redevelopment on Joseph E. Boone Boulevard should focus on replacing the auto-oriented commercial uses over time with two-story mixed-use buildings lining the new streetscape
- Daylighting and naturalization of Proctor Creek east of the CSX rail line
- Pedestrian and bike connections to Proctor Creek Trail to the west and the Westside Reservoir Path to the North

Subarea 3 (Knight Park/Howell Station & NPU K) Recommendations:

- Catalyst Site: Site adjacent to the Reservoir Park
- Transportation Corridors: West Marietta Street and Marietta Boulevard
- Multiuse trail along railroad rights-of-way
- Redesign and improve Knight Park
- Expand the pedestrian network through an integrated system of new streets, sidewalk demarcations on existing neighborhood streets, and trail linkages; and redesign the two major arterial roads to be multimodal corridors.
- Two additional multiuse trail connections - one to connect the southwest edge of the neighborhood to the Bankhead MARTA station and the Proctor Creek Trail; and another connecting north across the combined CSX / Norfolk Southern rail lines to the Goat Farm Arts Center.

Subarea 4 (Home Park, Marietta Street Artery & NPU E) Recommendations:

- Catalysts Site: Upper West Side and Hemphill
- Transportation Corridors: 10th and 14th Streets
- Restructuring the cross-section of 14th Street and revising the existing commercial zoning to allow small-scale mixed-use while maintaining Low Density Residential land uses in the Home Park neighborhood.
- High-density development in the block east of Fowler Street
- Creating a larger Waterworks greenspace by relocating the reservoir fences and reclaiming the lodge for public use.
- Adding key network extensions and new street grids in the area of the central “superblock” west of Northside Drive.
- Connecting across the CSX / Norfolk Southern rail lines at Jefferson and over a restored Bankhead Avenue Bridge

Subarea 5 (Castleberry Hill & NPU M) Recommendations:

- Catalyst Site: Whitehall Street
- Transportation Corridor: Whitehall Street
- Preservation of Historic district and compatible infill development;
- Transformation of the Northside Drive corridor into the West Side’s equivalent of Peachtree Street,
- A “maker’s promenade” or “ArtWalk” that is publicly accessible could extend along the rail lines to the rear of the Whitehall north parcels
- Upgrading Cleopas Johnson Park
- Street and sidewalks reconstructed & improved as multimodal corridors to support pedestrian culture.

Land Use changes: To facilitate the development of the Subareas consistent with the concept plans, changes to the Land Use designation for some parcels are recommended.

Implementation Recommendations: The plan makes recommendations for land use and transportation improvements.

Consistency with Atlanta City Design: The Atlanta City Design articulates Atlanta’s vision organized according to its five core values of Equity, Progress, Ambition, Access, and Nature. It focuses future growth into already-developed areas called Growth Areas, which are further categorized as Core, Corridors, and Clusters. Outside the Growth Areas are the Conservation Areas, which include Urban Neighborhoods, Suburban Neighborhoods, Rural Neighborhoods, and Production Areas. Conservation Areas are the natural parts of the city that are less suited for growth and that should be protected from radical change.

According to the Atlanta City Design map, the CD 3 study area is located in the Core, Urban Neighborhood and also within Corridors as defined below.

Core: “This is the center of Old Atlanta/ It includes the city’s densest, most traditional, adaptable and walkable districts. It has easy capacity for growth, the best transit network and many of the top historic, cultural and academic assets in the region. It covers Downtown, Midtown, and a larger surrounding territory made primarily of commercial and industrial property. It also includes emerging districts like West Midtown, South Downtown, West End and Castleberry, where better design can solve shortcomings that today limit the capacity for growth. “

Corridors: “These are the connecting tissues of the city: the major streets that flow out of the core in every direction. They stitch Old and New Atlanta together and most of them are commercially developed. Streets like Hollowell, Peachtree and Jonesboro wind along the contours of the city while streets like Metropolitan and Northside slice straight lines across hills and valleys. In either case, we find commercial sites, civic buildings and anchor institutions along the way. With better design, these corridors can become main streets for every community, accommodating a reasonable amount of growth that will spur commercial vitality and a vibrant public life out beyond the core of the city.”

Urban Neighborhoods: “These are small-scale, historic, walkable neighborhoods where growth capacity is limited mostly by our desire to keep them the way they are the traditional intown communities that were built by the expansion of streetcars a century ago, such as Westview, Grant Park and Brookwood Park. Most have some form of commercial district within walking distance from homes, and many include small apartment buildings, townhouses, or two- and three-family homes. Their inherent walkability, historic charm and proximity to downtown make them highly desirable under today’s market pressures, and therefore, threatened by even denser development.”

The CD 3 Westside Revive a master plan for Council District 3 existing conditions and recommendations are consistent with the Atlanta City Design Plan.

STAFF RECOMMENDATION: APPROVAL OF D3: WESTSIDE REVIVE – A MASTER PLAN FOR COUNCIL DISTRICT 3 AND ADOPTION INTO THE 2016 COMPREHENSIVE DEVELOPMENT PLAN.

NPU Votes:

NPU	Meeting Date	Vote
E	March 5	To not Oppose
J	February 26	Support
K	February 19	Support
M	February 25	Support

cc: Jessica Lavandier, Assistant Director, Strategic Planning