



Department of
CITY 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 *Key*
SUBJECT: 19-O-1312 / CDP-19-023- METROPOLITAN PARKWAY
DATE: September 23, 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 0 Stewart Avenue, S.W. rear (14 00870007140), 0 Mayland Circle, S.W. (14 00870007133), 575 University Avenue, S.W., 1180 Metropolitan Parkway, S.W., 563 University Avenue, S.W., 1190 Metropolitan Parkway, S.W. and 1184 Metropolitan Parkway, S.W. from the Mixed Use Low Density (MU-LD) land use designation to Mixed Use Medium Density (MU-MD) land use designation (Z-19-17). This application is being sought in conjunction with the proactive rezoning of several properties along Metropolitan Parkway, specifically the rezoning of parcels from C-1/BL (Community Business District/Beltline Overlay) to MRC-1/BL (Mixed Residential Commercial/Beltline Overlay) from C-1/BL (Community Business District/ Beltline Overlay) to MRC-2/BL (Mixed Residential Commercial/Beltline Overlay) and from C-2-C/BL (Commercial Service Conditional/Beltline Overlay) to MRC-2/BL (Mixed Residential Commercial/Beltline Overlay) in order to implement certain recommendations of the Council District 12 Neighborhood Blueprint Plan For Adair Park, Capitol View, Capitol View Manor, and Sylvan Hills; the BeltLine Master Plan Subarea 2: Heritage Communities of South Atlanta.

FINDINGS OF FACT:

- **Property location:** The parcels are located along the north side of University Drive, the west side of Metropolitan Parkway, and on both sides of Mayland Circle. They are in Land Lot 87 of the 14th District of Fulton County, within the Pittsburgh neighborhood of NPU-V in Council District 12.
- **Property size and physical features:** The parcels total approximately 3.6 acres. The parcels fronting on Metropolitan Parkway are developed with commercial and residential structures, and the other parcels are vacant. The site is relatively flat with grass, trees, and other vegetation.
- **Current/past use of property:** The developed parcels include Atlanta Food Mart at the corner of Metropolitan Parkway and University Drive (1190 Metropolitan Pkwy) and two vacant, single-family residential structures to the north at 1180 and 1184 Metropolitan Pkwy. The other parcels are undeveloped. Staff is unaware of prior uses of the property.

- **Surrounding zoning/land uses:** The surrounding parcels have a variety of land use designations and zoning. The parcels to the north along Metropolitan Parkway have Low Density Commercial land use with C-1 (Community Business) zoning, those to the east have Single Family Residential land use with R-4B (Single Family Residential) zoning, and those to the south have Mixed Use Medium Density land use with C-1 zoning. The parcels to the west have a Medium Density Residential land use designation per 19-O-1317/CDP-19-029 with RG-3 (Residential General Sector 3) zoning.
- **Transportation system:** Metropolitan Parkway is an arterial Street, University Drive is a collector Street, and Mayland Circle is a local street. All have sidewalks. MARTA bus route #95 runs along Metropolitan Parkway, and route #155 runs along University Drive. The nearest MARTA rail station is the Oakland City Transit station, located about a mile to the west. The Atlanta BeltLine is located about ¼ mile to the west, at the western end of University Drive.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The area surrounding this site is a mix of Low Density Commercial, Mixed Use Medium Density, and Mixed-Use Low-Density future land use along the Metropolitan Parkway corridor, surrounded by Single Family Residential further from the corridor. The proposed Mixed-Use Medium 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 proactive rezoning and accompanying land use designation to Mixed Use Medium Density is similar to recent rezoning along the Metropolitan Parkway corridor, which has occurred in phases over the past few years. The rezoning and land use changes along the corridor are anticipated to promote commercial development along the corridor as recommended by various plans and studies, including the Council District 12 Neighborhood Blueprint Plan, and the Atlanta BeltLine Subarea Master Plans. The proposed land use amendment is anticipated to allow for development along the Metropolitan corridor, while maintaining the residential character of the surrounding residential neighborhoods.
- **Suitability of proposed land use:** The proposed Mixed Use Medium Density land use designation is suitable for this site since the surrounding area already contains a mix of Low Density Commercial and Mixed Use Medium Density future land use designations along Metropolitan Parkway and since the change is supported by adopted plans for the area.
- **Consistency with City's land use policies:** The proposed Mixed-Use Medium Density (MU-MD) land use designation is compatible with the City of Atlanta's 2016 CDP Character Area policies. Except for 0 Mayland Circle, S.W. (14 00870007133), which is in Traditional Neighborhood Redevelopment Character Area, all the parcels are within the Redevelopment Corridor Character Area, whose policies include:
 - 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 the redevelopment of vacant, underutilized and auto-oriented development along Redevelopment Corridors.
 - Promote and encourage mixed-use (residential, retail and office uses) and development with a pedestrian-oriented urban form.

CD 12 Neighborhood Blueprint Plan: This site is located within the planning study area of the 2018 CD 12 Neighborhood Blueprint Plan for Adair Park, Capitol View, Capitol View Manor, and Sylvan Hills. The plan focused on five potential redevelopment nodes, including a node at the intersection of University Drive and Metropolitan Parkway. This node was recommended for commercial use in the northeast corner of the intersection and multi-family with ground floor retail uses along the north side of University Drive. For these parcels, the plan recommended Mixed Use Medium Density land use and MRC-2/BL (Mixed Residential Commercial/BeltLine Overlay) zoning (pages 135 & 141).

BeltLine Subarea 2 Master Plan: The 2009 BeltLine Subarea 2 Master Plan recommended 1-4 story Mixed Use at this location (page 5).

- **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, all but one (0 Mayland Circle, S.W. (14 00870007133)) of these parcels 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.”

0 Mayland Cir SW (parcel ID. 14 00870007133) is in an Urban Neighborhood (Conservation Area). 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.... 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 NPU policies:** The following NPU V policy supports the land use amendment to Mixed Use Medium Density:
 - Promote mixed-use (commercial, residential, and office) development that is compatible with surrounding residential areas and are located along major transportation routes.

STAFF RECOMMENDATION: APPROVAL OF THE LAND USE AMENDMENT FROM MIXED USE LOW DENSITY (MU-LD) TO MIXED USE MEDIUM DENSITY (MU-MD) LAND USE DESIGNATION

NPU Recommendation: NPU-V voted to SUPPORT this land use amendment at its July 8, 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 *Keyetta*
SUBJECT: 19-O-1498 / CDP-19-035 for 420 Griffin St NW
DATE: September 23, 2019

PROPOSAL:

An ordinance to amend the Land Use Element of the 2016 *Atlanta Comprehensive Development Plan* (CDP) so as to re-designate property (the “site”) located at **420 Griffin Street, N.W.** from the Low Density Residential (LDR) to Medium Density Residential (MDR) land use designation. This application is being sought in conjunction with the rezoning of the parcel per Z-19-45 from R-4A (Single Family Residential) to RG-3 (Residential General Sector 3) to renovate and reuse an existing 3-unit, multi-family building.

FINDINGS OF FACT:

- **Property location:** The site is located just south of the corner of Neal Street, N.W. and Griffin Street, N.W. in the English Avenue neighborhood. The site is in Land Lot 111 of the 14th District of Fulton County, within NPU-L in Council District 3.
- **Property size and physical features:** The site consists of one parcel (14-0111000-8124) and is approximately 0.12 acres (10,550 sq. ft.). The site’s topography changes in elevation. The front yard is several feet higher than the sidewalk and a retaining wall is in front. There are several mature trees and overgrown vegetation.
- **Current/past use of property:** The site is currently developed with a 2-story, 3-unit multi-family building. However, the building is unoccupied. Staff is not aware of any previous uses of the site.
- **Surrounding zoning/land uses:** Parcels to the north, south and west have a Low-Density Residential land use with R-4A (Single Family Residential) zoning. To the east, the parcels have Single Family Residential land use and R-4A (Single Family Residential) zoning. To the southwest, parcels have a Medium Density Residential and RG-3 (Residential General Sector 3) zoning. This land use designation was adopted December 1, 2018 per CDP-18-41/ 18-O-1559.
- **Transportation system:** Griffin Street, N.W. is classified as a local Street. MARTA bus route #50 from downtown stops two blocks away and bus route #1 from MARTA Ashby Transit station stops at Joseph E. Lowery Boulevard, N.W. and Neal Street, N.W. six blocks away.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The proposed Medium Density Residential future land use differs from the immediately surrounding land uses of Single Family Residential and Low Density Residential but would create an opportunity for reuse of a previous multi-family residential use at this location. The surrounding area includes single family and multifamily residential land uses one next to the other, so this proposed use would be in keeping with that pattern.
- **Effect on adjacent property and character of neighborhood:** The change to MDR (Medium Density Residential) land use designation to support the renovation of an existing triplex will complement the mix of primarily residential uses in the neighborhood and not have a negative impact on adjacent property or the character of the neighborhood.
- **Suitability of proposed land use:** The proposed renovation of a triplex and change to MDR (Medium Density Residential) land use designation is suitable for this site since the surrounding area is already an established neighborhood with small, multi-unit residential houses scattered throughout.
- **Consistency with City's land use policies:** The *Atlanta Comprehensive Development Plan* (CDP) Character Area for this location is Traditional Neighborhood Redevelopment (TNR). The proposed land use of MDR (and, associated rezoning request) is consistent with the CDP and recommended policies for TNR Character Areas. TNR land use policies are intended to do the following:
 - Focus on increasing code enforcement and rehabilitating existing housing, including a mix of single family, duplex and triplex.
 - Redevelop vacant properties should be done to help stabilize neighborhoods.
 - Promote diversity of housing types.
- **Consistency with Adopted Small Area and Neighborhood Plans:** The site is in the 2019 *Westside Revive—A Master Plan for Council District 3*. The plan has a focus on redeveloping the distressed, vacant residential lots in the English Avenue neighborhood. The plan defers to the 2017 *Westside Land Use Framework Plan* for specific land use recommendations in the neighborhood.

The 2017 *Westside Land Use Framework Plan* study area includes the site. The change from LDR (Low Density Residential) to MDR (Medium Density Residential) land use designation is specifically recommended by the proposed future land use plan map (p. 75). In more general terms, the plan articulates a vision for English Avenue that is consistent with the proposed land use change—redevelop existing multi-family and restrict multifamily development to areas identified in the recommended future land use map (found on p. 75). The proposed land use amendment is consistent with the Westside Land Use Framework Plan goal to:

Goal 1: Acknowledge, Stabilize and Strengthen Neighborhood Assets

- Implement a mechanism to renovate structures where needed and appropriate;
- Develop new housing with a mix of building typologies, including rental apartments, condominiums, town houses and single-family homes. Structure the housing inventory to meet the demographics of family incomes.

The site is also in the 2006 *English Avenue Community Redevelopment Plan* which sets forth similar goals as the other plans identified here: maintain and preserve residential character of the neighborhood, increase code enforcement, redevelop distress residential lots for new housing. While no specific recommendations were made for the site, the change is consistent with the plan's goals to:

- Promote diverse and quality housing types for existing and new residents.
- Promote a neighborhood that is clean, well maintained, and free of crime and substance abuse.

The site is in the Westside Tax Allocation District (TAD) managed by Invest Atlanta and established in 1992. The *Westside Redevelopment Plan* provides the vision of the TAD and this land use change is consistent with that vision. Particularly, this proposed MDR land use designation supports the plan's purpose of "relieving the effects of a deteriorating neighborhood."

- **Consistency with Atlanta City Design:** The proposed land use of MDR is consistent with the *Atlanta City Design* recommendations. 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*, the site is within a Conservation–Urban Area. Conservation–Urban Area is described as follows:

"These are small-scale, historic, walkable neighborhoods where growth capacity is limited mostly by our desire to keep them in the way they are. They are the traditional intown communities...Most have some form of commercial district within walking distance from homes...Their inherent walkability...make them desirable...and, therefore, threatened by even denser development." The more general Conservation policy that applies to this land use change states that "Change will still come to these areas,...but the overarching goal of design in conservation areas is to protect them from overwhelming growth."

- **Consistency with NPU policies:** The following NPU L's policies support the land use amendment to MDR in support of redeveloping this site:
 - Decrease foreclosed, stressed, vacant and boarded homes.
 - Preserve the traditional neighborhood development in English Avenue.

STAFF RECOMMENDATION: APPROVAL OF THE LAND USE AMENDMENT FROM LOW DENSITY RESIDENTIAL (LDR) LAND USE DESIGNATION TO MEDIUM DENSITY RESIDENTIAL (MDR) LAND USE DESIGNATION.

NPU Recommendation: NPU-L voted to SUPPORT this land use amendment at its August 13, 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-1499 / CDP-19-038 for 375 Gartrell Street, S.E. and 424 Decatur Street, S.E.
DATE: September 23, 2019

An ordinance to amend the Land Use Element of the 2016 *Atlanta Comprehensive Development Plan* (CDP) so as to re-designate property (the “site”) located at **375 Gartrell Street, S.E.** from the Medium Density Residential (0-16 units/acre) (MDR 0-16) land use designation and **424 Decatur Street, S.E.** from Low Density Commercial (LDC) land use designation to the Mixed-Use High Density (MU-HD) land use designation. This application is being sought in conjunction with the rezoning of the site per Z-19-69 from RG-4 (Residential General Sector 4) and I-1 (Light Industrial) to the MRC-3 (Mixed Residential Commercial District 3). It is also in conjunction with a request to change land use and zoning for the adjacent 38 William H. Borders Sr. Drive, S.E. (aka 300 Chamberlain Street, S.E.) site (CDP-19-039 and Z-19-70). The redevelopment of the combined sites is part of Saint Joseph’s Health System, Inc. expansion of their Mercy Care clinic. The expansion involves a mixed-use development of office, clinic space, 180 mixed-income multifamily units, 100 senior living units and over 400 new surface and deck parking spaces. The senior housing building and surface parking lot are proposed for the 300 Chamberlain Street site. The multi-family housing building and parking deck, and office and clinic addition are proposed for the 375 Gartrell Street and 424 Decatur Street site.

FINDINGS OF FACT:

- **Property location:** The site takes up almost the entire block between William H. Borders Sr. Drive, S.E., Gartrell St SE, Jackson St SE and Decatur St SE. Drive, S.E., Gartrell Street, S.E., Jackson Street, S.E. and Decatur Street, S.E. It is in Land Lot 45 of the 14th District of Fulton County, within the Sweet Auburn neighborhood of NPU-M in City Council District 5.
- **Property size and physical features:** The site consists of 2 parcels (14 00450007134 and 14 00450007148) and is approximately 4.7 acres (205,000 sq. ft.). The site is relatively flat, with a mix of surface parking, vegetation and an office.
- **Current/past use of property:** The Gartrell parcel is vacant operating as a surface parking lot. The existing 60,500 sq. ft. Mercy Care clinic is on the Decatur parcel.
 - **Surrounding zoning/land uses:** The parcels to the east of the site have a MDR (Medium Density Residential 0-16 units/acre) land use and MR-3 (Multi-family Residential zoning, RG-

3 (Residential General Sector 3) and MR-4A (Multi-family Residential) zoning and Low-Density Commercial land use with Industrial zoning. To the west, the parcels have an Open Space (OS) land use and RG-4 (Residential General Sector 4) zoning and High Density Residential with RG-5 (Residential General Sector 5) zoning. Parcels to the north have an LDC (Low Density Commercial) land use designation and is zoned Martin Luther King Jr. Landmark District. Specifically, a group of undeveloped residential lots and one developed lot (1960's 2-story garden-style apartment) is directly east of the site. Across Jackson Street are new townhomes and 2-story garden-style apartments built in the 1970's. Across William H. Borders Sr. Drive to the west is Selena S. Butler and Susan K. May Parker Parks and Martin Luther King Jr. Natatorium. To the north across Gartrell is the vacant parcel included in the clinic's proposed expansion. Along Decatur Street, parcels have an LDC land use designation with I-1 (Light Industrial) zoning.

- **Transportation system:** The streets immediately adjacent to the site, Gartrell and William H. Borders, are local Streets. Two blocks away, Edgewood Avenue, S.E. is designated as an arterial Street. Jackson Street, S.E. is designated as a collector street. Decatur Street, S.E. is a designated as an arterial street. The existing Mercy Care Clinic is directly across from the King Memorial MARTA Transit station on Decatur Street, S.E. The site is also accessible by MARTA bus route #899.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The area surrounding this site is a mix of new and established multifamily residential buildings, new townhomes and office and institutional land uses. A dialysis center, the Martin Luther King Jr. Natatorium (and, Butler Recreation Center) along with the O'Hern House are representative of nearby institutional uses focused on providing social services to the neighborhood. As such, the proposed land use change for the Mercy Care expansion is compatible with the surrounding land uses.
- **Effect on adjacent property and character of neighborhood:** Redeveloping the site as part of the Mercy Care expansion will add to the adjacent institutional and residential character of the area. The nearby MARTA station will service, in part, the higher density proposed by the new development.
- **Suitability of proposed land use:** The proposed Mixed Use High Density (MU-HD) land use designation is suitable for this site since the surrounding area is already a mix of Medium and High Density Residential and Low Density Commercial land use designations.
- **Consistency with City's land use policies:** The *Atlanta Comprehensive Development Plan* (CDP) Character Area for this location is Traditional Neighborhood Redevelopment (TNR). The proposed land use of HDR (and, associated rezoning requests) is consistent with the CDP and recommended policies for TNR Character Areas. TNR land use policies are intended to do the following:
 - Support preserving and developing senior housing units and affordable housing units.
 - Redeveloping vacant properties should be done to help stabilize neighborhoods.
- **Consistency with Adopted Small Area and Neighborhood Plans:** The 2017 *Downtown Atlanta Master Plan* emphasizes attracting more residents to Atlanta downtown, balancing market-rate and affordable housing options, and providing social services. The site is within the plan's study area (Sweet Auburn neighborhood). The site's proposed housing, or variation, is highlighted in the plan (see page 109) and land use and zoning changes for the proposed Mercy Care expansion is consistent with the vision of the plan for Downtown Atlanta.

The 2005 *Butler-Auburn Redevelopment Plan* also provides a framework to consider land use, zoning and redevelopment decisions for the site. These parcels are in the Low-Density Residential infill Area and the Mixed-Use redevelopment area along DeKalb Avenue and are part of the Butler Park Residential development concept (see pages 48, 63-64) which envisions a mix of single family and multi-family residential housing (over 150 new units) on the site and adjacent parcels. The site's redevelopment into multi-family housing is identified in the plan to be catalytic for the area. This concept is consistent with the proposed Mercy Care expansion.

The site is within the Eastside Tax Allocation District (TAD). The 2003 *Eastside Atlanta Redevelopment Plan* establishes a goal for TAD's to rebuild disadvantaged and distressed commercial and residential areas, especially in the eastern part of Downtown Atlanta. Specifically, the redevelopment plan asserts that "TADs make possible the development of affordable and market-rate housing, transit-oriented offices and homes, and a desirable quality of life for areas that have attempted for years to turn the corner on disinvestment and decline" (p. 12). The proposed Mercy Care expansion at the site is consistent with the TAD objectives.

- **Consistency with Atlanta City Design:** The proposed land use of MU-HD is consistent with the *Atlanta City Design* recommendations. 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*, the site is within a Growth Type - Urban Area. Urban Area is described as follows:

"These are small-scale, historic, walkable neighborhoods where growth capacity is limited mostly by our desire to keep them in the way they are. They are the traditional intown communities...Most have some form of commercial district within walking distance from homes...Their inherent walkability...make them desirable...and, therefore, threatened by even denser development." The more general Conservation policy that applies to this land use change states that "Change will still come to these areas,...but the overarching goal of design in conservation areas is to protect them from overwhelming growth."

The site is situated in an area of the Sweet Auburn neighborhood that has become an important center for social services. Mercy Care's expansion further stabilizes the area as such and therefore is consistent with the *Atlanta City Design* recommendation to guide growth while protecting existing neighborhoods. The proposed redevelopment of the site also contributes to the larger *Atlanta City Design* vision of greater equity and accessibility to social services and affordable housing.

- **Consistency with NPU policies:** The following NPU-M's policies support the land use amendment to Mixed Use High Density (MU-HD):
 - Encourage the reuse or redevelopment of vacant, underutilized, obsolescent, and/or structurally deteriorated industrial and commercial properties.
 - Promote mixed-use developments that increase compatibility with the surrounding residential land uses while generating modern industries, businesses, and employment opportunities for center city residents

STAFF RECOMMENDATION: APPROVAL OF THE LAND USE AMENDMENT FROM MEDIUM DENSITY RESIDENTIAL (0-16 UNITS/ACRE) (MDR 0-16) AND LOW DENSITY

**COMMERCIAL (LDC) LAND USE DESIGNATIONS TO MIXED USE HIGH DENSITY (MU-HD)
LAND USE DESIGNATION.**

NPU Recommendation: NPU-M voted to SUPPORT this land use amendment at its August 26, 2019 meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



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INTERIM DIRECTOR
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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-1500 / CDP-19-039 for 38 William H. Borders Sr. Drive, S.E. (aka 300 Chamberlain Street, S.E.)
DATE: September 23, 2019

PROPOSAL:

An ordinance to amend the Land Use Element of the 2016 *Atlanta Comprehensive Development Plan* (CDP) so as to re-designate property (the “site”) located at **38 William H. Borders Sr. Drive, S.E. (aka 300 Chamberlain Street, S.E.)** from the MDR 0-16 (Medium Density Residential) land use designation to HDR (High Density Residential) land use designation. This application is being sought in conjunction with the rezoning of the site per Z-19-70 from RG-4 (Residential General Sector 4) to MR-4A (Multi-Family Residential). It is also in conjunction with a request to change land use and zoning for the adjacent 375 Gartrell Street, S.E. (CDP-19-038 and Z-19-69). The redevelopment of the combined sites is part of Saint Joseph’s Health System, Inc. expansion of their Mercy Care clinic. The expansion involves a mixed-use development of office, clinic space, 180 mixed-income multifamily units, 100 senior living units and over 400 new surface and deck parking spaces. The senior housing building and surface parking lot are proposed for the 300 Chamberlain Street site. The multi-family housing building and parking deck, and office and clinic addition are proposed for the 375 Gartrell Street and 424 Decatur Street site.

FINDINGS OF FACT:

- **Property location:** The site is located between William H. Borders Sr. Drive, Gartrell Street, S.E., Jackson Street, S.E. and Chamberlain Street, S.E. It is in Land Lot 45 of the 14th District of Fulton County, within the Sweet Auburn neighborhood of NPU-M in City Council District 5.
- **Property size and physical features:** The site consists of one parcel (14 00450002089) and is approximately 1.2 acres (51,000 sq. ft.). The site is relatively flat and with a surface parking lot.
- **Current/past use of property:** The site is currently vacant with no structures. A multi-family building was located on the site. Staff is not aware of any other previous uses of the site.
- **Surrounding zoning/land uses:** To the south and east of the site, the future land use is MDR (Medium Density Residential 0-16 units/acre) and zoning is RG-4 (Residential General Sector 4). Selena Butler Park to the west of the site has an Open Space (OS) land use with RG-4 (Residential General Sector 4).

zoning. Parcels to the north have Low Density Commercial (LDC) land use designations and zoned Martin Luther King Jr. Landmark District. Specifically, Liberty Baptist Church is directly east of the site. To the north across Chamberlain Street is a social service facility offering rehabilitation programs for substance abuse victims known as the O 'Hern House.

- **Transportation system:** The streets immediately adjacent to the site, Chamberlain and William H. Borders, are local Streets. A block away, Edgewood Avenue, S.E. and Jackson Street, S.E. are respectively designated as an arterial street and a collector street. To the south Decatur Street, S.E., is designated as an arterial street. The existing Mercy Care Clinic is directly across from the King Memorial MARTA Transit station on Decatur Street, S.E. The site is also accessible by MARTA bus route #899. Gartrell Street bisects the combined sites and is proposed to remain as a through-street in the clinic's expansion; however, the applicant is proposing adding on-street parking spaces.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The area surrounding this site is a mix of new and established multi-family residential buildings, new townhomes and office and institutional land uses. A dialysis center, the Martin Luther King Jr. Natatorium (and, Butler Recreation Center) along with the O 'Hern House, Liberty Baptist Church and Mercy Care Clinic are representative nearby institutional uses focused on providing social services to the neighborhood. As such, the proposed land use change for the Mercy Care expansion is compatible with the surrounding land uses.
- **Effect on adjacent property and character of neighborhood:** Redeveloping the site as part of the Mercy Care expansion will add to the adjacent institutional and residential character of the area. The nearby MARTA station will service, in part, the higher density proposed by the new development.
- **Suitability of proposed land use:** The proposed High Density Residential (HDR) land use designation is suitable for this site because the surrounding area is already a mix of Medium and High Density Residential and Low-Density Commercial land use designations.
- **Consistency with City's land use policies:** The *Atlanta Comprehensive Development Plan (CDP)* Character Area for this location is Traditional Neighborhood Redevelopment (TNR). The proposed land use of HDR (and, associated rezoning requests) is consistent with the CDP and recommended policies for TNR Character Areas. TNR land use policies are intended to do the following:
 - Support preserving and developing senior housing units and affordable housing units.
 - Redevelop vacant properties should be done to help stabilize neighborhoods.
- **Consistency with Adopted Small Area and Neighborhood Plans:** The 2017 *Downtown Atlanta Master Plan* emphasizes attracting more residents to Atlanta downtown, balancing market-rate and affordable housing options, and providing social services. The site is within the plan's study area (Sweet Auburn neighborhood). The site's proposed housing, or variation, is highlighted in the plan (see page 109) and land use and zoning changes for the proposed Mercy Care expansion is consistent with the vision of the plan for Downtown Atlanta.

The 2005 *Butler-Auburn Redevelopment Plan* also provides a framework to consider land use, zoning and redevelopment decisions for the site. This parcel was part of the Low-Density Residential Infill Area (page 45) and the plan recommended MR-4 (Multi-Family Residential).

The site is within the Eastside Tax Allocation District (TAD). The 2003 *Eastside Atlanta Redevelopment Plan* establishes a goal for the TAD to rebuild disadvantaged and distressed

commercial and residential areas, especially in the eastern part of Downtown Atlanta. Specifically, the redevelopment plan asserts that “TADs make possible the development of affordable and market-rate housing, transit-oriented offices and homes, and a desirable quality of life for areas that have attempted for years to turn the corner on disinvestment and decline” (p. 12). The proposed Mercy Care expansion at the site is consistent with the TAD’s objectives.

- **Consistency with Atlanta City Design:** The proposed land use of HDR is consistent with the *Atlanta City Design* recommendations. 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*, the site is within a Growth Type - Urban Area. An Urban Area is described as follows:

“These are small-scale, historic, walkable neighborhoods where growth capacity is limited mostly by our desire to keep them in the way they are. They are the traditional intown communities...Most have some form of commercial district within walking distance from homes...Their inherent walkability...make them desirable...and, therefore, threatened by even denser development.” The more general Conservation policy that applies to this land use change states that “Change will still come to these areas,...but the overarching goal of design in conservation areas is to protect them from overwhelming growth.”

The site is situated in an area of the Sweet Auburn neighborhood that has become an important center for social services. Mercy Care’s expansion further stabilizes the area as such and therefore is consistent with the *Atlanta City Design* recommendation to guide growth while protecting existing neighborhoods. The proposed redevelopment of the site also contributes to the larger *Atlanta City Design* vision of greater equity and accessibility to social services and affordable housing.

- **Consistency with NPU policies:** The following NPU-M’s policies support the land use amendment to High Density Residential (HDR):
 - Encourage the reuse or redevelopment of vacant, underutilized, obsolescent, and/or structurally deteriorated industrial and commercial properties.
 - Promote mixed-use developments that increase compatibility with the surrounding residential land uses while generating modern industries, businesses, and employment opportunities for center city residents

STAFF RECOMMENDATION: APPROVAL OF THE LAND USE AMENDMENT FROM MEDIUM DENSITY RESIDENTIAL (0-16 UNITS/ACRE) (MDR 0-16) LAND USE DESIGNATION TO HIGH DENSITY RESIDENTIAL (HDR) LAND USE DESIGNATION.

NPU Recommendation: NPU-M voted to SUPPORT this land use amendment at its August 26, 2019 meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



Department of
CITY PLANNING

KEISHA LANCE BOTTOMS
MAYOR

55 Trinity Avenue, S.W. SUITE 1450 – ATLANTA, GEORGIA 30303
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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 *KnH*
SUBJECT: 19-O-1501 / CDP-19-040 for 1669 DeFoor Avenue, N.W.
DATE: September 23, 2019

PROPOSAL:

An ordinance to amend the Land Use Element of the 2016 *Atlanta Comprehensive Development Plan* (CDP) so as to re-designate property (the “site”) located at **1669 DeFoor Avenue, N.W.** from the I (Industrial) land use designation to LDC (Low Density Commercial) land use designation. This application is being sought in conjunction with the rezoning of the site per Z-19-71 from I-1 (Light Industrial) to MRC-1 (Mixed Residential Commercial District). The land use change and rezoning are requested to support the proposed redevelopment of a vacant site into a mixed-use development consisting of 16 for-sale market-rate condominiums and approximately 4,000 square feet (sq. ft.) of co-working office space.

The Applicant has requested that this application be filed

STAFF RECOMMENDATION: TO FILE THE LAND USE AMENDMENT FROM INDUSTRIAL (I) LAND USE DESIGNATION TO LOW DENSITY COMMERCIAL (LDC) LAND USE DESIGNATION.

NPU Recommendation: NPU-D voted to DENY this land use amendment at its August 27, 2019 meeting.

cc: Jessica Lavandier, Assistant Director, Strategic 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 Services Committee
FROM: Keyetta M. Holmes, Interim Director, Office of Zoning and Development 
SUBJECT: 19-O-1502 / CDP-19-042 for 180 Pearl Street, S.E.
DATE: September 23, 2019

PROPOSAL:

An ordinance to amend the Land Use Element of the 2016 Atlanta *Comprehensive Development Plan* (CDP) so as to re-designate property (the “site”) located at **180 Pearl Street, S.E.** from the SFR (Single Family Residential) land use designation to the LDC (Low Density Commercial) land use designation. This application is being sought in conjunction with the rezoning of the site per Z-19-79 from R-5 (Two Family Residential) to R-LC (Residential-Limited Commercial) to convert the building to a neighborhood-scale business (retail and office) while still maintaining a portion of the building for residential use.

FINDINGS OF FACT:

- **Property location:** The parcel is in the Reynoldstown neighborhood. The parcel is a corner lot at Pearl Street, S.E. and Harold Avenue, S.E. in Land Lot 20 of the 14th District of Fulton County. It is in NPU-N and City Council District 5.
- **Property size and physical features:** The site consists of one parcel (14 00200009032) and is approximately 0.1 acres (5,600 sq. ft.). The site is a small corner lot in an established residential neighborhood.
- **Current/past use of property:** The building on the site is currently used for residential purposes but it originally was developed as a local grocery store. The non-residential uses at the site included office as well as retail.
- **Surrounding zoning/land uses:** To the north, east and south, the site is zoned is R-5 (Two Family Residential) with an SFR (Single Family Residential) land use designation. To the west, the site is zoned HC-20A SA3 (Cabbagetown Landmark District Subarea 3) with a Low-Density Residential land use designation.
- **Transportation system:** Both Pearl Street and Harold Street are local streets. Bus service is provided along Memorial Drive and the King Memorial and Inman Park-Reynoldstown MARTA Transit stations are located less than a mile away.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The area surrounding this site is residential, single family detached houses. Small-scale commercial, especially on a corner lot in an existing building at the scale of existing development on the block was common in older neighborhoods and is compatible with surrounding land uses.
- **Effect on adjacent property and character of neighborhood:** The reestablishment of a commercial use at the site servicing local commercial needs is anticipated to have positive impact on adjacent properties. The character of the Reynoldstown neighborhood is maintained and protected as a bedroom community with local serving commercial uses.
- **Suitability of proposed land use:** The proposed Low Density Commercial (LDC) land use designation is suitable for this site since the surrounding area is of similar scale. The proposed addition of neighborhood-scale commercial in the area may help support existing and future residential and commercial development in the area.
- **Consistency with City's land use policies:** The *Atlanta Comprehensive Development Plan* (CDP) Character Area for this site is Traditional Neighborhood Existing (TNE). The proposed land use of Low Density Commercial (LDC) is consistent with the CDP and recommended policies for TNE. Traditional Neighborhood Existing land use policies are intended to do the following:
 - Prevent encroachment of incompatible uses; and,
 - Promote new and existing nodal neighborhood commercial areas, which are compatible in size and character with existing neighborhoods.
- **Consistency with Adopted Small Area and Neighborhood Plans:** The site's redevelopment was not directly identified in the *Reynoldstown 2000 and Beyond: A Neighborhood Master Plan*, but the site was included in one of the proposed "neighborhood portals" as part of a land use concept plan (see page 41). These portals are conceptualized as being gateways into the Reynoldstown neighborhood. The nodes would be pedestrian-friendly, have signage and streetscaping to signal visitors and residents that they are entering a distinct neighborhood. The commercial front that would accompany this land use and zoning change is consistent with this concept and the plan's vision to strengthen the neighborhood identification and distinguishing its borders with adjacent neighborhoods. The plan details the history and development context of Reynoldstown, and small commercial corners and nodes were very much a part of this neighborhood. As such, the proposed change in land use and rezoning of the site is consistent with the intent of the *Reynoldstown 2000 and Beyond: A Neighborhood Master Plan*.

The land use change is also consistent with the 2001 *Memorial Drive-Martin Luther King, Jr. Drive Area Revitalization Study*. Referring to the *Reynoldstown 2000 and Beyond* plan, this plan reiterates the importance of residential and limited commercial development to be developed at a complimentary scale of the existing Cabbagetown and Reynoldstown edge along Pearl Street

Consistency with Atlanta City Design: The proposed land use of LDC is consistent with the *Atlanta City Design* recommendations. 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*, the site is within a Growth Type – Urban Area. This area is described as follows:

“These are small-scale, historic, walkable neighborhoods where growth capacity is limited mostly by our desire to keep them in the way they are. They are the traditional intown communities...Most have some form of commercial district within walking distance from homes...Their inherent walkability...make them desirable...and, therefore, threatened by even denser development.” The more general Conservation policy that applies to this land use change states that “Change will still come to these areas but the overarching goal of design in conservation areas is to protect them from overwhelming growth.”

- **Consistency with NPU policies:** The following NPU N’s policies support the land use amendment to Low Density Commercial (LDC):
 - The character of each the NPU’s neighborhoods shall be preserved.
 - It is preferred to renovate existing buildings over demolishing and constructing new.
 - Infill development should be compatible with surrounding, existing development.
 - Encourage the redevelopment of Pearl Street as an internal neighborhood street of single-family and duplex housing and any new development or redevelopment should be sensitive to the existing residential character.
 - Encourage commercial development in Reynoldstown that is in keeping with existing scale.

STAFF RECOMMENDATION: APPROVAL OF THE LAND USE AMENDMENT FROM SINGLE FAMILY RESIDENTIAL (SFR) LAND USE DESIGNATION TO LOW DENSITY COMMERCIAL (LDC) LAND USE DESIGNATION.

NPU Recommendation: NPU-N will vote on this land use amendment at its September 26, 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 Services Committee
FROM: Keyetta M. Holmes, Interim Director, Office of Zoning and Development *Keyetta*
SUBJECT: 19-O-1503 / CDP-19-043 for 296 Dilbeck Place, N.E. (aka 0 Dilbeck Place, N.E.)
DATE: September 23, 2019

PROPOSAL:

An ordinance to amend the Land Use Element of the 2016 *Atlanta Comprehensive Development Plan* (CDP) so as to re-designate property (the “site”) located at **296 Dilbeck Place, N.E. (aka 0 Dilbeck Place, N.E.)** from the SFR (Single Family Residential) land use designation to the MDR (Medium Density Residential) land use designation. This application is being sought in conjunction with the rezoning of the site per Z-19-81 from R-4 (Single Family Residential) to MR-3 (Multi-Family Residential) to allow for the construction of 52 for-sale townhomes.

The applicant has requested a deferral of this application to the November public hearing.

STAFF RECOMMENDATION: DEFERRAL TO THE NOVEMBER PUBLIC HEARING AGENDA.

cc: Jessica Lavandier, Assistant Director, Strategic Planning