



Department of
CITY PLANNING


KEISHA LANCE BOTTOMS
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TIM KEANE
COMMISSIONER

KEYETTA M. HOLMES, AICP
INTERIM DIRECTOR
OFFICE OF ZONING & DEVELOPMENT

MEMORANDUM

TO: Natalyn Archibong, Chair, Community Development/Human Resources Committee
FROM: Keyetta M. Holmes, Interim Director, Office of Zoning and Development 
SUBJECT: 18-O-1740/CDP-19-001: 465 Morgan Place
DATE: March 25, 2019

PROPOSAL:

An Ordinance by Councilmember Natalyn Archibong to amend the Land Use element of the 2016 Atlanta Comprehensive Development Plan (CDP) so as to designate property located **465 Morgan Place** (Parcel No. 15 18202171) to the Single-Family Residential land use designation as a result of the petition to annex the parcel into the City of Atlanta and to facilitate zoning of the parcel to the R-4 (Single Family Residential) zoning category (Z-18-142).

FINDINGS OF FACT:

- **Property location:** The property to be annexed is east of the City of Atlanta limits fronting Morgan Place. The property is in close proximity to the East Lake Neighborhood of the City of Atlanta which is located within NPU O, Council District 5. The rear portion of this parcel is in the City of Atlanta.
- **Property size and physical features:** The subject parcel is approximately 0.1 acres (4,356 sq. ft.) and is developed with a single-family residential structure. The topography of the subject site is relatively level with many mature trees located in the rear of the property.
- **Current/past use of property:** The parcel is currently developed with a single-family residential structure and has a Suburban Character Area land use designation and Residential Medium Lot (R-75) zoning in DeKalb County. Staff is not aware of any previous uses of the site.
- **Surrounding zoning/land uses:** In DeKalb County, the surrounding parcels have Suburban Character Area land use designation and residential zoning R-75 (Residential Medium Lot) District. The parcel is adjacent to the City of Atlanta boundaries to the west. The surrounding parcels within the City of Atlanta have a land use designation of Single Family Residential and are zoned R-4 (Single Family Residential) District.
- **Transportation system:** Morgan Place is a two-lane local road without sidewalks. The parcel is within 500 feet of one MARTA bus route: route #107 Glenwood Avenue, S.E.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The proposed Single Family Residential land use designation is compatible with the surrounding land uses in the City of Atlanta and the current land use in DeKalb County, which is Suburban.
- **Effect on adjacent property and character of neighborhood:** The proposed land use designation of Single-Family Residential will not have an adverse effect on the character of adjacent properties or the surrounding residential neighborhood, as the proposed land use designation is substantially comparable to the subject property's current land use designation in DeKalb County.
- **Suitability of proposed land use:** The Single Family Residential land use designation reflects the existing use of the parcel and is suitable for the parcel. In addition, it is the same land use designation as the rear of the parcel.
- **Consistency with City's land use policies:** The surrounding areas have a Suburban Character Area. The proposed Single Family Residential land use designation is compatible with Atlanta's *Comprehensive Development Plan* Traditional Neighborhood Character Area policy to:
 - Preserve the residential character of Traditional Neighborhoods.
- **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, **465 Morgan Place** is adjacent to a Conservation Area/Urban Neighborhood and is consistent with this description: Urban Neighborhoods are described as follows:

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."

- **NPU Policies:** The proposed Single-Family Residential land use designation is compatible with NPU-O policies to:
 - O-4: Preserve the single family and low density residential character of NPU-O.

STAFF RECOMMENDATION: APPROVE the SINGLE-FAMILY RESIDENTIAL LAND USE DESIGNATION

NPU RECOMMENDATION: NPU-O voted to approve this land use amendment at its January 22, 2019 meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



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MEMORANDUM

TO: Natalyn Archibong, Chair, Community Development/Human Resources Committee
FROM: Keyetta M. Holmes, Interim Director, Office of Zoning and Development 
SUBJECT: 18-O-1743/CDP-19-002: 536 Quillian Avenue
DATE: March 25, 2019

PROPOSAL:

An Ordinance by Councilmember Natalyn Archibong to amend the Land Use element of the 2016 Atlanta *Comprehensive Development Plan* (CDP) so as to designate property located at **536 Quillian Avenue** (Parcel No. 15 17111003) to the Single-Family Residential land use designation as a result of the petition to annex the parcel into the City of Atlanta and to facilitate zoning of the parcel to the R-4 (Single-Family Residential) zoning district (Z-18-141).

FINDINGS OF FACT:

- **Property location:** The property to be annexed is south and east of Atlanta. It fronts Quillian Avenue about 0.1 mile south of Glenwood Avenue. The parcel is in Land Lot 171, 15th District of DeKalb County. The property is adjacent to Atlanta's East Lake Neighborhood, in Neighborhood Planning Unit-O and Atlanta City Council District 5.
- **Property size and physical features:** The subject parcel is approximately 0.59 acres (25,700 sq. ft.). The topography of the subject property is relatively level with many mature trees.
- **Current/past use of property:** The parcel is currently developed with a single-family residential structure and has a Traditional Neighborhood Character Area land use designation and R-75 (Residential Medium Lot) zoning in DeKalb County. Staff is not aware of any previous uses of the site.
- **Surrounding zoning/land uses:** In DeKalb County, the surrounding parcels have Traditional Neighborhood Character Area land use designation and residential zoning R-75 (Residential Medium Lot) district. The parcel is adjacent to the City of Atlanta boundaries to the north, west and east. The surrounding parcels within the City of Atlanta have Single Family Residential land use designations and are zoned R-4 (Single Family Residential).
- **Transportation system:** Quillian Avenue is a two-lane local road without sidewalks. The parcel is within 0.1 mile of one MARTA bus route: route #107 Glenwood Avenue, S.E.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The proposed Single Family Residential land use designation is compatible with surrounding land uses in City Atlanta and current land use designation in DeKalb County.
- **Effect on adjacent property and character of neighborhood:** The proposed land use designation of Single Family Residential will not have an adverse effect on the character of adjacent properties or surrounding residential neighborhood, as the proposed land use designation is substantially comparable to the subject property's current land use designation in DeKalb County.
- **Suitability of proposed land use:** The Single Family Residential land use designation reflects the existing use of the parcel and is suitable for the parcel.
- **Consistency with City's land use policies:** The surrounding area is a Traditional Neighborhood Existing Character Area. The proposed Single Family Residential land use designation is compatible with Atlanta's *Comprehensive Development Plan* Traditional Neighborhood Character Area policy to:
 - Preserve the residential character of Traditional Neighborhoods.
- **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, **536 Quillian Avenue** is adjacent to a Conservation Area/Urban Neighborhood and is consistent with this description. Urban Neighborhoods are described as follows:

"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."

- **NPU Policies:** The proposed Single Family Residential land use designation is consistent with NPU-O policies to:
 - O-4: Preserve the single family and low density residential character of NPU-O.

STAFF RECOMMENDATION: APPROVAL of the SINGLE-FAMILY RESIDENTIAL LAND USE DESIGNATION

NPU RECOMMENDATION: NPU-O voted to APPROVE this land use amendment at its January 22, 2019 meeting.

cc: Jessica Lavandier, Assistant Director, Strategic 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 *KMH*
SUBJECT: 19-O-1098 / CDP-19-003: CDP LAND USE AND ZONING COMPATIBILITY TABLE AMENDMENT
DATE: March 25, 2019

Proposal:

An ordinance to amend the Land Use element of the 2016 Atlanta Comprehensive Development Plan (CDP) so as to add the Multi-Family Residential - Multi-Unit (MR-MU) zoning district, to remove the MRC-2 zoning district compatibility with the Low Density Commercial land use and to add the Industrial Mixed Use (I-Mix) land use designation to the Land Use and Zoning Compatibility table and to designate the compatible land uses and zoning districts.

Findings of Fact:

- **Purpose of Amendment:** This amendment would address necessary updates to the 2016 CDP's Land Use and Zoning Compatibility Table based on the recent adoption of updates to the zoning code per the Zoning Update Phase 2 (Z-18-100 / 18-O-1581) and the Industrial-Mixed Use (I-Mix) zoning legislation (Z-18-83 / 18-O-1707). These items made several changes to the zoning code, some of which require amendment to the Land Use and Zoning Compatibility Table. Therefore, proposed changes to the compatibility table are to:
 1. **Add the Multi-Family Residential - Multi-Unit (MR-MU) zoning district** – The Zoning Update Phase 2 created the new MR-MU zoning district, which is intended to allow for “Missing Middle” housing types with a maximum of 12 units per building. Since the MR-MU zoning district is intended for Low Density Residential and Medium Density Residential areas, the compatibility table is proposed to be updated accordingly.
 2. **Remove the MRC-2 zoning district compatibility with the Low Density Commercial land use** – The Zoning Update Phase 2 increased the allowed residential Floor Area Ratio (FAR) in the MRC-2 zoning district from 0.696 to 1.149. With the increased residential FAR, the allowable density is no longer compatible with Low Density Commercial land use designation.
 3. **Add the Industrial-Mixed Use (I-MIX) land use designation** – The I-MIX zoning legislation created the I-MIX zoning district. This proposed amendment creates an Industrial Mixed-Use land use designation as well.

- **Location:** This amendment does not relate to a particular location. Instead, it revises the 2016 Comprehensive Development Plan’s Land Use and Zoning Compatibility Table to reflect recent changes to the zoning code.
- **Compatible land uses:** This amendment would amend the Land Use and Zoning Compatibility Table (Table 9-3) of the 2016 Comprehensive Development Plan as follows:
 1. Add the Multi-Family Residential - Multi-Unit (MR-MU) zoning district with the following compatible future land use designations: Low-Density Residential and Medium-Density Residential
 2. Remove the MRC-2 zoning district compatibility with the Low-Density Commercial future land use.
 3. Add the Industrial-Mixed Use (I-MIX) future land use designation with the following compatible zoning districts: Live-Work (LW); Mixed Residential and Commercial – 2 (MRC-2); Mixed Residential and Commercial – 3 (MRC-3); Light Industrial (I-1); Heavy Industrial (I-2); Planned Development—Business Park (PD-BP); and Industrial-Mixed Use (I-MIX).
 4. Remove the Live Work zoning district compatibility with the Industrial Zoning and make it compatible with the Industrial Live Work land use.

Conclusions:

Suitability of proposed amendment and consistency with City’s land use policies: The proposed land use and zoning compatibility table amendment reflects recent zoning changes and recommendations of the 2016 Comprehensive Development Plan (CDP).

1. Regarding the compatibility of the new MR-MU zoning district with Low-Density Residential and Medium-Density Residential future land use, the CDP’s Housing chapter includes as a policy:
 - “Encourage a range of housing types, and promote mid-size development compatible in scale with single-family homes; (the Missing Middle), including duplexes, triplexes, fourplexes, bungalow courts, townhouses, multiplexes, and live/work developments.”
2. Regarding the incompatibility of MRC-2 (Mixed Residential Commercial) and Low-Density Commercial future land use, the CDP does not directly state the FAR thresholds for the various land use designation; however, the maximum residential FAR for zoning districts compatible with the Low-Density Commercial land use designation is 0.696. The highest density districts compatible with Low-Density Commercial land use are RG-3 (Residential General Sector 3), MR-3 (Multi Family Residential), and C-2 (Commercial Service District), all of which have a maximum residential FAR of .696. Therefore, when the Zoning Update Phase 2 (Z-18-100 / 18-O-1581) increased the allowable residential FAR for MRC-2 (Mixed Residential Commercial) from 0.696 to 1.49, the MRC-2 (Mixed Residential Commercial) district became incompatible with the typical density found in other zoning districts compatible with the Low-Density Commercial future land use designation.

3. Regarding the new I-MIX (Industrial Mixed Use) future land use designation and adjusting the zoning districts compatible with the Industrial land use, while the CDP indicates that there is a need to encourage redevelopment of industrial areas, it also states the importance of preventing incompatible adjacent uses and ensuring that industrial uses are not lost and replaced with non-industrial uses. The Land Use chapter of the 2016 CDP identifies the following Needs and Opportunities for Mix of Land Uses:

- Industrial uses are being lost and redeveloped for nonindustrial uses
- Some industrial buildings are obsolete
- Residential and mid-sized use developments in industrial areas are creating land use conflicts.
- Redevelopment of centers and corridors provide the opportunity for pedestrian oriented and mixed-use development.

The Character Areas and Policies section of the 2016 CDP says that the redevelopment of industrial land to other uses is creating land use conflicts between the new uses, particularly residential uses and the existing industrial uses and has resulted in the displacement of industrial businesses. It lists the following as Implementation Strategies for the Industrial Character Area:

- Amend the Industrial zoning district to eliminate some allowed uses not compatible with industrial uses
- Develop a Mixed Use Industrial or Planned Manufacturing Employment District (PMED) land use category that allows for industrial and residential uses.

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.

These proposed changes are consistent with the Atlanta City Design.

STAFF RECOMMENDATION: APPROVAL OF AN AMENDMENT TO THE 2016 COMPREHENSIVE DEVELOPMENT PLAN TO ADD THE MULTI-FAMILY RESIDENTIAL – MULTI-UNIT (MR-MU) ZONING DISTRICT, TO REMOVE THE MRC-2 ZONING DISTRICT COMPATIBILITY WITH THE LOW DENSITY COMMERCIAL LAND USE DESIGNATION AND TO ADD THE INDUSTRIAL MIXED USE (I-MIX) LAND USE DESIGNATION TO THE LAND USE COMPATIBILITY TABLE AND TO DESIGNATE THE COMPATIBLE LAND USES AND ZONING DISTRICTS.

cc: Jessica Lavandier, Assistant Director, Strategic 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-1071 / CDP-19-005: REIMAGINE GREENBRIAR LCI PLAN
DATE: March 25, 2019

Summary:

The Office of Zoning and Development recommends the Reimagine Greenbriar Livable Centers Initiative (LCI) Plan for adoption and incorporation into the 2016 CDP through 19-O-1071.

Findings of Fact:

The Reimagine Greenbriar Livable Centers Initiative (LCI) Plan is a study led by Councilmember Marci Collier Overstreet, The City of Atlanta Department of City Planning, and the Atlanta Regional Commission (ARC). The study is a major update to the 2001 Greenbriar Town Center LCI study. The Reimagine Greenbriar LCI plan focuses on the Greenbriar Mall, Campbellton Road and surrounding communities and neighborhoods to help envision strategic redevelopment in the area.

The Greenbriar LCI study area is located in Southwest Atlanta and lies in City Council District 11 and Neighborhood Planning Units P and R. The study runs from the west at Fairburn Road, passing the perimeter, along Campbellton Road and State Route 166/Arthur B. Langford Jr. Parkway to Harbin Road on the east and extending to North Camp Creek Parkway to the south.

Plan Purpose: The Reimagine Greenbriar plan focuses on the current and future needs of the Greenbriar area, a historically thriving neighborhood in Southwest Atlanta anchored by Greenbriar Mall and surrounding retail. As a major update to the 2001 Greenbriar Town Center LCI Plan, Reimagine Greenbriar takes a new look at the area in current context. A market analysis, extensive community engagement, and analysis of existing conditions and planned projects in the area all informed the vision and recommendations outlined in the plan. Key recent and planned initiatives such as the Atlanta City Design's vision for Greenbriar as an eco-district and the planned More MARTA transit center and high-capacity transit served as the framework for beginning to envision the future of Greenbriar.

Planning Process: The planning team lead by The Sizemore Group conducted research and analysis including a review of previous studies, existing conditions, and proposed infrastructure projects. In addition, a market study was completed. Community and stakeholder input informed the recommendations of the Plan. Community input was obtained via:

- Stakeholder Interviews
- Four Core Team meetings – helped guide the planning direction and offer feedback ahead of the community meetings.
- Four Community Meetings – including a Project Kickoff Meeting, Design Workshop, Review of Draft Recommendations and Concept Plans, and Final Plan Review. Each community meeting had between 50-100+ attendees.
- Community Survey – the survey asked people about the needs and opportunities in the area. Surveys were completed by 249 respondents.
- Visual Preference Survey – a second survey sought to further refine the scale and character of future development in and around the mall area. The visual preference survey was completed by 69 residents.

Information about the plan, the planning process and the ways to provide input was advertised as listed below:

- Informational poster displays at key community locations,
- Postcards with the dates of all community meetings were mailed to addresses in the study area,
- Robocalls placed in advance of the community meetings and workshops,
- Yard signs placed at strategic intersections to advertise meetings and workshops,
- Meeting notices at NPU meetings and sent via email/social media, and
- Project website with overview of the planning process, schedule, maps, meeting announcements, fact sheets, meeting information and summaries, and draft and final plan documents.

The Plan's Vision is:

To embrace Greenbriar's history and reinvigorate the Town Center into Downtown Southwest Atlanta, an interconnected economic center and entertainment destination.

Plan goals: The goals of the plan are to:

1. Preserve and enhance Historic Neighborhood characteristics; and
2. Prevent Displacement (particularly seniors) & assist with maintenance/upgrades; and
3. Improve Transit access (particularly with the Greenbriar Mall area) and incorporate a prioritized transit hub; and
4. Enhance Neighborhood Identity (branding) – Control the narrative; and
5. Improve major Commercial Nodes: Greenbriar Mall; Westgate Shopping Center; Greenbriar Crossing/Kroger; Greenbriar Discount Mall; and
6. Support and attract a diversity of Neighborhood Scale Businesses (keep money in the neighborhood); and
7. Increase access to fresh food, restaurants, and neighborhood services; and
8. Improve and enhance access to Greenspace; and
9. Create a more livable and Walkable neighborhood via sidewalks and multi-modal trails, with enhanced security presence; and
10. Incorporate Health and Wellness facilities for the area's multi-generational community.

Concept Plans and Recommendations: Master Plan recommendations address project goals, key corridor issues, and visions as identified through an existing conditions analysis, a thorough understanding of the area market dynamics (strengths and weaknesses), and the needs, aspirations and desires of the community. Key issues addressed in this master plan include:

- Creating Downtown Greenbriar: a walkable, mixed-use economic center and entertainment district
- Creating community connectivity with enhanced sidewalks, purposeful trails, well designed and strategically located pocket parks, and transit access
- Creating a sense of arrival and character for Southwest Atlanta
- Capturing the history of the Greenbriar Area
- Enhancing existing centers and corridors
- Encouraging diversity of uses
- Creating opportunities for public involvement
- Developing a vision for future growth

These issues are addressed with recommendations focused on placemaking, development opportunities, greenspace & trails, and multi-modal connectivity

Based on the identified issues and opportunities and an understanding of the market dynamics in the study area, the following key (re)development nodes were identified as a focus for growth:

- **Downtown Greenbriar:** The Downtown Greenbriar area includes the Greenbriar Mall, Westgate Shopping Center, Greenbriar Crossing/Kroger, and Greenbriar Discount Mall. With the Greenbriar Mall as an anchor, this area has potential to be transformed into a true mixed-use entertainment district, a Downtown for Southwest Atlanta.
- **Transit Oriented Development:** The commercial area at Harbin and Campbellton lies approximately a mile and a half east of Greenbriar Mall and is ideally positioned for a transit stop and transit oriented development.
- **Neighborhood Nodes:** The Neighborhood Nodes are focused on where Fairburn and Barge Roads each intersect with Campbellton Road. These intersections historically served as the commercial nodes for their neighborhoods.
- **Movie Studios + Postproduction:** The AEU Studios (former Tyler Perry Studios) location along with nearby underutilized office space could be utilized for the flourishing movie industry in Atlanta.

Land Use and Zoning changes: To facilitate the development at the priority redevelopment areas and along Campbellton Road, changes to the Land Use designation and Zoning classifications for some parcels are recommended.

Implementation Recommendations: In order to implement the plan's vision, goals and concept plans, the plan includes specific recommendations for placemaking, development opportunities, greenspace & trails, and multi-modal connectivity. The implementation section provides key next steps for short-term (within five years) and long-range projects and programs. A 100-day action plan lists actions that are immediately implementable and provide some short-term "wins" to establish momentum for future efforts and initiatives.

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.

The Greenbriar area is specifically highlighted as a new cluster for Eco-Development. The area around the aging mall is envisioned as a resiliency-focused walking district with expanded retail options, housing, entertainment, and offices. According to Atlanta City Design, specific ideas for Greenbriar include:

- Innovative, eco-focused, mixed-use district
- Improved transit and complete street redesign of Campbellton Road
- West Wall BRT north to new MARTA west line station (4.5 miles) and south to airport (5.5 miles)
- Langford BRT to Fort McPherson MARTA station (4.25 miles) and Crossroads (5.5 miles)
- Trails and greenways • Stormwater park network

The Atlanta City Design describes Clusters as:

“These are the historically suburban commercial districts of New Atlanta that are becoming increasingly urban. They are outlying in concentrations of housing, work spaces, hospitals and shopping that were developed at the confluence of major thoroughfares, highways and transit. The largest and most established are Buckhead and Emory, but with better design, policies and investments, and with improving market conditions, other clusters like Greenbriar and outlying sites along Metropolitan and Hollowell could emerge as strategic, lower-cost areas for innovation and business expansion.”

Within the study area, Campbellton Road is identified a Corridor. The Atlanta City Design describes Corridors as:

“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.”

The Reimagine Greenbriar LCI Plan Update existing conditions and recommendations are consistent with the Atlanta City Design Plan.

STAFF RECOMMENDATION: APPROVAL of Reimagine Greenbriar LCI Plan Update and adoption into the 2016 Comprehensive Development Plan.

NPU Recommendations: NPUs P and R voted to recommend adoption of the Reimagine Greenbriar LCI Plan Update at their February 2019 meetings, February 4th and February 6th, respectively.

cc: Jessica Lavandier, Assistant Director, Strategic 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 *KnP*
SUBJECT: 19-O-1099 / CDP-19-006: SOUTH ATLANTA REZONING AND LAND USE
DATE: March 25, 2019

PROPOSAL:

A substitute ordinance to amend the Land Use Element of the 2016 Atlanta Comprehensive Development Plan (CDP) so as to redesignate certain properties within Historic South Atlanta from High-Density Residential (HDR) to Mixed-Use (MU); Single-Family Residential (SFR) to Medium-Density Residential (MDR); Single-Family Residential (SFR) to Mixed-Use (MU); and Mixed-Use Low-Density (MU-LD) to Mixed-Use (MU) land use designations to implement certain recommendations of the Historic South Atlanta Neighborhood Masterplan. This land use amendment is being done in conjunction with the proposed proactive rezoning of the parcels per Z-19-007. The substitute legislation includes only 38 of the 114 parcels originally proposed as part of the proactive rezoning. It includes only parcels proposed for Medium-Density Residential (MDR) and Mixed-Use (MU) future land use, and no longer includes any proposed High-Density Residential (HDR) future land use.

FINDINGS OF FACT:

- **Property location:** The subject parcels are in the South Atlanta neighborhood, located about two miles south of Downtown Atlanta. The parcels are in land lots 56 and 57 of the 14th District of Fulton County and within NPU-Y in Council District 1.
- **Property size and physical features:** The land use amendment includes 38 parcels throughout the South Atlanta neighborhood. Many of the parcels are currently developed with various structures and vegetation.
- **Current/past use of property:** Many of the parcels are currently in use with a mix of existing commercial, industrial, and residential uses.
- **Surrounding zoning/land uses:** Along Jonesboro Road, the future land use designation is mostly Mixed Use along the east side of the street with a mix of various Commercial (C-1, C-1-C, C-2-C), Light Industrial (I-1, I-1-C), Office-Institutional (O-I), and Single Family Residential (R-4A) zoning. The west side of Jonesboro Road is mostly Single Family Residential land use with R-4 (Single Family

Residential) zoning. Between Jonesboro Road and Lakewood is mostly Mixed Use land use, and to the east of Lakewood Avenue is a mix of High Density Residential land use with I-1-C (Light Industrial – Conditional) zoning, Mixed Use – Low Density land use with C-1-C (Community Business – Conditional) zoning, Industrial land use with I-2 (Heavy Industrial) zoning, Single Family Residential land use with R-4A (Single-Family Residential) zoning, Low Density Residential land use with R-5-C (Two-Family Residential – Conditional) zoning, and High Density Residential land use with I-2 (Heavy Industrial) zoning. The parcels north of Harriett Street and north of McDonough Boulevard are in the BeltLine Overlay.

- **Transportation system:** Jonesboro Road and McDonough Boulevard are arterial streets. Both are two-lane roads with sidewalks along most sections. Other streets a part of this legislation are local streets. The BeltLine is the northern border of the neighborhood and a portion of the area is in the BeltLine Subarea 2. MARTA serves the neighborhood via bus routes #55 and #155 with connections to the Five Points and Georgia State MARTA Transit Stations.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The proposed land use designations are compatible with the existing designations in South Atlanta. The proposed changes to Mixed Use along Lakewood will result in a continuous Mixed-Use corridor, and the increased residential density there is surrounded on all sides by higher intensity uses such as Industrial, Mixed Use, and High Density Residential. The areas proposed for Medium Density Residential near Thayer Avenue and Hardwick Street will increase density allowing for pockets of multi-family development within the existing residential neighborhood.
- **Effect on adjacent property and character of neighborhood:** The proposed rezoning and land use amendment will have a positive effect by allowing higher-density commercial and mixed-use development along Lakewood Avenue and McDonough Boulevard, which are existing commercial corridors, served by existing transit. The areas proposed for Medium Density Residential near Thayer Avenue and Hardwick Street will allow for more density and diversity of housing types. Therefore, Staff finds the proposal to have a positive effect on the character of the neighborhood.
- **Suitability of proposed land use:** The proposed future land use designations are suitable as they reflect the recommendations of the adopted Historic South Atlanta Master Plan and will allow for increased future development in a pattern supported by the plan.
- **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. Everything outside the Growth Areas, is the Conservation Area, which is made up of Urban Neighborhoods, Suburban Neighborhoods, Rural Neighborhoods, and Production Areas.

According to the Atlanta City Design map, the subject parcels along Lakewood Avenue and McDonough Boulevard are in a Corridor (Growth Area). Corridors are described as follows:

“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.”

The parcels along Thayer Avenue and Hardwick Street are in an Urban Neighborhood (Conservation Area). Urban Neighborhoods are described as follows:

“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.”

- **Consistency with City’s land use policies:** According to the 2016 CDP, the parcels along Lakewood Avenue and McDonough Boulevard are located within the Redevelopment Corridor character area, while the residential parcels to the west are in a Traditional Neighborhood Redevelopment character area. The following Redevelopment Corridor character area policies support the proposed land use amendments to Mixed Use and High Density Residential along Lakewood Avenue and McDonough Boulevard:
 - Encourage revitalization and redevelopment of Redevelopment Corridors that improves the sense of place and community, creates a well-functioning corridor that facilitates traffic flow, provides transportation options, and supports a variety of land uses.
 - Promote and encourage mixed use, residential, retail and office uses and development with a pedestrian-oriented urban form.
 - Promote a balance of retail, service, office, dining and residential uses serving the adjacent neighborhoods.

The following Traditional Neighborhood Redevelopment character area policies relate to the proposed land use amendments to Medium Density Residential within the existing single-family residential neighborhood.

- Preserve the residential character of Traditional Neighborhoods Redevelopment.
- Promote diversity of housing types.
- Promote Missing Middle housing types that are compatible in size and scale with the character of the neighborhood as transition between single family uses and more intense uses.
- Support the preservation and the development of senior housing units and affordable housing units.

Historic South Atlanta Master Plan (2018): Atlanta City Council adopted the Historic South Atlanta Neighborhood Masterplan in July 2018 (18-O-1229). This land use amendment and associated rezoning (Z-19-07) are the result of recommendations from the plan.

- **Applicable NPU-Y policies:**

- Preserve the single-family and low density residential character of the Chosewood Park, High Point, Joyland, Betmar LaVilla, South Atlanta, and Lakewood Heights neighborhoods.

STAFF RECOMMENDATION: APPROVAL OF THE SUBSTITUTE ORDINANCE FROM HIGH DENSITY RESIDENTIAL to MIXED USE; SINGLE FAMILY REISDIENTAIL TO MEDIUM DENSITY RESIDENTIAL; SINGLE FAMILY RESIDENTIAL TO MIXED USE; AND MIXED USE LOW DENSITY TO MIXED USE LAND USE DESIGNATION.

NPU Recommendation: NPU-Y voted to approve the substitute land use amendment at its March 18th, 2019 meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



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KEYETTA M. HOLMES, AICP
INTERIM DIRECTOR
OFFICE OF ZONING & DEVELOPMENT

MEMORANDUM

TO: Natalyn Archibong, Chair, Community Development/Human Resources Committee
FROM: Keyetta M. Holmes, Interim Director, Office of Zoning and Development 
SUBJECT: 19-O-1107/CDP-19-007: 711 Neal Street NW
DATE: March 25, 2019

PROPOSAL:

An Ordinance to amend the Land Use element of the *2016 Atlanta Comprehensive Development Plan* (CDP) so as to designate property located at **711 Neal Street NW** (Parcel No. 14 011100061207) from Single-Family Residential (SFR) to Medium-Density Residential (MDR) land use designation. This application is being sought in conjunction with the rezoning of the parcel from R-4A (Single-Family Residential) to RG-3-C (Residential General Sector-3-Conditional) in order to renovate and use an existing triplex (Z-18-129).

FINDINGS OF FACT:

- **Property location:** The subject property fronts 50 feet on the north side of Neal Street, NW. The parcel is in Land Lot 111, 14th District of Fulton County; and, in the English Avenue neighborhood, Neighborhood Planning Unit-L (NPU-L) and Atlanta City Council District 3.
- **Property size and physical features:** The property is a rectangular lot and is 0.11 acres (4,999 square feet). It is currently developed with a two-story three-family dwelling accessed by a driveway and fronting Neal Street. The lot has little vegetation with hedgerow growth along the property line. The property's topography slopes from the southwest corner to the northeast rear corner.
- **Current/past use of property:** The dwelling on the property is unoccupied and in a state of disrepair. Staff is not aware of any previous uses of the site.
- **Surrounding zoning/land uses:** Surrounding parcels have Single-Family Residential land use designation and are zoned R-4A (Single-Family Residential). This includes a nonconforming nine-unit multi-family residential building directly across Neal Street with Single-Family Residential land use and R-4A zoning. The lot to the east of the subject property is a vacant lot. Lots to the west fronting Griffin Street, SW also have Single-Family Residential land use designation and are zoned R-4A (Single-Family Residential). A block away, residentially-zoned parcels have a Low-Density Residential land use designation. There are also several similar nonconforming multi-family residential buildings in the neighborhood with Single-Family Residential land use designation some are zoned (RG-3 Residential General Sector-3) and some are zoned R-4A.

- **Transportation system:** Neal Street, NW is classified as a local street and connects to Joseph E. Lowery Boulevard NW which is classified as a collector street. The distance between the subject property and the closest bus stop is approximately 0.1 miles. The Vine City and Ashby Street Transit Stations are both approximately 0.9 miles from the subject property. Sidewalks are not present on Neal Street.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The proposed Medium-Density Residential land use designation is compatible with the surrounding land uses.
- **Effect on adjacent property and character of neighborhood:** The proposed land use designation of Medium-Density Residential will not have an adverse effect on the character of the adjacent properties. Rehabilitating this parcel will have a positive effect on the neighborhood. CDP-17-06 changed the land use of fourteen (14) parcels in English Avenue to Medium Density Residential to allow for their rehabilitation.
- **Suitability of proposed land use:** The Medium-Density Residential land use designation reflects the current multi-family use of the parcels. The proposed land use and zoning change will make them consistent with the existing use of the parcel. They are consistent with other similar residential uses within the area.
- **Consistency with City's land use policies:** The proposed Medium-Density Residential land use designation is compatible with the character of the neighborhood. The subject property and surrounding properties are within a Traditional Neighborhood Redevelopment Character Area in the 2016 *Comprehensive Development Plan* (CDP). CDP policies for this area include:
 - Promote diversity of housing types.
 - Promote *missing middle* housing types that are compatible in size and scale with the character of the neighborhood as a transition between single family uses and more intense uses.
 - Maintain, rehabilitate and replace the existing housing stock where appropriate.

Vacant lots, detached single-family houses and small multi-family residential buildings surround the subject property. Rehabilitation and reuse of the existing multi-family dwelling keeping with the scale of surrounding single-family development will contribute to the continuation of the existing land use and maintain or enhance the existing character of the neighborhood.

The Westside Land Use Framework Plan (2017) and English Avenue Redevelopment Plan (2006): The proposed land use amendment is consistent with the WLUFPP vision “to create a diverse and sustainable, multi-generational community with high quality mixed-income housing” and the plan’s objective to “Implement a mechanism to renovate housing units where needed and appropriate”. Both plans share a similar perspective that such development “acknowledges and strengthens neighborhood assets” by “expanding housing choice.” In addition, the property is in the Westside tax allocation district (TAD) which supports “new housing for a mix of income levels” and “reducing the high housing vacancy rate and redeveloping dilapidated housing stock.”

- **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*, the subject property is in an Urban Neighborhood. Urban Neighborhoods in Conservation Areas are described as follows:

“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.”

- **NPU Policies:** The proposed Medium-Density Residential land use designation is consistent with the NPU-L policies to:

L-5: Change, redevelop or create in the Traditional Neighborhood Development areas of NPU-L, generally including the interiors of English Avenue and Vine City neighborhoods.

STAFF RECOMMENDATION: APPROVAL OF THE LAND USE AMENDMENT FROM THE SINGLE FAMILY RESIDENTIAL LAND USE TO THE MEDIUM DENSITY RESIDENTIAL LAND USE DESIGNATION.

NPU RECOMMENDATION: NPU-L voted to APPROVE the Medium-Density Residential land use designation at its February 12, 2019 meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



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TIM KEANE
COMMISSIONER

KEYETTA M. HOLMES, AICP
INTERIM DIRECTOR
OFFICE OF ZONING & DEVELOPMENT

MEMORANDUM

TO: Natalyn Archibong, Chair, Community Development/Human Services Committee
FROM: Keyetta M. Holmes, Interim Director, Office of Zoning and Development *KMH*
SUBJECT: 19-0-1106/ CDP-19-009: 302 DECATUR STREET, S.E.
DATE: March 25, 2019

PROPOSAL:

An ordinance to amend the Land Use element of the 2016 Atlanta Comprehensive Development Plan (CDP) so as to redesignate property located at **284** (Parcel No.: 14 005200070365) and **302 Decatur St. SE** (Parcel No.: 14 00520007064) from the Low Density Commercial land use designation to the Mixed-Use High-Density land use designation. This amendment will facilitate the rezoning of the parcel to MRC-3 (Mixed Use) to allow the development of a four-story mixed-use building with approximately 16,500 square feet of office and retail space on the first floor and 117 affordable multi-family apartment homes (Z-18-136)

FINDINGS OF FACT:

- **Property location:** The subject property fronts on the north side of Decatur Street and the west side of Bell Street. The parcel is located in Land Lot 52, 14th District, Fulton County, within the Sweet Auburn neighborhood of NPU-M and in Council District 5.
- **Property size and physical features:** The site consists of two lots that form a rectangular shaped lot with approximately 1.38 acres (60,113 square feet) in lot area. The subject properties are currently developed with a one-story brick building used for office space and associated surface parking lot and a billboard. The lot is vegetated with small trees and lawn. The topography of the site is relatively flat but slopes from a high point along Decatur Street to a low point on the north property line.
- **Current/past use of property:** The subject properties are currently developed with a billboard and a one-story brick building that is used for office space. Staff is not aware of any other previous than a former industrial use.

- **Surrounding zoning/land uses:** The surrounding parcels to the north and east of the site have a High Density Residential land use designation with a RG-4 (Residential General Sector 4) zoning. Property north of the subject site is vacant and property located to the east is developed with the Ashley Auburn Pointe Apartments. To the south, the parcels have an Industrial land use designation are zoned I-1 (Light Industrial) and are currently developed with a two-story industrial building. To the west the adjacent properties have a Low Density Commercial land use designation and are zoned C-2 (Commercial Service) District and are developed with a one-story building.
- **Transportation system:** Decatur Street, S.E. is classified as an arterial street. It has a bicycle lane and sidewalks. The King Memorial MARTA Transit Station is one block east of the subject property along Decatur Street. MARTA also provides bus service along Decatur Street, S.E. via route #186 with connections to the Five Points Transit Station. The closest bus stop is at the corner of Decatur Street and Bell Street.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The surrounding parcels have a variety of land uses including Low Density Commercial, Industrial and High Density Residential. Further south, parcels have a Mixed-Use land use. The proposed Mixed-Use – High-Density land use designation is compatible with the surrounding land uses and development pattern of the area.
- **Effect on adjacent property and character of neighborhood:** The proposed 117-unit development will have a higher density than the existing nearby residential development and other mixed-uses, however, the development is located in the downtown Atlanta where higher density is encouraged and will not adversely affect the character of the neighborhood. The mixed-use density is supported by adopted plans such as Atlanta Downtown Master Plan and Butler/Auburn Redevelopment for the area, the changes are not anticipated to have an adverse effect on the character of the adjacent properties. The added units, which include a mix of market rate and affordable units will increase the diversity of housing options. Much of the surrounding area has compatible land use designations as it transitions from an industrial area that developed along an active rail line to a mixed-use area.
- **Suitability of proposed land use:** The proposed Mixed-Use – High-Density proposed (Mixed Residential Commercial) is suitable as it will allow for future mixed-use in an existing commercial corridor. The subject property is suitable for several reasons including: It is within the City Design Core Growth Area which encourages growth in this area, the site has a direct connection to higher densities in the core of Downtown, the site is directly adjacent to the King Memorial MARTA Transit Station, the site is directly adjacent to the Edgewood Avenue mixed use corridor, and the proposed use and scale of development is compatible with all surrounding uses

- **Consistency with City’s land use policies:** The proposed Mixed-Use – High-Density land use designation is compatible with the City of Atlanta’s Redevelopment Traditional Neighborhood Redevelopment Character Area in the 2016 Comprehensive Development Plan policies to:
 - Promote diversity of housing types.
 - Encourage new housing development that is compatible with the character of existing neighborhoods.
 - Provide Traditional Neighborhoods Redevelopment with nodal neighborhood commercial areas along arterials and collectors, which are of such a size and character that all uses are within convenient walking distance of one another.

This parcel is also in the Transit Oriented Development Character Area. The King Memorial station is designated as a Transit Community and they typically include underutilized land appropriate for redevelopment. The target density for infill development is of 60 units per acre. TOD Policies that support this application include:

- Encourage relatively dense development near the transit stations consistent with the targets in the Table (60 units per acre).
- Encourage retail and service establishments that serve transit riders daily needs.

Butler Auburn Redevelopment Plan: The proposed redevelopment is consistent with the Housing Improvement goal to “Strengthen the socio-economic diversity, home ownership patterns, unit design choices and affordability of existing and new housing in the Butler Street/Auburn Avenue community through historic preservation, housing rehabilitation, infill housing construction, financial assistance, and management improvements”. The Future Zoning Plan recommends MRC-3 zoning for these parcels.

- **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. Everything outside the Growth Areas, is the Conservation Area, which is made up of Urban Neighborhoods, Suburban Neighborhoods, Rural Neighborhoods, and Production Areas.

According to the Atlanta City Design map, **284 Decatur Street, S.E. and 302 Decatur Street, S.E.** is located within a Core Growth Area. The Core Growth Area is described as follows:

“This is the center of Old Atlanta. It includes the City’s densest, most traditional, adaptable and walkable districts. It has an 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.”

- **Consistency with NPU policies:** NPU M's policies consistent with this land use amendment are:
 - M-3: Promote a low density mixed use commercial, office, entertainment, and residential development pattern along Auburn and Edgewood Avenues in the Butler Street/ Auburn Avenue neighborhood, and.
 - M-6: Encourage street level retail uses in order to maximize pedestrian activity and to facilitate vibrant and active public spaces that link neighborhoods with Downtown.”

STAFF RECOMMENDATION: APPROVAL OF THE LAND USE AMENDMENT FROM LOW DENSITY COMMERCIAL TO MIXED USE - HIGH DENSITY LAND USE DESIGNATION

NPU Recommendation: NPU-M voted to approve this land use amendment at its February 25th, 2019 meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



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TIM KEANE
COMMISSIONER

KEYETTA M. HOLMES, AICP
INTERIM DIRECTOR
OFFICE OF ZONING & DEVELOPMENT

MEMORANDUM

TO: Natalyn Archibong, Chair, Community Development/Human Resources Committee
FROM: Keyetta M. Holmes, Interim Director, Office of Zoning and Development *KMH*
SUBJECT: 19-O-1105/CDP-19-010: 2606 PIEDMONT RD NE and 0 PIEDMONT RD NE
DATE: March 25, 2019

PROPOSAL:

An Ordinance to amend the Land Use element of the *2016 Atlanta Comprehensive Development Plan* (CDP) so as to designate property located at **2606 Piedmont Rd, N.E.** (Parcel no. 17 0059 LL0328) and **0 Piedmont Rd, N.E.** (Parcel no. 17 0059 LL0336) in the SPI-15 SA 9/BL (Lindbergh Transit Area Special Public Interest District, Subarea 9/BeltLine Overlay) from Very High-Density Residential (VHDR) to Mixed-Use (MU) land use designation (Z-18-127) to facilitate the rezoning of the parcels from C-3-C/BL (Commercial Residential District Conditional/Beltline Overlay) and C-3/BL (Commercial Residential/Beltline Overlay) to the SPI-15 SA 9/BL (Lindbergh Transit Station Area Special Public Interest District Subarea 9/Beltline Overlay) zoning district.

FINDINGS OF FACT:

- **Property location:** The subject property is part of the commonly referred to “MARTA Lindbergh City Center”. The triangular property is bound by rail to the west and north; development to the west fronts Piedmont Road NE; and, development to the south fronts Morosgo Drive NE. and Lindbergh Lane, N.E. splits the property in half. The property is in Land Lot 59, 17th District of Fulton County; in the Lindbergh/Morosgo neighborhood of Neighborhood Planning Unit-B (NPU-B) and Atlanta City Council District 6.
- **Property size and physical features:** The two parcels total approximately 11.77 acres (512,701.2 sq. ft.). A parking deck, surface parking lot and greenspace are the major physical features on the property.
- **Current/past use of property:** The parcels are currently owned by MARTA and currently used for parking. Staff is not aware of any previous uses of the property.
- **Surrounding zoning/land uses:** The property’s current zoning is part of the larger (460+/- acres) transit-oriented development (TOD) defined by the 9 subareas of SPI-15. The land uses surrounding the property within the TOD to the east and south are High-Density Commercial land use with SPI-15 SA9 zoning and to the south Mixed-Use land use with SPI-15 SA9 zoning.

- **Transportation system:** As part of the MARTA Lindbergh City Center, the property is well serviced by both MARTA bus routes #5, #6, #30, #39 and #809 and MARTA rail (Gold Line/Doraville and Red Line/North Springs). Lindbergh Drive and Piedmont Road are arterial streets servicing the TOD. Morosgo Drive, N.E. and Lindbergh Lane, N.E. servicing the interior of the TOD, are local streets.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The proposed Mixed-Use land use designation is compatible with the surrounding land uses.
- **Effect on adjacent property and character of neighborhood:** The proposed land use designation of Mixed Use will not have an adverse effect on the character of the adjacent properties as the proposed land use designation aligns with the surrounding Town Center Character.
- **Suitability of proposed land use:** A Mixed-Use land use designation is compatible with the existing and future uses allowed by the new zoning.
- **Consistency with City's land use policies:** The creation of "MARTA Lindbergh City Center" and subsequent rezoning to SPI-15 SA 9/BL complies with the vision of the Comprehensive Development Plan. The CDP characterizes the property and surrounding properties in the MARTA Lindbergh City Center as a Town Center Character Area. The CDP policy emphasizes:

"Town Centers should provide services and facilities that serve surrounding areas. Building placement, mass and orientation should create a pedestrian oriented urban form. The front building facade should be built to the back edge of the sidewalk and the main building entrance should open to the sidewalk to frame the streetscape and encourage pedestrian activity. Surface parking lots should be located to the side and/or rear of buildings, and when adjacent to the sidewalk should be screened with vegetation. Buildings should wrap multistory parking decks. Public parking should be encouraged to be developed as attractive structures to support retail and prevent encroachment of parking in adjacent residential areas. Buildings should be sustainable and constructed of quality materials and design."

Policies that support this land use amendment are:

- Promote a balance of retail, service, office, dining and residential uses serving the adjacent neighborhoods.
- Promote the redevelopment of vacant sites, surface parking and underutilized big box retail and deteriorating buildings.

This parcel is also in the Transit Oriented Development Character Area. The Lindbergh station is designated as a Town Center. They are nodes of dense, active, mixed-use development and have a target of 65 units per acre for infill development. Policies that support this application include:

- Encourage relatively dense development near the transit stations consistent with the targets in the Table.
- Encourage retail and service establishments that serve transit riders daily needs.

- **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*, the subject property and surrounding MARTA Lindbergh City Center are part of the Lindbergh Cluster. Growth Area Clusters are described as follows:

“These are the historically suburban commercial districts of New Atlanta that are becoming increasingly urban. They are outlying concentrations of housing, work spaces, hospitals and shopping that were developed at the confluence of major thoroughfares, highways and transit. The largest and most established are Buckhead and Emory, but with better design, policies and investments, and with improving market conditions, other clusters like Greenbriar and outlying sites along Metropolitan and Hollowell, could emerge as strategic, lower-cost areas for innovation and business expansion.”

- **NPU Policies:** The proposed MU land use designation is consistent with the NPU-B policies to:
 - B-7: Within the capacity of the existing sewer, transportation, and storm water systems, permit development of high-density residential and mixed-uses development in the development nodes that are associated with the Buckhead, Lenox, and Lindbergh MARTA stations. Encourage development that is located in designated mixed-use districts to consist of residential and commercial (office and/or retail) uses that have a ratio of at least 1:1 with development to be phased so that residential space is developed in advance or concurrent with, an equivalent amount of commercial (office and retail) space.

STAFF RECOMMENDATION: APPROVAL OF THE LAND USE AMENDMENT FROM VERY HIGH DENSITY RESIDENTIAL LAND USE TO THE MIXED-USE LAND USE DESIGNATION

NPU RECOMMENDATION: NPU-B voted to APPROVE the MIXED-USE land use designation at its March 5, 2019 meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



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TIM KEANE
COMMISSIONER

KEYETTA M. HOLMES, AICP
INTERIM DIRECTOR
OFFICE OF ZONING & DEVELOPMENT

MEMORANDUM

TO: Natalyn Archibong, Chair, Community Development/Human Services Committee
FROM: Keyetta M. Holmes, Interim Director, Office of Zoning and Development *(KH)*
SUBJECT: 19-O-1104 / CDP-19-011: LEE STREET CORRIDOR
DATE: March 25, 2019

PROPOSAL:

A substitute ordinance to amend the Land Use element of the 2016 Atlanta Comprehensive Development Plan (CDP) so as to redesignate property located at **1005, 1011, 1019, 1027, 1033 (also known as 1031), 1039, 1057 Lee St** from the Low-Density Commercial land use designation to the Mixed-Use High Density land use designation, **1143 Lee Street and 1254 Princess Ave** from the Low-Density Residential (0-8 units per acre) land use designation to the Low Density Commercial land use designation, and **1135 Oakland Lane SW** from the Medium-Density Residential (0-16 units per acre) land use designation to the Low-Density Commercial land use designation. This land use amendment is being sought in conjunction with rezoning the parcels from C-2/BL (Commercial Service District/BeltLine Overlay) to MRC-2-C/BL (Mixed Residential Conditional/BeltLine Overlay), I-1/BL (Light Industrial/BeltLine Overlay) to MRC-3-C/BL (Mixed Residential Conditional/BeltLine Overlay), C-2 (Commercial Service) District to MRC-2-C (Mixed Residential Commercial Conditional) and I-1 (Light Industrial) to MRC-3-C (Mixed Residential Commercial Conditional) in which to implement certain recommendations of the Atlanta Beltline Master Plan Subarea 1 (Z-18-143). This substitute ordinance removes the Finch Elementary School parcels owned by the Board of Education that were included in the previous version of the legislation.

FINDINGS OF FACT:

- **Property location:** The subject parcels front on the east side of Lee Street, S.W. between Oakland Lane, S.W. and Donnelly Avenue, S.W. in Land Lots 119 and 120 of the 14th District of Fulton County, in the Oakland City neighborhood of NPU-S and in Council District 4.
- **Property size and physical features:** The subject parcels include over 10 acres along the west side of Lee Street SW.
- **Current/past use of property:** The parcels are currently in use with a mix of existing commercial, industrial, and some residential uses. Staff is unaware of any other previous uses.

- **Surrounding zoning/land uses:** Along Lee Street, S.W., to the north of Donnelly Avenue the parcels have a Mixed Use - High Density land use designation with I-1/BL (Light Industrial/BeltLine Overlay) zoning, and just north of that is the Atlanta BeltLine Westside Trail. Most of the west side of Lee Street has Low Density Commercial land use with I-1/BL (Light Industrial/BeltLine Overlay) or C-2/BL (Commercial Service/BeltLine Overlay) zoning. The parcels immediately to the west and not fronting on Lee Street have Low Density Residential and Medium Density Residential land use with R-4A (Single Family Residential) or RG-3 (Residential General Sector 3) zoning. On the east side of Lee Street/Murphy Avenue is Industrial land use with I-1/BL (Light Industrial/BeltLine Overlay) zoning.
- **Transportation system:** Lee Street is a five-lane collector street with turn lanes and sidewalks. It runs along the eastern border of the Atlanta BeltLine, parallel to Murphy Street (a minor arterial) and the MARTA rail line. The subject parcels are located between the Oakland City and West End MARTA rail stations. Princess Avenue and Oakland Lane are local streets.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The proposed Mixed-Use – High-Density and Low Density Commercial land use designations are compatible with the existing Low Density Commercial land use along this section of Lee Street and the Mixed-Use – High-Density land use north of Donnelly Ave and the Mixed-Use land use south of Oakland Lane.
- **Effect on adjacent property and character of neighborhood:** The proposed rezoning and land use amendment will have a positive effect by allowing higher-density commercial and mixed-use development along an existing commercial corridor, served by existing transit. The adjacent properties on Lee Street currently have Low Density Commercial, Mixed-Use, and Mixed-Use – High Density land use designation and mostly commercial uses. Therefore, Staff finds the proposal to have a positive effect on the character of the neighborhood.
- **Suitability of proposed land use:** The proposed Mixed-Use – High-Density and Low Density Commercial future land use designations are suitable as they will allow for future commercial and residential uses in an existing commercial corridor. The proposed allowable and permitted uses for the MRC-2-C (Mixed Residential Commercial Conditional) and MRC-3-C (Mixed Residential Commercial Conditional) zoning districts, are supported by the BeltLine Subarea 1 Masterplan and Oakland City/Lakewood Livable Center Initiative. Staff believes that the proposed rezoning combined with the recommended uses would be suitable for the area.
- **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. Everything outside the Growth Areas, is the Conservation Area, which is made up of Urban Neighborhoods, Suburban Neighborhoods, Rural Neighborhoods, and Production Areas.

According to the Atlanta City Design map, the subject parcels along Lee Street are in a Corridor (Growth Area). Corridors are described as follows:

“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.”

- **Consistency with City’s land use policies:** According to the 2016 CDP, these parcels are located within the Redevelopment Corridor character area. It is adjacent to a Traditional Neighborhood Redevelopment (Historic) character area to the west. The following Redevelopment Corridor character area policies support the proposed land use amendment to Mixed-Use – High-Density and Low-Density Commercial:
 - Encourage revitalization and redevelopment of Redevelopment Corridors that improves the sense of place and community, creates a well-functioning corridor that facilitates traffic flow, provides transportation options, and supports a variety of land uses.
 - Promote and encourage mixed use, residential, retail and office uses and development with a pedestrian-oriented urban form.
 - Promote a balance of retail, service, office, dining and residential uses serving the adjacent neighborhoods.

Oakland City – Fort McPherson Livable Centers Initiative Plan (2016): This plan recommended changing the land use of the parcels on the west side of Lee Street between Dimmock Street and Donnelly Avenue to Mixed Use – Low Density.

BeltLine Subarea 1 Master Plan (2010): This plan recommended changing the future land use designation on the west side of Lee Street, from south of the BeltLine to Oakland Lane, from Low Density Commercial to Mixed-Use – Medium-Density.

- **Applicable NPU-S policies:**
 - Prevent the encroachment of commercial uses into adjacent single-family and low-density residential neighborhoods.
 - Encourage the adoption of local design standards that would enhance the identity of the retail community.

STAFF RECOMMENDATION: APPROVAL OF THE AMENDMENT FROM LOW DENSITY COMMERCIAL TO MIXED USE – HIGH DENSITY, FROM LOW DENSITY RESIDENTIAL (0-8 UNITS PER ACRE) TO LOW DENSITY COMMERCIAL, AND FROM MEDIUM DENSITY RESIDENTIAL (0-16 UNITS PER ACRE) TO LOW DENSITY COMMERCIAL LAND USE DESIGNATION.

NPU Recommendation: NPU-S voted to approve the land use amendment at its February 21, 2019 meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



Department of
CITY PLANNING


KEISHA LANCE BOTTOMS
MAYOR

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TIM KEANE
COMMISSIONER

KEYETTA M. HOLMES, AICP
INTERIM DIRECTOR
OFFICE OF ZONING & DEVELOPMENT

MEMORANDUM

TO: Natalyn Archibong, Chair, Community Development/Human Resources Committee
FROM: Keyetta M. Holmes, Interim Director, Office of Zoning and Development 
SUBJECT: 19-O-1103/CDP-19-012: 788 and 798 McDonough Boulevard, S.E
DATE: March 25, 2019

PROPOSAL: An ordinance to amend the Land Use element of the 2016 Atlanta *Comprehensive Development Plan* (CDP) so as to designate property located at **788 and 798 McDonough Boulevard, S.E.** (Parcel no. 14 00250005030 and 14 00250005013) from Single-Family Residential (SFR) land use designation to Low-Density Commercial. This application is being done in conjunction with the rezoning of the parcel from R-4A (Single-Family Residential) to C-1 (Community Business District) in order to operate a traffic control office and for equipment storage (Z-18-144).

FINDINGS OF FACT:

- **Property location:** The subject site fronts on the north side of McDonough Boulevard, S.E., in Land Lot 25, 14th District, Fulton County, in the Benteen Park neighborhood of NPU W and Council District 1.
- **Property size and physical features:** The site is approximately 81,196 square feet (1.86 acres). The rectangular shaped lot is currently developed with a one-story commercial building, one story metal building and freestanding metal frame structure. The topography of the lot varies. Vehicular access to the property is provided via an asphalt driveway and gated entrance. Vegetation and large mature trees can be found throughout the property.
- **Current/past use of property:** The site has been used for residential uses and a child daycare facility was approved with conditions by city council, but never operated (U-13-013). Previous to that, the lot appears to have had a non-residential use.
- **Surrounding zoning/land uses:** The parcels to the west have a Low Density Commercial land use designation with C-1 (Community Business). To the north and west the parcels have a Single Family Residential land use with R-4 (Single Family Residential) and to the south, the parcels have an O-I (Office-Institutional) land use with R-5 (Two-Family Residential) zoning. Additionally, the United States Penitentiary Atlanta is located south of the parcel and a Fulton County Senior center is located at the southeast corner of New Town Circle also south across McDonough Blvd.

- **Transportation system:** McDonough Boulevard, S.E. is classified as an arterial street. There are sidewalks provided along McDonough Boulevard, S.E, and New Town Circle, S.W. MARTA services the immediate area via bus routes #49 and connecting to #9 at the intersection on McDonough Boulevard, S.E. and Boulevard, S.E.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The proposed Low-Density Commercial land use designation is compatible with the Low-Density Commercial land use designation that is located adjacent to it.
- **Effect on adjacent property and character of neighborhood:** The proposed land use designation of Low Density Commercial will not have an adverse effect on the character of adjacent properties or surrounding residential neighborhood, as the proposed land use designation is substantially comparable to the subject property's current non-residential use. Staff is of the opinion the proposed land use amendment will allow for an appropriate development of an underutilized parcel of land.
- **Suitability of proposed land use:** The Low Density Commercial land use designation is suitable use for the parcel fronting on McDonough Boulevard. Previously the parcel had non-residential uses.
- **Consistency with City's land use policies:** This parcel has a Redevelopment Corridor Character. The following Redevelopment Corridor character area policies support the proposed land use amendment to Low Density Commercial:
 - Encourage revitalization and redevelopment of Redevelopment Corridors that improves the sense of place and community, creates a well-functioning corridor that facilitates traffic flow, provides transportation options, and supports a variety of land uses.
 - Promote and encourage mixed use, residential, retail and office uses and development with a pedestrian-oriented urban form.
 - Promote a balance of retail, service, office, dining and residential uses serving the adjacent neighborhoods.
- **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, 788 and 798 McDonough Boulevard, S.E is in a Growth Area- Corridor. Corridors are described as follows:

“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.”

- **NPU Policies:** The proposed Low Density Commercial land use designation is compatible with NPU-W policies to:
 - W-1: Preserve the single family and low-density character of the Ormewood Park, East Atlanta, Woodland Hills, McDonough, Guice, Benteen, Boulevard Heights, and Grand Park Neighborhood

STAFF RECOMMENDATION: APPROVAL OF THE AMENDMENT FROM SINGLE FAMILY RESIDENTIAL TO THE LOW DENSITY COMMERCIAL LAND USE DESIGNATION

NPU RECOMMENDATION: NPU-W voted to approve this land use amendment at its February 27, 2019 meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



Department of
CITY PLANNING

KEISHA LANCE BOTTOMS
MAYOR

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TIM KEANE
COMMISSIONER

KEYETTA M. HOLMES, AICP
INTERIM DIRECTOR
OFFICE OF ZONING & DEVELOPMENT

MEMORANDUM

TO: Natalyn Archibong, Chair, Community Development/Human Resources Committee
FROM: Keyetta M. Holmes, Interim Director, Office of Zoning and Development *KAT*
SUBJECT: 19-O-1102/CDP-19-014: 675 Drewry Street NE
DATE: March 25, 2019

PROPOSAL:

An Ordinance to amend the Land Use element of the *2016 Atlanta Comprehensive Development Plan* (CDP) so as to designate property located at **675 Drewry Street, N.E.** (Parcel no. 14 00170002015) from High-Density Residential to Mixed-Use High-Density land use designation. This application is being sought in conjunction with the rezoning of the parcel from I-1 (Light Industrial) to MRC-3-C/BL (Mixed Residential Commercial Conditional/BeltLine Overlay) in order to build a 56,943 square-foot residential development. The proposed building is 90 feet in height and designed to be 5 ½-stories over a 2-story, 57 spaces parking deck. The residential building will include 37 residential units (Z-18-147).

FINDINGS OF FACT:

- **Property location:** The subject property fronts on the south side of Drewry Street, N.E. and is at the intersection of Drewry Street, N.E. and the BeltLine Eastside Trail. The property is in Land Lot 17, 14th District of Fulton County, and in the Virginia-Highland neighborhood, Neighborhood Planning Unit-F (NPU-F) and Atlanta City Council District 6.
- **Property size and physical features:** The property is a single parcel of approximately 0.353 acres (15,376 sf). The property slopes slightly down from west to east. At the western property line, there is a sudden drop of about 7 feet in elevation to the BeltLine Eastside Trail, which runs along the property's western boundary. The property is predominately covered by a one-story brick industrial structure approximately 12,700 sq. ft. built in 1940. There is some vegetation along the property boundary with Drewry Street and the BeltLine.
- **Current/past use of property:** The 1940 industrial building on the property has long been converted to live/work loft space. A retail space, *Mooncake Studio* a women's clothing boutique store, is now in the building. The storefront enters from Drewry Street and has marked on-street parking for retail.

- **Surrounding zoning/land uses:** Across Drewry Street, N.E. to the North, the parcels have a High Density Residential Land Use with I-1 (Light Industrial) zoning. These parcels are occupied by Diversified Metal Fabricators operating in a 1940's manufacturing and industrial warehouse building. The industrial building is approximately 44,000 sq. ft. and the property fronts 665 Pylant Street, N.E. and is 3 parcels totaling just over 2 acres. Just east of Diversified Metal on Drewry Street, N.E. are townhomes with a Medium-Density Residential land use designation and MR-3-C (Multifamily Residential Conditional) zoning. Immediately west of 675 Drewry Street, N.E. are the Highland Green townhomes which have a Medium-Density Residential land use designation and PD-H (Planned Development-Housing) zoning. Immediately south of the subject property is Greenwood Lofts, another condominium building and the tallest building in the immediate area being a 4-story residential building (top units are 2-stories) on top of a 1-story parking deck with a High-Density Residential land use and RG-3-C (Residential General Sector 3) zoning. Directly across the BeltLine, and downhill, from the property is Midtown Place with a Mixed-Use land use and C-2 (Commercial Service District) zoning.
- **Transportation system:** Drewry Street, N.E. is a local street. The subject property sits approximately 500 feet from the intersection of Drewry Street, N.E. and Ponce de Leon Place, N.E., also a local street. Sidewalks are present on approximately half the distance from Ponce Place to the subject property on Drewry Street. On street parking is allowed. Drewry Street ends at the subject property and before the drop-off to the BeltLine. The nearest transit is MARTA bus route #36 that stops at Virginia Avenue, N.E. and Ponce Place and bus route #102 stops at Ponce De Leon Avenue, N.E. and Ponce Place—both are approximately 0.25 mile to Drewry/Ponce Place intersection.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The proposed Mixed-Use High-Density land use designation is compatible with the surrounding land uses. The subject property is surrounded by Medium Density Residential and High Density Residential land use designations.
- **Effect on adjacent property and character of neighborhood:** The proposed Mixed-Use High-Density land use designation will not have an adverse effect on the character of the adjacent properties. Zoning around the area is limited to light industrial and predominately residential. A proposed Mixed-Use High-Density is appropriate as the anticipated rezoning of the subject property to MRC-3-C/BL (Mixed Residential Commercial/BeltLine Overlay) will likely have conditions limiting non-residential uses and overall density and building height. Together, the MRC-3-C/BL (Mixed Residential Commercial/BeltLine Overlay) zoning district and proposed Mixed-Use High-Density land use designation will ensure the property remains consistent with the surrounding neighborhood fabric.
- **Suitability of proposed land use:** A proposed Mixed-Use High-Density land use designation is suitable with the existing and future uses allowed by the proposed zoning changes. The anticipated MRC-3-C/BL (Mixed Residential Commercial/BeltLine Overlay) zoning district will limit non-residential uses and overall density and building height on the subject property, therefore a Mixed-Use High-Density would be suitable with the proposed residential, mid-rise development.

- **Consistency with City’s land use policies:** The proposed Mixed-Use High-Density land use designation coupled with a MRC-3-C/BL (Mixed Residential Commercial/BeltLine Overlay) zoning district limiting non-residential uses and overall density and building height is consistent with several City of Atlanta land use policies.

The 2016 *Comprehensive Development Plan* characterizes the subject property and surrounding area as a Town Center Character Area. Town Center CDP policies relevant to the proposed land use amendment to Mixed-Use High-Density land use designation include:

- In Town Centers, the highest densities should be at the center and transition to lower densities at the edges to protect and buffer surrounding neighborhoods. Surrounding neighborhoods should be buffered from noise and lights.
- Provide diverse and more affordable housing opportunities accessible for all ages.

A change to Mixed-Use High-Density land use designation would be inconsistent with the CDP Town Center Character Area for the property. Such change coupled with mixed-use zoning limiting commercial density/uses and overall density and building height would be consistent with adopted small-area master plans.

Virginia-Highland Neighborhood Master Plan (2014 and 2018 Update): The 2014 plan recommended High-Density Residential land use with mid-rise residential development limited to 5 to 7 stories. The proposed Virginia-Highland Neighborhood Master Plan Update recommends up to 9-story developments provided it does not exceed a maximum height of 114 feet in appropriate areas and height transitions from the BeltLine to Ponce Place (between Ponce de Leon Avenue and Plyant Street) where the maximum height directly adjacent to the BeltLine is 9 floors (or, 114 feet) and shortens to 4 floors (or, 54 feet) directly adjacent to Ponce Place. The proposed building is 90 feet in height and designed to be 5 ½-stories over a 2-story parking structure. Therefore, it is within the height limits proposed by the plan.

BeltLine Subarea 6 Plan: This plan, recommended “5-9 Story Residential” future land use designation for the subject property, which is compatible with the proposed building height.

Ponce de Leon/Moreland Avenue Corridor Study LCI Plan: While the subject property is located within the adopted 2005 *Livable Center Initiative: Ponce de Leon/Moreland Avenue Corridor Study*, the plan didn’t address the specific property or propose any land use changes to the property’s residential land use designation.

City’s Comprehensive Development and small-area plans for the Virginia-Highland neighborhood and the BeltLine recommend that the future land use for the subject property should remain predominately residential but with higher residential density.

- **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*, the subject property and surrounding area are in a Ponce de Leon Avenue Growth Area Corridor. Growth Area Corridors are described as follows:

“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, Memorial 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 vibrant public life out beyond the core of the city.”

A change to Mixed-Use High-Density land use designation would be consistent with the *Atlanta City Design*. The land use designation is compatible with denser residential development allowed by the proposed MRC-3-C/BL and such a change would accommodate residential growth in the Ponce de Leon Avenue Corridor and be more consistent with other City land use policies, as described above.

- **NPU Policies:** The proposed Mixed-Use High-Density land use designation with conditions on the non-residential uses imposed by the proposed MRC-3-C/BL is consistent with the NPU-F policies to:
 - F-2: Noting the underutilization of property throughout the NPU which is currently zoned for denser development, new development should be focused on these properties which already support denser development, and lower density properties should not be rezoned to higher density categories.
 - F-10: Create appropriate connectivity between new mixed-use developments and surrounding neighborhoods and parks, particularly connectivity to the BeltLine.
 - F-5: Preserve the single-family neighborhoods in NPU-F and provide density, height, and design guidelines, in particular, where applicable, parking deck screening requirement, to act as appropriate buffers between diverse land uses that serve to protect the character and livability of existing single-family residential neighborhoods.

STAFF RECOMMENDATION: APPROVAL OF THE AMENDMENT FROM HIGH DENSITY RESIDENTIAL TO MIXED USE HIGH DENSITY LAND USE DESIGNATION.

NPU RECOMMENDATION: NPU-F voted to DENY the land use amendment to the Mixed-Use High-Density land use designation at its February 18, 2019 meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



Department of
CITY PLANNING

KEISHA LANCE BOTTOMS
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TIM KEANE
COMMISSIONER

KEYETTA M. HOLMES, AICP
INTERIM DIRECTOR
OFFICE OF ZONING & DEVELOPMENT

MEMORANDUM

TO: Natalyn Archibong, Chair, Community Development/Human Services Committee
FROM: Keyetta M. Holmes, Interim Director, Office of Zoning and Development *KMH*
SUBJECT: 19-O-1101 / CDP-19-015: 1015 BOULEVARD
DATE: March 25, 2019

PROPOSAL:

An ordinance to amend the Land Use Element of the 2016 Atlanta Comprehensive Development Plan (CDP) so as to re-designate property located at **1015 Boulevard** from the Industrial land use designation to the Mixed-Use – High-Density land use designation. This application is being sought in conjunction with the rezoning of the parcel from I-1/BL (Light Industrial/BeltLine Overlay) to MRC-3/BL (Mixed Residential Commercial/BeltLine Overlay) to allow for the construction of 350 multi-family, rental housing units and approximately 18,000 square feet of sidewalk-level commercial space adjacent to the BeltLine Corridor (Z-19-001).

FINDINGS OF FACT:

- **Property location:** The site fronts on the west side of Boulevard, just north of the BeltLine. It is in Land Lot 42 of the 14th District of Fulton County, within the Grant Park neighborhood of NPU-W in Council District 1.
- **Property size and physical features:** The site is approximately 3.126 acres (136,168 sq. ft.) and is currently developed with an industrial building. The site is relatively flat with some variation in elevation across the site. There are some trees and shrubs along the periphery of the site.
- **Current/past use of property:** The site is currently developed with an industrial building in use as a refrigeration facility. Staff is unaware of any prior uses of the property.
- **Surrounding zoning/land uses:** The surrounding properties have land use designations of Industrial with I-1/BL (Light Industrial/BeltLine Overlay) zoning to the west and Single Family Residential with R-5/BL (Two-Family Residential/BeltLine Overlay) zoning to the north and east. The Atlanta BeltLine corridor is located to the south and has Transportation/Communications/Utilities land use designation.

- **Transportation system:** Boulevard is a four-lane collector street with sidewalks along both sides. MARTA bus route #832 runs along Atlanta Avenue to the north with the nearest stop about ¼ mile north of the site. The nearest MARTA rail station is the King Memorial Station, located about 2.0 miles to the north. This site is immediately adjacent to the BeltLine corridor, which is located to the south of the property but is not yet paved for use as a multi-use trail.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The surrounding parcels have a variety of land uses including Industrial, Single Family Residential, and TCU. South of the BeltLine (TCU land use), is a mix of higher intensity land use designations including Mixed Use – High Density, Mixed Use – Low Density, Low Density Commercial, and High Density Residential. The proposed Mixed-Use – High-Density land use designation is compatible with the surrounding land uses and development pattern of the area.
- **Effect on adjacent property and character of neighborhood:** The proposed 350-unit development will be higher density than the existing nearby residential development and will likely affect the character of the neighborhood. However, since the increased density is supported by adopted plans for the area, the changes are not anticipated to have an adverse effect on the character of the adjacent properties. The added units, which include a mix of market rate and affordable units, will increase the diversity of housing options and availability of affordable units. Much of the surrounding area has compatible land use designations as it transitions from an industrial area that developed along an active rail line into a mixed-use area.
- **Suitability of proposed land use:** The proposed Mixed-Use – High-Density land use designation is suitable to the district since there are varying uses in the area and since the increased density is supported by the BeltLine Subarea 3 Plan.
- **Consistency with City’s land use policies:** The proposed Mixed-Use – High-Density land use designation is compatible with the City of Atlanta’s Redevelopment Corridor Character Area policy to:
 - Encourage revitalization and redevelopment of Redevelopment Corridors that improves the sense of place and community, creates a well-functioning corridor that facilitates traffic flow, provides transportation options, and supports a variety of land uses.

BeltLine Subarea 3 Plan: The Beltline’s Master Plan for Subarea 3 designates this area as the Boulevard Crossing Retail Center and recommends Mixed-Use 1-4 stories for this parcel. Specific recommendations for the Boulevard Crossing Retail Center are:

- Community-oriented retail/services and multi-family living centered around the BeltLine, Community Park, and Boulevard
- 1/4-mile core area with central greenspace and linear pedestrian greenway across BeltLine and to transit stop
- Utilize existing unused right of way for neighborhood and greenspace connectivity
- Contains existing renovated office and institutional facilities
- Building Heights up to 10+ stories, Mixed use 1 to 4 stories along Boulevard and 10+ stories along park in low terrain

- **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. Everything outside the Growth Areas, is the Conservation Area, which is made up of Urban Neighborhoods, Suburban Neighborhoods, Rural Neighborhoods, and Production Areas.

According to the Atlanta City Design map, **1015 Boulevard** is in a Corridor (Growth Area). Corridors are described as follows:

“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.”

- **Consistency with NPU policies:** NPU W’s policies do not address the land use amendment.

STAFF RECOMMENDATION: APPROVAL OF THE LAND USE AMENDMENT FROM INDUSTRIAL TO MIXED USE - HIGH DENSITY LAND USE DESIGNATION

NPU Recommendation: NPU-W voted to approve this land use amendment at its February 27th, 2019 meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



Department of
CITY PLANNING

TIM KEANE
COMMISSIONER

KEISHA LANCE BOTTOMS
MAYOR

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KEYETTA M. HOLMES, AICP
INTERIM DIRECTOR
OFFICE OF ZONING & DEVELOPMENT

MEMORANDUM

TO: Natalyn Archibong, Chair, Community Development/Human Resources Committee
FROM: Keyetta M. Holmes, Interim Director, Office of Zoning and Development *Keyetta*
SUBJECT: 19-O-1093/CDP-19-016: 1131 Glenwood Avenue S.E
DATE: March 25, 2019

PROPOSAL:

An Ordinance to amend the Land Use element of the *2016 Atlanta Comprehensive Development Plan* (CDP) so as to designate property located at **1131 and 1137 Glenwood Avenue, S.E and 1146 and 1152 Portland Ave SE** from Low-Density Residential (LDR) land use designation to the Low-Density Commercial (LDC) land use designation. This application is being sought in conjunction with the rezoning of the parcel from R-4/BL (Single Family Residential/BeltLine Overlay) to MRC-1/BL (Mixed Residential Commercial/BeltLine Overlay) for the purpose of developing a mixed-use redevelopment project. The project will incorporate adjacent parcels of 515, 525, 531 and 537 Moreland Avenue S.E. zoned NC-2 (East Atlanta Neighborhood Commercial) and proposes a seven building development utilizing the existing two story Masonic Lodge building at 525 Moreland Avenue, the existing one story retail building at 531 Moreland Avenue and the existing single family residence at 1131 Glenwood Avenue. The development will have a total of 40,375 sq. ft of retail/office use and 20 residential units (Z-19-002).

FINDINGS OF FACT:

- **Property location:** The subject properties front on the south side of Glenwood Avenue, S.E. and on the north side of Portland Avenue, east of Moreland Avenue. The properties are located within Land Lot 12 of the 14th District, Fulton County, in the Ormewood Park Neighborhood of NPU-W and in Council District 1.
- **Property size and physical features:** The subject properties are four single family residential lots that together are approximately 0.69 acres (30,056 square feet). The lots are located on the south side of Glenwood Avenue and the north side of Portland Avenue and are adjacent to the rear property line of four neighborhood commercial properties that front the west side of Moreland Avenue. The subject properties are currently developed with four single family residences. The topography slopes from a highpoint at the northwest corner of the site to a low point at the southeast corner of the site. The subject site is landscaped with mature trees and shrubs. Access to the site on Glenwood Avenue is currently provided via two driveway curb cuts and on Portland Avenue there are also two driveway curb cuts.

- **Current/past use of property:** The subject property is currently developed with four single family residences. Staff is unaware of any other previous uses on the site.
- **Surrounding zoning/land uses:** The subject parcel and adjacent properties to the north and one lot to the west have a future land use designation of Low Density Residential with R-4 (Single Family) zoning. Further west and to the south of the subject properties the surrounding properties have a Single Family Residential land use designation with R-4 (Single Family) zoning. To the east, the parcels have a Low Density Commercial land use designation with NC-2 (East Atlanta Village Neighborhood Commercial District) zoning. Adjacent properties in the East Atlanta Neighborhood also have a Low Density Commercial land use designation within with NC-2 (East Atlanta Village Neighborhood Commercial District) zoning.
- **Transportation system:** Glenwood Avenue, S.E. is classified as a collector street, Portland Avenue, S.E. is classified as a local street and Moreland Avenue, S.E. is classified as an arterial street. Currently, MARTA serves the area via bus route #32 with connections to the Inman Park-Reynoldstown Transit Station. MARTA bus stops are located within a few blocks of the subject site.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The proposed Low Density Commercial land use is compatible with the adjacent Low Density Commercial land use. Residential uses will provide a transition to the adjacent Low Density Residential land uses.
- **Effect on adjacent property and character of neighborhood:** The proposed Low Density Commercial land use designation will not have an adverse effect on the character of the adjacent properties. The proposal will provide an appropriate transition between the traditional single-family development to the south and west and the East Atlanta Neighborhood Commercial District to the east. The scale and use of the proposal is compatible with Low Density Residential use to the north of the subject properties. The applicant proposes to use an existing single-family structure for residential uses at the northwest corner of the development and a newly constructed two story residential structure in the southwest corner of the development adjacent to single family uses to the south and west of the subject properties.
- **Suitability of proposed land use:** Staff finds that the proposed retail, residential and parking uses on the subject properties support and provide a suitable transition from a mixed-use project with sidewalk level retail space, office space and multifamily residential uses. The use and scale of the proposed development is compatible with the surrounding uses. The vision statement from the 2007 South Moreland Avenue LCI Study calls for “mixed use, pedestrian oriented buildings on both sides of Moreland Avenue” and the proposed transitional retail and residential uses on the subject property will complement the nearby residential and commercial uses. Additionally, the proposed development is consistent with the Atlanta BeltLine Master Plan Subarea 4 plan policy to “Encourage a variety of uses at appropriate locations within the subarea to support future transit, promote reuse of historic properties, facilitate economic growth and improve community health”.
- **Consistency with City’s land use policies:** The Character Area for this property is Traditional Neighborhood. Policies that support the land use amendment for Traditional Neighborhood are:
 - Promote new and existing nodal neighborhood commercial areas, which are of such a size and character that all uses are within convenient walking distance of one another can be located adjacent to Traditional Neighborhoods.

- Promote Missing Middle housing types that are compatible in size and scale with the character of the neighborhood as transition between single family uses and more intense uses.

South Moreland Avenue LCI: The vision statement from the 2007 South Moreland Avenue LCI Study calls for “mixed use, pedestrian oriented buildings on both sides of Moreland Avenue”. The 2007 South Moreland Avenue LCI Study recommends Low Density Residential future land use for the parcels adjacent to the west side of Moreland Avenue for the purpose of providing a transition between single family uses and neighborhood commercial uses with the suggestion of townhouse development.

- 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, **1131 Glenwood Avenue, S.E., 1137 Glenwood Avenue, S.E., 1146 Portland Avenue, S.E. and 1152 Portland Avenue, S.E.** are located within an Urban Neighborhood within a Conservation Area. Urban Neighborhoods are described as follows:

“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.”

- NPU Policies: None apply

STAFF RECOMMENDATION: APPROVAL OF THE LAND USE AMENDMENT FROM LOW DENSITY RESIDENTIAL TO THE LOW-DENSITY COMMERCIAL

NPU RECOMMENDATION: NPU-W voted to approve this land use amendment at its February 27th, 2019 meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning

KEISHA LANCE BOTTOMS
MAYOR




Department of
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TIM KEANE
COMMISSIONER

KEYETTA M. HOLMES, AICP
INTERIM DIRECTOR
OFFICE OF ZONING & DEVELOPMENT

MEMORANDUM

TO: Natalyn Archibong, Chair, Community Development/Human Services Committee
FROM: Keyetta M. Holmes, Interim Director, Office of Zoning and Development 
SUBJECT: 19-O-1044 / CDP-19-017 VIRGINIA HIGHLAND 2018 MASTER PLAN UPDATE
DATE: March 25, 2019

Summary:

The Office of Zoning and Development recommends the Virginia-Highland 2018 *Neighborhood Master Plan Update* for adoption and incorporation into the Atlanta 2016 Comprehensive Development Plan (CDP) through 19-O-1044.

Findings of Fact:

Residents, property owners, developers and other stakeholders in the Virginia-Highland neighborhood worked with Aaron Fortner of Canvas Planning Group to update the 2014 *Virginia-Highland Neighborhood Master Plan* with a series of “position statements” and implementation recommendations on current-day development and transportation challenges. The Virginia-Highland Civic Association initiated and managed planning processes for the 2014 *Virginia-Highland Neighborhood Master Plan* and this Update.

Plan Purpose: The *Virginia-Highland Neighborhood Master Plan* was adopted by City Council in 2014 (14-O-1294) and incorporated into Atlanta’s 2011 *Comprehensive Development Plan* (CDP). The Neighborhood Master Plan established a vision for a high quality of life and provided a “strategic framework for ensuring the neighborhood continues to grow in ways that reflect the neighborhood’s values and unique character.” This Update sustains the Master Plan’s momentum by integrating lessons learned from development proposals over the last few years, specifically on the BeltLine and adjacent corridors of Ponce Place and Monroe Drive. As such, the update provides clarity and precision to the recommendations made in the *Virginia-Highland Neighborhood Master Plan* (2014) as well as the City-adopted *BeltLine Subarea 6 Master Plan* (2011).

Planning Area: The Virginia-Highland neighborhood is bound by Ponce De Leon Avenue to the south; Piedmont Park and Atlanta BeltLine to the west; Amsterdam Avenue to the north; and, Briarcliff Road and the Fulton County boundary to the east. The neighborhood straddles Land Lots 53 and 54 in the 17th District of Fulton County. It is in Neighborhood Planning Unit-F (NPU F) and in Atlanta City Council District 6.

Planning Process: The “position statements” and implementation recommendations in the Update planning document are based on direct input by residents, property owners, developers and other stakeholders in the neighborhood. Community meetings were held in 2018 on August 22nd, September 12th, October 17th and November 14th. The Department of City Planning Office of Zoning and Development staff reviewed the document and it meets the minimum planning requirements.

Plan’s Vision: The defining aspect of the *Virginia-Highland Neighborhood Master Plan* is for the neighborhood to become Atlanta’s model for *healthy living*. This Update is intended to further enable the neighborhood to realize this vision by strengthening positions on key goals for healthy living, mobility, land use, urban design and schools. Specifically, the Update planning document states the following “position statements:”

1. Virginia-Highland is for the preservation of single-family homes in the National Register Historic District.
2. Virginia-Highland is for the BeltLine.
3. Virginia-Highland is for development along the BeltLine.
4. Virginia-Highland is for affordable housing.
5. Virginia-Highland is for a safer and slower Monroe Drive.
6. Virginia-Highland is for extensive community planning processes and adherence to previously adopted plans for the area.

These “position statements” reframe previous years of planning and associated policies as the neighborhood realized emerging development patterns and transportation challenges for healthy living. They also guided the planning stakeholders to put forth several recommendations for zoning and land use changes for development challenges as well as concept plans and strategies for transportation challenges.

Zoning and Land Use Changes for Development Challenges: The Virginia-Highland Civic Association intent for the Update is not to negate or reverse any existing public policy established through previous plans such as the *BeltLine Subarea 6 Master Plan* and the *Virginia-Highland Neighborhood Master Plan*. Planning stakeholders reiterated that future development proposals must pursue rezoning through the established City of Atlanta processes. However, two significant recommendations in the Update do reflect the neighborhood’s desire to clarify zoning and land use issues as they pertain to its vision of how development should proceed.

First, the neighborhood supports zoning allowing up to 9-story developments provided they do not exceed a maximum height of 114 feet in appropriate areas. The Update puts forth a concept of height transition from the BeltLine to Ponce Place (between Ponce de Leon Avenue and Plyant Street) where the maximum height directly adjacent to the BeltLine is 9 floors (or, 114 feet) and shortens to 4 floors (or, 54 feet) directly adjacent to Ponce Place. This transitional height concept considers the need for increased density to support future population growth and investment in future transit infrastructure. It is also respectful of existing housing and urban fabric along Ponce Place.

Second, increasing population growth and development interests on the BeltLine are pressuring the immediately adjacent residential areas along Monroe Drive between 10th Street and Amsterdam Avenue, particularly at Cresthill Avenue. For the last 20 years, the prominent yet underutilized property at the corner of 10th and Monroe and stretching from the corner to Cresthill has been intensely analyzed and planned. Invest Atlanta owns this surplus BeltLine property and recent attempts to develop it prompted the Virginia-Highland neighborhood stakeholders to undertake this planning update. The Virginia-Highland Neighborhood Master Plan Update clarifies the neighborhood’s position that the future zoning and land use of this property should enhance and protect the residential homes that adjoin it, contribute toward affordable

housing in the area and remain a signature pedestrian gateway to and from Piedmont Park. Several specific zoning and land use recommendations are made in the Update planning document:

1. All neighborhood parcels zoned R-4 as of 01/2019 will remain zoned R-4 and will retain their historic platting pattern.
2. All transitional height planes and transitional yards for R-4 parcels will apply. No re-plats, rezonings, or other actions will be used to intercept, reduce or negate these requirements.
3. Continue to monitor property owner and neighborhood support for pursuing official Historic zoning protection as a way of establishing even stronger zoning protections for this area.
4. The current C-1 parcels on Monroe Drive (only) will remain zoned to a classification that is consistent with Low Density Commercial. The C-1 zoning along Monroe Drive should not be expanded or extended to any other R-4 parcels.
5. Motorized vehicular access for any potential future developments in this area should be prohibited from utilizing Cresthill Avenue for ingress or egress for such developments.
6. Cresthill Avenue should remain a signature pedestrian gateway to/from Piedmont Park with bike/pedestrian access, as it always has.
7. Meeting or exceeding Atlanta BeltLine and City of Atlanta requirements for affordability is encouraged.

Concept Plans and Strategies for Transportation Challenges: The majority of the 28-page Update planning document proposes several alternative concepts and strategies addressing transportation challenges.

Transportation Challenges	Concept Plans and Strategies
Increasing traffic congestion during peak hours and speeding traffic off-peak hours on Ponce de Leon Place (“Ponce Place”)	Alternative 1: Neighborhood gateway sign at southern end of Ponce Place and street art at key intersections Alternative 2: Mini-traffic circles with landscape and signs at key intersections Alternative 3: Change Drewry/Ponce Place intersection from a 2-way stop to a 4-way stop Alternative 4: Bulbouts along portions of Ponce Place and in conjunction with mini-traffic circles and raised intersections
Increasing traffic and interaction of cars and pedestrians, particularly children, at Ponce Place and Virginia Avenue intersection in front of Inman Middle School	Alternative 1: Pedestrian scramble intersection Alternative 2: Raised intersection
Increasing traffic and interaction of cars and pedestrians at Greenwood and St. Charles intersections on Ponce Place	Alternative 1: Half traffic-circle at T-intersections Alternative 2: Raised crosswalk at large right-of-way intersections

Update Plan Implementation Recommendations: The Update recommends a series of four main implementation tasks for the Virginia-Highland Civic Association and Atlanta’s Department of City Planning.

1. Support zoning and development along the BeltLine and Ponce Place that enable density while protects residential “fringe areas” particularly vulnerable to development pressures.
2. Reinforce zoning, development, motorized and pedestrian mobility and affordable housing along the BeltLine and Piedmont Park’s eastern boundary.

3. Work with the City's Department of Parks and Recreation and Invest Atlanta on transforming BeltLine property between Cresthill and Amsterdam Avenues into future greenspace and directly engaging the neighborhood for any future planning and development proposals of the property.
4. Partner with the City's Department of Public Works to target traffic calming on Ponce Place with near- and medium-term projects.

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 Virginia-Highland neighborhood is in Urban Neighborhood and Corridor areas, as defined below.

Conservation Area - 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.

Growth Area - 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.

The *Virginia-Highland Neighborhood Master Plan Update* "position statements," analysis of existing challenges, zoning and land use changes, plan concepts and strategies, and implementation recommendations are consistent with the Atlanta City Design Plan.

STAFF RECOMMENDATION: APPROVAL of the *Virginia-Highland Neighborhood Master Plan Update* and ADOPTION into the 2016 *Comprehensive Development Plan*.

NPU RECOMMENDATION: NPU-F Voted to Recommend Adopting the *Virginia-Highland Neighborhood Master Plan Update* and Amending the 2016 *Comprehensive Development Plan (CDP)* at its February 18, 2019 meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning