



Department of
CITY PLANNING

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JAHNEE R. PRINCE, AICP
COMMISSIONER

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
SUBJECT: 23-O-1113/CDP-22-039 for 950 West Marietta Street NW and 0 West Marietta Street
DATE: March 8, 2023

PROPOSAL:

An Ordinance to amend the Land Use element of the 2021 Atlanta Comprehensive Development Plan (CDP) so as to redesignate property located at **950 West Marietta Street NW and 0 West Marietta Street** from the Industrial (I) land use designation to the Mixed Use (MU) Land Use. This land use amendment is being done in conjunction with the rezoning of the parcel per Z-22-068 from Industrial (I-2) to Mixed Residential Commercial (MRC-3) to allow for the construction of 230 multi-family residential units and 250,000 square feet of non-residential building space in addition to the 267,000 square feet of non-residential building currently in the Westside Paper development.

FINDINGS OF FACT:

- **Property location:** The subject property fronts on the south side of West Marietta Street NW and the west side Joseph E. Lowery Boulevard. The property is located within Land Lot 189 of the 17th District, Fulton County, Georgia in the Knight Park/Howell Station neighborhood of NPU-K, and in Council District 3.
- **Property size and physical features:** The subject property is a corner lot of approximately 15.18 acres. It is currently developed with large former industrial warehouse and recently built office/retail buildings. The site is relatively flat, the topography increases from south to north and east to west. It decreases adjacent to the rail corridor along the west property line and along the south property line. One section of the street frontage is planted with grass and shrubs and another section is planted with trees. The parcel is accessed via curb cuts on West Marietta Street and Joseph E. Lowery Boulevard.
- **Current/past use of property:** The parcel was developed with a Mead/Westvaco paper industrial warehouse buildings. The property owner has been converting the existing industrial buildings for retail and office use and adding new buildings. Staff is unaware of any other previous uses on the site.
- **Surrounding zoning/land uses:** The parcels to the north, east and south have a Mixed Use Land use and have Industrial (I-1 and I-2) and Commercial (C-2) zoning. Many of these parcels are developed historic industrial buildings that now have a mix of uses. The parcel to the west has a Mixed Use High

Density land use and Mixed Residential Commercial (MRC-3). It is currently under development following the rezoning and land use amendment of the parcel per Z-21-037/ CDP-21-029.

- **Transportation:** West Marietta Street is classified as an arterial street and Joseph E. Lowery Boulevard is classified as a collector street. Both streets have sidewalks on both sides. MARTA provides bus service via route #1 on Joseph E. Lowery Boulevard with service to the West End Transit Station. MARTA also provides bus service via route #26 on West Marietta Street with service to the Five Points Transit Station.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** Surrounding land uses are predominantly Mixed Use. This is one of the last parcels in this area with Industrial land use. The proposed Mixed Use is compatible with the surrounding mix of land uses. In this industrial area, former industrial sites such as King Plow and Puritan Mill, have been rehabilitated and incorporate a range of uses from multi-family residential to office, commercial and industrial uses. Similarly, the proposed development will also have a mix of retail, multi-family residential and office use.
- **Effect on adjacent property and character of neighborhood:** The proposed land use amendment to Mixed Use will have a positive effect on the character of the neighborhood. In the proposed development, residential uses will be built on the undeveloped portion of the lot. The office and multi-residential uses are similar to uses present on West Marietta Street and will be developed in a pattern that is similar to the character of the neighborhood.
- **Suitability of proposed land use:** The proposed Mixed Use is suitable for the site. The proposed use of the site is consistent with the District 3 Plan Westside Revive recommendation to have an Industrial Innovation district on the rest of the site. The BeltLine Subarea 9 plan recommends I-MIX on the site. The mixed industrial designation applies to parcels containing buildings that house a mixture of light industrial and non-industrial uses. The uses proposed on the site- retail, office and residential uses are similar to the uses recommended in the BeltLine Subarea 9 Plan.
- **Consistency with City's land use policies:** Atlanta's 2021 Comprehensive Development Plan (CDP) Character Area for this location is Industrial The City of Atlanta has many important industrial areas that should be protected from incompatible land uses, particularly residential uses, in order to be able to continue operations and have the ability to expand. Some of the policies support the preservation and retention of older industrial building. Some of the relevant 2021 CDP. Character Area policies are listed below.
 - I 1 Preserve industrial land and buildings supporting 21st century industrial businesses.
 - I 2 Retain middle wage jobs in Atlanta.
 - I 5 Support creative solutions to invest in Atlanta's aging industrial buildings.
 - I 6 Preserve and rehabilitate potentially historic industrial buildings, especially those 50+ years old.

Consistency with Adopted Small Area and Neighborhood Plans:

BeltLine Subarea 9 Plan: The Subarea 9 Master Plan Update provides a vision for future improvements to the subarea over time. It seeks to guide sustainable growth while protecting area

resources. The Subarea 9 Master Plan Update incorporates three themes to which the master plan goals, and implementable action plan items are tied: 1. Connectivity: Mobility 2. Placemaking: Land Use and 3. Community: Open Space.

The land use goals are to: promote transit-oriented mixed-use development, create livable activity centers, preserve, and strengthen neighborhoods, promote affordable housing strategies and preserve historic, natural and cultural resources.

The Framework Plan highlights the key land uses, mobility and open space recommendations set forth in the Master Plan. The land use recommendations for the subject property are included in the Joseph E. Lowery Boulevard Corridor section. The plan recommends converting a portion of industrial properties along Joseph E. Lowery Blvd. to mixed industrial. The mixed industrial designation applies to parcels containing buildings that house a mixture of light industrial and non-industrial uses. The BeltLine's mixed-industrial land use category is consistent with the City of Atlanta's I-MIX zoning category. I-MIX is allowed in areas previously used for industrial, high-density commercial, high-density mixed-use, or office institutional purposes. It was created to accommodate growth without losing land zoned for industrial uses in the process. The grouping of mixed-industrial parcels near the intersection of J.E. Lowery Boulevard and West Marietta Street is compatible with proposed plans to redevelop the WestRock Packaging Systems property. The plan identified this area as a mid-term Revitalization and Growth opportunity.

Council District 3 Plan- Westside Revive- The subject site is included in the Subarea 3: Knight Park/Howell Station. The vision for "Subarea Three is where innovation, recreation, and the arts meet in a fusion of renovated industrial buildings, new open spaces, and the historic Knight Park / Howell Station neighborhood to create a thriving community." The plan recommends an "Innovation Corridor parallel to Northside Drive and into this area. The plan states that this makes the long-term conversion of the Mead Westvaco facility into an innovation / research complex the logical outcome of the transformation of this corridor. The Mead/Westvaco plant can be adaptively reused and redeveloped around an improved Beltline spur much like Studioplex and Krog Street Market have done for the Eastside trail. The plan recommends Industrial/Innovation space for most of the former Mead/Westvaco buildings.

- **Consistency with Atlanta City Design:** The proposed Mixed Use is consistent with the Atlanta City Design recommendations. The Atlanta City Design articulates Atlanta's vision organized according to its five core values of Equity, Progress, Ambition, Access, and Nature. It focuses future growth into already-developed areas called Growth Areas, which are further categorized as Core, Corridors, and Clusters. Everything outside the Growth Areas, is the Conservation Area, which is made up of Urban Neighborhoods, Suburban Neighborhoods, Rural Neighborhoods, and Production Areas.

According to the Atlanta City Design, **950 West Marietta Street NW and 0 West Marietta Street** parcels are in are in a Corridor within a Growth Area. Corridors 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 following NPU K’s policies are relevant to this land use amendment:
 - K-8 Maintain Industrial land uses and business to keep and attract more jobs.

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

NPU Recommendation: NPU-K voted to Approve this land use amendment at its February 21, 2023 meeting.

cc: Jessica Lavandier, Assistant Director, Office of Zoning and Development



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MEMORANDUM

TO: Jason Dozier, Chair, Community Development/Human Services Committee
FROM: Keyetta M. Holmes, AICP, Director, Office of Zoning and Development
SUBJECT: 22-O-1905/CDP-23-01 for Atlanta BeltLine Subarea 4 Master Plan Update
DATE: March 8, 2023

PROPOSAL:

An ordinance to adopt the Atlanta BeltLine Subarea 4 Master Plan Update, to amend the 2021 Comprehensive Development Plan to incorporate by reference said plan.

FINDINGS OF FACT:

The Office of Zoning and Development recommends The BeltLine Subarea 4 Master Plan Update for adoption and incorporation into the 2021 Comprehensive Development Plan through 22-O-1905.

FINDINGS OF FACT:

Plan Purpose:

The original Master Plan for Subarea 4 was adopted by City Council over 10 years ago. The Atlanta Beltline has been updating its 10 Subarea Masterplans over the last several years to to reflect existing conditions, changes, community goals, City policy, refine guiding principles, and to rethink the potential for the future.

The purpose of the Masterplan is to serve as a policy tool to help guide future growth and development for vibrant, livable mixed-use communities by applying recommendations for best management practices for transit-oriented development, mobility, affordable housing, green space, and all modes of transportation; to assist policymakers and community stakeholders in making decisions about how growth and development occurs and to serve as guide for future Comprehensive Plan amendments, and proposed rezonings, and to implement the Atlanta BeltLine Redevelopment Plan goals in the context of each unique geographic area.

Planning area:

BeltLine Subarea 4 is located at the southeastern portion of Atlanta BeltLine, east of I-75/I-85 and bisected by I-20. It is bounded by DeKalb Avenue on the north, Moreland Avenue to the east, and Berne Street to the south. The neighborhoods within Subarea 4 include Reynoldstown, Cabbagetown,

Edgewood, Glenwood Park, Grant Park, and Ormewood Park. Neighborhood Planning Units N, O, W, and portions of Council Districts 1 and 5 are within the subarea.

Planning Process:

The plan was developed through a public engagement process that involved a series of public meetings to receive community input that would shape this plan update. Four (4) Study Group Public virtual meetings were held on July 19, 2021, September 20, 2021, November 4, 2021, and January 20, 2022, and an in-person design workshop on October 13- 16, 2021. Additional feedback was also obtained using the Social Pinpoint online platform, a public engagement website that included a brief community demographics survey, an interactive mapping exercise, and a survey soliciting feedback on proposed revisions to the Master Plan Goals. Stakeholder committee meetings were held to get additional insight and feedback. In April 2022 through June 2022, staff conducted additional outreach to neighborhoods including Cabbagetown, Reynoldstown, Glenwood Park, and Grant Park, as well as NPUs N, O, and W to get additional feedback.

As part of the adoption process for this plan, ABI staff presented the plan and solicited feedback at numerous meetings, listed below in January and February 2023.

- January 3rd – NPU-W, Land Use & Zoning Committee
- January 10th – Cabbagetown Neighborhood Association
- January 12th – SAND
- January 17th – Grant Park
- January 23rd – Reynoldstown
- January 24th – NPU-O General Meeting Presentation
- January 25th – NPU-W General Meeting Presentation
- January 26th - NPU-N General Meeting Presentation
- February 1st - Cabbagetown Historic Preservation Land Use Committee
- February 6th – Edgewood Avenue Neighborhood (Zoning Committee)
- February 7th - NPU-W Land Use & Zoning Committee
- February 8th – Edgewood Avenue Neighborhood (Transportation Committee)
- February 15th – Cabbagetown Neighborhood Association

Subarea Master Plan Goals:

The Subarea 4 Master Plan goals are intended to help guide growth and development in the areas of land use, mobility, housing, open space. Highlights of the plan goals are listed below.

- Land Use: Establish Transit Oriented Development (TOD) along the Atlanta BeltLine to support future transit • Provide uses that support a variety of housing type/choices, diversified employment options, and recreational opportunities for all ages
- Mobility: Implement light-rail transit on the BeltLine • New street connections and/or retrofit existing streets with new development to improve neighborhood circulation, especially when connected to major thoroughfares • Ensure that major thoroughfares serve all modes of transportation
- Economic Development: Provide daily goods and services that serve both new development and existing neighborhoods, including banks, pharmacies, childcare facilities, and a grocery store •

Provide land uses that can accommodate a range of employment opportunities throughout Subarea 4

- Housing: Provide and encourage housing for families who earn between 30 and 80% of area median income, consistent with the ABI Housing Working Group Study recommendations • Preserve the public subsidy for longer term affordability where possible to mitigate involuntary displacement • Encourage a variety of housing types to meet a variety of housing choice needs
- Parks and Green Space: • Provide diverse, open, cultural, and civic spaces to promote social interaction, celebrate local art, improve community health, and retain distinctive neighborhood character

Subarea 4 Master Plan Recommendations: Some of the plan recommendations are:

- Future Land Use: The Subarea 4 Master Plan Update will be adopted as information and will be a part of the City’s Comprehensive Development Plan. This plan update does not involve any Comprehensive Development Plan land use map amendments or rezoning changes currently. The recommended future land use map changes in the Subarea 4 Master Plan update primarily reflect recent developments that have occurred, underlying zoning, and/or parcels susceptible to redevelopment. The significant land use changes relate to parcels that are currently industrial zoned properties at Chester Avenue & Fulton Terrace, Chastain Street & Woodward, and Chester Avenue & Glenwood. These properties previously had an industrial future land use, and an “industrial mixed use”(I-Mix) future land use is now recommended. Should these sites redevelop in the future, the objective with “I-Mix” land use/zoning designation is to incorporate an industrial use with a mixed-use development to provide livable wage job creation opportunities. Lastly, while the future of Hulsey Yard is unknown, it remains a site for potential transformation. Should the property be sold or rezoned in the future, this plan recommends mixed use within Subarea 4 Master Plan Update. The key recommendations from the Hulsey Yard Master Plan have been included in the Subarea 4 Master Plan, and if the property is sold and rezoned, the details will be refined in that process.
- Mobility: Mid-block pedestrian crossings along Memorial at Loomis Ave, Cameron St, and Wilbur Ave; ADA improvements at Boulevard north of Memorial Drive, Memorial and the BeltLine, and Mauldin Street at Gibson & Stovall Street; and Traffic Circulator Study/Bill Kennedy Way.
- Housing: Promote the use of tools (e.g., property tax abatements) to incentivize preservation and creation of affordable units; Promote existing anti-displacement programs and policies that support legacy homeowners with financial literacy, maintenance grants, and other ongoing costs of ownership; Explore property tax relief for legacy homeowners; Promote existing anti-displacement programs that support legacy renters with financial literacy and other potential tools to minimize risks of displacement; Evaluate the feasibility of a city-led Tenant Protection Ordinance; Collaborate with nonprofit and community-based developers focused on long-term affordability and mixed-income communities; and evaluate the feasibility of a Multi-Unit Preservation District to preserve naturally occurring affordable housing.
- Open Space/Placemaking: Reynoldstown Gathering Space; Community-initiated pop-up events; wayfinding and community signage, crosswalk enhancements, creative bike parking

Consistency with Atlanta City Design: The Atlanta City Design articulates Atlanta’s vision organized according to its five core values of Equity, Progress, Ambition, Access, and Nature. It focuses future growth into already-developed areas called Growth Areas, which are further categorized as Core, Corridors, and Clusters. Outside the Growth Areas are the Conservation Areas, which include Urban

Neighborhoods, Suburban Neighborhoods, Rural Neighborhoods, and Production Areas. Conservation Areas are the natural parts of the city that are less suited for growth and that should be protected from radical change. The ABI Subareas have Corridors, Urban areas and Suburban areas.

Within the study area, **Memorial Drive, Boulevard and the BeltLine Corridor** are identified as Corridors. The Atlanta City Design describes Corridors as:

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

The primarily residential portions of the study area are in an Urban Neighborhood. Urban Neighborhoods are defined as:

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

STAFF RECOMMENDATION: APPROVAL of the Atlanta BeltLine Subarea 4 Master Plan Update and to amend the 2021 Atlanta Comprehensive Development Plan by incorporating these plans by reference.

NPU Recommendations:

NPU N: Recommended to Defer at their February 23, 2023 NPU meeting.

NPU O: Recommended to Approve at their February 28, 2023 NPU meeting.

NPU W: Recommended to Approve at their February 22, 2023 NPU meeting.

cc: Jessica Lavandier, Assistant Director, Office of Zoning and Development



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MEMORANDUM

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

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

SUBJECT: **23-O-1114/CDP-23-002 for 2120 and 2130 Marietta Boulevard NW and parcel ID 17 0222LL092**

DATE: March 8, 2023

PROPOSAL:

An Ordinance to amend the Land Use element of the 2021 Atlanta Comprehensive Development Plan (CDP) so as to redesignate property located at 2120 and 2130 Marietta Boulevard NW and parcel ID 17 0222LL092 from the Industrial (I) Land Use designation to the Mixed-Use Medium Density (MU-MD) Land Use designation. This land use amendment will facilitate the rezoning of the parcel per Z-22-092 from I-1 (Light Industrial) to MRC-2 (Mixed Residential Commercial) to build a mixed-use development with 244 multi-family units, 100,000 square feet of office space and 8,000 square feet of flex space for the Bobby Dodd Institute (BDI). BDI offers a continuum of support for all ages, stages and levels of need for people with disabilities and their families

FINDINGS OF FACT:

- **Property location:** The subject site is on the west of Marietta Boulevard NW and north of the intersection of Marietta Boulevard NW and Chattahoochee Avenue. It is located in the Bolton neighborhood of NPU D and in Council District 9. The site is in Land Lots 221 and 222 of the 17th District of Fulton County, Georgia.
- **Property size and physical features:** The subject site totals 3.9 acres. The site is developed with several warehouses dating to the 1960s and 1970s. Along the street frontage, the site is planted with trees and shrubs. Trees are planted along the rear parcel lines. The topography of the parcel increases from north to south, there is a sharp increase in elevation along the rear parcel lines on the west side.
- **Current/past use of property:** The parcels are currently developed with industrial/warehouse buildings. The Bobby Dodd Institute operates and provides its services from the subject site. Staff is not aware of any previous uses of the site.
- **Surrounding zoning/land uses:** The parcels to the north and west have an Industrial (I) land use designation and are zoned I-1 (Light Industrial). The parcels are developed with industrial warehouses. The parcels to the south have a Mixed Use Medium Density (MUMD) land use and have a Mixed Residential Commercial (MRC-2) zoning. The parcels are developed with industrial warehouses. To

the east and across Marietta Boulevard, the parcels have a Mixed Use Medium Density (MUMD) land use and have a Mixed Residential Commercial (MRC-2) zoning. The parcel is developed with multi-family residential uses.

- **Transportation system:** Marietta Boulevard, N.W. is designated as an arterial street and is a truck route. MARTA provides service along Marietta Boulevard via MARTA bus route #1 and on Chattahoochee Avenue via MARTA bus route #14. Sidewalks are located along both sides of Marietta Boulevard.

CONCLUSIONS

- **Compatibility with surrounding land uses:** The Mixed-Use Medium Density land use is not compatible with the surrounding industrial land uses. The proposed Mixed-Use Medium Density land use will continue to destabilize the surrounding industrial uses in the Chattahoochee Industrial district. This land use amendment continues the displacement of industrial uses that resulted from the approval of previous land use amendments and zoning applications located near and adjacent to this site. The removal of industrially zoned land displaces small business and middle wage jobs and exacerbates the income inequality in the City of Atlanta.

The Invest Atlanta Economic Recovery and Mobility Plan states that the economic prosperity happening in the city is benefiting new migrants, rather than native Atlantans and that Atlanta needs to attract more middle-wage jobs. According to Brookings Institute's Opportunity Industries Framework, Atlanta ranks 76th out of 100 in terms of providing "good and promising" jobs for those without at least a bachelor's degree. In Atlanta, 23% of white adults and 77% of black adults do not have a bachelor's degree. The unemployment rate for black residents is 11% higher than for white residents. The sectors which create middle wage jobs for people without college degrees are industries such as construction, logistics and information. As a result, one of the Objectives of the Economic Recovery and Mobility Plan is to retain, support and attract businesses from industry sectors that are producing good and promising jobs, which are accessible to residents from priority neighborhoods, and aligned with workforce development efforts.

Businesses that create middle income jobs such as construction, logistics, pay middle wage incomes and employ workers without a college degree require Industrial zoning to operate. The COVID-19 pandemic has highlighted the need to have locally based supply chain as well as local manufacturing, and warehouse and distribution facilities to have goods to meet the needs of Atlanta residents and businesses. Manufacturing, warehouse, truck parking, construction businesses and distribution facilities require industrial zoning. To protect and strengthen the industrial sector, it is critical to maintain an inventory of land where industrial businesses can locate.

The loss of industrial land uses reduces the number of jobs that are available to Atlanta residents. When industrial businesses leave the City of Atlanta, they often re-locate in industrial parks in suburban areas with no or very limited access to transit. Atlanta residents with limited transportation options would have difficulty accessing these suburban locations.

- **Effect on adjacent property and character of neighborhood:** A healthy mix of industrial and non-residential uses are needed in the Chattahoochee Industrial District area for it to stay a viable and competitive industrial and employment district. The Chattahoochee Industrial district is near the City's main employment centers and residential areas. Many small businesses are located there, and their customer base is nearby. Employees can access the jobs with several MARTA bus routes that

service the area. A continued shift to e-commerce has increased the demand for warehouse space and last mile distribution facilities. Industrially zoned land is needed for industrial uses to operate without interference from residential land uses.

Therefore, Staff is of the opinion that the Mixed-Use Medium Density land use request would have an adverse effect on the character of the Chattahoochee Industrial District. It will continue to destabilize industrial land uses and increase pressure to redevelop industrially used and zoned land to non-industrial uses.

- **Suitability of proposed land use:** Due to the proximity to active industrial uses along Marietta Boulevard, the Mixed Use Medium-Density land use designation is not suitable for this area. Allowing a Mixed-Use Medium-Density land use will continue to erode the Industrial base of the City of Atlanta and displace small businesses and employment. These parcels have an Industrial Character area in the 2021 Comprehensive Development Plan and the policies support preserving industrial uses.

The Character Area Map and the Land Use map identify areas of the City that are suitable for Mixed Use Medium-Density land uses and multi-family residential uses such as areas around MARTA transit stations; along corridors such as Northside Drive; and in employment centers such as Midtown and just north of this location near Moores Mill.

- **Consistency with City's land use policies:** Atlanta's 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.
 - I 6 Preserve and rehabilitate potentially-historic industrial buildings, especially those 50+ years old.
- **Consistency with Adopted Small Area and Neighborhood Plans:** The site is within the 2002 Livable Centers Initiative (LCI) Bolton/Moores Mill study area. The Land Use Concept Plan recommends Live/Work/Light Industrial for these parcels and Low Density Commercial.
 - **Consistency with Atlanta City Design:** The proposed Mixed-Use Medium Density land use is not consistent with the Atlanta City Design recommendations. The Atlanta City Design articulates Atlanta's vision organized according to its five core values of Equity, Progress, Ambition, Access, and Nature. It focuses future growth into already-developed areas called Growth Areas, which are

further categorized as Core, Corridors, and Clusters. Everything outside the Growth Areas, is the Conservation Area, which is made up of Urban Neighborhoods, Suburban Neighborhoods, Rural Neighborhoods, and Production Areas.

According to the Atlanta City Design, **2120 and 2130 Marietta Boulevard NW**. is within a Conservation-Production Area. Conservation-Production Areas are described as follows:

“[A]reas that the City has an interest in protecting from change. Primarily, they consist of strategic industrial land and railyards where intermodal transfer facilities, warehousing and key production facilities are needed close to the city center...and should not be included in the growth area.”

- **Consistency with NPU policies:** The following NPU D’s policies related to Industrial uses:
 - D-3 Industrial Transition: Discourage heavy industrial uses throughout NPU-D and encourage existing industrial sites to convert to light-industrial or mixed industrial-commercial residential (i.e. I-Mix) uses.

◦ **STAFF RECOMMENDATION: DENIAL OF LAND USE AMENDMENT FROM THE INDUSTRIAL LAND USE DESIGNATION TO THE MIXED USE MEDIUM DENSITY LAND USE DESIGNATION.**

NPU Recommendation: NPU-D voted to Approve at its February 28, 2023 meeting.

cc: Jessica Lavandier, Assistant Director, Office of Zoning and Development



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MEMORANDUM

TO: Jason Dozier, Chair, Community Development/Human Services Committee
FROM: Keyetta M. Holmes, AICP, Director, Office of Zoning and Development
SUBJECT: 23-O-1115/ CDP-23-003 for 646, 648 and 652 Echo Street NW
DATE: March 8, 2023

PROPOSAL:

An Ordinance to amend the Land Use element of the 2021 Atlanta Comprehensive Development Plan (CDP) so as to redesignate property located at **646, 648 and 652 Echo Street 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-23-002 from SPI-3 SA2 (English Avenue Special Public Interest District Brawley North Low Density) to SPI-3 SA3 (English Avenue Special Public Interest District Gardens Medium Density Residential) to allow for the construction of a multi-family building with 12 units. The parcels are being developed in conjunction with the parcel to the north.

FINDINGS OF FACT:

- **Property location:** The subject property fronts on the west side of Echo Street NW and the north side of Fox Street NW. The property is located within Land Lot 112 of the 14th District, Fulton County, Georgia in the English Avenue neighborhood of NPU-L, and in Council District 3.
- **Property size and physical features:** The subject property is a rectangular shaped corner lot of approximately 0.27 acres. It is currently undeveloped. The site is relatively flat, the topography increases slightly from east to west. There are some trees planted to the rear of the parcel. No vehicular access is provided to the property.
- **Current/past use of property:** The parcels have been undeveloped for many years. The 1949 aerial photograph show that the parcels were developed with a with residential buildings. Staff is unaware of any other previous uses on the site.
- **Surrounding zoning/land uses:** The parcels to the north have a Mixed Use Land use and have SPI-3 SA5 (English Avenue Special Public Interest District Lowery Boone Perimeter Medium Density Mixed Use) zoning. The adjacent parcel to the north is vacant while the other parcels are developed with a gas station. The parcels to the east have a Mixed Use Land use and have SPI-3 SA6 (English Avenue Special Public Interest District Northside Medium Density Mixed Use) zoning. The parcels

are developed with an industrial building. The parcel to the south has a Medium Density land use and has SPI-3 SA3 (English Avenue Special Public Interest District Gardens Medium Density Residential) zoning and is currently vacant. The parcels to the west have a Low Density Residential and have SPI-3 SA2 (English Avenue Special Public Interest District Brawley North Low Density) zoning. These parcels are undeveloped.

- **Transportation:** Echo Street NW and Fox Street NW are classified as local streets. Echo Street has sidewalks (in poor condition) on both sides, Sidewalks are not present on Fox Street. MARTA provides bus service via route #50 on DL Hollowell Avenue with service to the North Avenue Transit Station.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The low density, pedestrian and neighborhood scale of the proposed multi-family building makes it compatible with the surrounding residential uses. The building that was located across Fox Street was a small multi-family building and has a Medium Density Residential land use. The proposed Medium Density Residential will provide a transition between the Mix Use Land uses to the north and east and the surrounding Low Density and Single Family Residential land uses.
- **Effect on adjacent property and character of neighborhood:** The proposed Medium Density Residential land use designation will have a beneficial effect on the character of the neighborhood. It will allow for the construction of a multi-family with a relatively low intensity use. It is consistent with the English Neighborhood objectives to expand housing choice and to develop new housing with a mix of building typologies.
- **Suitability of proposed land use:** The proposed Medium Density Residential land use designation is suitable for the proposed site. The parcels to the north and east have a Mixed Use Land use and the parcel to the south had a multi-family building. These three parcels are the only ones with a Low Density Residential land use in this section of Echo Street. The Medium Density Residential Land use will allow the construction of a small multi-family building that is consistent with the character of the surrounding parcels.
- **Consistency with City's land use policies:** The *Atlanta Comprehensive Development Plan* (CDP) Character Area for this location is Traditional Neighborhood Redevelopment. The proposed Medium Density Residential land use is consistent with the CDP land use policies to:
 - TNR 1 Preserve the walkable scale and residential character of the neighborhoods.
 - 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:** The English 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 1.2. Objective: Expand housing choice to improve affordability, attract a mix of resident income levels and reduce displacement. This could be achieved by *Developing new housing with a mix of building typologies, including rental apartments, condominiums, town houses and single family homes. Structure the housing inventory to meet household composition and incomes.**

Goal 2: of the plan is to Reinforce Unique Neighborhood Identity and 2.4. Objective is to Require compatibly scaled and detailed infill housing to maintain the residential scale and architectural character of the English Avenue neighborhood. The plan recommends regulating buildings to permit housing development that includes the predominant typologies found in the existing neighborhood, in support of neighborhood character, such as single family homes, town houses and mixed-use apartments

- **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, these parcels on **Echo Street** are located within a 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.”

NPU Policies: The proposed Medium Density Residential land use designation is compatible with NPU L policies to:

- 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 AMENDMENT FROM THE LOW DENSITY RESIDENTIAL LAND USE DESIGNATION TO THE MEDIUM DENSITY RESIDENTIAL (MDR) LAND USE DESIGNATION.

NPU RECOMMENDATION: NPU-L voted to Defer this land use amendment to its March 14, 2023, meeting.

cc: Jessica Lavandier, Assistant Director, Office of Zoning and Development



Department of
CITY PLANNING

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JAHNEE R. PRINCE, AICP
COMMISSIONER

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
SUBJECT: **23-O-1116/ CDP-23-004 for Flat Shoals Road**
DATE: March 8, 2023

PROPOSAL:

An Ordinance to amend the Land Use element of the 2021 Atlanta Comprehensive Development Plan (CDP) so as to redesignate property located at **820 (portion), 830, 832, 836 and 1580 Flat Shoals Road SE and 816 Maynard Terrace SE** from the Single Family Residential (SFR) Land Use Designation to the Low Density Commercial (LDC) Land Use Designation. This land use amendment is being done in conjunction with the rezoning of the parcels to allow for the adoption of the Neighborhood Commercial (NC-17) Bouldercrest Triangle zoning district at the intersection of Flat Shoals Avenue SE, Bouldercrest Drive SE and Maynard Terrace SE.

FINDINGS OF FACT:

The applicant requested that this application be deferred to the 2Q public hearing on July 7, 2023 to allow for the companion zoning legislation reviewed and voted on by NPU W.

STAFF RECOMMENDATION: DEFERAL OF A LAND USE AMENDMENT FROM THE SINGLE FAMILY RESIDENTIAL LAND USE DESIGNATION TO THE LOW DENSITY COMMERCIAL LAND USE DESIGNATION TO JULY 7, 2023.

NPU Recommendation: NPU-W voted to Approve this land use amendment at its February 22, 2023 meeting.

cc: Jessica Lavandier, Assistant Director, Office of Zoning and Development