



Department of
CITY PLANNING

JANIDE SIDIFALL
INTERIM COMMISSIONER

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

ANDRE DICKENS
MAYOR

55 Trinity Avenue, S.W. SUITE 1450 – ATLANTA, GEORGIA 30303
404-330-6070 – FAX: 404-658-7638

MEMORANDUM

TO: Jason Dozier, Chair, Community Development/Human Services Committee
FROM: Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*
SUBJECT: 22-O-1439 /CDP-22-019 for 220 Pearl Street SE
DATE: September 7, 2022

PROPOSAL: An Ordinance to amend the Land Use element of the 2021 Atlanta Comprehensive Development Plan (CDP) so as to redesignate property located at **220 Pearl Street SE** from the Industrial (I) 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-22-028 from Industrial to Mixed Residential Commercial (MRC-3) to build a four story 70 feet tall multifamily building with 229 housing units.

FINDINGS OF FACT:

- **Property location:** The subject property fronts on the east side of Pearl Street SE and the south side of Fulton Terrace SE. The property is in Land Lot 20 of the 14th District, Fulton County, Georgia within the Reynoldstown Neighborhood of NPU N, Council District 5.
- **Property size and physical features:** The subject property is approximately 2.84 acres (123,710 sq. ft.) and it is currently developed with the Colgate Mattress factory. The parcel has been graded and it is relatively flat. There are landscape islands planted with trees and grass located along the Pearl Street and Fulton Terrace frontages. A surface parking lot fronts on Pearl Street.
- **Current/past use of property:** The parcel is developed with a 1½ story warehouse currently occupied by the Colgate Mattress factory. Staff is unaware of any other uses for the site.
- **Surrounding zoning/land uses:** The parcels to the north have a Single Family Residential land use designation and are zoned R-5 (Two Family Residential). The parcels are developed with single and two-family homes. The parcels to the west have a Low Density Residential land use designation and are zoned HC-20A (Cabbagetown Landmark District) and are developed with residential uses. The parcel to the west has a High Density Residential land use designation and is zoned MR-4A (Multifamily Residential). The parcel to the south has a Mixed Use land use designation and is zoned MRC-3 (Mixed Residential Commercial). It is developed with a multifamily residential building with ground level retail.

- **Transportation system:** Pearl Street and Fulton Terrace are both classified as local streets. There are no sidewalks along the subject property frontage and intermittent sidewalks along the opposite side of the street. MARTA provides service along Memorial Drive via bus #21 which connects to the Five Points Transit Station.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The proposed Mixed Use land use designation is compatible with the Mixed Use land use designation to the south, however, this land use is too intense adjacent to the Single Family Residential land use to the north and the Low Density Residential designation west of the site. The Mixed Use land use designation adjacent to these residential land uses doesn't provide the opportunity to transition from the intense mix used land uses along Memorial Drive to the less intense residential uses in the interior of the neighborhood. The proposed Mixed Use designation is not compatible with surrounding land uses and it is not supported by the Atlanta BeltLine Subarea 4 Masterplan which recommends residential land use 1-4 stories for this parcel.
- **Effect on adjacent property and character of neighborhood:** The Mixed Use land use will have an adverse effect on the character of the single family and low density residential portions of the Cabbagetown and Reynoldstown neighborhoods. The proposed land use and development is not consistent with the Atlanta BeltLine Subarea 4 Masterplan recommendation to "Provide appropriate transitions to existing residential neighborhoods. Higher intensities are located around transit stations and along major corridors, stepping down building heights approaching single family residential and proposing lower intensity land uses for parcels adjacent to single family areas."
- **Suitability of proposed land use:** The proposed Mixed Use land use is not suitable for this parcel. The proposed development consists of all residential uses and does not propose non-residential land uses as would be expected in a mixed use land use designation. In addition, the Atlanta BeltLine Subarea 4 Masterplan recommends residential 1-4 stories for this parcel and the Reynoldstown 2000 and Beyond Master Plan recommends Medium Density Residential land use and RG-3 (Residential General Sector 3) zoning for this parcel. The use and scale of the proposed development is not compatible with surrounding land uses and does not provide a transition from the higher density Mixed Use land uses and development along Memorial Drive and the Single Family Residential land uses to the north of the site.
- **Consistency with City's land use policies:** The *2021 Atlanta Comprehensive Development Plan* (CDP) Character Area for this location is Redevelopment Corridor. Relevant general Character Area policies and Redevelopment Corridor policies are to:
 - CW 1 Consider future land use and zoning changes impact on Character Areas, including impacts that may spillover in adjacent areas.
 - CW 2 Protect existing single-family, low-density, and medium-density residential from incompatible higher densities and non-residential uses.
 - CW 4 Encourage mixed use along corridors and centers and provide height and density transitions to adjacent residential areas.
 - IC/RC 4 Manage the levels of densities along the Corridors so the densest development happens near major intersections, centers, or transit stations.

- IC/RC 6 Encourage compatible infill development on vacant lots or deteriorated buildings

- **Consistency with Adopted Small Area and Neighborhood Plans:**

This parcel is included in the Reynoldstown 2000 and Beyond: A Neighborhood Master Plan. The plan recommends a multifamily land use designation, Medium Density Residential, and RG-3 (Residential General Sector 3) zoning for the parcel. The zoning recommendation states that “Residential areas should be buffered from more intensive non-residential development and not exceed the RG-3 to minimize density levels”.

This parcel is also included in the Atlanta BeltLine Subarea 4 Masterplan. Some of the Land Use and Design policies/strategies for Subarea 4 include: Encourage a variety of uses at appropriate locations within the subarea to support future transit, promote reuse of historic properties, facilitate economic growth and improve community health. One of the land use strategies for this Subarea is to: “Provide appropriate transitions to existing residential neighborhoods. Higher intensities are located around transit stations and along major corridors, stepping down building heights approaching single family residential and proposing lower intensity land uses for parcels adjacent to single family areas. While the masterplan incorporates this strategy throughout the subarea, the uses and intensities recommended along Memorial Drive provide a clear example of this policy.”

The subject site is included in the Memorial Drive Focus Area. The land use and circulation plan for the Memorial Drive Focus Area “identifies higher intensity uses for properties fronting Memorial Drive and I-20 and lower intensity uses for those properties adjacent to the surrounding single-family neighborhoods. The boundaries of this focus area were defined to include parcels within the BeltLine TAD that will support the higher intensity uses needed for transit in addition parcels that can provide the appropriate transition to surrounding single-family neighborhoods”. For these parcels, the plan recommends residential 1-4 stories and MR-4A (Multifamily Residential).

- **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, **Pearl Street SE** is located within a Corridor of a Growth Area. Corridors are described as follows:

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

- **Consistency with NPU policies:** NPU N policies apply to this land use amendment.
 - N-8 Reynoldstown
 - a. Encourage and facilitate development within Reynoldstown that is consistent with principals and policies outlined in the Beltline Subarea 4 Master Plan, adopted by City Council.
 - b. Encourage and facilitate development within Reynoldstown that is consistent with principals and policies outlined in the Reynoldstown Master Plan, adopted by City Council on January 16, 2001

STAFF RECOMMENDATION: DENIAL OF THE LAND USE AMENDMENT FROM THE INDUSTRIAL LAND USE DESIGNATION TO THE MIXED USE LAND USE DESIGNATION.

NPU Recommendation: NPU-N voted to approve this land use amendment at its June 28, 2022 meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



Department of
CITY PLANNING

JANIDE SIDIFALL
INTERIM COMMISSIONER

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

ANDRE DICKENS
MAYOR

55 Trinity Avenue, S.W. SUITE 1450 – ATLANTA, GEORGIA 30303
404-330-6070 – FAX: 404-658-7638

MEMORANDUM

TO: Jason Dozier, Chair, Community Development/Human Services Committee
FROM: Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*
SUBJECT: 22-O-1653/CDP-22-024 for 576 Lindsay Street NW
DATE: September 7, 2022

PROPOSAL: An ordinance to amend the Land Use element of the 2021 Atlanta Comprehensive Development Plan (CDP) so as to redesignate property located at **576 Lindsay Street NW (parcel id 14 01110001183), 580 Lindsay Street NW, 582 Lindsay Street NW, and 582 rear Lindsay Street NW and parcels 14 01110001013, and 14 01110001199** from the Low Density Residential (LDR) 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-22-030 from English Avenue Special Public Interest District Subarea 2 Brawley North Low Density (SPI-3 SA2) to English Avenue Special Public Interest District Subarea 5 Lowery Boone Perimeter Medium Density Mixed Use (SPI-3 SA5) to allow for classroom trailers for the Peace Preparatory Academy (grades 1-8) for 3 years. Subsequently, the parcels will be developed with housing.

FINDINGS OF FACT:

- **Property location:** The subject property fronts on the west side of Lindsay Street and is north of North Avenue NW and south of Pelham Street NW. The property is in Land Lot 111 of the 14th District, Fulton County, Georgia within the English Avenue Neighborhood of NPU L, Council District 3.
- **Property size and physical features:** The lot consists of approximately .279 acres (12,184 sq. ft.) of land. The subject property is currently undeveloped. There is currently no vehicular access provided off Lindsay Street. The topography increases from west to east.
- **Current/past use of property:** The property is currently undeveloped. The parcels were previously developed with residential structures.
- **Surrounding zoning/land uses:** The parcels to the north and the south have a Medium Density Residential land use and are zoned SPI-3 SA3 (English Avenue Special Public Interest District Subarea 3). The parcels are developed with multifamily residential buildings. The parcel to the east has a Single Family Residential land use and is zoned SPI-3 SA1 (English Avenue Special Public Interest District Subarea 1). The parcel is developed with a former place of worship that is now occupied by the Peace Preparatory Academy. The parcels to the west have a Mixed Use Medium

Density Land Use and are zoned SPI-3 SA5 (English Avenue Special Public Interest District Subarea 5). Some of the parcels are developed with multifamily and single family residential buildings while other parcels are vacant.

- **Transportation system:** Lindsay Street NW is classified as a local road. There are sidewalks on either side of Lindsay Street NW. The nearest MARTA bus route is route #1 that operates along Joseph E. Lowery Boulevard with connection to the West End Transit Station.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The proposed Mixed Use Medium (MUMD) land use is compatible with the surrounding land uses. There are variety of uses in the immediate area including places of worship, school, single family, and multifamily residential uses. Most of the surrounding land uses are residential with Low Density Residential and Medium Density Residential land use designation while the parcels to the west have a Mixed-Use Medium Density land use designation. In addition, the parcel to the east is developed with the main and accessory buildings of the Peace Preparatory Academy. Classroom trailers will be placed on the subject site for approximately 3 years to allow for the construction of a permanent school buildings across the street. Afterwards, the applicant proposes to redevelop the parcel with affordable housing. Adjacent and nearby parcels are developed with multi-family housing units
- **Effect on adjacent property and character of neighborhood:** The proposed placement of classroom trailers on the site will have a beneficial effect on the character of the neighborhood. It will allow for the construction of permanent classroom buildings on the parcel across the street from the subject site. It is consistent with the neighborhood's vision: *To create a diverse and sustainable, multigenerational community with high quality mixed income housing, locally owned retail, and walkable greenspace; in a safe, healthy, and civic environment that promotes family, education...* and with the objective of *Maintaining faith-based and academic institutions as public realm neighborhood anchors.*
- **Suitability of proposed land use:** The proposed Mixed Use Medium Density land use designation is suitable for this location. Surrounding parcels have multifamily and institutional uses and are built in a scale and character that is like the proposed development. The proposed development will facilitate the construction of permanent classroom buildings at the main school site across the street. The subject parcels will then be developed with affordable housing. Development of the site with affordable housing is consistent with the vision and goals of the Westside Land Use Framework Plan to: *Acknowledge, stabilize and strengthen neighborhood assets with the objective to expand housing choice to improve affordability, attract a mix of resident income levels and reduce displacement-Develop new housing with a mix of building typologies, including rental apartments, condominiums, town houses and single family homes.*
- **Consistency with City's land use policies:** The *Atlanta Comprehensive Development Plan (CDP)* Character Area for this location is Traditional Neighborhood Redevelopment. The proposed land use of Mixed Use Medium Density is consistent with the CDP land use policies to:
 - TNR 4 Encourage compatible infill development on vacant lots or where existing housing and commercial buildings are deteriorated.
 - TNR 2 Ensure small-scale commercial uses are compatible with the existing residential character and serve neighborhood residents.

- CW 3 Promote a balance of uses, particularly between jobs and housing, and between retail
- CW 18 Encourage more neighborhood serving retail such as grocery stores, pharmacies, and childcare that meet the daily needs of residents.

- **Consistency with Adopted Small Area and Neighborhood Plans:** The English Avenue Neighborhood is included in the Westside Land Use Framework Plan. The vision for the English Avenue Neighborhood is *“To create a diverse and sustainable, multi-generational community with high quality mixed-income housing, locally owned retail, and walkable greenspace; in a safe, healthy, and civic environment that promotes family, education, and home ownership; and encourages traditionally designed, primarily single family development and rehabilitation which reflects and preserves the history and culture of the English Avenue Neighborhood.”* Goal 1 of the plan is to Acknowledge, Stabilize and Strengthen Neighborhood Assets and Objective 1.4. is to Improve the accessibility of essential goods and services within the neighborhood. Goal 2 is to Reinforce Unique Neighborhood Identity and Objective 2.3 is to Maintain faith-based and academic institutions as public realm neighborhood anchors.
- **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, **576 Lindsay Street NW (parcel id 14 01110001183), 580 Lindsay Street NW, 582 Lindsay Street NW, and 582 Lindsay Street NW rear and parcels 14 01110001013, and 14 01110001199** are located within an Urban Neighborhood within a Conservation Area. Urban Neighborhoods are described as follows:

“

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

- **Consistency with NPU policies:** The following NPU L policies support the land use amendment to Mixed Use Medium Density (MU-MD):
 - L-1 Encourage development and planning consistent with and in support of the specific guidelines established by the Westside Land Use Framework (dated November 30, 2017, adopted December 4, 2017 by Atlanta City Council as ordinance 17-O-1722)

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

NPU Recommendation: NPU-L voted to Approve this land use amendment at its June 14, 2022 meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



Department of
CITY PLANNING

JANIDE SIDIFALL
INTERIM COMMISSIONER

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

ANDRE DICKENS
MAYOR

55 Trinity Avenue, S.W. SUITE 1450 – ATLANTA, GEORGIA 30303
404-330-6070 – FAX: 404-658-7638

MEMORANDUM

TO: Jason Dozier, Chair, Community Development/Human Services Committee
FROM: Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*
SUBJECT: 22-O-1654/ CDP-22-025 for 1314 Murphy Avenue SW
DATE: September 7, 2022

PROPOSAL: An Ordinance to amend the Land Use element of the 2021 Atlanta Comprehensive Development Plan (CDP) so as to redesignate property located at **1314 Murphy Avenue SW** from the Industrial (I) 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-22-035 from Industrial (I) to Mixed Residential Commercial (MRC-3) for the construction of 545 housing units and 10,000 square feet of commercial floor area.

FINDINGS OF FACT:

- **Property location:** The subject property fronts on the east side of Murphy Avenue SW and the north side of Dill Avenue SW. The property is in Land Lot 120 of the 14th District, Fulton County, Georgia within the Capitol View neighborhood of NPU X, Council District 12.
- **Property size and physical features:** The property is 4.98 acres (216,928.8 sq. ft.). It is currently developed with an industrial building occupied by Scenario LLC. Vehicular access is provided via an existing curb cut on Murphy Avenue. The topography increases from east to west and south to north. The rear of the parcel is heavily planted with trees.
- **Current/past use of property:** The property is currently developed with an industrial building occupied by Scenario LLC. Industrial buildings and uses have historically occupied the property. A 1949 aerial photo shows the parcel developed with industrial buildings built along the rail line located along the eastern parcel boundary.
- **Surrounding zoning/land uses:** The parcel to the north has an Industrial land use and is zoned C-1-C (Community Business District Conditional). It is developed with the Phoenix House which provides transitional housing. Other parcels to the north have an Industrial land use and Industrial zoning (I) and are developed with industrial uses. The parcels to the east have a Single Family Residential land use. One of the parcels is zoned R-LC (Residential Limited Commercial) and the other parcels are zoned R-4 (Single Family Residential). These parcels are developed with single family residential uses. The parcels to the south have a Mixed Use land use designation. One of the parcels is zoned MR-4A (Multifamily Residential) and is developed with a multifamily residential development. Other

parcels have are zoned R-4 (Single Family Residential) and are developed with single family homes. To the west is a freight rail line and the MARTA north/south transit line. Parcels west of the transit line have a Mixed Use (MU) land use designation and are zoned C-2 (Commercial Service District). Some parcels are undeveloped and others are developed with single family homes.

- **Transportation system:** Murphy Avenue and Dill Avenue are classified as a local streets. Sidewalks are located on both sides of Dill Avenue and Murphy Avenue. A freight rail line is located between Murphy Avenue and Lee Street. MARTA bus route #79 has a bus stop immediately in front of the existing building with connection to the Oakland City and East Point MARTA Transit Stations. The Oakland City Transit Station is located .1 miles from the subject property.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The proposed Mixed Use land use designation and the proposed development will displace jobs and industrial uses currently located on Murphy Avenue. The proposed development is not consistent with the recommendations of the Atlanta BeltLine Subarea Plan's recommendation for Industrial Mixed Use. The intent of the plan is to primarily focus on job production, especially jobs accessible to existing residents based on their educational attainment. The proposed land use is not consistent with the 2021 CDP Live-Work Use Character Area and the policy to support makerspaces and attract small-scale manufacturers to these areas. Although the requested zoning and land use is Mixed Use, the proposed development is mostly residential with a minimal amount of retail.
- **Effect on adjacent property and character of neighborhood:** The proposed Mixed Use land use will have an adverse effect on the industrial character of Murphy Avenue. It will continue to destabilize and displace jobs and businesses that require Industrial land use and zoning. The proposed development is not consistent with the vision and recommendations of the Oakland City/Ft. Mac LCI. The plan states that the Murphy Avenue corridor is "envisioned to grow into a job generating corridor, expanding light industrial uses to flex office space and allowing for more creative users. The Murphy Avenue corridor is beginning to see a transition from solely industrial users to craftsman and makers, including woodworkers and artists. The proposed development is not consistent with the current and envisioned character of the neighborhood.
- **Suitability of proposed land use:** The subject site is currently developed with a warehouse building that is occupied by Scenario Custom. Founded in 1999, Scenario Custom is a full fabrication scenery studio. They create custom fabrication for film/television, exposition services, commercial architecture, and theater. This is the type of use that the adopted plans in the area encourage and want to retain by having Live-Work Character Area, Industrial land use and Industrial Mixed Use zoning. The proposed development is unsuitable for this site. It will displace a long time business from the area and maybe even the City of Atlanta.
- **Consistency with City's land use policies:** Murphy Avenue and this parcel are in the Industrial Live-Work Character Areas. According to the 2021 CDP "*Industrial Live Work Character Areas mix light industrial activities close to residential housing, retail, art galleries, small offices, and amenities like pocket parks. But, in general, these areas are experiencing investment and are transitioning away from industrial uses to non-industrial uses.... New construction should be compatible with the industrial heritage of the area in terms of design and density. It should also have a compact pedestrian oriented urban form*". Applicable Live-Work policies are:
 - ILW 5 Support makerspaces and attract small-scale manufacturers to these areas.

- ILW 6 Ensure new construction is compatible with the design and density of the historical industrial development.
 - ILW 7 Maintain or provide appropriate buffers and transitions between Live-Work areas and adjacent areas.
 - ILW 8 Promote compact pedestrian-oriented urban design with smaller blocks and connected streets when redeveloping large industrial lots.
- **Consistency with Adopted Small Area and Neighborhood Plans:**

This parcel is in the Atlanta BeltLine Subarea 2 Master Plan (2021). Some of the goals of the plan are to • Encourage the economic development of Subarea 2, • Utilize redevelopment to mend the urban fabric, • Provide a balanced mix of compatible land uses and • Expand housing options and affordable housing choices. Some of the land use goals of the plan are: •Establish Transit Oriented Development (TOD) along the Atlanta BeltLine • Create a mix of uses along the Atlanta BeltLine, • Scale development differently based on infrastructure, context, accessibility, and land availability. Some of the economic development goals are: • Provide economic development activities compatible with the land use vision, • Provide land uses that can accommodate a range of employment opportunities, • Provide space for light industrial and other blue collar job supporting uses and •Support a mix of employment options along the Atlanta BeltLine.

This plan recommends Mixed Use 5-9 stories land use and Industrial Mixed Use (I-Mix) zoning for this parcel. The Mixed Industrial allows light industrial, office, retail, and housing to coexist. This area is shown as mixed industrial on the future land use map and is intended to primarily focus on job production, especially jobs accessible to existing residents based on their educational attainment. The Subarea 2 Masterplan recommends that the zoning classification of this parcel and all of the Murphy Crossing node be changed to Industrial Mixed Use.

This site is in the Council District 12 Neighborhood Blueprint Plan for Adair Park, Capitol View, Capitol View Manor and Sylvan Hills (2018). The Community Vision for this area is: *“The vision of the District 12 Neighborhood Blueprint Plan is to preserve and enhance the unique amenities each neighborhood has to offer, while guiding growth and attracting services that improve the quality of life for all residents.”* The plan did not make land use changes recommendations for the subject parcel.

This parcel is included in the *Oakland City/ Fort Mac LCI* (2016). The vision for the area is to *develop plans and policies for transformative redevelopment that serves the multi-generational community with a mix of uses and community amenities and encourages economic development and job growth while preserving place for existing and new residents.* One of the Community Goals is to *“Provide opportunities for Economic Development and Job Growth”*. The BeltLine / Murphy Avenue Node, where the subject parcel is located is envisioned to be an energetic, mixed use job center that retains the industrial character of the area. More specifically, the Murphy Avenue corridor is *“envisioned to grow into a job generating corridor, expanding light industrial uses to flex office space, and allowing for more creative users. The Murphy Avenue corridor is beginning to see a transition from solely industrial users to craftsman and makers, including woodworkers and artists. This growth is in part due to accessible and affordable buildings, large enough for these users”*. The plan recommends a Mixed Use Industrial zoning for these parcels.

- **Consistency with Atlanta City Design:** The Atlanta City Design articulates Atlanta’s vision organized according to its five core values of Equity, Progress, Ambition, Access, and Nature. It

focuses future growth into already developed areas called Growth Areas, which are further categorized as Core, Corridors, and Clusters. 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, **1314 Murphy Avenue SW** is located within a Corridor of a Growth Area. Corridors are described as follows:

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

- **Consistency with NPU policies:** The NPU X policy that applies to this land use amendment:
 - X-5 Maintain the boundaries of industrial uses on Murphy Avenue and prevent industrial encroachment into adjacent single-family residential areas.
 - X-9 Support the implementation of District 12 Neighborhood Blueprint Plan for Adair Park, Capitol View, Capitol View Manor, and Sylvan Hills (adopted in 2018) and District 12 Neighborhood Blueprint Plan for Hammond Park and Perkerson (adopted in 2020).

STAFF RECOMMENDATION: DENIAL OF THE LAND USE AMENDMENT FROM THE INDUSTRIAL LAND USE DESIGNATION TO THE MIXED-USE (MU) LAND USE DESIGNATION.

NPU Recommendation: NPU-X voted to Approve this land use amendment at its June 13, 2022 meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



Department of
CITY PLANNING

JANIDE SIDIFALL
INTERIM COMMISSIONER

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

ANDRE DICKENS
MAYOR

55 Trinity Avenue, S.W. SUITE 1450 – ATLANTA, GEORGIA 30303
404-330-6070 – FAX: 404-658-7638

MEMORANDUM

TO: Jason Dozier, Chair, Community Development/Human Services Committee

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

SUBJECT: **22-O-1655/ CDP-22-036 for 706 McDonough Boulevard and 708 McDonough Boulevard SE**

DATE: **September 7, 2022**

PROPOSAL: A substitute Ordinance to amend the Land Use element of the 2021 Atlanta Comprehensive Development Plan (CDP) so as to redesignate property located at 706 McDonough Boulevard and 708 McDonough Boulevard SE from the Single Family Residential (SFR) 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-22-036 from Single Family Residential (R-4) to Multi-Family Residential (MR-3) to allow for the construction of 38 townhomes.

FINDINGS OF FACT:

- **Property location:** The subject property fronts on the north side of McDonough Boulevard SE, the east side of Marion Street SE and the west side of Park Road SE. The property is located within Land Lot 25 of the 14th District, Fulton County, Georgia in the Benteen Park neighborhood of NPU-W in Council District 1.
- **Property size and physical features:** The subject properties total 2.17 acres (94,525 sq. ft.). Property located at 708 McDonough Boulevard SE is developed with a place of worship formerly occupied by Timothy Pure Holiness Church of God. Property located at 706 McDonough Boulevard SE was used for surface parking. It is mostly undeveloped and heavily planted with trees. The parcels are accessed via curb cuts on McDonough Boulevard SE and Marion Street SE. Topography slopes from north to south.
- **Current/past use of property:** The property located at 708 McDonough Boulevard SE is developed with a place of worship. A portion of 706 McDonough Boulevard SE is developed with a gravel parking area, however it is mostly undeveloped. According to 1949 aerial photography, it was developed with a single family home. Staff is unaware of previous uses.
- **Surrounding zoning/land uses:** The parcels to the west, north and east have a Single Family Residential land use and are zoned R-4 (Single Family Residential) and R-4A (Single Family Residential). The parcels are developed with single family residential uses. The parcel to the south has an Office Institutional land use and is zoned R-5 (Two Family Residential). It is developed with the

Federal Penitentiary. Parcels fronting on McDonough Boulevard to the west of Funston Avenue have a Low Density Commercial land use. In addition, parcels to the east of Elleby Road SE also have a Low Density Commercial land use.

- **Transportation system:** McDonough Boulevard SE is classified as an arterial street. Marion Street SE and Park Road SE are classified as local streets. Both sides of McDonough Boulevard SE road have sidewalks but Marion Street SE and Park Road SE have no sidewalks. MARTA serves the area via bus route #49 along McDonough Boulevard SE with connection to the Five Points Transit Station.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** Surrounding land uses include Single Family Residential, Low Density Commercial, and Office/Institutional (O-I). The proposed Medium Density Residential land use designation is compatible with surrounding land uses and provides a transition between surrounding Office-Institutional and Commercial land uses and the Single-Family Residential uses in the interior of the neighborhood.
- **Effect on adjacent property and character of neighborhood:** The proposed Medium Density Residential land use will have a positive effect on the character of the neighborhood. The proposed development and land use will allow for an appropriately scaled multifamily development that creates a transition between nearby single family residential and the Office Institutional uses fronting on McDonough Boulevard SE. The Medium Density Residential land use designation is suitable for this location along an arterial street. The density and scale of the proposed development is appropriate for the location of the parcel. In addition, it will provide more housing options in the area.
- **Suitability of proposed land use:** The proposed Medium Density Residential land use designation is suitable for this site. Most of the site is in an Atlanta City Design Corridor and in a 2021 CDP Redevelopment Corridor Character Area. The proposed land use amendment is consistent with Redevelopment Corridors policies to support the redevelopment of vacant and underutilized land and buildings and elevate the distinct character of each corridor while encouraging density, growth, revitalization, and vibrancy. The proposed land use is consistent with the Traditional Neighborhood Redevelopment policy to encourage compatible infill development on vacant lots or where existing housing and commercial buildings are deteriorated.
- **Consistency with City's land use policies:** McDonough Boulevard SE is in a Redevelopment Corridor Character Areas. According to the 2021 CDP, "*all these corridors can become main streets for many neighborhoods accommodating a reasonable amount of growth that will spur economic and community revitalization and spread a vibrant public life to all corners of Atlanta.*" This land use amendment is consistent with the Redevelopment Corridor policies to:
 - IC/RC 1 Elevate the distinct character of each Corridor while encouraging density, growth, revitalization, and vibrancy.
 - IC/RC 2 Support the redevelopment of vacant and underutilized land and buildings.
 - IC/RC 3 Encourage pedestrian-oriented development on the blocks around the many well-travelled intersections along the Corridors.
 - IC/RC 4 Manage the levels of densities along the Corridors so the densest development happens near major intersections, centers, or transit stations

The 2021 *Atlanta Comprehensive Development Plan (CDP)* Character Area for the rear portion of the parcel that fronts on Park Road is in Traditional Neighborhood Redevelopment area. There are residential neighborhoods throughout Atlanta developed before the 1970s that have, for the most part, maintained their original housing stock but are experiencing deteriorating conditions, neglected properties, and overall disinvestment. Their numerous vacant lots and abandoned buildings attract dumping and other illegal activities. Medium Density Residential is a suitable land use in Traditional Neighborhood Redevelopment Character Areas. TNR Policies that support this land use amendment are:

- TNR 4 Encourage compatible infill development on vacant lots or where existing housing and commercial buildings are deteriorated.
 - CW 10 Provide diverse and more affordable housing choices that are accessible by all people.
 - CW 12 Encourage a variety of housing types, including “missing middle” housing, that are compatible with nearby buildings.
- **Consistency with Adopted Small Area and Neighborhood Plans:** No plans are relevant.
 - **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, parcel fronting on **McDonough Boulevard SE** is located within a Corridor of a Growth Area. Corridors are described as follows:

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

According to the Atlanta City Design map, the rear portion of the parcel along **Park Road** 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:** NPU-W policy applicable to this land use amendment is listed below.
 - W-1 Preserve the single-family and low-density character of the Ormewood Park, East Atlanta, Woodland Hills, Custer Avenue, McDonough, Guice, Benteen, Boulevard Heights, and Grant Park neighborhoods.

STAFF RECOMMENDATION: APPROVAL OF THE LAND USE AMENDMENT FROM SINGLE FAMILY RESIDENTIAL (SFR) LAND USE DESIGNATION TO THE MEDIUM DENSITY RESIDENTIAL (MDR)

NPU Recommendation: NPU-W voted to Approve this land use amendment at its August 24, 2022 meeting.



Department of
CITY PLANNING

JANIDE SIDIFALL
INTERIM COMMISSIONER

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

ANDRE DICKENS
MAYOR

55 Trinity Avenue, S.W. SUITE 1450 – ATLANTA, GEORGIA 30303
404-330-6070 – FAX: 404-658-7638

MEMORANDUM

TO: Jason Dozier, Chair, Community Development/Human Services Committee
FROM: Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*
SUBJECT: 22-O-1656/ CDP-22-027 for 554 University Avenue SW
DATE: September 7, 2022

PROPOSAL: An Ordinance to amend the Land Use element of the 2021 Atlanta Comprehensive Development Plan (CDP) so as to redesignate property located at **554 University Avenue SW** from the Industrial (I) 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-22-038 from Industrial (I) to Mixed Residential Commercial 2 (MRC-2) for the construction of 57 housing units (27 multifamily units and 30 townhomes) and 3,000 square feet of commercial uses.

FINDINGS OF FACT:

- **Property location:** The property fronts on the south side of University Avenue and to the east of Heard Place SW. It is located north of the Atlanta BeltLine right-of-way and east of Metropolitan Parkway. The property is in Land Lot 88 of the 14th District of Fulton County, Georgia in the Pittsburgh neighborhood in NPU-V in Council District 12.
- **Property size and physical features:** The subject property is 2.13 acres. It is currently developed with a one-story building used for truck servicing and repair. The rear yard is paved and used for car and truck storage and parking. The Atlanta BeltLine right of way and trail adjoins the rear property line. The site is relatively flat, with topography increasing from north to south. There is some vegetation along the parcel boundaries.
- **Current/past use of property:** The property is currently developed with a one story building used for truck service and repair as well as truck parking. Staff is unaware of any other uses for the site.
- **Surrounding zoning/land uses:** Parcels to the north have a Mixed Use Low Density (MULD) land use and are zoned Mixed Residential Commercial (MRC-2). They are mostly undeveloped. Parcels to the east have an Industrial land use designation and Light Industrial (I-1) zoning. The parcel is currently undeveloped and is part of the Annie E Casey Foundation Pittsburgh Yards development. The parcels to the west have a Mixed Use Medium Density (MUMD) land use designation and have Mixed Residential Commercial (MRC-2) zoning. While some parcels are undeveloped, other parcels are developed with a mix of residential, commercial and industrial uses. To the south a rail corridor now developed with the Atlanta BeltLine trail. South of the Atlanta BeltLine trail, parcels have a

Single Family Residential land use and Single Family Residential (R-4) zoning. These parcels are developed with single family homes.

- **Transportation system:** University Avenue is classified as a collector street. Sidewalks are found along both sides of the street. MARTA provides service in the area via bus route #95 along Metropolitan Parkway and east along University Avenue via bus #155.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The proposed land use is not consistent with the 2021 CDP Industrial Use Character Area and the policy to preserve industrial land and buildings supporting 21st century industrial businesses and to discourage rezoning or conversion of industrial land and buildings to non-industrial uses. In addition, the proposed Mixed Use Medium Density land use designation and the proposed development is not consistent with the recommendations of the Atlanta BeltLine Subarea 2 Masterplan recommendation for Industrial Mixed Use. The intent of the plan is to primarily focus on job production, especially jobs accessible to existing residents based on their educational attainment
- **Effect on adjacent property and character of neighborhood:** The proposed Mixed Use land use will have an adverse effect on the industrial character of University Avenue. The adjacent Pittsburgh Yards has focused on bringing industrial jobs and services to the Pittsburgh neighborhood. In addition, the Preservation of Pittsburgh Plan recommends that the University Avenue site “would benefit from the introduction of green businesses. Some possibilities include an environmentally friendly clothing company, a sustainable furniture store, or a green building supply company” and it recommends maintaining “industrial and commercial land uses in the Atlanta BeltLine TAD to provide job opportunities and economic development as part of the redevelopment.”
- **Suitability of proposed land use:** The Atlanta BeltLine Subarea 2 Masterplan recommends Industrial Mixed Use for the University Avenue parcels to allow industrial, office, retail, and housing to co-exist. The proposed Mixed Use Medium Density land use is not suitable for this site. In addition, the proposed development is primarily low density residential and provides very minimal commercial uses.
- **Consistency with City’s land use policies:** The 2021 Comprehensive Development Plan (CDP) Character Area for this location is Industrial. Industrial Areas consist of strategically located industrial land, buildings, railyards, and transportation infrastructure that support manufacturing, warehousing, distribution, repair, and intermodal activities. Many of these activities are needed close to Atlanta’s centers and corridors to provide goods and services to local businesses and residents—a local economy depends on a thriving industrial sector.

Atlanta’s Industrial Areas are strategically located to support the growing demand to move goods in and out of the region by air, sea, rail, pipeline, and roads. Urban industry is cleaner, greener, and more creative than before. The Mixed Use Medium Density land use is not consistent with the Industrial Character Area and the Development Policies to:

- I-1 Preserve industrial land and buildings supporting 21st century industrial businesses,
- I-2 Retain middle wage jobs in Atlanta,
- I-3 Discourage rezoning or conversion of industrial land and buildings to non-industrial uses, and

- I 4 Prevent encroachment of incompatible land uses, particularly residential development.

- **Consistency with Adopted Small Area and Neighborhood Plans:**

The parcel is included in the Preservation of Pittsburgh Plan (2017), a blueprint to guide infill development and redevelopment. The principles of the plan are to “restore and re-occupy vacant buildings, fill in vacant lots to complete the neighborhood, preserve affordable housing, create high-quality neighborhood open spaces, support youth related activities, create walkable, livable streets, enhance community resources, attract more residents, and provide smart parking solutions.” The plan states that the University Avenue site should be developed with respect to the Pittsburgh neighborhood, and kept connected to the neighborhood. It recommends that the University Avenue *site, would benefit from the introduction of green businesses. Some possibilities include an environmentally friendly clothing company, a sustainable furniture store, or a green building supply company.*

This parcel is also located in the Atlanta BeltLine Subarea 2 Master Plan. Some of the goals of the plan are to • Encourage the economic development of Subarea 2, • Utilize redevelopment to mend the urban fabric, • Provide a balanced mix of compatible land uses and • Expand housing options and affordable housing choices. Some of the land use goals of the plan are: • Create a mix of uses along the Atlanta BeltLine, Scale development differently based on infrastructure, context, accessibility, and land availability. Some of the economic development goals are: • Provide economic development activities compatible with the land use vision, • Provide land uses that can accommodate a range of employment opportunities, • Provide space for light industrial and other blue collar job supporting uses

This plan recommends Mixed Industrial land use for the University Avenue parcels. The Mixed Industrial allows light industrial, office, retail, and housing to coexist. This area is shown as mixed industrial on the future land use map and is intended to primarily focus on job production, especially jobs accessible to existing residents based on their educational attainment. The Subarea 2 Masterplan recommends that the zoning classification of this parcel be changed to Industrial Mixed Use. The plan states that *it will be important to retain light industrial jobs as redevelopment occurs.*

- **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, **554 University Avenue SW** is located within a Corridor of a Growth Area. Corridors are described as follows:

“These are the connecting tissues of the city: the major streets that flow out of the core in every direction. They stitch Old and New Atlanta together and most of them are commercially developed. Streets like Hollowell, Peachtree and Jonesboro wind along the contours of the city while streets like Metropolitan and Northside slice straight lines across hills and valleys. In either case, we find commercial sites, civic buildings and anchor institutions along the way. With better

design, these corridors can become main streets for every community, accommodating a reasonable amount of growth that will spur commercial vitality and a vibrant public life out beyond the core of the city.”

- **Consistency with NPU policies:** The NPU V policy that applies to this land use amendment:
 - V-9 The Preservation of Pittsburgh Plan (2017) updated the Pittsburgh Community Redevelopment plan (2001). Future growth and development in the Pittsburgh neighborhood should contribute to the values, principles, vision, and implementation of the Preservation of Pittsburgh Plan. Support the implementation of Pittsburgh projects identified in the Turner Field Stadium Neighborhoods LCI (2016).
 - V-10 The vacant land between Pittsburgh Yards and Metropolitan Parkway needs to be redeveloped. Achieve appropriate community-based mixed-use redevelopment of the vacant land between Pittsburgh Yards and Metropolitan Parkway.

STAFF RECOMMENDATION: DENIAL OF THE LAND USE AMENDMENT FROM THE INDUSTRIAL LAND USE DESIGNATION TO THE MIXED-USE MEDIUM DENSITY (MUMD) LAND USE DESIGNATION.

NPU Recommendation: NPU-V voted to Approve this land use amendment at its July 11, 2022 meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



Department of
CITY PLANNING

JANIDE SIDIFALL
INTERIM COMMISSIONER

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

ANDRE DICKENS
MAYOR

55 Trinity Avenue, S.W. SUITE 1450 – ATLANTA, GEORGIA 30303
404-330-6070 – FAX: 404-658-7638

MEMORANDUM

TO: Jason Dozier, Chair, Community Development/Human Services Committee
FROM: Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*
SUBJECT: 22-O-1426/CDP-22-028 for 1195 University Drive NE
DATE: September 7, 2022

PROPOSAL:

An ordinance to amend the Land Use element of the 2021 Atlanta Comprehensive Development Plan (CDP) so as to designate property located at **1195 University Drive NE** to the Single Family Residential land use designation as a result of the petition to annex the parcel into the corporate limits of the City of Atlanta and to facilitate its zoning to Single Family Residential (R-4) per Z-22-59.

FINDINGS OF FACT:

- **Property location:** The property to be annexed is to the south, east and west of the City of Atlanta limits and it fronts on the southside of University Drive NE. The property is in Land Lot 55 of the 18th District of DeKalb County adjacent to the City of Atlanta's Morningside neighborhood in Neighborhood Planning Unit (NPU) F, Atlanta City Council District 6.
- **Property size and physical features:** The subject parcel is approximately 0.3 acres, and it is developed with a single family house. The topography of the subject site decreases from north to south. The rear of the parcel is planted with trees.
- **Current/past use of property:** The parcel is currently developed with a single family house. It has a Suburban Neighborhood Character Area land use designation and Residential Medium Lot (R-75) zoning in DeKalb County. Staff is not aware of any previous uses of the site.
- **Surrounding zoning/land uses:** In DeKalb County, the surrounding parcels to the south have Suburban Neighborhood Character Area land use designation and Residential Medium Lot (R-75) zoning. The parcel is adjacent to the City of Atlanta boundaries to the north, west and east. The surrounding parcels within the City of Atlanta have a Single Family Residential land use designation and have a Single Family Residential (R-4) zoning.
- **Transportation system:** University Drive is classified as a local street. Sidewalks are present on the south side of the street. MARTA provides service along Briarcliff Road via bus route #6 with connections to the Lindbergh and Inman Park/Reynoldstown MARTA Transit Stations. MARTA also

provides service along Rock Springs Road and North Highland Avenue via bus #36 with connections to the Decatur and Midtown Transit Stations.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The proposed Single Family Residential land use designation is compatible with surrounding land uses in Atlanta and current Suburban Neighborhood land use designation in DeKalb County.
- **Effect on adjacent property and character of neighborhood:** The proposed land use designation of Single Family Residential will not have an adverse effect on the character of adjacent properties or the surrounding residential neighborhood, as the proposed land use designation is substantially comparable to the subject property's current land use designation in DeKalb County.
- **Suitability of proposed land use:** The Single Family Residential land use designation reflects the site's existing use and is suitable for the site. In addition, it is the same land use designation as the parcels immediately adjacent in the City of Atlanta.
- **Consistency with City's land use policies:** The proposed Single Family Residential land use designation is compatible with Atlanta's *Comprehensive Development Plan* general character area policy and the Traditional Neighborhood Existing Character Area policy to:
 - CW 2 Protect existing single-family, low-density, and medium-density residential from incompatible higher densities and non-residential uses
 - TNE 2 Prioritize maintaining and rehabilitating existing housing.
- **Consistency with Atlanta City Design:** The *Atlanta City Design* articulates Atlanta's vision organized according to its five core values of Equity, Progress, Ambition, Access, and Nature. It focuses future growth into already-developed areas called Growth Areas, which are further categorized as Core, Corridors, and Clusters. Outside the Growth Areas are the Conservation Areas, which include Urban Neighborhoods, Suburban Neighborhoods, Rural Neighborhoods, and Production Areas. Conservation Areas are the natural parts of the city that are less suited for growth and that should be protected from radical change.

According to the *Atlanta City Design* map, the site is adjacent to a Conservation Area/Urban Neighborhood and is consistent with this description:

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

NPU Policies: The proposed SFR land use designation is compatible with NPU-F policies to:

F-1 Protect the historic integrity and character of existing single-family (R-4) districts.

STAFF RECOMMENDATION: APPROVAL OF THE SINGLE-FAMILY RESIDENTIAL (SFR) LAND USE DESIGNATION.

NPU RECOMMENDATION: NPU-F voted to approve this land use amendment at its July 18, 2022, meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



Department of
CITY PLANNING

JANIDE SIDIFALL
INTERIM COMMISSIONER

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

ANDRE DICKENS
MAYOR

55 Trinity Avenue, S.W. SUITE 1450 – ATLANTA, GEORGIA 30303
404-330-6070 – FAX: 404-658-7638

MEMORANDUM

TO: Jason Dozier, Chair, Community Development/Human Services Committee
FROM: Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*
SUBJECT: 22-O-1657/ CDP-22-029 for 569 Amsterdam Avenue NE
DATE: September 7, 2022

PROPOSAL: An Ordinance to amend the Land Use element of the 2021 Atlanta Comprehensive Development Plan (CDP) so as to redesignate property located at **569 Amsterdam Avenue NE** 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-22-034 from Single Family Residential (R-4) to Two Family Residential (R-5) for the construction of a duplex.

FINDINGS OF FACT:

- **Property location:** The subject property fronts on the south side of Amsterdam Avenue and west of Monroe Drive NE. The parcel is in Land Lot 55, 17th District, Fulton County, Georgia within the Virginia Highlands neighborhood of NPU-F and in Council District 6.
- **Property size and physical features:** The parcel is 0.23 acres (10,028 square feet) in lot area. It is currently undeveloped but has the building footprint of a home that was never constructed. There are some mature trees in the rear of the property. The topography of the site rises from west to east and from north to south.
- **Current/past use of property:** The property is currently undeveloped. It was previously developed with a single family residential structure that was demolished in 2018. Staff is unaware of any other previous uses on the site.
- **Surrounding zoning/land uses:** Parcels to the south and east have Single Family Residential (SFR) land use designation and a Single Family Residential (R-4) zoning. The parcels are developed with single family residential uses. The parcel to the west has a Single Family Residential (SFR) land use designation and is zoned Residential Limited Commercial (R-LC), It is developed with a multifamily building with four housing units. The parcels to the north have a Low Density Commercial (LDC) land use and have Community Business District (C-1) zoning. Some of the parcels are developed with single family residential uses. Another parcel to the north has Medium Density Residential (MDR) land use designation and Community Business District (C-1) zoning. The parcel is developed with a commercial building. The parcels to the west and north of Amsterdam have a Mixed Use High

Density and those to the south have a Mixed Use Medium Density land use designation. They have a Community Business District (C-1) zoning and are developed with commercial/industrial buildings and is known as Amsterdam Walk.

- **Transportation system:** Amsterdam Avenue is classified as a local street. MARTA provides bus service via bus #809 along nearby Monroe Drive. Sidewalks can be found along portions of Amsterdam Avenue.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The 2021 Comprehensive Development Plan designates the subject property with a Single Family Residential (SFR) land use. The proposed Low Density Residential (LDR) land use is not compatible with this Single Family Residential section of Amsterdam Avenue.
- **Effect on adjacent property and character of neighborhood:** Staff is of the opinion that the proposed land use amendment would have an adverse effect on the character of the neighborhood. It does not support the NPU-F policy in the 2021 Comprehensive Development Plan (CDP) which states: *“Protect the historic integrity and character of existing single-family (R-4) districts. Assemblages and re-zonings of such districts to higher-density residential, commercial, or mixed-use categories should be rejected.”* Additionally, a land use goal of the 2014 Virginia-Highlands Master Plan: *“Virginia-Highland will remain an urban neighborhood that prioritizes the retention of its single-family residences while also embracing a diverse mix of retail, restaurant, office, and institutional uses in limited identified areas.”*
- **Suitability of proposed land use:** The proposed Low Density Residential (LDR) land use is not suitable in comparison to the surrounding area. There are no Low Density Residential (LDR) land uses in the immediate vicinity.
- **Consistency with City’s land use policies:** The 2021 Comprehensive Development Plan (CDP) Character Area for this location is Traditional Neighborhood Existing. The proposed Low Density Residential is not consistent with the 2021 CDP policies to
 - TNE 2 Prioritize maintaining and rehabilitating existing housing.
 - CW 2 Protect existing single-family, low-density, and medium-density residential from incompatible higher densities and non-residential uses

The proposal is also inconsistent with the NPU-F policy in the 2021 Comprehensive Development Plan (CDP) which states: *“Protect the historic integrity and character of existing single-family (R-4) districts. Assemblages and re-zonings of such districts to higher-density residential, commercial, or mixed-use categories should be rejected.”*

- **Consistency with Adopted Small Area and Neighborhood Plans:** This parcel is included in the Virginia Highland Neighborhood Master Plan. The land use goal of the plan states that: *Virginia-Highland will remain an urban neighborhood that prioritizes the retention of its single-family residences while also embracing a diverse mix of retail, restaurant, office, and institutional uses in limited identified areas.* The plan recommends Single family retention by continuing to support the retention of single family throughout the neighborhood through future zoning and land use requests for change.

- **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, **569 Amsterdam Avenue NE** 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 NPU F policy that applies to this land use amendment:
 - F-1 Protect the historic integrity and character of existing single-family (R-4) districts.

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

NPU Recommendation: NPU-F voted to Approve this land use amendment at its July 18, 2022 meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



Department of
CITY PLANNING

JANIDE SIDIFALL
INTERIM COMMISSIONER

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

ANDRE DICKENS
MAYOR

55 Trinity Avenue, S.W. SUITE 1450 – ATLANTA, GEORGIA 30303
404-330-6070 – FAX: 404-658-7638

MEMORANDUM

TO: Jason Dozier, Chair, Community Development/Human Services Committee
FROM: Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*
SUBJECT: 22-O-1658/ CDP-22-030 for 2285 Alvin Drive NW
DATE: September 7, 2022

PROPOSAL: An Ordinance to amend the Land Use element of the 2021 Atlanta Comprehensive Development Plan (CDP) so as to redesignate property located at **2285 Alvin Drive NW** 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-22-043 from Single Family Residential (R-4A) to Multifamily Residential (MR-3) to allow for the construction of 21 townhomes.

FINDINGS OF FACT:

- **Property location:** The subject property fronts on the north side of Alvin Drive NW and the east side for Sizemore Avenue NW. The property is located within Land Lot 247 of the 17th District, Fulton County, Georgia in the Almond Park neighborhood of NPU-G and in Council District 9.
- **Property size and physical features:** The subject property totals 1.16 acres (50529.6 sq. ft.). The parcel is developed with a single family dwelling. The rest of the parcel is heavily overgrown with trees. The parcel is accessed via a curb cut on Sizemore Avenue. Topography increases from south to north.
- **Current/past use of property:** The parcel is developed with a single family dwelling. Staff is unaware of previous uses.
- **Surrounding zoning/land uses:** The parcels to the west, north and east have a Low Density Residential land use and have a Single Family Residential zoning (R-4A). Many of the parcels are undeveloped while some are developed with single family residential structures. The parcels to the south have a Medium Density Residential land use and have Residential General Sector 3 zoning (RG-3). One parcel is developed with a place of worship, but most of the parcels are undeveloped. One of the parcels has a Single Family Residential zoning (R-4) and is developed with a quadruplex. A commercial node at the intersection of Hollywood Road and Alvin Drive has a Low Density Commercial land use and Single Family Residential (R-4A) zoning.

- **Transportation system:** Alvin Drive and Sizemore Avenue NW are classified as local streets. Neither street has sidewalks. MARTA serves the area via bus route #58 along Hollywood Road with connection to the West End MARTA Transit Station.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** Medium Density Residential land uses with multifamily zoning and some multifamily uses are located to the south of the parcel. A neighborhood commercial node with Low Density Commercial is located just west of the parcel. The proposed Medium Density Residential is consistent with the surrounding land uses.
- **Effect on adjacent property and character of neighborhood:** The Medium Density Residential will have a positive effect on the character of the neighborhood. Part of the vision of the NPU G Community Master Plan is 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” and one of the recommendations is “finding innovative ways to increase density.” The proposed Medium Density Residential is consistent with the NPU G Plan vision and recommendations.
- **Suitability of proposed land use:** The proposed Medium Density Residential is suitable for this site. The subject site and surrounding parcels are in a Traditional Neighborhood Existing character area. One of the character areas policies is to “Encourage compatible infill development on vacant lots or where existing housing and commercial buildings are deteriorated.” Other CDP policies are to “Provide diverse and more affordable housing choices that are accessible by all people and to Encourage a variety of housing types, including “missing middle” housing, that are compatible with nearby buildings. The proposed Medium Density Residential is consistent with these 2021 CDP policies.
- **Consistency with City’s land use policies:** The 2021 *Atlanta Comprehensive Development Plan* (CDP) Character Area for this location is Traditional Neighborhood Redevelopment. There are residential neighborhoods throughout Atlanta developed before the 1970s that have, for the most part, maintained their original housing stock but are experiencing deteriorating conditions, neglected properties, and overall disinvestment. Their numerous vacant lots and abandoned buildings attract dumping and other illegal activities. Medium Density Residential is a suitable land use in Traditional Neighborhood Redevelopment Character Areas. TNR Policies that support this land use amendment are:
 - TNR 4 Encourage compatible infill development on vacant lots or where existing housing and commercial buildings are deteriorated.
 - CW 10 Provide diverse and more affordable housing choices that are accessible by all people.
 - CW 12 Encourage a variety of housing types, including “missing middle” housing, that are compatible with nearby buildings.
- **Consistency with Adopted Small Area and Neighborhood Plans:**

This parcel is included in the NPU G Community Master Plan Update (2021). 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 Redevelopment Recommendations of the plan is to “Preserve existing character of neighborhood when planning for growth”. The plan states that “NPU-G residents are proud of the visual character of the area’s many single family neighborhoods. Keeping the integrity of these neighborhoods is paramount. New developments, then, must support this existing character while finding innovative ways to increase density and encourage vital retail and jobs. The plan recommends:

- Review and petition to amend zoning codes so they allow small-scale infill projects, including carriage houses and subdivision of single-family units.
 - Push for large developments to integrate into the built environment by blending visually into surrounding neighborhoods and adding connections to those neighborhoods, so residents can enjoy community amenities these developments provide
- **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 **2285 Alvin Drive NW** is located within Conservation Area: Urban Neighborhoods. 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. 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 includes 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 NPU G policies that apply to this land use amendment are:
 - G-1 Support and promote the NPU-G Community Master Plan Update 2020.

STAFF RECOMMENDATION: APPROVAL OF THE LAND USE AMENDMENT FROM LOW DENSITY RESIDENTIAL MEDIUM DENSITY RESIDENTIAL LAND USE DESIGNATION.

NPU Recommendation: NPU G voted to Approve this land use amendment at its August 18, 2022 meeting,

cc: Jessica Lavandier, Assistant Director, Strategic Planning



Department of
CITY PLANNING

JANIDE SIDIFALL
INTERIM COMMISSIONER

ANDRE DICKENS
MAYOR

55 Trinity Avenue, S.W. SUITE 1450 – ATLANTA, GEORGIA 30303
404-330-6070 – FAX: 404-658-7638

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

MEMORANDUM

TO: Jason Dozier, Chair, Community Development/Human Services Committee
FROM: Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*
SUBJECT: **22-O-1659/ CDP-22-031 for 3460 Cascade Road and 3470 Cascade Road SW**
DATE: **September 7, 2022**

PROPOSAL: An Ordinance to amend the Land Use element of the 2021 Atlanta Comprehensive Development Plan (CDP) so as to redesignate property located at **3460 Cascade Road and 3470 Cascade Road SW** from the Low Density Commercial (LDC) land use designation to the Mixed Use Medium Density (MUMD) and Office-Institutional (O-I) land use designations. This land use amendment is being done in conjunction with the rezoning of the parcels per Z-22-045 from Community Business District (C-1) and Single Family Residential (R-3) to Mixed Residential Commercial (MRC-2) and Office Institutional (O-I) to allow for the construction of a mixed used development with 130 residential units, 10,000 square feet of commercial space, and a 140,000 square foot storage facility.

FINDINGS OF FACT:

- **Property location:** The subject property fronts on the south side of Cascade Road SW and the east side of I-285. The property is located within Land Lot 248 of the 14th District, Fulton County, Georgia in NPU-I in Council District 11.
- **Property size and physical features:** The subject properties total 6.36 acres (277,041.6 sq ft.). The parcel fronting on Cascade Road is developed with a former gas station that is now occupied by a retail store, Rite at Home Furniture. The rear parcel is developed with a single family house and is heavily planted with trees. A narrow creek traverses through the rear of the site from east to west. The topography increases from west to east and from north to south. Vehicular access is provided via a curb cut along Cascade Road.
- **Current/past use of property:** The parcel fronting on Cascade Road was previously used for a gas station and is now a retail store. The rear parcel is used for residential purposes. Staff is unaware of any other previous uses on the site.
- **Surrounding zoning/land uses:** The parcels to the east have a Low Density Commercial land use designation. The parcel fronting on Cascade Road has a Community Business (C-1) zoning and is developed with a gas station. The parcel to the south and rear has a Single Family Residential (R-3) zoning and is undeveloped. The parcels to the south have an Open Space Land Use and Single Family Residential (R-3) zoning and is undeveloped. The parcels to the north are in the City of South Fulton.

They have a Regional Live-Work land use and Commercial (C-1) zoning. To the west is I-285 and adjacent to it, the parcels have a Mixed Use Land Use and Mixed Residential Commercial (MRC-2) zoning. The parcels are developed with a fast food restaurant and a golf driving range.

- **Transportation system:** Cascade Road is classified as an arterial street. Both sides of the road have sidewalks. MARTA serves the area via bus route #71 along Cascade Road with connection to the West End MARTA Transit Station.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The proposed Mixed Use Medium Density and Office Institutional Land use designation are compatible with the Mixed Use land use designation of parcels located at the intersection of Cascade Road and I-285 and in the Town Center Character area as well as the Commercial uses across the street on Cascade and in the City of South Fulton.
- **Effect on adjacent property and character of neighborhood:** Staff is of the opinion that the Mixed Use Medium Density and Office Institutional land use designation will have a positive effect on adjacent properties and the character of the neighborhood. The proposed project will have a mix of retail and residential uses. It will introduce a new housing type in an area that mostly has single family residential uses and will add small scale and walkable commercial use to an area that has mostly suburban and auto oriented type commercial uses. It will also add office uses to accommodate a storage facility. The proposed land uses are consistent with Town Center developments where density tends to be highest near their centers and lowest at their edges with a transition or buffer with adjacent residential areas.
- **Suitability of proposed land use:** The proposed Mixed Use Medium Density and Office Institutional Land use is a suitable land use for a parcel fronting on Cascade Road and adjacent to I-285. This section of Cascade Road on either side of I-285 is a major retail node in SW Atlanta. It is designated as a Town Center Character Areas which are focal points for several Atlanta neighborhoods. Mixed Use Medium Density and Office Institutional are included in the preferred land uses.
- **Consistency with City's land use policies:** The *2021 Atlanta Comprehensive Development Plan* (CDP) Character Area for this site is Town Center. This land use amendment is consistent with the following general and Town Center CDP policies:
 - CW 4 Encourage mixed use along corridors and centers and provide height and density transitions to adjacent residential areas. TC 1 Promote a balance of uses
 - TC 4 Encourage more urban, pedestrian-scale development over suburban-style strip mall and big-box development, especially when redeveloping vacant sites, surface parking lots, and underutilized or deteriorating buildings.
- **Consistency with Adopted Small Area and Neighborhood Plans:** No plans are relevant.
- **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, **3460 Cascade Road and 3470 Cascade Road SW** is in a Suburban Neighborhood within a Conservation Area. Suburban neighborhoods are described as follows:

“These are the 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 the 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-I policies support the land use amendment:
 - I-2 Encourage infill housing on vacant lots that are compatible with surrounding areas. Vacant lots should be addressed with priority in terms of development.
 - I-3 Consolidate strip commercial uses to create a unified development having a minimum number of curb cuts and turn lanes. When possible, promote the redevelopment of existing commercial structures considering the ability to create turn lanes that help keep the flow of traffic smooth and focus on pedestrian safety as a component.

STAFF RECOMMENDATION: APPROVAL OF THE LAND USE AMENDMENT FROM THE LOW DENSITY COMMERCIAL (LDC) LAND USE DESIGNATION TO THE MIXED USE MEDIUM DENSITY (MUMD) AND OFFICE-INSTITUTIONAL (O-I) LAND USE DESIGNATION

NPU Recommendation: NPU-I will vote on this land use amendment at its September 2022 meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



Department of
CITY PLANNING

JANIDE SIDIFALL
INTERIM COMMISSIONER

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

ANDRE DICKENS
MAYOR

55 Trinity Avenue, S.W. SUITE 1450 – ATLANTA, GEORGIA 30303
404-330-6070 – FAX: 404-658-7638

MEMORANDUM

TO: Jason Dozier, Chair, Community Development/Human Services Committee
FROM: Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*
SUBJECT: 22-O-1660/CDP-22-032 for 241 Boulevard NE
DATE: September 7, 2022

PROPOSAL: An ordinance to amend the Land Use element of the 2021 Atlanta Comprehensive Development Plan (CDP) so as to redesignate property located at **241 Boulevard and 253 Boulevard NE, 239 and 240 Howell Street NE, 487 Highland Avenue, 491 Highland Avenue, 495 Highland Avenue, 499 Highland Avenue, 505 Highland Avenue, 509 Highland Avenue, 515 Highland Avenue, 519 Highland Avenue, 523 Highland Avenue, 533 Highland Avenue, 539 Highland Avenue and 545 Highland Avenue NE and parcels ID 14 004600061686 and 14 004600061694** from the Medium Density Residential (MDR) 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-22-042 from Two-Family Residential (R-5) and Commercial Service (C-2) zoning to Mixed Residential Commercial (MRC-3) to build 284 housing units and 53,000 square feet of commercial/retail space.

FINDINGS OF FACT:

- **Property location:** The subject property fronts on the east side of Boulevard NE and the south side of Highland Avenue and to the east and west of Howell Street NE. It is just north of Freedom Parkway. The property is located within Land Lot 46 of the 14th District, Fulton County, Georgia in the Old Fourth Ward neighborhood of NPU-M and in Council District 2.
- **Property size and physical features:** The subject site is composed of 18 parcels that total approximately 3.29 acres (143,312.4 sq. ft.). The elevation increases from the east to west and from north to south. Vehicular access is provided via a curb cut on Boulevard NE as well as several curb cuts on parcels fronting on Highland Avenue. The undeveloped lots are planted with grass and the rear of some of the lots are planted with trees.
- **Current/past use of property:** The parcel at the corner of Boulevard and Highland Avenue is developed with a one story commercial building. One of the lots fronting on Highland Avenue is developed with a single family home. The remaining parcels are undeveloped. According to a 1949 aerial, the parcels fronting on Highland Avenue were previously developed with single family residential structures. The parcels fronting on Boulevard were developed with non-residential buildings. Staff is unaware of any other previous uses on the site.

- **Surrounding zoning/land uses:** The parcels to the south have an Open Space land use and have Two-Family Residential (R-5) and Commercial Service (C-2) zoning. The parcels are developed with the Freedom Park and the Freedom Barkway dog park. The parcels to the west have an Office-Institutional land use and are zoned Commercial Service (C-4) zoning. The parcels are developed with a multistory building with housing units and ground floor retail. The parcel to the north on Boulevard has an Office-Institutional land use and Commercial Service (C-2) zoning. It is developed with the Fulton County Health Center. Other parcels north of the site have Medium Density Residential land use and are zoned Commercial Service (C-1) zoning. The parcels are developed with a surface parking lot for Wellstar Hospital. The parcels on the east side of MacKenzie Drive have a Low Density Residential land use and have Two-Family Residential (R-5) zoning. The parcels are developed with single and multifamily housing.
- **Transportation system:** Boulevard NE, Highland Avenue and Freedom Parkway are classified as a collector streets. MARTA provides bus service along Boulevard NE via bus route #809 which connects to the King Memorial MARTA Transit Station. The King Memorial transit station is located 1.2 miles south of the site. There are sidewalks along Boulevard NE and Highland Avenue.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The proposed Mixed Use land use designation is compatible with the Mixed Use and Office Institutional land uses located along Boulevard. In addition, the proposed Mixed Use land use is consistent with the Old Fourth Ward Redevelopment Plan goals to “encourage a diverse and sustainable mix of housing, employment, shopping, and open space and to encourage smart growth and redevelopment while protecting the neighborhood’s existing character, businesses, and residents.”
- **Effect on adjacent property and character of neighborhood:** The proposed Mixed Use land use designation will have a positive effect on the character of adjacent properties fronting on Boulevard. For several years, the parcels along Boulevard have been redeveloping from low density multifamily residential buildings to higher density multistory multifamily and mixed use developments. Most of the parcels that are part of the land use amendment have been undeveloped for many years. The proposed development is consistent with the Old Fourth Ward Master Plan (2008) recommendation of residential 5-9 stories as well as storefront retail on the Highland Avenue and Boulevard corner. The proposed development will provide a mix of housing types and retail, both of which will be beneficial to the neighborhood.
- **Suitability of proposed land use:** The Mixed Use land use designation is suitable for this location along a collector street experiencing redevelopment to higher densities. The proposed Mixed Use land use is consistent with the Old Fourth Ward Plan policies to encourage a mix of land uses, to focus growth along corridors and near existing and future transit. The proposed Mixed Use land use is suitable given the 2021 CDP policies to encourage compatible infill development on vacant lots, support the redevelopment of vacant and underutilized land and buildings and elevate the distinct character of each corridor while encouraging density, growth, revitalization, and vibrancy.
- **Consistency with City’s land use policies:** Boulevard NE is in a Redevelopment Corridor Character Area. According to the 2021 CDP, “*all these corridors can become main streets for many neighborhoods accommodating a reasonable amount of growth that will spur economic and*

community revitalization and spread a vibrant public life to all corners of Atlanta.” This land use amendment is consistent with the Redevelopment Corridor policies to:

- IC/RC 1 Elevate the distinct character of each Corridor while encouraging density, growth, revitalization, and vibrancy.
- IC/RC 2 Support the redevelopment of vacant and underutilized land and buildings.
- IC/RC 3 Encourage pedestrian-oriented development on the blocks around the many well-travelled intersections along the Corridors.
- IC/RC 4 Manage the levels of densities along the Corridors so the densest development happens near major intersections, centers, or transit stations

The parcels on Highland Avenue are in a Traditional Neighborhood Redevelopment. These are residential neighborhoods throughout Atlanta developed before the 1970s that have, for the most part, maintained their original housing stock but are experiencing deteriorating conditions, neglected properties, and overall disinvestment. Their numerous vacant lots and abandoned buildings attract dumping and other illegal activities. TNR Policies that support this land use amendment are:

- TNR 4 Encourage compatible infill development on vacant lots or where existing housing and commercial buildings are deteriorated.
 - CW 10 Provide diverse and more affordable housing choices that are accessible by all people.
 - CW 12 Encourage a variety of housing types, including “missing middle” housing, that are compatible with nearby buildings.
 - TNR 2 Ensure small-scale commercial uses are compatible with the existing residential character and serve neighborhood residents.
- **Consistency with Adopted Small Area and Neighborhood Plans:** This site is in the Old Fourth Ward Master Plan (2008) study area. The plan’s vision is that *people of all incomes and ages will be able to live, work, and play in the neighborhood, with all the necessary supporting services such as schools, parks, and places of worship, within a short walk.* Some of the plan’s goals are to Encourage a diverse and sustainable mix of housing, employment, shopping, and open space and to Encourage smart growth and redevelopment while protecting the neighborhood’s existing character, businesses, and residents.

To achieve the goal, the plan’s land use policies are to encourage a mix of land uses, to focus growth along corridors and near existing and future transit, provide appropriate transitions between new development and existing residential areas and utilize quality of life zoning districts.

The recommended land uses include development nodes and an area that represents a five-minute walk from the center of each development node. Each node is located on a major street and at a bus stop. This parcel is located within a redevelopment node centered at Boulevard NE and Ralph McGill Boulevard The plan encourages higher density development to promote walking, biking, and transit use. It focuses growth along corridors and near existing and future transit.

Specifically for this parcel, the plan recommends residential 5-9 stories and a building height of 85 feet along Boulevard NE as well as retail uses/storefronts at the corner of Boulevard and Highland Avenue. The plan states that MRC-3 (Mixed Residential Commercial) is an appropriate zoning for

the residential 5-9 stories land use. The plan's recommendations are consistent with the proposed development of the 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 the Atlanta City Design map, parcels fronting on **Boulevard NE** are located within a Corridor of a Growth Area. Corridors are described as follows:

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

According to the Atlanta City Design map, parcels fronting on **Highland Avenue** are located within an Urban Neighborhood within a Conservation Area. Urban Neighborhoods are described as follows:

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

- **Consistency with NPU policies:** None of the NPU M policies apply to this land use amendment.
 - M-6 Encourage street-level retail uses in order to maximize pedestrian activity and to facilitate vibrant and active public spaces that link neighborhoods with Downtown

STAFF RECOMMENDATION: APPROVAL OF THE LAND USE AMENDMENT FROM THE MEDIUM DENSITY RESIDENTIAL (MDR) LAND USE DESIGNATION TO THE MIXED-USE (MU) LAND USE DESIGNATION.

NPU Recommendation: NPU-M voted to Approve this land use amendment at its July 25, 2022 meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



Department of
CITY PLANNING

JANIDE SIDIFALL
INTERIM COMMISSIONER

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

ANDRE DICKENS
MAYOR

55 Trinity Avenue, S.W. SUITE 1450 – ATLANTA, GEORGIA 30303
404-330-6070 – FAX: 404-658-7638

MEMORANDUM

TO: Jason Dozier, Chair, Community Development/Human Services Committee
FROM: Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*
SUBJECT: 22-O-1661/ CDP-22-035 for 1185 Ira Street SW
DATE: September 7, 2022

PROPOSAL: An Ordinance to amend the Land Use element of the 2021 Atlanta Comprehensive Development Plan (CDP) so as to redesignate property located at **1185 Ira Street SW** from the from the Single Family Residential (SFR) land use designation to the Mixed Use Low Density (MULD) land use designation. This land use amendment is being done in conjunction with the rezoning of the parcel per Z-22-048 from Single Family Residential (R-4B) to Mixed Residential Commercial (MRC-1) to allow for a mixed use development at 1187 Ira Street for the construction of 16 housing units and 7,900 sq. ft. of ground level commercial uses.

FINDINGS OF FACT:

- **Property location:** The subject property fronts on the west side of Ira Street SW and the northside of University Avenue. The property is located within Land Lot 87 of the 14th District, Fulton County, Georgia in the Pittsburgh neighborhood of NPU-V in Council District 12.
- **Property size and physical features:** The subject property totals 0.11 acres (4,791.6 sq. ft.) and the total development is 0.34 acres (14,810.4 sq. ft.). Both parcels are undeveloped. The parcels are accessed via a curb cut on Ira Street. The parcels are mostly level and grassed. Topography increases from south to north.
- **Current/past use of property:** The parcel fronting on University Avenue was developed with a commercial building. Property at 1185 Ira Street is undeveloped. Staff is unaware of previous uses on the site.
- **Surrounding zoning/land uses:** The parcels to the west, north and east have a Single Family Residential land use and have Single Family Residential (R-4B) zoning. The parcels are developed with single family housing units. The parcels to the south and fronting on University Avenue have a Mixed Use Low Density land use and have a Commercial (C-1) zoning. Some of the parcels are developed with commercial buildings while others are vacant. The parcel across the street on University Avenue has an Industrial Mixed Use land use and Industrial Mixed Use (I-MIX) zoning. The parcel is developed with Pittsburgh Yards.

- **Transportation system:** Ira Street is classified as a local street and University Avenue is classified as a collector street. Ira Street and University Avenue have sidewalks on both sides of the street. MARTA serves the area via bus route #95 along Metropolitan Parkway and bus route #155 along McDaniel Street.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The proposed Mixed Use Low Density land use is consistent with the Mixed Use Low Density land use fronting along most of University Avenue. It is consistent with the Atlanta BeltLine Subarea 2 Masterplan land use recommendation of Mixed Use 1-4 stories for parcels fronting on the northside of University Avenue. Moreover, the proposed land use and development is consistent with the 2021 CDP Traditional Neighborhood Redevelopment Character Area policy to “Ensure small-scale commercial uses are compatible with the existing residential character and serve neighborhood residents.”
- **Effect on adjacent property and character of neighborhood:** The proposed Mixed Use Low Density land use will have a positive effect on the Pittsburgh neighborhood. The land use amendment will facilitate the development of vacant parcels with a three story building with ground level retail and 16 affordable housing units. In addition, this proposed development is consistent with the Preservation of Pittsburgh Plan guiding principle to “fill in vacant lots to complete the neighborhood” and the plan recommendations to “facilitate the development of attainable workforce housing ... to bring affordable housing to the neighborhood”
- **Suitability of proposed land use:** The proposed Mixed Use Low Density is suitable for this parcel that will be part of a redevelopment fronting on University Avenue, a collector street. It is consistent with the 2021 CDP and Traditional Neighborhood Redevelopment Character Area policies to provide diverse and more affordable housing choice, encourage a variety of housing types and encourage compatible infill development on vacant lots.
- **Consistency with City’s land use policies:** The 2021 *Atlanta Comprehensive Development Plan* (CDP) Character Area for this location is Traditional Neighborhood Redevelopment. There are residential neighborhoods throughout Atlanta developed before the 1970s that have, for the most part, maintained their original housing stock but are experiencing deteriorating conditions, neglected properties, and overall disinvestment. Their numerous vacant lots and abandoned buildings attract dumping and other illegal activities. TNR Policies that support this land use amendment are:
 - TNR 4 Encourage compatible infill development on vacant lots or where existing housing and commercial buildings are deteriorated.
 - CW 10 Provide diverse and more affordable housing choices that are accessible by all people.
 - CW 12 Encourage a variety of housing types, including “missing middle” housing, that are compatible with nearby buildings.
 - TNR 2 Ensure small-scale commercial uses are compatible with the existing residential character and serve neighborhood residents.
- **Consistency with Adopted Small Area and Neighborhood Plans:** The parcel is included in the Preservation of Pittsburgh Plan (2017). The principles of the plan are to restore and reoccupy vacant buildings, fill in vacant lots to complete the neighborhood, preserve affordable housing,

create high-quality neighborhood open spaces, support youth related activities, create walkable, livable streets, enhance community resources, attract more residents and provide smart parking solutions.

The plan states that “it is important that the vacant lots in Pittsburgh be developed responsibly, in a manner that enhances and reinforces the neighborhood’s historic, urban character. It is important that the neighborhood provide a range of housing options, suitable for a range of income levels, to ensure that residents are not displaced.” Establishing partnerships with non-profit and private entities to facilitate the development of attainable workforce housing is one way to bring affordable housing to the neighborhood. The plan also states that “the provision of affordable housing that is attainable to persons of a range of incomes will ensure that the neighborhood remains a healthy, vibrant place for all”.

One of the implementation recommendations is to “continue the development and implementation of programs to support affordable and senior housing”. The plan recommends street-oriented infill buildings on vacant or redeveloped parcels are provided to create a continuous street frontage, including along the northside of University Avenue.

This parcel is also located in the Atlanta BeltLine Subarea 2 Masterplan. Some of the goals of the plan are to • Encourage the economic development of Subarea 2, • Utilize redevelopment to mend the urban fabric, • Provide a balanced mix of compatible land uses and • Expand housing options and affordable housing choices. Some of the land use goals of the plan are: • Create a mix of uses along the Atlanta BeltLine, Scale development differently based on infrastructure, context, accessibility, and land availability. One of the housing goals is to: Provide mixed-income housing, wherever possible. This plan recommends Mixed Use 1-4 stories for the parcel at University Avenue and Ira Street.

- **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, **1185 Ira Street 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 NPU V policy that applies to this land use amendment:

- V-9 The Preservation of Pittsburgh Plan (2017) updated the Pittsburgh Community Redevelopment plan (2001). Future growth and development in the Pittsburgh neighborhood should contribute to the values, principles, vision, and implementation of the Preservation of Pittsburgh Plan. Support the implementation of Pittsburgh projects identified in the Turner Field Stadium Neighborhoods LCI (2016).

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

NPU Recommendation: NPU-V voted to Approve this land use amendment at its August 8, 2022, meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning