



Department of  
**CITY PLANNING**

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**MEMORANDUM**

**TO:** Matt Westmoreland, Chair, Community Development/Human Services Committee  
**FROM:** Janide Sidifall, Deputy Commissioner <sup>JES</sup>  
**SUBJECT:** 21-O-0671/ CDP-21-049 – Plan A: Atlanta’s Comprehensive Development Plan  
**DATE:** October 25, 2021

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**SUMMARY:**

An Ordinance to adopt the *2021 Comprehensive Development Plan* (“*Plan A*”) as the official comprehensive development plan for the City of Atlanta, Georgia, in compliance with the requirements of the *Georgia Planning Act of 1989*, and for other purposes.

**FINDINGS OF FACT:**

**The Comprehensive Development Plan and the Purpose of this Legislation**

The comprehensive development plan, or CDP, is Atlanta’s guide for growth and development. The CDP shows relationships among land use, transportation, housing, economic and community development, nature, urban design, historic preservation, and other aspects to city building.

The purpose of this legislation is to adopt the *City of Atlanta’s 2021 Comprehensive Development Plan* (entitled “*Plan A*”) as mandated by Atlanta’s City Charter Sections 3-602, 3-603, and 3-604 and as required by the Georgia Department of Community Affairs and the *Georgia Planning Act of 1989*. State “Minimum Standards and Procedures for Local Comprehensive Planning” (Georgia Administrative Code 110-12-1) as amended in October 2018 establish standards and procedures for comprehensive planning by all local governments in Georgia. Those standards and procedures emphasize preparing plans and help local governments address immediate needs and opportunities while moving toward realization of long-term goals for the future. To maintain Qualified Local Government (QLG) certification, and thereby remain eligible for select state funding and permitting programs, each local government must prepare, adopt, maintain, and implement a comprehensive development plan as specified in these standards at least every 5 years. The City of Atlanta last adopted a comprehensive development plan in 2016, and it must adopt an update by October 31, 2021, to maintain its QLG status. Atlanta’s comprehensive development plan must include a set of required plan elements, including community vision and goals, needs and opportunities, community work program, impact-fee funded capital improvements, land use, transportation, economic development, broadband internet, and housing and community development. Cities are encouraged to go beyond these required elements and

supplement comprehensive development plans with other plan elements to make the overall plan a good local fit. The Georgia Department of Community Affairs (DCA) and Atlanta Regional Commission (ARC) determine that Atlanta's updates conform to the Minimum Standards and Procedures for Local Comprehensive Planning before Atlanta City Council adopts plan updates.

### **Plan A and Atlanta City Design**

This is the first 5-year comprehensive development plan update since City Council adopted *Atlanta City Design* to Atlanta's City Charter in 2017. Atlanta's City Charter establishes *Atlanta City Design* as the principal design concept for Atlanta and the framework for comprehensive planning. *Atlanta City Design* is premised on two ideas: (1) Atlanta is going to change, and (2) almost always, more people are better than fewer. Understanding growth over the next 30 years is paramount to translating and implementing *Atlanta City Design*. Moreover, *Atlanta City Design* revolves around the five values of progress, ambition, access, nature, and equity, and it is also very much rooted in a decades-old vision of the "Beloved Community:"

In many ways, Dr. King's lasting influence changed our trajectory and made us the city we are today. His goal, however, was not to fulfill our slogan, "a city too busy to hate." His goal was the beloved community... Far from a utopian fantasy, Dr. King saw the beloved community as a realistic and achievable goal... With that as our goal, twenty years from now, we should be able to say that our city has grown not into a different kind of place, but into a better version of itself — an Atlanta ever more confident of its identity and committed to its voice for peace in the world (*Atlanta City Design*, pp ii-iii).

*Atlanta City Design* proposes three goals, or design principles, to building the Beloved Community: (1) Design for People, (2) Design for Nature, and (3) Design for People in Nature. The vision and design principles for growth and development now guide drafting the comprehensive development plan.

The 2021 version of *Plan A* starts to align several plans and initiatives using *Atlanta City Design* as a framework. Highlights of *Atlanta City Design's* influence in this year's comprehensive development plan update are establishing the vision and aspiration of the Beloved Community; introducing growth and conservation areas in land use planning; and, identifying vision, goals, needs and opportunities, policies, and actions from *Atlanta's Transportation Plan* (2018), *Atlanta City Design: Nature* (2020) *Atlanta City Design: Housing* (2020), and, *Atlanta City Design: Future Places Project* (2020).

### **Minimal Administrative Update in 2021 and Full Update Starting in 2022**

*Plan A* started in 2020—not an ideal year to take on anything as ambitious and important as updating the comprehensive development plan. In responding to the COVID-19 pandemic, the Department of City Planning gained experienced using new virtual tools and methods for public engagement and outreach, but human interaction is still severely limited.

Considering the challenges of planning during a pandemic, the Department is preparing *Plan A* over a multi-year process. This year's update, Phase 1, is a "minimal administrative update." As such, it meets the State requirements to maintain the City's QLG status so Atlanta can continue accessing federal and state funds for economic development, affordable housing, and infrastructure. It will also lay a foundation for a more robust "full update" starting in 2022. During

Phase 2 of *Plan A*, the Department will facilitate extensive stakeholder and public engagement and will dig deeper into issues of density, land use, zoning and other topics frequently raised during this year's update. Interaction post-pandemic will be more participatory and inclusive as the planning process will accommodate both virtual and in-person engagement and outreach.

A "minimal administrative update" involves updating certain plan elements. The Department made minimal updates to the following elements, as required.

1. Community Vision and Goals (State requires including general vision statement, list of community goals and policies)
  - a. Refresh existing community goals based on *Atlanta City Design* and other city-wide adopted or released plans and studies since the 2016 CDP.
2. Community Needs and Opportunities (State requires as they relate to each plan element)
  - a. Refresh existing needs and opportunities based on *Atlanta City Design* and other city-wide adopted or released plans and studies since the 2016 CDP.
3. Land Use Planning (State requires because Atlanta has regulations subject to Zoning Procedures Law)
  - a. Provide a snapshot of Future Land Use and Character Area maps as amended between adopting the 2016 CDP and the CDP amendments completed during the 2<sup>nd</sup> quarter of 2021.
  - b. Make no pro-active changes to the Future Land Use or Character Area maps. Note, changing Zoning Maps is a regulatory and public process separate from preparing comprehensive development plans.
  - c. Refresh policies based on adopted or released plans and studies since the 2016 CDP.
4. Transportation Planning (State requires because Atlanta is within the jurisdiction of ARC, which is a Metropolitan Planning Organization)
  - a. Refresh transportation goals, needs and opportunities, and implementing policies and actions based on adopted or released plans and studies since the 2016 CDP.
5. Housing and Community Development Planning (State requires because Atlanta is a Community Development Block Grant entitlement community)
  - a. Refresh housing and community development goals, needs and opportunities, and implementing policies and actions based on adopted or released plans and studies since the 2016 CDP.
6. Natural Systems and Resiliency Planning (State requires Consideration of Regional Water Plan and Environmental Planning)
  - a. Refresh natural systems and resiliency goals, needs and opportunities, and implementing policies and actions based on adopted or released plans and studies since the 2016 CDP.
7. Capital Improvements Element, the "CIE" (State requires because Atlanta collects development impact fees)
  - a. Include the annual CIE update, currently considered for adoption as Ordinance 21-O-0672.
8. Community Work Program, the "CWP" (State requires)
  - a. Include carry-overs of "Active" projects from the previous CWP in the 2016 CDP and include a limited number of new priority actions.

For cities, such as Atlanta, who have not updated their comprehensive development plan since changes to State requirements in 2018, the following new elements must be prepared as part of a “minimal administrative update.”

1. Report of Accomplishments of projects listed in the last Community Work Program
2. Broadband Internet Planning
  - a. Briefly introduce goals, needs and opportunities, and preliminary implementation ideas.

Cities have discretion to include and update other elements (for example economic development, urban design, etc.) if it meets local needs. Atlanta’s City Charter and long-established comprehensive planning practices by the City of Atlanta and Department of City Planning prescribe the following minimal updates to plans every 5 years.

1. Local Economic Development Planning (Charter requires)
  - a. Refresh local economic development goals, needs and opportunities, and implementing policies and actions based on adopted or released plans and studies since the 2016 CDP.
2. Urban Design (This is a common practice to include, and the act is further strengthened by adopting *Atlanta City Design* into the City Charter)
3. Historic Preservation (City Code requires since the 1989 adoption of the City’s Historic Preservation Ordinance)
4. Public Safety Facilities Planning (This is a common practice, and the Charter requires certain aspects)
5. Neighborhood Planning and NPU policies (This is a common practice, and the Charter requires certain aspects)

The Department of City Planning prepared the 2021 update to the comprehensive development plan following this guidance for a “minimal administrative update.” During Phase 2 of updating *Plan A*, the Department anticipates a broader, “full update” to the comprehensive development plan that further aligns the plan to *Atlanta City Design*. This will entail updating the Land Use Planning Element in close coordination with the ongoing rewrite of the City’s Zoning Ordinance. It will involve fully reviewing the purpose and function of the layered scheme of *Atlanta City Design* growth and conservation areas, future land use, and character areas to align and support implementing the future Zoning Ordinance. The Department expects to start this Phase 2 planning process in early 2022 and complete the “full update” before the next 5-year CDP update deadline of October 2026—this planning process may take 18 or more months.

The Department of City Planning will present the scope of the Phase 2 planning process and initial public engagement and outreach approach to the CD/HS Committee during the first quarter of 2022.

### **The Planning Process and Public Outreach and Engagement**

The planning process took place over the past 12 months. It started with the Department of City Planning presenting at the Atlanta City Council Community Development/Human Services Committee (CD/HS) 3<sup>rd</sup> quarter CDP public hearing on September 28, 2020, and at the Committee’s regular meeting the next day.

The Department also hosted a series of virtual stakeholder meetings to convene three leadership and advisory groups:

1. Public Leadership Group (PLG) which is accountable for the comprehensive development plan. The State requires involvement of this group for all comprehensive development planning updates and includes elected officials and leadership from City departments and local economic development agencies. The PLG provides high-level direction and decision-making at particular points during the process.
2. Stakeholder Advisory Committee (SAC) which represents the people who will live with the comprehensive development plan. The SAC includes community members, advocacy groups, Neighborhood Planning Units (NPU), and institutions with interest in Atlanta's future. SAC members volunteer their time and provide input and feedback on key concepts and ideas.
3. Technical Advisory Committee (TAC) is the group responsible for preparing the comprehensive development plan. Made up of City and local agency staff, the TAC provides expertise and assures close coordination between disciplines contributing to the analysis and writing of the CDP.

The Department of City Planning hosted all three groups at a virtual kickoff meeting for *Plan A* on October 28, 2020. The meeting brought together 145 people representing 99 organizations for an overview the update and ways to include the public. The PLG met on December 17, 2020, to discuss leadership roles during the planning process and the alignment of the comprehensive development plan with *Atlanta City Design*. On January 27, 2021, nearly 190 people, representing several organizations, neighborhood associations, and NPUs met virtually to discuss community needs and opportunities and the challenges of public outreach and engagement during the pandemic. After consulting with the PLG, SAC, and TAC members at the December and January meetings, the Department of City Planning decided to reset the comprehensive development planning process by only focusing on the required updates this year and begin a more robust process in 2022. The Department explained the decision and discussed opportunities for public participation and input at the CD/HS quarterly CDP public hearing on March 22, 2021.

The Department released Draft I of *Plan A* on June 8, 2021. The Department hosted 3 city-wide virtual meetings later in June. Over 150 people attended the June virtual meetings, and the Department received several questions and suggestions on Draft I from attendees. Further, the Department presented at the June 28, 2021, CD/HS 2<sup>nd</sup> quarter CDP public hearing and received 1,050 voicemail comments at the hearing.

The Department of City Planning presented *Plan A* at the Atlanta Planning Advisory Board (APAB) this past spring and summer on April 17<sup>th</sup> and August 21<sup>st</sup>. In addition, the Department emailed all 25 NPU chairs and zoning contacts in early April about the process to revise NPU policies. To facilitate revisions, the Department provided examples of how these policies are used in decision-making and implementing the comprehensive plan. Department planners, at the request of individual NPUs, met with a dozen NPUs in small group discussions between April and July 2021 to provide further guidance on the changes to the comprehensive development plan and listen to specific ideas and proposals to updating NPU policies. The Department kept the APAB chair updated during this time as NPUs submitted their policy revisions.

The Department incorporated stakeholder, NPU, and public feedback on Draft I and released a revised *Plan A* on July 27<sup>th</sup>. The Department submitted Draft II of *Plan A* to DCA and ARC on July 27<sup>th</sup> for their required review and approval. The Department received DCA and ARC approval and brief advisory comments on September 13, 2021—the Department’s response to DCA and ARC comments are below, and it will be published in Appendix II of *Plan A*.

The Department received over 900 email comments on Drafts II and III from stakeholder groups and the public. The review and comment period for Draft II ended at the CD/HS Committee Meeting on September 28, 2021. The Department concluded over 110 consecutive days of public review and comment at this time. After the September 28<sup>th</sup> CD/HS Committee meeting, the Department incorporated all Draft II comments, including 712 voicemail comments received prior to the Committee Meeting, and published the Draft III of *Plan A* on October 1<sup>st</sup>. This third draft was available for public review and comment through October 8<sup>th</sup>. The Department incorporated the few email comments received during this review period and submitted a final draft at the CD/HS committee meeting on October 12<sup>th</sup>. CD/HS will consider the adoption legislation on October 26<sup>th</sup> and Full City Council meets on October 28<sup>th</sup> for a vote—this will be the 3<sup>rd</sup> read of the ordinance adopting Atlanta’s *2021 Comprehensive Development Plan*.

The Department posted drafts of *Plan A* online at <https://www.atlcitydesign.com/2021-cdp>. The Department also printed draft copies and placed them in 11 libraries and 4 community centers. The Department routinely gave updates at NPU meetings and on the website and social media.

## **Updates to Plan Elements in 2021**

*Plan A* is an update to the 2016 Comprehensive Development Plan. This means most proposed goals, policies, and actions outlined in the 2016 CDP are reflected in the 2021 CDP but have been refreshed through the lens of the planning work that has been completed since 2016, including *Atlanta City Design*. The 2021 version of *Plan A* consists of the following sections, or elements.

**Section 1** introduces comprehensive planning and sets the *Atlanta City Design* framework for *Plan A*’s city-wide **Community Vision** and challenges motivating the work to updating the plan.

## **Planning Elements**

**Section 2** is the City’s **Land Use Planning Element**, and the chapter explains the approach to using both Future Land Use Planning and Character Area Planning. The descriptions, policies, and maps in this element serve as the City’s official guide to future physical growth and development. The 2021 *Plan A* only features changes to the Future Land Use map representing routine amendments made quarterly since 2016 through the 2<sup>nd</sup> quarter of 2021—no changes are made to Character Area geographies. It will take this and the next update to Atlanta’s comprehensive development plan to fully translate the *Atlanta City Design* vision and goals for Atlanta’s physical growth and development. The 2021 *Plan A* consists of existing 2016 policies and practices of Character Area Planning and Future Land Use Planning. The Department recognizes the need to revisit these policies and practices within the context of the ongoing reform of Atlanta’s Zoning Ordinance during the next full CDP update. However, *Atlanta City Design* concepts of Growth and Conservation Areas are introduced in this year’s CDP. A break from past plans is listing the small area and neighborhood plans City Council adopted since the 2016 CDP in another section, Neighborhood Planning. The Department also moved NPU policies, revised

by each NPU, to **Appendix III** to make them easier to find in the plan. These changes along with new graphics and streamlined text reflect public input received during the planning process.

**3 through 11** are elements addressing city-building activities, including the following:

**Section 3: Transportation Planning**

**Section 4: Housing and Community Development Planning**

**Section 5: Local Economic Development Planning**

**Section 6: Broadband Internet Planning**

**Section 7: Natural Systems and Resiliency Planning**

**Section 8: Urban Design**

**Section 9: Historic Preservation**

**Section 10: Public Safety Facilities Planning**

**Section 11: Neighborhood Planning**

The Department kept the same elements published in the 2016 CDP but spread the discussion of community facilities over multiple elements, including one dedicated to Public Safety Facilities Planning. The State-required Broadband Internet Planning element is new. All content in the planning elements can be found in recent and ongoing initiatives, such as the 2016 CDP or in plans, policies, and studies adopted and/or released after 2016. Among these are the following:

- *Atlanta City Design* (2017)
- *Atlanta City Design: Atlanta's Transportation Plan* (2018)
- *One Atlanta: Housing Affordability Action Plan* (2019)
- *One Atlanta: Strategic Plan for Transportation* (2019)
- *Atlanta Consolidated Plan* (2020)
- *Atlanta City Design: Nature* (2020)
- *Atlanta City Design: Housing 2020*
- *One Atlanta: Economic Mobility, Recovery, and Resiliency Plan* (2020)
- *Atlanta City Design: Future Places Project* (2020)

Each **Planning Element** begins with a **Community Vision** as well as prominent, long-term **Goals** from recent and ongoing city-wide initiatives. In addition to listing key references in the introduction, the Department identifies other **Related Plans and Initiatives** being implemented and supporting each planning element's vision, goals, policies, and policy actions.

Following community vision and goals, and the related plans and initiatives, each planning element describes a set of urgent **Community Needs and Opportunities** and proposes **Policies** to address them. In contrast to community vision and goals, policies look to the short-term to guide day-to-day decisions to implement the CDP. These policies are pulled from implementing plans and initiatives and were further refined and vetted with stakeholders and the public. *Plan A* consolidates the highest priority policies in 70 concise policy statements across the 10 planning elements. Following each policy statement are one or more **Policy Actions** proposed for the community to take over the next five years when implementing the CDP. Several of these policy actions are included in the new **Community Work Program**. Each policy action is already being implemented by other city-wide initiatives, and stakeholder groups and the public reviewed and commented on all policy action statements.

## Implementing Elements

The **Community Work Program (CWP)** is a required element, and it summarizes the specific actions, responsible entities, estimated costs, and potential funding sources needed to implement *Plan A* over the next five years. The Community Work Program is not meant to be the City's complete list of capital improvement projects, but it does include the proposed activities, initiatives, programs, legislation, and administrative changes to be put in place while steadily making progress to realizing the community vision and goals in *Plan A*. Many actions proposed in the 2016-2021 Community Work Program are active and incorporated into broader initiatives and capital programs, including the following:

- Atlanta Department of Transportation Initiatives and Programs
- Atlanta Department of Watershed Capital Improvement Program
- Atlanta Department of Aviation ATLNext
- Atlanta Department of Parks and Recreation
- ActivateATL Master Plan and future Capital Improvement Program
- City of Atlanta 5-year Consolidated Plan with the U.S. Department of Housing and Urban Development (HUD)
- More MARTA Program
- Atlanta BeltLine

The 2022-2026 CWP list reflects consolidation of actions into these initiatives and programs. During the next phase to updating *Plan A*, engagement will include opportunities to further review, discuss, and prioritize actions proposed by NPUs. However, no new actions are proposed by NPUs in the 2021 comprehensive development plan update.

Another new requirement to comprehensive planning in Georgia is including a **Report of Accomplishments** which gives a brief status update on progress implementing actions listed in the previous Community Work Program. Note, the Report of Accomplishments, Community Work Program, and the **2022-2026 Capital Improvements Element (CIE)** are included in **Appendix I**.

### Other Documentation in Appendices

Finally, **Appendix II** provides supplemental information, including correspondences with DCA/ARC reviewers, and documentation for considering State-required Regional Water Plan and the Environmental Planning Criteria as well as public engagement and outreach. **Appendix III** includes NPU policies and maps. **Appendix IV** provides a glossary of terms and an acronym list.

### DCA and ARC Approval and Submission of Adopted Plan by October 31<sup>st</sup>

Georgia Department of Community Affairs and Atlanta Regional Commission reviewed Atlanta's 2021 comprehensive plan update and determined that it addresses the State's "Minimum Standards for Local Comprehensive Planning." Atlanta City Council is now responsible for adopting *Plan A* by October 31, 2021, to maintain the City's Qualified Local Government status. When adopted, the Department of City Planning will submit the final plan to DCA and ARC. Only when adopted and submitted, will DCA reinstate the City's QLG status. DCA has already reviewed and approved the City's annual Capital Improvements Element. It is the City's responsibility to ensure subsequent adoption of the CIE (ordinance 21-O-0672) and the CDP by October 31<sup>st</sup>.



## Summary of Incorporating DCA, ARC, Stakeholder, and Public Comments

The Department made over 100 revisions to *Plan A* based on comments and suggestions received during the public comment period starting in early June 2021. The Department provides a memorandum at the beginning of each working draft of *Plan A* documenting the line-by-line changes. That memo supplements a summary of the comments in *Plan A*'s Appendix II. The following are the most salient topics from the public review and comment period and the Department's response.

**Topic 1: Balancing Growth and Development with What Makes Atlanta Great** — The most discussed topic by far is the approach to balancing Atlanta's growing residential population and unprecedented development while protecting and enhancing the things that make Atlanta great—its people, diversity, residential neighborhoods, historic and cultural places, walkable urban core, tree canopy, streams and rivers, parks and trails, transit, and schools. Prefaced on *Atlanta City Design*'s recognition that change is coming and with it is the prospect for Atlanta to account for a larger share of the region's population, the Department purposely drafted a comprehensive plan for a population that is at least double the city's current size. And, this means planning for a future Atlanta with greater density and diversity while conserving the unique character and scale of neighborhoods.

*Plan A* in 2021 starts to align several plans and initiatives already implementing *Atlanta City Design*. Extensive technical analysis and public engagement will be needed in the next phase of *Plan A* to draw more connections across plan elements and overhaul the land use planning element, itself. While preparing *Plan A*, a series of legislation (ordinances 21-O-0454, 21-O-0455, and 21-O-0456) proposing future land uses and zoning changes to support missing middle housing around MARTA transit stations and text amendments to the zoning ordinance for parking minimums and accessory dwelling units was introduced to City Council. This proposed legislation implements recommendations of *Atlanta City Design: Housing*, and it spurred most of the comments received during the public review and comment period for *Plan A*. In recognizing the need for further analysis and engagement, the Department revised policies supporting aspects to *Atlanta City Design: Housing* in *Plan A*'s Housing Element. These included making the following revisions to Draft I:

~~HC 4.1: Amend the zoning ordinance to allow attached and detached ADUs citywide.~~  
"Amend the zoning ordinance to allow attached and detached ADUs in more areas."

~~HC 6.2: Amend the zoning ordinance to reduce minimum lot size requirements.~~ Removed

~~HC 7.1: Create fee simple subdivision for accessory dwelling units to promote affordable ownership options.~~ Removed

Public discussion over the legislation continues, and the legislation will be considered for adoption after City Council adopts *Plan A*.

The proposed legislation prompted public discussion and comments, particularly among several NPUs, during the review period for Draft II. Most of these comments focused on the Land Use Planning element and how Growth and Conservation Areas, Future Land Use Categories, Character Areas relate to each other and guide zoning decisions, especially near transit stations and in residential neighborhoods. Acknowledging these comments, the

Department responded by reiterated that Character Area geographies, policies, and preferred future land uses in the 2021 *Plan A* are substantively the same as they were recommended in the 2016 CDP. For example, transit-oriented development (TOD) character area policies continue to be considered along with overlapping character area policies when making zoning decisions. Additionally, the city-wide character area policy to protect existing single-family, low-density, and medium-density residential from incompatible higher densities and non-residential uses remains (see CW-2). But, the thrust of the comments reinforces the first Land Use Planning Element policy proposed in *Plan A*.

LU 1: Revisit the purpose of Character Area Planning and Future Land Use Planning.

“It will take this and the next update to Atlanta’s comprehensive development plan to properly translate the *Atlanta City Design* vision and goals for the physical growth and development of the city. For this update, we are working with the existing policies and practices of Character Area Planning and Future Land Use Planning. We also recognize the need to revisit these policies and practices within the context of the ongoing rewrite of Atlanta’s Zoning Ordinance during the next update.”

**Topic 2: Aligning Public Infrastructure with Growth and Development** — A related topic to balancing growth and development is the need to invest in public infrastructure in places *Atlanta City Design* and *Plan A* direct new growth and development. The Department received comments regarding increased burden on stormwater infrastructure in growing residential neighborhoods and car traffic in corridors experiencing new mixed-use development—indicating a lack of public infrastructure investments to support the intensity of growth and development. As discussed above, the Department worked with stakeholder partners implementing infrastructure projects across the city, including City of Atlanta Departments of Watershed Management and Transportation, to prioritize actions in the 2022-2026 Community Work Program based on existing capital programs. The Department will carry this focus on implementation in Phase 2 of *Plan A* as it increases engagement with both the public and implementing partners to further align infrastructure with growth and development.

**Topic 3: Limiting the 2021 CDP Update to a Minimal Administrative Update and Ensuring Meaningful Engagement** — During the review period for Draft II, the scope of the administrative update and public engagement emerged as a third salient topic.

The Department received many comments requesting that *Plan A* conform to the general goals, objectives, policies, and format of the 2016 CDP and only include updates that are legally required and/or mandated by the Atlanta City Charter or the State. As discussed earlier in this staff report, the 2016 CDP together with *Atlanta City Design* is the basis for the 2021 CDP update. Below are examples of *Plan A* reflecting the 2016 CDP and *Atlanta City Design*.

#### *2021 CDP Policy Actions*

- HC 4.1 Amend the zoning ordinance to allow attached and detached ADUs in more areas.
- HC 4.2 Amend the zoning ordinance to support missing middle housing.

#### *2017 Atlanta City Design Policy Actions*

- 2.1d Missing Middle. Eliminate barriers to the development of small or attached housing, including accessory dwelling units, two- and three-family homes, small-scale multifamily buildings, tiny houses, micro-units, co-housing, shared housing and other models. Encourage the design of family-friendly multi-family units (p. 162).

### *2016 CDP Policy Actions*

- Encourage a range of housing types, and promote mid-size development compatible in scale with single-family homes (“Missing Middle”), including duplexes, triplexes, fourplexes, bungalows courts, townhouses, multiplexes, and live-work (p. 58).
- Allow accessory units to provide for housing diversity and affordability (p. 228).

### *2021 CDP Policy Actions*

HC 5.1 Amend the zoning ordinance to allow small apartment buildings near transit.

HC 6.1 Amend the zoning ordinance to reduce residential parking requirements.

### *2017 Atlanta City Design Policy Actions*

- 2.1e Rethink Parking. Unbuckle the cost of parking from the cost of housing so people can choose to pay for parking or not. Eliminate parking requirements and set parking maximums where transit, walking and bicycles are real options (p. 162).

### *2016 CDP Policy Actions*

- Encourage transit-oriented development to encourage mixed-income housing near job centers (p. 58).
- Create more dense, transit-oriented development (p. 82).
- Establish maximum parking requirements, encourage shared parking and alternative modes of transportation (p. 218).
- Maximize opportunities for on-street parking (p. 218).

The Department communicated the scope of the administrative update several ways over the past six months. The Department presented specifics about the administrative update with the CD/HS committee in March and at the June CDP quarterly public hearing. The Department discussed the scope at the April and August APAB meetings and at the June community meetings. The Department met with several NPU leadership groups, when requested, since April to discuss the scope of the update. The Department also posted details about the administrative update on its FAQs at [www.atlcitydesign.com/2021-cdp](http://www.atlcitydesign.com/2021-cdp). The Department followed the guidance of both DCA and ARC to ensure that the scope discussed with the public and stakeholders meets the Minimum Standards for Local Comprehensive Planning. ARC and DCA instructed the Department that re-adopting the 2016 CDP 5-year update was not option.

Drafting *Plan A* while relying on virtual engagement during the pandemic has been challenging. The Department has learned from this year’s experiences and will carry those lessons forward as Phase 2 public engagement and outreach strategies are developed and presented in early 2022 to City Council, NPUs, and other stakeholders and the public. The comments received during the public review and comment period for *Plan A* are all beneficial to the Department as it strives for more participatory and inclusive comprehensive planning.

**DCA and ARC Comments** — The Department received advisory comments to improve Atlanta’s plan from DCA and ARC reviewers along with a determination that *Plan A* as drafted conforms to the Minimum Standards and Procedures for Local Comprehensive Planning. The Department’s response to these comments will be in Appendix II, and below is a summary.

*Community Goals: Character Areas* — Reviewers commented that the Character Area section in the Land Use Planning Element could be improved by better defining the styles,

types, forms and patterns of development encouraged in each character area. They suggested establishing a clearer vision and plan of action for future development in addition to adding details on specific implementation actions to be done in each character area.

- The Department agrees with the reviewers' suggestions for improving character area planning. Character area geographies, preferred future land uses, and development policies have largely remained the same since being introduced in the 2011 CDP update. The Department views the work ahead to better align *Atlanta City Design* Growth and Conservation Areas with Character Areas and Future Land Use Categories as the most significant technical task to Phase 2 of *Plan A*.

*Document Construction* — DCA and ARC are strong proponents of plans that are well organized, concise, and usable. The reviewers suggested that the Department continue to focus on the comprehensive development plan's brevity, clarity, and functionality.

- The Department shares the reviewers' interest in making the CDP as usable and readable as possible for decision-makers and the public. The 2016 CDP is nearly 1,100 pages long, when including the 600-page Community Work Program—*Plan A* is several hundred pages less at around 700. Readers of *Plan A* can more easily navigate to sections using internal links between the table of contents and sections as well as bookmarks in the digital version of the plan. NPU policies and maps are particularly easier to find now that they are in their own appendix. The Department will also follow the reviewers' recommendation and publish a stand-alone executive summary of the adopted plan in November. The Department set out to make *Plan A* much more readable and approachable with clearer writing, informative graphics, and selective, limited use of maps, tables, and charts—the Department will continue to improve the document's construction in the next phase.

*Community Work Program/Report of Accomplishments* — Reviewers noted that the Report of Accomplishments of the 2016 Community Work Program included many actions that are noted as “long-term” indicating the community's continuing desire to undertake those projects at some time beyond the 5-year planning horizon of the 2021 CDP. The reviewers suggested to pull these actions from the existing report and create a separate list of “long-term” projects to ensure that they are not “lost” in future updates.

- A separate “Long-Term Status” list will be in the final Report of Accomplishments.

## **RECOMMENDATIONS ON ORDINANCE:**

**GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS (DCA) AND ATLANTA REGIONAL COMMISSION (ARC) REVIEW: The 2021 Comprehensive Development Plan (“Plan A”) ADEQUATELY ADDRESSES the State’s “Minimum Standards and Procedures for Local Comprehensive Planning.”**

**DEPARTMENT OF CITY PLANNING STAFF RECOMMENDATION: APPROVAL of the 2021 Comprehensive Development Plan (“Plan A”).**

cc: Kevin Bacon, Director, Office of Design  
Nate Hoelzel, CDP Project Manager, Office of Design



Department of  
**CITY PLANNING**

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TIM KEANE  
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KEYETTA M. HOLMES, AICP  
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**MEMORANDUM**

**TO:** Matt Westmoreland, Chair, Community Development/Human Services Committee  
**FROM:** Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*  
**SUBJECT:** 21-O-0344/ CDP-21-022 for 1295 Marietta Boulevard NW  
**DATE:** October 25, 2021

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**PROPOSAL:**

A substitute ordinance to amend the Land Use element of the 2016 Atlanta Comprehensive Development Plan (CDP) so as to redesignate a portion of the property located at **1295 Marietta Boulevard NW (tax ID 17 0190007234)** from the Transportation Communications and Utilities (TCU) Land Use Designation to the Mixed Use (MU) Land Use Designation. This land use amendment is being done in conjunction with the rezoning of the parcel per Z-21-029 from Industrial (I-1) to Mixed Residential Commercial (MRC-3) to build 200 co-living units with street level retail.

**FINDINGS OF FACT:**

- **Property location:** The subject property fronts on the west side of Marietta Boulevard and the south side of with Elaine Avenue NW. The property is located within Land Lot 191 of the 17<sup>th</sup> District, Fulton County, Georgia in the Blandtown neighborhood of NPU-D and in Council District 9.
- **Property size and physical features:** The subject property is a corner lot at the intersection of Marietta Boulevard and Elaine Avenue with approximately 0.592 acres (25,787 sq. ft.) in lot area. The property is currently vacant. An overhead utility line traverses the site creating a wide easement that covers almost all the northern half of the site. The topography of the site declines in a northeasterly direction with approximately 22 feet in elevation difference along Elaine Avenue. Currently, there is no vehicular access to the property.
- **Current/past use of property:** The subject property is undeveloped. Staff is unaware of any other previous uses on the site.
- **Surrounding zoning/land uses:** The properties to the south have a Mixed Use land use designation and are zoned Heavy Industrial (I-2). The parcel to the south is undeveloped and will be developed in conjunction with this site. The parcel to the east has a Transportation, Telecommunication and Utilities and Mixed Use land use designation and is zoned Heavy Industrial (I-2). This parcel is developed with the Glassworks office development. To the west the properties have an Industrial land use designation and are zoned Heavy Industrial (I-2). These parcels are developed with a mix of industrial uses. To the north the properties have Mixed Use land use designation and are zoned Mixed Residential Commercial (MRC-1). The parcels are developed with retail and residential uses.

- **Transportation system:** Marietta Boulevard is classified as a major arterial street and Elaine Street is classified as a local street. Currently, MARTA services the area via bus route #1 along Marietta Boulevard. There are several bus stops near the subject property. The closest MARTA transit station is the Bankhead Transit Station which is 2 miles from the subject property

## CONCLUSIONS:

- **Compatibility with surrounding land uses:** Surrounding land uses to the north, south and east are Mixed Use (MU) and Transportation Communication Utilities (TCU). The proposed Mixed Use (MU) land use is compatible with the surrounding development pattern and surrounding land uses.
- **Effect on adjacent property and character of neighborhood:** The proposed Mixed Use land use will have beneficial effect on the character of the neighborhood. It will allow for the redevelopment of vacant land in a way that is consistent with the recommendations of the Upper Westside LCI, the Atlanta BeltLine Subarea 8 Masterplan and the plan policies. The proposed development is also consistent with surrounding developments and will complement other developments in the area.
- **Suitability of proposed land use:** The proposed Mixed Use (MU) land use designation is suitable for this site. The parcel to the south that is part of this development has a mixed-use land use land use designation. A BeltLine transit station is being proposed just south of the site. The Mixed Use land use designation is consistent with the BeltLine Subarea 8 Masterplan recommendation to transform this former industrial area into a vibrant, mixed use, and transit supportive neighborhood.
- **Consistency with City's land use policies:** The *Atlanta Comprehensive Development Plan* (CDP) Character Area for this location is Industrial Live Work. The Industrial Live Work Character Areas are older historic industrial districts with industrial uses as well as residential, office and commercial uses. Multifamily residential and commercial uses are appropriate uses in the Industrial Live Work Character area. The proposed land use of Mixed Use is consistent with the CDP land use policies to:
  - Promote a compact pedestrian oriented urban form with smaller blocks and an interconnected street network when large industrial parcels redevelop to other uses.
  - Promote connectivity to the BeltLine and BeltLine trails, where appropriate.
- **Consistency with Adopted Small Area and Neighborhood Plans:**

This parcel is included in the Atlanta BeltLine Subarea 8 Master Plan. The Guiding Principles are organized into three plan elements: land use and urban design, transportation and mobility, and greenspace and public art.

The Land Use & Urban Design guidelines are to: Support redevelopment around future transit stations and in targeted areas of change; promote development densities sufficient to support future transit; establish the character & scale of redevelopment based on context, access & neighborhood adjacency; reconnect transforming industrial areas to surrounding assets; and include a diversity of employment options by integrating new light industrial and other job-generating activities.

A station is planned just south of this site at Marietta Boulevard and Huff Road. At the Elaine/Huff Station, residential redevelopment is envisioned around the station, completing the

transformation of this former industrial area into a vibrant, mixed use, and transit supportive neighborhood. The transit right of way is proposed to be along both street frontages of this parcel. For this reason, the TCU land use will remain along the street frontage of this parcel. The proposed development is consistent with the Atlanta BeltLine Subarea 8 recommendations and will be an appropriate addition to the mix of uses existing in the area.

This parcel is also included in the Upper Westside LCI. Part of the vision of the plan is to support a diversity of housing, jobs, shopping, and recreation that can include people of all incomes and age; and protect the diversity of smaller scale, residential, commercial, and industrial uses from institutional expansion. Some of the land use goals are to: provide for maximum flexibility for the compatible development of new housing units and jobs through flexible land use regulations; and to promote development densities sufficient to support and promote mass transit options.

This parcel is located in the Huff Design District. The plan states that land use in this area should continue to be mixed, with an emphasis on destination interior-design-oriented retail, some industry, flex office space, and new housing within the Blandtown area. The plan states that the node at Marietta Boulevard and Elaine node acts as the gateway into the Huff Design area and would feature neighborhood retail and medium density residential combined with an open space feature. The proposed development is consistent with the recommendations of the Upper Westside LCI.

- **Consistency with Atlanta City Design:** The proposed land use of Mixed Use 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. 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 Atlanta City Design 1283 Marietta Boulevard NW and 1295 Marietta Boulevard NW is located within Corridor within a Growth Area. 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.”

- **Consistency with NPU policies:** The following NPU D policy supports the land use amendment to Mixed Use (MU):
  - D-7: Review the industrially classified properties to determine the potential for vacant and underutilized to be reclassified to residential.

**STAFF RECOMMENDATION: APPROVAL OF THE LAND USE AMENDMENT FROM TRANSPORTATION COMMUNICATIONS AND UTILITIES (TCU) LAND USE DESIGNATION TO THE MIXED USE (MU) LAND USE DESIGNATION.**

NPU Recommendation: NPU-D voted to approve with Conditions this land use amendment at its July 27, 2021 meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



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KEYETTA M. HOLMES, AICP  
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**MEMORANDUM**

**TO:** Matt Westmoreland, Chair, Community Development/Human Services Committee  
**FROM:** Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*  
**SUBJECT:** 21-O-0683/CDP-21-031 1818 Lakewood Avenue SE  
**DATE:** October 25, 2021

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**PROPOSAL:**

An ordinance to amend the Land Use element of the 2016 Atlanta Comprehensive Development Plan (CDP) so as to redesignate property located at **1818 Lakewood Avenue SE** from the Single Family Residential (SFR) Land Use Designation to the Low Density Residential (LDR) Land Use Designation. This land use is being done in conjunction with the rezoning of the parcel per Z-21-047 from Single Family Residential (R-4) to Multifamily Residential (RG-2) for a group home.

The applicant requested that this application be withdrawn.

**STAFF RECOMMENDATION: FILE**

**NPU Recommendation: NPU-Y voted to defer this land use amendment at its September 20, 2021, meeting.**

cc: Jessica Lavandier, Assistant Director, Strategic Planning





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OFFICE OF ZONING & DEVELOPMENT

## MEMORANDUM

**TO:** Matt Westmoreland, Chair, Community Development/Human Services Committee  
**FROM:** Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*  
**SUBJECT:** 21-O-0684/CDP-21-034 for 3393 Jonesboro Road S.E.  
**DATE:** October 25, 2021

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### PROPOSAL:

An ordinance to amend the Land Use element of the 2016 Atlanta Comprehensive Development Plan (CDP) so as to redesignate property located at **3393 Jonesboro Road SE** from the Single Family Residential (SFR) Land Use Designation to the Industrial (I) Land Use Designation. This land use amendment is being done in conjunction with the rezoning of the parcel per Z-21-039 from Single Family Residential (R-4) to Industrial (I-1) for a storage yard for modular residential units.

### FINDINGS OF FACT:

- **Property location:** The subject property fronts on the west side of Jonesboro Road and it is south of the intersection with Macedonia Road SE. The property is in Land Lot 34 of the 14<sup>th</sup> District Fulton County, Georgia within the Blair Villa/ Poole Creek Neighborhood of NPU-Z and in Council District 12.
- **Property size and physical features:** The subject property is a rectangular shaped lot with an area of approximately 2.94 acres (128,066 sq. ft.). The subject property is mostly undeveloped except for a portion at the front of the property that is developed with a cell tower with accessory buildings. A curb cut from Jonesboro Road provides access to the site. Topography increases from east at the street level to the west at the rear of the parcel.
- **Current/past use of property:** The site is mostly vacant and undeveloped except for a portion in the front of the property that is developed with a cell tower and accessory buildings. Staff is not aware of any other previous uses of the site.
- **Surrounding zoning/land uses:** The parcels to the west and north have a Single Family Residential land use and Single Family Residential (R-4) zoning. The parcel to the north is undeveloped and the parcel to the west is developed with a former Atlanta Public School building that is now operating as a child development center. A portion of the parcel to the north has a Low Density Commercial land use and has Community Business zoning (C-1). The parcel to the south has an Industrial land use and Light Industrial (I-1) zoning. It is developed with a tractor trailer truck repair facility, warehouse and other industrial uses. The parcel to the east has an Open Space land use and Single Family Residential (R-4) zoning. The parcel is developed with the Southside Park.

- **Transportation system:** Jonesboro Road is designated as an arterial street that connects to collector streets including Southside Industrial Parkway. Sidewalks are present on the east side of Jonesboro Road and on the west side of Jonesboro Road to the south of the subject site. There are no sidewalks on the street frontage of the subject site. The nearest bus stop is located 15 minutes away from the subject property at the corner of Browns Mill Road and Macedonia Road with bus service provided via bus route #178. The nearest transit stop is the East Point MARTA Transit Station which is located 5.5 miles from the subject property.

## CONCLUSIONS:

- **Compatibility with surrounding land uses:** The applicant is requesting an Industrial land use for use of the site as storage of modular housing units. The parcels to the south, all the way to the city limits, have Industrial land use and zoning. Staff is of the opinion that the proposed land use would complement adjoining industrial land uses located south of the property along Jonesboro Road SE.
- **Effect on adjacent property and character of neighborhood:** The proposed Industrial land use will have a beneficial effect on the character of the neighborhood. One of the objectives of the Jonesboro Road Corridor Redevelopment Plan is to protect and expand viable industrial areas and the jobs they represent but balance the needs of industrial and residential uses to allow them to coexist in locations accessible by nearby neighborhoods.
- **Suitability of proposed land use:** The proposed Industrial land use is suitable for this site. The proposed light industrial use will provide a buffer between the more intense industrial uses to the south, such as the adjacent truck repair shop, and the primarily residential uses to the north. A cell tower and facilities occupy the front portion of the parcel. An industrial use is suitable for the rear of the parcel.
- **Consistency with City's land use policies:** The *2016 Atlanta Comprehensive Development Plan* (CDP) Character Area for this site is Redevelopment Corridor. The proposed land use of Industrial is consistent with the CDP land use policies to:
  - Encourage revitalization and redevelopment of Redevelopment Corridors that improves the sense of place and community, creates a well-functioning corridor that facilitates traffic, 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
- **Consistency with Adopted Small Area and Neighborhood Plans:**

This parcel is included in the Jonesboro Road Corridor Redevelopment Plan update (2006). One of the land use and zoning goals of the plan is to provide a balanced mix of compatible land uses. One of the economic development goals is to encourage the economic development of the corridor and one of the applicable objectives is to protect and expand viable industrial areas and the jobs they represent but balance the needs of industrial and residential uses to allow them to coexist in locations accessible by nearby neighborhoods. The subject site is in the Macedonia Neighborhood Center. The plan doesn't recommend land use and zoning changes for this parcel. However, staff is of the opinion that the proposed land use would complement other adjoining industrial land uses located south of the property along Jonesboro Road SE.

This parcel is also included in the NPU Z Redevelopment Plan (2007). Part of the vision for “NPU-Z is for it to be a large and vibrant collection of residential neighborhoods that have a strong mixture of multifamily, single family and nonresidential commercial land uses. Community residents in NPU-Z promote the conservation of single-family housing, improvements to and conservation of multifamily housing, support for mixed-use development and mixed income approaches to housing development. Residents want to guide high standards for underdeveloped commercial sections of the NPU”. One of the land use recommendations is for underutilized and substandard commercial property along Jonesboro Road to adopt Quality of Life Zoning incentives that include Neighborhood Commercial and Mixed Residential Commercial development.

- **Consistency with Atlanta City Design:** The proposed Industrial land use 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. 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 Atlanta City Design **3393 Jonesboro Road SE** is located within 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.”

- **Consistency with NPU policies:** The following NPU Z policies support the land use amendment to Industrial (I):
  - Z-6: Prevent the encroachment of industrial and commercial uses into all residential areas of NPU Z.
  - Z-18 Encourage light industrial development in South River Industrial Pkwy and South River Industrial Parkway.

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

NPU Recommendation: NPU-Z voted to Approve this land use amendment at its July 26, 2021, meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



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## MEMORANDUM

**TO:** Matt Westmoreland, Chair, Community Development/Human Services Committee

**FROM:** Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*

**SUBJECT:** **21-O-0685/CDP-21-035 for 3626 Peachtree Road NE, 3693 Wieuca Road NE and 3715 Wieuca Road NE, 3660 Peachtree Dunwoody Road NE, 3700 Peachtree Dunwoody Road NE, 3706 Peachtree Dunwoody Road NE, 3714 Peachtree Dunwoody Road NE and 3721 Peachtree Dunwoody Road NE.**

**DATE:** October 25, 2021

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## 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 **3626 Peachtree Road NE** from the Low Density Residential (LDR) Land Use Designation to the High Density Commercial (HDC) Land Use Designation; **3693 Wieuca Road NE** and a portion of **3706 Peachtree Dunwoody Road** from the Single Family Residential (SFR) Land Use Designation to the High Density Commercial (HDC) Land Use Designation; a portion of **3715 Wieuca Road NE, 3714 Peachtree Dunwoody Road, a portion of 3706 Peachtree Dunwoody Road** and a portion of **parcel 17-0044-LL025** from the Single Family Residential (SFR) Land Use Designation to the High Density Residential (HDR) Land Use Designation; and a **portion of 3715 Wieuca Road NE and a portion of parcel 17-0044-LL025** from the Single Family Residential (SFR) Land Use Designation to the Medium Density Residential (MDR). This land use amendment is being done in conjunction with the rezoning of the parcel per Z-21-055 from Single Family Residential (R-3) and SPI-12 Buckhead/Lenox Station Special Public Interest District Subarea 3 to SPI 12- SA1, SA2 and SA 3. This will allow for the construction of 13 single family cottage homes, 38 townhomes, 300 multi-family units, the expansion of the existing church and school and the construction of 440,000 square feet of office and retail uses.

## FINDINGS OF FACT:

- **Property location:** The subject property fronts on the north side of Peachtree Road (a.k.a. Georgia Hwy 141), the east side for Wieuca Road NE and the west side of Peachtree Dunwoody Road NE. The property is located within Land Lot 44 of the 17<sup>th</sup> District, Fulton County, Georgia in the North Buckhead Neighborhood of NPU-B and in Council District 7.
- **Property size and physical features:** The subject property is approximately 12.52 acres (540,378 square feet). The subject property is developed with a place of worship, the Church at Wieuca, parking and accessory buildings. There are a mature trees and play fields around the property.

Vehicular access is provided via curb cuts along Peachtree Road, Wieuca Road, and Peachtree Dunwoody Road. The topography decreases from the corner of Peachtree Road and Wieuca Road to the north.

- **Current/past use of property:** The subject property is developed with a place of worship, parking, and accessory buildings. Staff is unaware of any other previous uses on the site.
- **Surrounding zoning/land uses:** To the north, properties have a Single Family Residential land use and are zoned Single Family Residential (R-3). The parcels are developed with single family residential uses. To the east, properties have a High Density Commercial land use and are zoned SPI-12 Buckhead/Lenox Stations Special Public Interest District Subarea 1 (SPI-12 SA1). The parcels are developed with high rise residential uses and street level retail. To the west, parcels have a High Density Commercial land use and are zoned Buckhead/Lenox Stations Special Public Interest District Subarea 1 (SPI-12 SA1). The parcels are developed with Phipps Plaza, a hotel, and high-rise residential uses. To the south, properties have a High Density Commercial (HDC) land use are zoned Buckhead/Lenox Stations Special Public Interest District Subarea 1 (SPI-12 SA 1). The parcels are developed with commercial uses.
- **Transportation system:** Peachtree Road and Peachtree Dunwoody Road are classified as arterial streets. Wieuca Road is classified as collector street. Sidewalks are present along all road frontages. MARTA provides bus service along Peachtree Road with bus #110. The Lenox MARTA Transit Station is about 1 mile south of the site.

## CONCLUSIONS:

- **Compatibility with surrounding land uses:** The parcels to the east and west of the part of the development that is proposed to have a High Density Commercial land use have a High Density Commercial land use designation. This is the only parcel fronting on Peachtree Road west of Peachtree Dunwoody Road that doesn't have a High Density Commercial land use designation. The proposed land use would transition to High Density Residential and Medium Density Residential adjacent to the Single Family Residential areas of the North Buckhead neighborhood. This is a similar development pattern currently on the west side of Wieuca Road and along Phipps Boulevard. The proposed High Density Commercial, High Density Residential and Medium Density Residential land uses are compatible with these surrounding land uses. With these land uses, the proposed development will provide a transition between the neighborhood to the north and the core of the Buckhead business district.
- **Effect on adjacent property and character of neighborhood:** The proposed High Density Commercial, High Density Residential and Medium Density Residential land uses will have a beneficial effect on the character of the neighborhood and the Buckhead business district. The parcel fronting on Peachtree Road is currently developed with a surface parking lot. One of the recommendations of the Buckhead Redefined LCI plan for the Buckhead loop is the redevelopment of underutilized parcels with mixed-use development, complete with publicly accessible green spaces and plazas. The proposed high rise residential, office and retail development are consistent with this recommendation. Impacts to the adjacent neighborhood are mitigated by providing residential uses adjacent to the single family residential areas. In summary, the denser development would be located on the southern portion of the site, where similar uses

can be found. The less dense, single family residential would be located to the north and adjacent to the single family residential areas.

- **Suitability of proposed land use:** The proposed High Density Commercial, High Density Residential and Medium Density Residential land uses are suitable for this site. This area is designated as a Cluster in Atlanta City Design. Clusters are defined as “historically suburban commercial districts of New Atlanta that are becoming increasingly-urban. They are outlying concentrations of housing, workspaces, hospitals, and shopping that were developed at the confluence of major thoroughfares, highways, and transit”.

Even though the subject site has a Traditional Neighborhood Character Area, the parcels on either side have a Regional Center Character Area. The proposed development is consistent with the Regional Center Character area policy to: enhance regional centers, encouraging their redevelopment as intense mixed-use areas that serve multiple communities as well as the entire City with supporting land uses that create opportunities to live, work, shop and recreate.

- **Consistency with City’s land use policies:** The *2016 Atlanta Comprehensive Development Plan* (CDP) Character Area for this site is Traditional Neighborhood Existing. Traditional Neighborhood Existing are residential areas primarily developed before the 1960s and 1970s. Although predominantly single-family, duplex, triplex and small scaled multifamily housing is also found in existing traditional neighborhoods, providing diverse housing options. Relevant policies are
  - Promote diversity of housing types.
  - Protect single-family detached residential neighborhoods from encroachment by nonresidential uses, incompatibly scaled residential development.
  - 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 Existing.

The Character Areas on either side of the subject site is Regional Activity Center. Regional Centers have a concentration of regionally marketed commercial and retail centers, office and employment areas, high density housing, entertainment and attractions, cultural and institutional uses. Multistory buildings, high density and mixed-use buildings/developments are appropriate in Regional Centers. Applicable Regional Center Policies are:

- Enhance Regional Centers, encouraging their redevelopment as intense mixed-use areas that serve multiple communities as well as the entire City with supporting land uses that create opportunities to live, work, shop and recreate.
- Encourage a compatible mixture of residential, commercial, cultural and recreational uses.
- Provide greater residential housing density for improved jobs housing balance

Some of the applicable Buckhead Regional Center Policies are:

- Preserve, protect and enhance the Buckhead Regional Center; aka Buckhead commercial district, as a local, regional and national premier destination for business, living and visiting
- Preserve and protect all adjacent single-family residential neighborhoods.
- Promote the Buckhead commercial district as a lifelong living community, providing residential opportunities for all stages of life.

- **Consistency with Adopted Small Area and Neighborhood Plans:** The subject site is included in the Buckhead Redefined LCI Study (2017). Part of the vision of the plan is to *preserve the integrity of the community, while recreating usable public spaces that complement current resources and energize Buckhead to become a more vibrant place*. The vision themes of the plan are: vitality/ placemaking, mobility/ connectivity and livability/ quality of life. The plan has strategies and recommendations to implement the vision in each of the plan’s six subareas. The subject site is in the Buckhead Loop subarea. The plan defines this subarea as “the core Buckhead business district. This subarea’s buildings contribute to Atlanta’s skyline with some of region’s most iconic structures”. One of the recommendations for this subarea is the redevelopment of underutilized parcels with mixed-use development, complete with publicly accessible green spaces and plazas.

The subject site is also included in the North Buckhead Neighborhood Master Plan (2015). The vision for North Buckhead is *of a connected, safe, green, vibrant, and sustainable neighborhood that includes a thoughtful mix of land uses, housing types, and a balanced transportation system*. Some of the applicable goals of the plan are to protect existing single-family areas; and establish a blueprint for growth. The plan recommends implementing the vision by “preserving all of the neighborhood’s single-family areas and directing more intense development into current mixed-use and multifamily areas along Roswell Road, Piedmont Road, and south of Lenox Road/Phippis Boulevard”. The plan doesn’t make land use and zoning recommendations for the subject site.

- **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 Atlanta City Design, **3626 Peachtree Road NE, 3693 Wieuca Road NE and 3715 Wieuca Road NE, 3660 Peachtree Dunwoody Road NE, 3700 Peachtree Dunwoody Road NE, 3706 Peachtree Dunwoody Road NE, 3714 Peachtree Dunwoody Road NE and 3721 Peachtree Dunwoody Road NE** are located within a Growth Area along a Clusters. 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.”

According to Atlanta City Design, **3721 Peachtree Dunwoody Road NE** are located within a Suburban neighborhood in the Conservation Area. Suburban areas are described as follows:

“These are peaceful post-war subdivisions designed by the speed and easy distance of automobiles. Many, like Adamsville, Brandon and Perkerson, lack sidewalks, are not a well-connected as older neighborhoods, and are often distant from retail and employment areas.

Their more generous yards and intervening floodplains, however, provide far less runoff, more habitat and host huge swaths of Atlanta's tree canopy. In this way, in addition to offering homes for families who prefer less-urban lifestyles, these neighborhoods provide enormous benefits to the city at large."

- **Consistency with NPU policies:** The following NPU-B policies support the land use amendment to High Density Commercial Use:

B-6: Maintain Lenox Road/ Phipps Boulevard (also known as the Buckhead Loop/ Wieuca Road Connector) as the firm boundary between residential land use north of the boundary and mixed-use land use south of the boundary. Permit no nonresidential uses to encroach upon the single-family uses of the North Buckhead neighborhood north of Lenox Road, also known as the Buckhead Loop/ Phipps Boulevard/ Wieuca Road Connector.

B -10: Implement the Buckhead Commercial District Policies included in the Regional Center Character Area

**STAFF RECOMMENDATION: APPROVAL OF THE LAND USE AMENDMENT FROM SINGLE FAMILY RESIDENTIAL AND LOW DENSITY RESIDENTIAL (LDR) LAND USE DESIGNATIONS TO THE MEDIUM DENSITY RESIDENTIAL, HIGH DENSITY RESIDENTIAL AND HIGH DENSITY COMMERCIAL (HDC) LAND USE DESIGNATIONS.**

**NPU Recommendation: NPU-B voted to approve to this land use amendment at its September 7, 2021 meeting.**

cc: Jessica Lavandier, Assistant Director, Strategic Planning





Department of  
**CITY PLANNING**

TIM KEANE  
COMMISSIONER

KEISHA LANCE BOTTOMS  
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## MEMORANDUM

**TO:** Matt Westmoreland, Chair, Community Development/Human Services Committee  
**FROM:** Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*  
**SUBJECT:** 21-O-0686/ CDP-21-036 for 1111 Hightower Road NW, 0 Hightower Road  
and 0 North Hightower Road NW  
**DATE:** October 25, 2021

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### PROPOSAL:

An ordinance to amend the Land Use element of the 2016 Atlanta Comprehensive Development Plan (CDP) so as to redesignate property located at **1111 Hightower Road NW, 0 Hightower Road (parcel ID 17-02490006027) and 0 North Hightower Road NW (parcel ID 17-02490006028)** from the Single Family Residential (SFR) Land Use Designation to the Mixed Use Low Density (MULD) Land Use Designation. This land use is being done in conjunction with the rezoning of the parcels, per Z-21-060, from Single Family Residential (R4-A) to Mixed Residential Commercial (MRC-1) to build 40 housing units and 5,000 square feet of retail uses.

### FINDINGS OF FACT:

- **Property location:** The subject property fronts on the east side of Hightower Road NW, the northside of St. Joseph Avenue NW and the south side of St. James Avenue NW. The parcel is located in Land Lot 249, 17<sup>th</sup> District, Fulton County, Georgia within the Carey Park neighborhood of NPU-G and in Council District 9.
- **Property size and physical features:** The site is a triangular shaped lot with approximately 1.346 acres (58,664 square feet) in area. The site is bounded by Hightower Road, St. James Avenue NW and St. Joseph Avenue NW. The subject site is developed with a place of worship building dating to the 1990s. Vehicular access is provided from St. Joseph Avenue NW and St. James Avenue NW. Parking is in the rear of the building. There are several mature trees on the south corner and the east boundary line. The topography of the site is relatively flat with the elevation dropping from west to east.
- **Current/past use of property:** The subject property is currently developed with a vacant place of worship building. Staff is not aware of any other previous uses of the site.
- **Surrounding zoning/land uses:** The surrounding parcels to the south and west have a Single Family Residential land use and have Single Family Residential (R-4A) zoning. Some of the parcels are undeveloped while others are developed with single family homes. The parcel to the north has Single Family Residential land use and has Community Business (C-1) zoning. The parcel has a small

commercial building. The parcels to the west have a Low Density Residential land use and Single Family Residential (R-4A) zoning. Some of the parcels are vacant and other are built with single family homes. The parcel diagonally across the street is developed with a closed school building.

- **Transportation system:** Hightower Road NW is classified as a collector street which connects to Donald Lee Hollowell Parkway, NW and Hollywood Road NW. St. James Avenue NW and St. Joseph Avenue NW are classified as local roads. MARTA bus route #60 provides service along Hightower Road and connects to the Hamilton E. Holmes Transit Station. Sidewalks are present on Hightower Road.

## CONCLUSIONS:

- **Compatibility with surrounding land uses:** Surrounding land uses are primarily Single Family Residential. Small walkable neighborhood commercial uses with commercial land use designations are common in many Atlanta neighborhoods and are compatible with single family residential land uses. In addition, the proposed Mixed Use Low Density is compatible with the parcel immediately to the north that is zoned Community Business (C-1) and is developed with a small retail store, now closed.
- **Effect on adjacent property and character of neighborhood:** The Mixed Use Low Density land use will have a positive effect on the character of the neighborhood. One of the issues identified in the NPU G Community Master Plan was that while residents are surrounded by natural amenities, they severely lack everyday living resources, such as retail and grocery stores. The proposed commercial and multi-family development is consistent with one of the plan's objectives to provide a roadmap for incremental improvements to connectivity, redevelopment, and natural resources that can create a sustainable, vibrant community.
- **Suitability of proposed land use:** The proposed Mixed Use Low Density land use is suitable for this site. The subject site and surrounding parcels are in the Traditional Neighborhood Existing character area. One of the character areas policies is to have nodal neighborhood commercial areas along arterials and collectors (Hightower Road is classified as a collector road), which are of such a size and character that all uses are within convenient walking distance of one another. The proposed commercial uses will be within walking distance of the Carey Park residents.
- **Consistency with City's land use policies:** The *Atlanta Comprehensive Development Plan* (CDP) Character Area for this location is Traditional Neighborhood Redevelopment. Low density commercial uses along arterial and collector roads are a compatible land use in the Traditional Neighborhood Redevelopment Character Area. Commercial uses should be pedestrian oriented and have neighborhood serving retail. The proposed land use of Mixed Use Low Density is consistent with the CDP land use policies to:
  - 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.
  - Promote diversity of housing types,
- **Consistency with Adopted Small Area and Neighborhood Plans:** The subject property is included in the NPU-G Community Master Plan (2011), which is in the process of being updated. The purpose of the 2011 plan was to create a community master plan, emphasizing quality growth and economic development. One of the issues identified in the plan was that while these residents

are surrounded by natural amenities, they severely lack everyday living resources, such as retail and grocery stores. The plan provides recommendations that build from the existing neighborhood assets to create a better connected and more sustainable neighborhood.

The vision of the 2021 NPU G plan is: *The NPU-G community envisions a future in which NPU-G represents the “melting pot of Atlanta.” It is both the real Atlanta, embodied by legacy residents, historical resources, and environmental stewardship, and the new Atlanta, embodied by new and diverse residents, reinvigorated commercial spaces, and accessible amenities. It strives to be the most diverse community in Atlanta, offering opportunities for a wide mix of uses, incomes, housing stock, and residents, while providing high quality of life for everyone.* One of the objectives of the plan is to provide a roadmap for incremental improvements to connectivity, redevelopment, and natural resources that can create a sustainable, vibrant community. One of the plan’s recommendations is to preserve existing character of neighborhoods when planning for growth while finding innovative ways to increase density and encourage vital retail and jobs. The proposed land use is consistent with the recommendations of the NPU G plan to bring retail to this underserved community and of finding innovative ways to encourage retail and jobs.

The subject property is also included in the Northwest Atlanta Framework Plan (2000). The purpose of the plan was to create a vision for corridors, to establish a framework for guiding growth, to improve corridor access, provide opportunities for retail, and to stimulate development. The plan has recommendations to guide residential infill development, stimulate commercial revitalization, stabilize industrial development locations, enhance access to commercial opportunities, and improve the overall connectivity within the study area. The plan didn’t have specific recommendations for Hightower Road.

- **Consistency with Atlanta City Design:** The proposed land use of Mixed Use Low Density 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. 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, **1111 Hightower Road NW, 0 Hightower Road and 0 North Hightower Road NW** is located within a Suburban Neighborhood in a Conservation Area. Suburban Neighborhoods are described as follows:

“These are peaceful post-war subdivisions designed by the speed and easy distance of automobiles. Many, like Adamsville, Brandon and Perkerson, lack sidewalks, are not a well-connected as older neighborhoods, and are often distant from retail and employment areas. Their more generous yards and intervening floodplains, however, provide far less runoff, more habitat and host huge swaths of Atlanta’s tree canopy. In this way, in addition to offering homes for families who prefer less-urban lifestyles, these neighborhoods provide enormous benefits to the city at large.”

- **Consistency with NPU policies:** The following NPU G policies support the land use amendment to Mixed Use Low Density (MU-LD):
  - G-1: Support and promote the NPU -G Community Master Plan.

- G-10: Maintain the diversity of low density commercial uses and promote a mix of multifamily residential housing types in the same building. Encourage the adoption of local design standards that would enhance the identity of the retail community.

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

NPU Recommendation: NPU-G voted to approve this land use amendment at its August 19, 2021, meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



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## MEMORANDUM

**TO:** Matt Westmoreland, Chair, Community Development/Human Services Committee  
**FROM:** Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*  
**SUBJECT:** **21-O-0669 /CDP-21-040 for Little Five Points Mobility Plan**  
**DATE:** October 25, 2021

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### SUMMARY:

An Ordinance to adopt the Little Five Points Mobility Plan; to amend the 2016 Comprehensive Development Plan by incorporating by reference said plan; and for other purposes.

### FINDINGS OF FACT:

The Little Five Points Community Improvement District requested the City of Atlanta consider the Little Five Points (L5P) Mobility Plan- An Urban Mobility and Placemaking Plan for Little Five Points in Atlanta, Georgia for adoption and incorporation into the Comprehensive Development Plan. The Little Five Points Mobility study, located within the Moreland LCI (adopted per 05-R-1235) received funding from the Atlanta Regional Commission (ARC) Livable Centers Initiative and Renew Atlanta TSPLOST.

### Plan Purpose

The plan has two main components- a district wide mobility study and a redesign of Euclid Avenue. It also has recommendations for Moreland Avenue, parking, land use, placemaking and implementation. The two main components are described below.

- The district-wide mobility study connects L5P to surrounding streets, trails, bikeways and pedestrian amenities. The plan also includes a comprehensive parking assessment, a pedestrian safety analysis along Moreland Avenue and a variety of placemaking studies for key public spaces.
- The redesign of Euclid Avenue, between Austin and Moreland avenues, includes a physical survey of the corridor, a detailed assessment of accessibility, infrastructure and safety and various mobility alternatives. This study resulted in 30% schematic design plans.

### Planning area

The district wide mobility study was bound by Mansfield Avenue to the north, Euclid Terrace and Elmira Place to the east, DeKalb Avenue to the south, Alta Avenue and Sinclair Avenue to the west. The study area includes portions of the Inman Park and Candler Park neighborhoods and the Little Five Points Business District of NPU N and Council District 2.

## **Planning Process**

The Little Five Mobility Study planning process took place between January 2020 and December 2020. The first three months of the process included a variety of hands-on-in-person workshops, meetings, and engagement activities. After the COVID-19 pandemic was declared, community engagement was conducted virtually with Zoom workshops, meetings, and studios.

The planning process was guided by the Little Five Mobility Committee, composed of representatives from the Little Five Points Community Improvement District (CID), the Little Five Points Business Association (L5PBA), Inman Park Neighborhood Association (IPNA) and Candler Park Neighborhood Organization (CPNO).

Community input was provided in several ways, as summarized below.

- Stakeholder interviews: L5P business owners, parking lot owners, parking lot managers, neighborhood association leaders and officers, nearby residents, City of Atlanta staff, Atlanta Regional Commission staff as well as L5P patrons and visitors were interviewed by the consultant team.
- Online surveys: 2 online surveys were conducted. The first survey had questions about the plan's focus areas and themes and the second survey had questions about issues, ideas and project prioritization
- Pop-up design studio- a three-day design studio, conducted in February 2020, was organized around a series of "planning stations". Each station focused around a particular issue, theme or geography.
- YouTube presentations- presentations were made prior to virtual workshops.
- Virtual Workshops: workshops were held via Zoom in June and October 2020.

## **Plan Sections**

Existing Conditions: to start the planning process, recent plan and planning efforts were reviewed. Current zoning, topography and building use were also analyzed.

District-wide Mobility: One of the plan's priorities is identifying major connectivity gaps and making recommendations for the types of new mobility systems that should fill them. Key connections to better-knit Little Five to the surrounding transportation network, dedicated and shared bike facilities, shared streets and neighborhood greenways and wayfinding were analyzed.

Euclid: The focus of the analysis and recommendation is redesigning Euclid Avenue as a "safe and shared corridor for all its user groups while celebrating the eclectic and artistic heart of Little 5 Points". A parking study focusing particularly on on-street parking on Euclid was performed in tandem with design efforts.

Moreland: Moreland is a state road under the jurisdiction of the Georgia Department of Transportation. The plan focuses on consolidating, validating and refining improvement concepts recommended through other recent L5P planning efforts, analyzing proposed concepts, and creating actionable "quick wins". Concept plans were made for the Moreland viaduct and the jug handles.

Parking: Parking analysis included on-street parking, district-wide parking (including along neighborhood edges), an in-depth analysis of on-street parking and curbside management within the Euclid Focus Area

and a comprehensive analysis of off-street parking lots within the L5P Core to help shape a broader district-wide parking strategy. The plan makes recommendations for district-wide parking validation, employee parking and a south Seminole parking lot.

**Land Use:** In this and previous studies, key areas have been identified where significant new development could occur. The plan identifies 4 potential redevelopment sites, the largest one being Bass Field. Two concept development plans for Bass Fields are proposed. The plan also makes recommendations for changes to the Neighborhood Commercial zoning (NC-1) of L5P.

**Placemaking:** The plan recommends “creating an interesting, activated and publicly-accessible place here that would enliven the edge of the district and fill in the “missing teeth” along Euclid’s storefront edge”. A plaza, a parklet in front of a retail space, a “folded mural” along the building façade of the Little Five Points Center for Arts and Community which could extend horizontally through the parking lot are proposed. The plan also includes public space design guidelines.

### **Implementation**

The plan recommends projects for Euclid Avenue, district-wide mobility, parking, Moreland Avenue, and land use changes. Some projects will be led by the Little 5 Points CID and/or Little 5 Points Alliance while others will be managed and led by partner organizations. The implementation matrix has short-term, long-term, and miscellaneous/placemaking initiatives. Examples of each are provided below.

Euclid Avenue Mobility Improvements is one of the short-term projects. A transformational improvement project along Euclid Avenue between Austin Avenue and Moreland Avenue includes widened/replaced sidewalks, new pedestrian crossings, accessibility upgrades, traffic signal upgrades, shared bike markings and signage, traffic calming measures, street art and green infrastructure. Design Documents, funded by Renew TSPLOST, were anticipated to be completed in early 2021.

Core District Wayfinding Signage is one of the long-term projects. New pedestrian-oriented wayfinding signage within the core L5P area directing patrons to other destinations in the district and connections along the periphery would be installed.

An RFP for a district-wide parking vendor is one of the miscellaneous mobility initiatives. To build consensus around a district-wide parking system in L5P, it is recommended that L5P hire a consultant to facilitate this process, develop a draft RFP and help select an eventual district-wide parking management company.

**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 Little Five Point study area is in a Corridor which is part of the Growth Area. The neighborhoods are in the urban areas of the Conservation Area.

Within the study area, **Little 5 Points, between Moreland Avenue and Euclid Avenue** is identified as 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.”

Surrounding Inman Park and Candler Park neighborhoods are classified as Urban Neighborhoods. Urban Neighborhoods are defined as:

“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.”

**STAFF RECOMMENDATION: APPROVAL of the Little Five Points Mobility Plan Update and to amend the 2016 Atlanta Comprehensive Development Plan by incorporating this plan by reference.**

**NPU Recommendations:** NPU N: voted to approve the plan at their August 26, 2021 meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning





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**MEMORANDUM**

**TO:** Matt Westmoreland, Chair, Community Development/Human Services Committee  
**FROM:** Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*  
**SUBJECT:** **21-O-0670/ CDP-20-41 for Neighborhood Planning Unit G Community Masterplan Update**  
**DATE:** October 25, 2021

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**SUMMARY:**

An Ordinance to adopt the Neighborhood Planning Unit G Community Masterplan Update; to Amend the 2016 Comprehensive Development Plan by incorporating by reference said plan.

**FINDINGS OF FACT:**

NPU-G leadership asked the Georgia Conservancy to reaffirm the vision and update the 2010 NPU G Community Master Plan, adopted per 11-O-1235. The Georgia Conservancy in partnership with Georgia Tech Design Studios worked with NPU G stakeholders to develop the Neighborhood Planning Unit G Community Masterplan Update.

**Plan Purpose:**

The Plan focuses on improving quality of life through connectivity, strategic redevelopment, and preservation of natural resources. It provides NPU-G stakeholders with tools to build a sustainable, diverse, and vibrant community. As new development, amenities, and people move to NPU-G, this plan intends to provide recommendations for ways in which all residents can enjoy a more prosperous future.

**Planning area:**

Neighborhood Planning Unit G is one of 25 NPUs in the City of Atlanta. It is located northwest of downtown and contains 11 neighborhoods and 3 industrial areas. The area is bounded to the south by Donald Lee Hollowell Parkway and parts of Proctor Creek, Perry Boulevard to the north, the Chattahoochee River to the west, and the Norfolk-Southern railyard and railroads to the east.

**Planning Process:**

The Neighborhood Planning Unit G Community Masterplan Update planning process was guided by the NPU G Executive Committee working in conjunction with the Georgia Conservancy. The planning process started with a kick-off meeting in September 2017 followed by a Community Open house in

January 2018. Georgia Conservancy staff gave quarterly presentations to the NPU membership and also obtained input from the NPU G community at their regular meetings. Georgia Conservancy staff met with the NPU G chair, Zoning Chair and other stakeholders throughout the process, including during the plan approval process in 2021. The three Georgia Tech planning studios also engaged with the community.

The plan sections- Overview, Past Plans, Current Conditions, Analysis, Design Case Studies and Recommendations, follows the process for developing the plan. The process started with a review and summary of the 2010 NPU G Community Plan. This was followed by a review of plans that include NPU G with a summary of the takeaways on Connectivity, Redevelopment and Environment. The Current Conditions section analyzed NPU G demographics, natural and built environment and land use and zoning.

## **PLAN RECOMMENDATIONS:**

### **Vision and Objectives**

The NPU-G community envisions a future in which NPU-G represents the “melting pot of Atlanta.” It is both the real Atlanta, embodied by legacy residents, historical resources, and environmental stewardship, and the new Atlanta, embodied by new and diverse residents, reinvigorated commercial spaces, and accessible amenities. It strives to be the most diverse community in Atlanta, offering opportunities for a wide mix of uses, incomes, housing stock, and residents, while providing high quality of life for everyone.

#### **The objectives of the Plan are to:**

1. To provide a roadmap for incremental improvements to connectivity, redevelopment, and natural resources that can create a sustainable, vibrant community.
2. To demonstrate the potential of low impact development and how developers can design for ecological health.
3. To equip neighborhood leaders to negotiate with developers, utilize the Atlanta City Design and Comprehensive Development Plan as a tool for channeling development, and collaborate with partners, including the City of Atlanta and its agencies.

### **Community Priorities:**

The NPU G Community priorities are increased connectivity, redevelopment of abandoned and underutilized sites and enhancing and protecting the environment and natural resources. These priorities are defined below.

Connectivity- Reducing traffic bottlenecks and increasing walkability are important objectives for community members, not only to increase connectivity alone but also to improve the daily experience of current NPU-G residents. Connecting neighborhoods will also support the community’s vision of making the area more attractive for a diverse group of new residents.

Redevelopment- Residents remain concerned about new development disrupting the existing community fabric. Residents acknowledge the need for denser development in strategic areas to help boost economic opportunity and provide justification for higher-intensity transit options. Redevelopment of Atlanta Housing’s former housing sites, closed schools, and other abandoned facilities are opportunities for redevelopment. These sites can provide appropriate transition between different development intensities.

Innovative solutions will help NPU-G advance toward its mission to accommodate and welcome a mix of uses and residents, enabling it to remain diverse.

Environment and Natural Resources- Though many agencies have banded together to restore the health of Proctor Creek, there is still much work to be done. NPU-G residents know this and remain optimistic about stream restoration efforts. Encouraging developers to adopt environmentally friendly building codes and design green infrastructure projects for their sites are two potential ways to bolster this ecological restoration while also providing new green spaces, like parks or community gardens, that function as community resources. Other opportunities exist along Atlanta's Chattahoochee River corridor to provide important access to water and to further connect NPU-G to the Atlanta metropolitan region.

### Concept Plans:

The Design Studios created concept plans for redevelopment sites- Bowen Homes, Hollywood Courts, Bankhead Court and Boyd Elementary School- that incorporate the community priorities- use of green infrastructure, preservation of natural resources and the health of the Proctor Creek, connectivity, diversity and is compatible with its surroundings- to illustrate the implementation of the vision and the community's priorities.

### Implementation:

The plan recommends policies, listed below and implementations for Connectivity, Redevelopment and Environment.

#### Connectivity:

- Identify and propose new east-west connections; and
- Complete the Proctor Creek Greenway & identify other public access routes to water.

#### Redevelopment:

- Preserve existing character of neighborhood when planning for growth,
- Build and maintain a productive relationship with Atlanta Housing,
- Explore I-MIX zoning category and determine its applicability to NPU-G's Industrial areas,
- Explore feasibility of leveraging Special Districts benefits for improvement of Atlanta Industrial Park, and
- Adopt design standards for all new development.

#### Environment

- Restore and maintain integrity of floodplains (Floodway, Flood Fringe) & Stream buffers, and
- Maintain existing ecological resources and incorporate green infrastructure for stormwater management whenever possible.

**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. NPU G has Clusters and Corridors that are part of the Growth Area and Suburban and Urban neighborhoods and Production areas that are part of the Conservation areas.

Within the study area, **DL Hollowell Parkway**, between James Jackson Parkway and I-285 is identified as Cluster. The Atlanta City Design describes Cluster 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.”

**Perry Boulevard** is identified as a Corridor, which is defined 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 some NPU G neighborhoods are classified as Suburban Neighborhood. Suburban Neighborhoods are defined as:

“These are peaceful post-war subdivisions designed by the speed and easy distance of automobiles. Many, like Adamsville, Brandon and Perkerson, lack sidewalks, are not as well-connected as older neighborhoods, and are often distant from retail and employment areas. Their more generous yards and intervening floodplains, however, provide far less runoff, more habitat and host huge swaths of Atlanta’s tree canopy. In this way, in addition to offering homes for families who prefer less-urban lifestyles, these neighborhoods provide enormous benefits to the city at large.”

Other NPU G neighborhoods are classified as Urban Neighborhoods. Urban Neighborhoods are defined as:

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

The Atlanta Industrial Park and the Rail corridors and terminal are classified as Production areas. Production areas as defined as:

“Beyond neighborhoods, these are other areas that the city has an interest in protecting from change. Primarily, they consist of strategic industrial land and railyards where intermodal transfer

facilities, warehousing and key production facilities are needed close to the city center. They also include sites like the federal penitentiary and the large film studios at Fort McPherson and Lakewood Fairgrounds, which are simply unlikely to change and should not be included in the growth area.”

**STAFF RECOMMENDATION: APPROVAL of the Neighborhood Planning Unit G Community Masterplan Update and to amend the 2016 Atlanta Comprehensive Development Plan by incorporating this plan by reference.**

**NPU Recommendations:** NPU G: voted to approve the plan at their September 16, 2021 meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



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**CITY PLANNING**

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## MEMORANDUM

**TO:** Matt Westmoreland, Chair, Community Development/Human Services Committee  
**FROM:** Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*  
**SUBJECT:** 21-O-0583/ CDP-21-042 for My Upper Westside Master Plan  
**DATE:** October 25, 2021

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### SUMMARY:

An Ordinance to adopt My Upper Westside Master Plan; to Amend the 2016 Comprehensive Development Plan by incorporating by reference said plan.

### FINDINGS OF FACT:

#### Plan Purpose:

The Upper Westside Masterplan, completed by the Upper Westside Community Improvement District (UWS CID), lays out strategies for investment in the public realm to improve quality of life and makes recommendations to address the design of private development. The Upper Westside CID, a quasi-governmental not-for-profit organization created in 2016 and funded by the property owners within its boundaries, focuses on creating and implementing smart urban growth.

#### Planning area:

The planning area is bounded by Collier Road to the north, Northside Drive to the east, Donald Lee Hollowell Parkway to the south and Marietta Boulevard to the west. The study area is in Neighborhood Planning Units C, D, E, J, K and L and in Council Districts 3, 8, and 9. The study area includes the Chattahoochee Industrial District, the Atlanta Water Works, Huff Road, and the Berkeley Park, Blandtown, Channing Valley, Knight Park/Howell Station, Marietta Street Artery, Underwood Hills and English Avenue neighborhoods. The study area extends beyond the boundaries of the Upper Westside Community Improvement District.

#### Planning Process and Community Engagement

The master planning process took place over a 15-month period from January 2020 to March 2021. The four phases of the process were Existing Conditions Analysis, Community Input, Planning & Analysis, and Masterplan Development.

Existing Conditions analysis consisted of the review of previous plans, analysis of demographic information about the study area, analysis of the existing land use and zoning, transportation network, greenspace network, greenspace demand and a real estate market scan.

Community Engagement consisted of informing stakeholders about the planning process, providing opportunity to provide input, soliciting comments and making the draft plan available for review and comment. A summary of the outreach activities is listed below.

- Providing information about the project: Project website, emails and postcards informed stakeholders about the plan and the planning process.
- Obtaining Community input: Community input was provided via stakeholder interviews; SMS intercept survey which consisted of placing yard signs at key locations with questions about neighborhood pride, transportation & mobility, and public greenspace with a number to text responses; and an online interactive map. In addition, residents were able to drop their visioning postcards in 6 mailboxes installed throughout the neighborhoods. The Upper Westside CID board provided input through the process and gave recommendations on capital projects.
- Community Meetings: An open house format was held over a 2-month period to provide information about the plan and to solicit comments. The open house contained exhibits on the history of the district, information about the Upper Westside Community Improvement District, and a series of interactive engagement exercises. Neighborhood Visioning Workshops were held for Berkeley Park, Blandtown, Channing Valley, Knight Park/Howell Station, Marietta Street Artery, and Underwood Hills.
- Plan review: The CID circulated the draft to stakeholders, including the City of Atlanta, for comments. The draft plan was posted online with the ability to provide feedback.

## **PLAN RECOMMENDATIONS:**

The key themes addressed in the masterplan are:

- Building on the unique strengths of the Upper Westside to ensure long-term vibrancy;
- Providing safe connections to surrounding neighborhoods, campuses, and destinations, such as Westside Park, the BeltLine, and the Georgia Tech campus;
- Strengthening roadway and trail networks to improve multi-modal transportation connectivity;
- Creating lively and welcoming public open spaces accessible to all;
- Collaborating with public and private entities to create a livable urban environment that is green, walkable, safe, and beautiful; and
- Crafting a replicable model for inclusive growth.

### **Plan Recommendations:**

The Plan recommendations are organized in to four categories: Transportation and Mobility; Parks and Greenspace; Community and Economic Development and Arts and Culture. Each category has a list of “Big Ideas” to implement the recommendations. The Plan identifies projects with greatest potential to achieve the community’s aspirations that can be undertaken by the UWS CID and well as those that can be completed with its partners. These categories and the Big Ideas are listed below.

- Transportation and Mobility

- Retrofit Roads and All Users- Improve existing streets to create walkable and bikeable routes to safely link residents and employees within the Upper Westside and to Midtown, Buckhead, Georgia Tech and Downtown.
  - Improve the Transit Experience- Create safe, convenient, equitable, and appealing first mile/last-mile mobility options. Link residential areas, high-density employment areas, and retail clusters to MARTA bus and rail stations
  - Go off Road- Create key connections to regional trail networks that link the Upper Westside to neighboring districts and the greater metro area. For purposes of recreation, leisure, shopping, and commuting, develop the off-street trail facilities that will link the Upper Westside to the BeltLine, Silver Comet Trail, Whetstone Creek Trail, Tan yard Creek Trail, Proctor Creek Greenway, Chattahoochee RiverLands, and other regional trail systems.
  - Build Strategic Road Segments- Develop missing connections in the local surface street network to relieve congestion, support walking and bicycling, establish transit-supportive development patterns, and unlock economic growth. Take an incremental approach to creating an effective street network that is planned and developed in concert with private investment.
- Parks and Greenspace
    - Acquire Land for Recreation- Create tailored and unique solutions for public amenities that support community life. From shady seating to funky pocket parks and dog runs, the Upper Westside should be full of welcoming spaces for all Atlantans.
    - Reveal Hidden Nature- Leverage overlooked and underutilized natural areas to create publicly accessible greenspace. Identify unbuildable and protected areas such as floodplains, stream buffers, utility easements, and steep topography that may be improved for public enjoyment and outdoor recreation
    - Reclaim Waterworks for the Public- Improve access to the historic Hemphill property and create places for the arts, education, and cultural amenities. Create a nucleus of unique civic space at the geographic heart of the district. The Department of Watershed Management reviewed this plan, and it has not endorsed or approved the proposed plans to open the Waterworks and Hemphill reservoir sites for public access as shown in the plan.
- Community and Economic Development
    - Codify Character through Zoning- Use the qualities of Upper Westside neighborhoods as the foundation for future land use decisions. Support new development that enhances the unique character of the district, builds a base of jobs for existing and new residents, and makes the Upper Westside a more inclusive community. The plan recommends zoning changes throughout the study area. These changes will retain industrial uses while allowing residential uses in appropriate locations and improving the design and walkability of new developments.
    - Influence Future Landmark Developments- Build coalitions across and within organizations to develop a common vision to transform large single-owner sites into unparalleled community assets. Such sites include the Hemphill Water Treatment Plant, the Fulton County Jail, CSX's Howell Yard, and the MARTA Brady Avenue Bus Operating Facility.
    - Support the Georgia Tech Innovation Ecosystem- Leverage the proximity and innovation of Georgia Tech to drive the long-term economic competitiveness of the Upper Westside. Facilitate the growth of Georgia Tech startups in a variety of sectors (including advanced manufacturing) and support equitable economic development objectives through partnership-based projects and programs.



- Arts and Culture
  - Announce the Upper Westside- Identify locations for signature public realm improvements that highlight the distinctive character and vibe of the district. Highlight the Upper Westside district and its constituent neighborhoods through gateways, art, and wayfinding signage.
- Neighborhood vision: Virtual meetings were held with each of the six neighborhoods. The visioning meetings had interactive exercises to explore a collective vision for how each neighborhood wished to grow and the transportation, greenspace, and land-use strategies needed to achieve it.

Implementation: The plan’s implementation guide has the same four categories as the plan recommendations, and each has a list of projects or activities to implement the big ideas. The implementation matrix has the timeline, estimated costs, funding sources, responsible party for each project.

**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 Upper Westside study area has Core and Corridors that are part of the Growth area and, Urban neighborhood and Production areas that are in the Conservation area..

Within the study area, the **Chattahoochee Industrial District**, between Perry Boulevard and the Howell Junction yard and rail line are in a Production area that is part of the Conservation area. The Atlanta City Design describes Production as:

“Beyond neighborhoods, these are other areas that the city has an interest in protecting from change. Primarily, they consist of strategic industrial land and railyards where intermodal transfer facilities, warehousing and key production facilities are needed close to the city center. They also include sites like the federal penitentiary and the large film studios at Fort McPherson and Lakewood Fairgrounds, which are simply unlikely to change and should not be included in the growth area.”

**Marietta Street Artery** neighborhood is in the Core growth area, which is defined as:

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

The areas outside of the residential neighborhoods as well as the Marietta Street Artery and Blandtown neighborhoods are in the Corridor growth area, which is defined 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 residential neighborhoods are classified as Urban Neighborhoods in the Conservation area. Urban Neighborhoods are defined as:

“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.”

**STAFF RECOMMENDATION: APPROVAL of My Upper Westside Master Plan and to amend the 2016 Atlanta Comprehensive Development Plan by incorporating this plan by reference.**

**NPU Recommendations:**

NPU C: voted to approve the plan at its September 7, 2021, meeting.

NPU D: voted to approve this legislation at its September 28, 2021, meeting.

NPU E: voted to approve the plan at their September 7, 2021, meeting.

NPU J: voted to deny this legislation at its September 28, 2021, meeting.

NPU K: voted to approve the plan at their September 21, 2021, meeting.

NPU L: voted to deny the plan at their September 14, 2021, meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



Department of  
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TIM KEANE  
COMMISSIONER

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

## MEMORANDUM

**TO:** Matt Westmoreland, Chair, Community Development/Human Services Committee  
**FROM:** Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*  
**SUBJECT:** 21-O-0687/CDP-21-044 for 1101 Church Street NW  
**DATE:** October 25, 2021

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### PROPOSAL:

An ordinance to amend the Land Use element of the 2016 Atlanta Comprehensive Development Plan (CDP) so as to redesignate property located at **1101 Church Street NW** from the Single Family Residential (SFR) Land Use Designation to the Low Density Residential (LDR) Land Use Designation; This land use amendment is being done in conjunction with the rezoning of the parcel per Z-21-066 from Single Family Residential (R-4A) to Multifamily Residential Multiunit (MR-MU) to build a residential building with 8 units.

### FINDINGS OF FACT:

- **Property location:** The subject property fronts on the north side of Church Street NW. The property is located within Land Lot 189 of the 17<sup>th</sup> District, Fulton County, Georgia in the Knight Park/Howell Station neighborhood of NPU-K in Council District 3.
- **Property size and physical features:** The subject property is developed with a single family home. The parcels total area is approximately 0.32 acres. The elevation decreases from west to east across the parcel. The side and rear yards are planted with trees. Vehicular access is provided from Church Street.
- **Current/past use of property:** The subject property is currently developed with a Single Family home dating to the 1920s. Staff is unaware of any other previous uses on the site.
- **Surrounding zoning/land uses:** The parcels to the north have a Mixed Use land use and Commercial (C-2) zoning. One of the parcels has an automotive business while the other parcels are undeveloped. The parcels to the west and south have Single Family Residential land use and Single Family Residential (R-4A) zoning. The parcels are developed with single family homes. The parcel to the east has a Single Family Residential land use and Single Family Residential (R-4A) zoning. The parcel is currently undeveloped. Further east, the parcel has a Mixed Use Medium Density land use and has an Industrial zoning (I-2). It is developed with an office building that is part of the industrial warehouse on the site. Parcels on the east side of Herndon Street are part at the recently approved land use

amendment 21-O-0351/CDP-21-029 application to change the land use to Mixed Use High Density and rezone the parcels to Mixed Residential Commercial (MRC-3) to build a mixed-use development. A mixed-use building is proposed on Herndon Street between West Marietta Street and Church Street and townhomes are proposed south of Church Street.

- **Transportation system:** Church and Herndon Streets are classified as local streets. West Marietta Street is classified as a collector street. MARTA provides bus service along West Marietta Street via bus #26. The Bankhead MARTA station is located about 1.3 miles to the southwest. There are sidewalks along Herndon Street but not along Church Street.

## CONCLUSIONS:

- **Compatibility with surrounding land uses:** The proposed Low Density Residential land use will provide a transition from the mix of uses on the east side of Herndon Street to the Single Family Residential land use in the Knight Park/Howell Station neighborhood. The small-scale multi-family residential building is designed to be compatible with residential neighborhoods and has development standards to ensure the building is in context with existing residential uses.
- **Effect on adjacent property and character of neighborhood:** The proposed construction of a small scale multifamily residential building will have a positive effect on the character of the neighborhood. It will provide a transition from existing and proposed higher intensity uses along Herndon Street to the Single Family Residential uses to the west. It is also consistent with the Comprehensive Development Plan policies of supporting and encouraging missing middle house and housing diversity.
- **Suitability of proposed land use:** The proposed Low Density Residential land use is suitable for this site. The development will provide a transition from the Mixed Use and Medium Density land uses along Herndon Street to the Single Family Residential land use to the west. In addition, the D3 Westside Revive plan recommends Neighborhood Center on the adjacent parcel to the east. The proposed 8-unit multifamily development will provide housing diversity and complement the proposed Neighborhood Center envisioned in the D3 Westside Revive Plan as well as the proposed Mixed Use land use and zoning on the east side of Herndon Street.
- **Consistency with City's land use policies:** The *2016 Atlanta Comprehensive Development Plan* (CDP) Character Area for this site is Traditional Neighborhood (TN). The proposed Low Density Residential land use is consistent with the following Traditional Neighborhood Redevelopment (TNR) CDP policies:
  - 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.
  - Preserve the residential character of Traditional Neighborhoods.
  - Promote diversity of housing types Promote diversity of housing types.
  - Encourage new housing development that is compatible with the character of existing neighborhoods.

- **Consistency with Adopted Small Area and Neighborhood Plans:** The subject site is included in the District 3 Westside Revive: A Masterplan for Council District 3. Knight Park/Howell Station is in Subarea 3 of the plan. The Vision of Subarea 3 is: *Subarea Three is where innovation, recreation, and the arts meet in a fusion of renovated industrial buildings, new open spaces, and the historic Knight Park / Howell Station neighborhood to create a thriving community.* The plan recommends a Neighborhood Center for the parcels to the east as well as those fronting on West Marietta Street. Neighborhood Centers are small-scale storefront retail buildings offering daily necessities and specialized products and services to residents close to their homes. The plan recommends an overlay district or historic district zoning for the residential portion of Knight Park/Howell Station.

Knight Park/Howell Station is also in the Atlanta BeltLine Subarea 9 Plan. The Placemaking Land Use vision statement of the plan is: *There is a strong desire within the subarea community to preserve existing structures while incorporating additional retail, restaurant, grocery store and mixed housing opportunities. Incorporating a mix of land uses to incorporate art and greenspace, celebrate history and showcase culture would build upon the existing identity of the subarea, resulting in a well-defined sense of place.* The guiding principles used to inform the Subarea 9 Land Use Goals include:

- Create a mix of uses. Place different uses near one another to promote vitality and sustainability. Diversify housing opportunities. Provide a balance of owner-occupied, rental and mixed-income and affordable housing types.
- Accommodate growth at medium-to-high densities. Locate transit-oriented development around MARTA bus and rail stops, future streetcar stations and the BeltLine corridor.
- Preserve and enhance community character. Keep the use and intensity patterns the same in single-family and low-density residential neighborhoods. Vary the intensity/scale of adjacent developments.
- Celebrate the history of the area. Preserve historic structures where appropriate. Incorporate historic markers, artifacts, and public art that tells a story.

The plan doesn't recommend a land use amendment for this parcel.

- **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, **1101 Church Street NW** is 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.”

- **Consistency with NPU policies:** The following NPU-K policies support the land use amendment to Low Density Residential:
  - K-1 Preserve the single-family and low density residential character of the following neighborhoods Hunter Hills, Mozley Park, Knight Park/Howell Station, Bankhead, Westin Heights, and Washington Park Historic District.

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

**NPU Recommendation: NPU-K voted to deny this land use amendment at its September 21, 2021, meeting.**

cc: Jessica Lavandier, Assistant Director, Strategic Planning

KEISHA LANCE BOTTOMS  
MAYOR



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TIM KEANE  
COMMISSIONER

KEYETTA M. HOLMES, AICP  
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OFFICE OF ZONING & DEVELOPMENT

**MEMORANDUM**

**TO:** Matt Westmoreland, Chair, Community Development/Human Services Committee

**FROM:** Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*

**SUBJECT:** **21-O-0689/CDP-21-046 for 559 10<sup>th</sup> Street, 565 10<sup>th</sup> Street and 569 10<sup>th</sup> Street NW and 997 Curran Street NW**

**DATE:** October 25, 2021

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**PROPOSAL:**

An ordinance to amend the Land Use element of the 2016 Atlanta Comprehensive Development Plan (CDP) so as to redesignate property located at **559 10<sup>th</sup> Street, 565 10<sup>th</sup> Street and 569 10<sup>th</sup> Street NW and 997 Curran Street NW** from the Low Density Residential 0-8 units per acre (LDR 0-8) Land Use Designation to the Mixed Use Medium Density (MUMD) Land Use Designation. This land use amendment is being done in conjunction with the rezoning of the parcel per Z-21-080 from Two Family Residential (R-5) to Mixed Residential Commercial (MRC-2) to build a four-story building with 33 residential units and 1,200 sq ft of non-residential uses.

The applicant requested that this application be deferred to the 4<sup>th</sup> Quarter, November 29, 2021, public hearing.

**STAFF RECOMMENDATION: DEFERRAL TO THE NOVEMBER 29<sup>TH</sup> PUBLIC HEARING**

**NPU Recommendation: NPU-E voted to Defer this land use amendment at its October 5, 2021, meeting.**

cc: Jessica Lavandier, Assistant Director, Strategic Planning



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Jon Keen  
Chief Operating Officer

Josh Rowan, PE  
ATLDOT Commissioner

SEPTEMBER 21, 2021

## MEMORANDUM

**TO:** Matt Westmoreland, Chair, Community Development/Human Services Committee

**FROM:** Betty Smoot-Madison, Mobility Planning Director, ATLDOT

**SUBJECT:** **20-O-0598/ CDP-21-047 PEACHTREE BATTLE TRANSPORTATION STUDY**

**DATE:** September 21, 2021

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### SUMMARY:

An ordinance to adopt The Peachtree Battle Transportation Study and to amend the 2016 Atlanta Comprehensive Development Plan by incorporating by reference said plan.

### FINDINGS OF FACT:

#### **Plan Purpose:**

The purpose of the Peachtree Battle Transportation Study is:

- Develop a neighborhood-based strategy for addressing the speeding, congestions, and safety challenges that the neighborhood faces.
- Identify relatively modest projects that address the most urgent needs.

#### **Planning area:**

Peachtree Battle is a wooded neighborhood of approximately 580 homes located on Atlanta's north side - within the greater Buckhead community. It is bounded by West Wesley Road to the north, Habersham Road and Peachtree Road to the east, Peachtree Creek to the south, and Northside Drive to the west. Neighborhood landmarks include Peachtree Battle Avenue itself and the E. Rivers Elementary School, as well as nearby Bobby Jones Golf Course and Atlanta Memorial Park.

Peachtree Battle has a strategic location in the city and the region. It lies between major mixed-use centers in Midtown to the south and Buckhead Village/Lenox Square to the north, while also bordering significant medical, multifamily, retail, and office uses along Peachtree Road. Arterial roadways, including Northside Drive and Peachtree Road, provide direct vehicular access to and from these areas and I-75 and directly connect to neighborhood streets, especially Peachtree Battle Avenue and West Wesley Road.



## **Planning Process:**

This transportation study was initiated by Peachtree Battle residents in direct response to pressing transportation challenges affecting the neighborhood. As a neighborhood initiative, the planning process emphasized meaningful public outreach at every step. This allowed the consultant to better understand the nuanced transportation challenges facing the neighborhood and develop recommendations that reflected community needs, while still being in sound planning principles. The outreach process included the following:

- An initial survey to document resident opinions on issues and concerns.
- A City of Atlanta meeting with PBA Traffic Committee and Board members, City staff, and the office of City Councilman J.P. Matzigkeit to solicit support for the effort.
- A virtual preliminary concepts workshop with the PBA Traffic Committee and Board to consider and refine preliminary concepts before presenting them to full neighborhood.
- A self-guided virtual workshop to gather input on concepts from residents.
- A neighborhood review of this draft document before finalization.

## **Vision and Goals:**

Peachtree Battle is currently impacted by a range of transportation challenges, including congestion a peak-hours, speeding at off-peak hours, cut-through traffic, unsafe driver behavior, and intersections that are unsafe for drivers, pedestrians, and cyclists. Combined, these result in an unbalanced transportation network that fails to truly serve any users well and is not appropriate for the neighborhood's character.

With this in mind, the consultant determined that the goals of this study should be to establish an action-oriented plan to create a more balanced transportation system that achieves the following:

1. Improves the safety for pedestrians, drivers, and cyclists.
2. Ensure that drivers using the neighborhood streets respect its residential character and do not speed or drive unsafely.
3. Incorporate modest, cost-effective solutions that consider both immediate and long-term needs.
4. Improve the cleanliness and appearance of properties, streets, and parks. The principles for this goal are listed below.

## **General Study Recommendations:**

### Redesign Streets to Match Posted Speed

Posted speed and design speed are vastly different: one is prescriptive, and the other is physical. The consultant observed that while the posted speed for most neighborhood streets is 25 mph, many are designed to accommodate higher speeds, resulting in speeding. The negative consequences of speeding should be addressed by designing streets that make it difficult to speed and by demanding more aggressive traffic enforcement. Proposed project types include bulb-outs, crosswalks, speed cushions, stop signs, and intersection improvements.

### Implementation Recommendations

Implementing transportation projects is often time-consuming and expensive. This is especially true for projects that involve moving curbs, drainage, and other fixed elements. In Peachtree Battle, the transportation safety needs are so urgent that a phased approach involving short-term and long-term projects is recommended:

- Test phases are short-term projects that seek to change driver behavior and improve safety as quickly and inexpensive as possible. This is accomplished using striping, truncated domes, temporary bollards, minimal accessibility requirements, and other low-cost features. After installation, these projects should be monitored for effectiveness and adjusted, as needed.
- Construction phases take test-phase projects that have been proven effective and make them permanent by moving curbs, installing landscaping, moving utilities, etc. Both test phase and construction phase projects should also consult with the City of Atlanta Tactical Urbanism Guide for how to incorporate aesthetics.

**Consistency with Atlanta Design, Development and Transportation Plans:** 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 ABI Subareas have Corridors, Urban areas, and Suburban areas.

Atlanta Transportation prioritizes safety on all streets through the city's adopted Vision Zero initiative, which lowered local streets to 25 mph all throughout the city. Neighborhood plans such as the Peachtree Battle Transportation Study supports the city's Vision Zero initiative in creating streets that are safe for all.

**STAFF RECOMMENDATION: APPROVAL of the Peachtree Battle Transportation Study to amend the 2016 Atlanta Comprehensive Development Plan by incorporating this plan by reference.**

**NPU Recommendations:** NPU C: voted to approve the plan at their September meeting.

cc: Jessica Lavandier, Assistant Director, DCP Strategic Planning  
Doug Nagy, Deputy Commissioner, ATLDOT Strategy and Planning



Department of  
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TIM KEANE  
COMMISSIONER

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

## MEMORANDUM

**TO:** Matt Westmoreland, Chair, Community Development/Human Services Committee  
**FROM:** Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*  
**SUBJECT:** 21-O-0690/CDP-21-048 for 1064 Oglethorpe Avenue SW  
**DATE:** October 25, 2021

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### PROPOSAL:

An ordinance to amend the Land Use element of the 2016 Atlanta Comprehensive Development Plan (CDP) so as to redesignate property located at **1064 Oglethorpe Avenue SW** from the Low Density Residential (LDR) Land Use Designation to the Medium Density Residential (MDR) Land Use Designation. This land use amendment is being done in conjunction with the rezoning of the parcel per Z-21-051 from Single Family Residential (R-4A) to Multifamily Residential Multiunit (MR-MU) to build a residential building with 12 units.

### FINDINGS OF FACT:

- **Property location:** The subject property fronts 50 feet on the south side of Oglethorpe Avenue. The property is located within Land Lot 188 of the 14<sup>th</sup> District, Fulton County, Georgia in the West End neighborhood of NPU-T and in Council District 4.
- **Property size and physical features:** The subject property is vacant and has a total area of approximately 0.21 acres. The topography is level, the parcel is planted with trees along the western property boundary. Vehicular access is provided from a driveway on the adjacent parcel to the east.
- **Current/past use of property:** The subject property is currently undeveloped. Previously, it was developed with a residential structure. Staff is unaware of any other previous uses on the site.
- **Surrounding zoning/land uses:** The parcels to the north, east and west have a Low Density Residential land use designation is zoned R-4A/HC20G (Single Family/West End Historic District). The parcels are developed with single and two family residential units. There are some parcels developed with multifamily residential buildings dating back to the 1960s, prior to the adoption of the historic district regulations. The parcel to the west is developed with a 1960s multifamily residential building with 16 units. Two other nearby multifamily buildings with 4 units were built in the 1970s. The parcel directly to the north has a Low Density Residential land use and multifamily zoning (RG-4) and is developed with a multi-story multifamily residential building, Abernathy Tower, with 100 units for seniors. The parcel to the south has a Community Facility land use and R-4A/HC20G (Single

Family Residential/ West End Historic District Overlay) zoning and it is developed with the Herman J. Russell West End Academy.

- **Transportation system:** The subject site has frontage on Oglethorpe Avenue SW which is classified as a local street. Lawton Street SW to the west of the site is classified as a collector street. The West End Transit station is located 0.5 miles to the east of the site. MARTA also provides bus service via route #68 along Oglethorpe Avenue. There are sidewalks along Oglethorpe Avenue SW.

## CONCLUSIONS:

- **Compatibility with surrounding land uses:** The proposed medium density residential land use is not compatible with existing land uses in this area of West End. All of the parcels fronting on this block of Oglethorpe have a Low Density Residential land use. Although there are existing multifamily residential buildings they were built prior to the current zoning and land use and are nonconforming.
- **Effect on adjacent property and character of neighborhood:** The proposed Medium Density Residential land use will have an adverse effect on the character of the neighborhood. The intent of the land use designation of these parcels is to retain the low-density residential character of the West End neighborhood and for the vacant lots to be developed with structures that are consistent with the character and use of the parcels on the street, which are predominantly single family residential and duplex.
- **Suitability of proposed land use:** The proposed Medium Density Residential land use is not suitable for this site. The residential sections of the West End neighborhood have overwhelmingly a Low Density Residential land use. West End does have small multifamily residential buildings in the neighborhood however, most have less than 12 units. Many of the historic multifamily buildings have 4 units, which is consistent with a Low Density Residential land use designation.
- **Consistency with City's land use policies:** The *2016 Atlanta Comprehensive Development Plan* (CDP) Character Area for this site is Traditional Neighborhood Existing (Historic District). Land use policies for this character area support maintaining the existing character, preserving the housing stock of neighborhoods, and preventing the encroachment of incompatible uses. Further, the development pattern should be supported by infill housing construction that is compatible with the existing scale and character of the neighborhood. The proposed Medium Density Residential land use designation is not supported by policies of the character areas. While the proposed zoning does meet the ideals of missing middle housing. The proposed floor area ratio of the development is inconsistent with the existing low density residential land use in the surrounding area.
- **Consistency with Adopted Small Area and Neighborhood Plans:** The subject site is included in the West End LCI and the Atlanta BeltLine Subarea 1 Master Plan. One of the goals of the West End LCI plan is to *preserve the character of residential areas and promote a variety of housing options*. The plan seeks to protect the neighborhood's unique qualities and vitality and direct growth in appropriate locations. To achieve the vision of the LCI, the plan recommends land use and zoning changes along the study area's major corridors. No major changes are recommended within the West End's residential areas. Other land use policies are to "strive to achieve the land use recommendations of this LCI study". One of the land use priorities of the Atlanta BeltLine

Subarea 1 Master Plan is to preserve historic residential land uses. Neither plan recommended changing the land designation of this parcel or most residential parcels in the predominantly residential part of the West End neighborhood.

- **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, **1064 Oglethorpe Avenue SW** is 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.”

- **Consistency with NPU policies:** The following NPU-T policies do not support the land use amendment to Medium Density Residential:
  - T-1: Support the execution of the West End LCI initiative and any proposed amendments as well as future Master Plan
  - T-35: Preserve the single-family and low-density character of the AUC residential portions, Beecher Donnelly, Westview, Just Us, Ashview Heights and West End neighborhoods.

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

**NPU Recommendation: NPU-T voted to approve this land use amendment at its September 8, 2021, meeting.**

cc: Jessica Lavandier, Assistant Director, Strategic Planning