

ANDRE DICKENS
MAYOR



Department of
CITY PLANNING

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JAHNEE R. PRINCE, AICP
Commissioner

KEYETTA M. HOLMES, AICP
Director
Office of Zoning and Development

MEMORANDUM

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

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

SUBJECT: **24-O-1256/CDP-24-008 1051 Moreland Drive SE and 1109 Moreland Drive SE and 1721 Woodland Avenue SE**

DATE: September 4, 2024

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 **1051 (parcel ID 14 0008LL012) and 1109 (parcel ID 14 00080005053) Moreland Drive SE** and **1721 Woodland Avenue SE (parcel ID 14 00080005069)** from the Single Family Residential (SFR) land use designation to the Low Density Residential (LDR) land use designation. This land use amendment will facilitate the rezoning of the parcels per Z-24-15 from R-4 (Single Family Residential) to MR-2 (Multifamily Residential) for the development of a residential development consisting of 53 townhomes.

FINDINGS OF FACT:

- **Property Location:** The property fronts the south side of Moreland Avenue SE. Hazelrig Drive SE is to the west and Woodland Avenue SE is to the east. The property is in Land Lot 8 of the 14th District, Fulton County, Georgia in the Custer/McDonough/Guice Neighborhood of NPU-V, Council District 1.
- **Property Size and Physical Features:** The subject site is a collection of parcels with approximately 5.20 acres (approximately 226,611 square feet) of lot area. The site is currently vacant and undeveloped. Vehicular access is not provided. Topography varies substantially across the site, with a major elevation change of approximately 55 feet between the highest and lowest points. The site is covered almost entirely by dense vegetation and mature trees.
- **Current/Past Use of Property:** The site is currently undeveloped. Staff is unaware of any other previous uses of the property.
- **Surrounding Zoning/Land Uses:** The neighboring parcel to the west has a Single Family Residential (SFR) future land use designation and is zoned PD-H (Planned Development Housing). It is developed with approximately 12 attached townhomes in two separate residential buildings. The parcels to the north and east are designated with a Single Family Residential (SFR) future land use designation, have R-4 (Single Family Residential) zoning, and are developed with single family residential uses. The parcel to the south has a High Density Residential (HDR) future land use designation and is zoned RG-2 (Residential General District). The parcel is undeveloped.

- **Transportation System:** Moreland Drive SE is considered a local street and has sidewalks along its south side at this location. MARTA bus service operates along Moreland Drive SE as route #836 and there are multiple bus stops nearby. McDonough Boulevard SE and Moreland Avenue SE nearby serve as arterial streets and are also serviced by MARTA bus routes.

CONCLUSIONS

- **Compatibility with surrounding land uses:** The proposed Low Density Residential (LDR) land use designation is incompatible with the surrounding SFR (Single Family Residential) land use designation served by Moreland Drive.
- **Effect on adjacent property and character of the neighborhood:** The proposed Low Density Residential (LDR) land use designation is anticipated to have a negative impact on the character of the neighborhood. The character of Moreland Drive is a local street with developed single family detached and attached structures at a single family density. All surrounding parcels that are developed are either zoned R-4 (Single Family Residential) with single family homes or PD-H with a residential FAR (.50) consistent with that of R-4 zoning.
- **Suitability of proposed land use:** The proposed Low Density Residential (LDR) future land use designation is not suitable for the proposed site and is inconsistent with the development pattern of the surrounding parcels. Staff is of the opinion that while the nearby Moreland Ave SE and McDonough Boulevard SE arterial streets have been proactively rezoned to support higher-intensity development, that density should not encroach into the established single-family areas interior to the neighborhood. The site is more appropriate for single family residential development consistent with the existing future land use designation.
- **Consistency with City's land use policies:** The Atlanta Comprehensive Development Plan (CDP) Character Area for this location is Traditional Neighborhood Redevelopment. The proposed Low Density Residential land use is inconsistent with CDP land use policies to:
 - TNR 4 Encourage compatible infill development on vacant lots or where existing housing and commercial buildings are deteriorated.
 - 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.
- **Consistency with Adopted Small Area and Neighborhood Plans:** The 2008 South Moreland Avenue LCI Study provided very limited recommendations for this parcel. However, detailed plans are included for the proposed Thomasville Heights development which is the parcel directly to the south of the subject area. The 2008 plan encourages an increase in density to a High Density Residential (HDR) future land use to facilitate the development of a townhome, multifamily, and mixed-use site. While this is a substantial increase in density and activity, this increase does not actually include the subject area. As it relates to the Thomasville Heights site and the subject property, the 2008 plan recommends development of a designated bike route and a new two-lane street from Moreland Drive SE through the subject area, continuing south across McDonough Boulevard SE. Furthermore, South Moreland Drive SE nearby has had many proactive rezonings that have occurred to facilitate future increases in density and intensity along that arterial street.

Staff is of the opinion that such density increases should be contained along these arterials within a deliberate growth boundary line, and that locations like the subject area, which are internal to the neighborhood and not along major arterials, are not appropriate locations for an increase in density. Staff is of the opinion that the subject proposal is an inappropriate encroachment of density into a single-family neighborhood.

- **Consistency with Atlanta City Design:** The Atlanta City Design articulates Atlanta’s vision organized according to its five core values of Equity, Progress, Ambition, Access, and Nature. It focuses future growth into already-developed areas called Growth Areas, which are further categorized as Core, Corridors, and Clusters. Outside the Growth Areas are the Conservation Areas, which include Urban Neighborhoods, Suburban Neighborhoods, Rural Neighborhoods and Production Areas. Conservation Areas are the natural parts of the city that are less suited for growth and that should be protected from radical change.

According to the Atlanta City Design map, **1051 Morland Drive SE and 1109 Moreland Drive SE and 1721 Woodland Avenue SE** are located within a Conservation Area: Suburban. Suburban areas 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 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.

NPU Policies: The proposed Low Density Residential (LR) land use designation is incompatible with NPU-W policy to:

- 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: DENIAL OF THE AMENDMENT FROM THE SINGLE FAMILY RESIDENTIAL (SFR) TO THE LOW DENSITY RESIDENTIAL (LDR) LAND USE DESIGNATION.

NPU Recommendation: NPU-W recommended Denial of this land use amendment at its August 21, 2024, meeting.

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



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

MEMORANDUM

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

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

SUBJECT: **24-O-1127/CDP-24-011 for 0 North Street NW, 2140 Alvin Drive NW, and 0 Johnson Road NW**

DATE: September 4, 2024

PROPOSAL:

An Ordinance to amend the land use element of the 2021 Atlanta Comprehensive Development Plan (CDP) so as to redesignate property located at **0 North Street NW and 2140 Alvin Drive NW** from the Open Space (OS) land use designation to Mixed Use Medium Density (MUMD) land use designation, **0 Johnson Road NW** from the Medium Density Residential (MDR) land use designation to the Mixed Use High Density (MUHD) land use designation. This land use amendment is being done in conjunction with this rezoning of these parcels per Z-24-017 from R-4A/WP (Single Family Residential/Westside Park Affordable Workforce Housing Overlay) to PD-MU/WP (Planned Development – Mixed Use/Westside Park Affordable Workforce Housing Overlay) and from RG-3/WP (Residential General Sector 3/Westside Park Affordable Workforce Housing Overlay) to MRC-3/WP (Mixed Residential Commercial/Westside Park Affordable Workforce Housing Overlay) for the development of affordable housing on these parcels.

FINDINGS OF FACT:

- **Property location:** The subject property is comprised of two sites. Site 1, the former Gun Club Park, fronts on the south side of Alvin Drive NW and forms the northern boundary of the site. North Street NW and Proctor Creek form the eastern boundary. Ruth Street NW is the southern boundary. Properties in the Almond Park neighborhood form the western boundary. On site 2, Johnson Road NW is the northern boundary, a planned development housing community is to the east, and Proctor Creek is to the south and west. These properties are in Land Lot 226 and 227 of the 17th District, Fulton County, Georgia within the West Highlands and Rockdale neighborhoods of NPU G, Council District 9.
- **Property size and physical features:** This land use amendment includes two sites. Site 1 is an irregularly shaped lot with approximately 44.05 acres (1,918,886 square feet) and has frontage on Alvin Drive NW, North Street NW, and Ruth Street NW. Site 2 is also irregularly shaped and covers approximately 8.50 acres (370,444 square feet), with frontage on Johnson Road NW. Both parcels are densely vegetated with trees and remain undeveloped. Access to site 1 is via Alvin Drive, North

Street, and Ruth Street, while access to site 2 is from Johnson Road. Both sites have significant elevation changes. Site 1 has varying topography, with a steep increase from the east side to the middle (approximately 127-foot grade change), followed by a decrease towards the west side (approximately 82-foot grade change). Site 2 features a slope from the top of the east side to the west, with an approximately 65-foot grade change.

- **Current/past use of property:** Site 1 has been used as a city park, known as Gun Club Park, while site 2 is undeveloped. Staff is not aware of any other uses for the properties.
- **Surrounding zoning/land uses:** The land use and zoning for site 1 are: To the north and east, the parcels have a mixed use land use designation and zoned PD-MU/WP (Planned Development Mixed Use/Westside Park Affordable Workforce Housing Overlay) and is developed with residential uses. To the east a parcel has a Community Facilities land use designation is zoned RG-3/WP (Residential General/Westside Park Affordable Workforce Housing Overlay) zoning district and is developed with an Atlanta Public School facility. To the east, south and west, the parcels have a Low-Density Residential land use designation and zoned R-4A/WP (Single Family Residential/Westside Park Affordable Workforce Housing Overlay) and R-5-C/WP (Two Family Residential Conditional/Westside Park Affordable Workforce Housing Overlay) and the parcels are developed with residential uses. To the west, the parcels have a Medium Density Residential land use designation and is zoned RG-3/WP (Residential General/Westside Park Affordable Workforce Housing Overlay). The land use and zoning surrounding site 2 are: to the north, the parcel has a Community Facility land use designation and with RG-3/WP (Residential General/Westside Park Affordable Workforce Housing Overlay) and is developed with an Atlanta Public School facility. To the east, the parcel has a Medium Density Residential land use designation and zoned PD-H/WP (Planned Development Housing/Westside Park Affordable Workforce Housing Overlay) and is developed with residential uses. To the south and west is Proctor Creek. To the south, the parcels have a Medium Density Residential land use designation and zoned RG-3/WP (Residential General Sector 3/Westside Park Affordable Workforce Housing Overlay) and Low-Density Residential land use designation with R-4A/WP (Single Family Residential/Westside Park Affordable Workforce Housing Overlay) zoning. Many of these parcels are undeveloped.
- **Transportation system:** The parcels are bordered by the following roads: Alvin Drive, North Street, Ruth Street, and Johnson Road. Johnson Road is classified as a collector road, while Alvin Drive, North Street, and Ruth Street are classified as local streets. There are sidewalks located on the north side of Johnson Road. However, there are no sidewalks along Alvin Drive, North Street, and Ruth Street. MARTA does not provide bus service to these sites. The closest transit station is the MARTA Bankhead Transit Station, which is approximately 3.3 miles away.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The proposed Mixed-Use Medium Density and Mixed-Use High Density land use designations are compatible with the surrounding uses. Both sites are adjacent or near parcels with mixed use land uses that allow for higher housing densities. The proposed land uses will contribute to achieving the city's housing goals, including the creation or preservation of 20,000 affordable homes by 2026, as well as increasing overall housing supply to ensure equitable growth for all Atlantans and minimize displacement.

- **Effect on adjacent property and character of neighborhood:** The proposed Mixed-Use Medium Density and Mixed-Use High Density land use designations will have a positive effect on the character of the neighborhood. The parcels will include a mix of housing types, more affordable housing options, and a mix of neighborhood retail. The proposed development will result in a walkable neighborhood. The city and its quasi-government partners will facilitate the development of affordable housing in mixed-income developments on these parcels and will seek to incorporate, wherever possible, one or some of the following amenities: improved access to public transportation, parks, trails, green space, and neighborhood-oriented retail which will strengthen the neighborhood. This development will have a positive effect in encouraging the redevelopment of these parcels and increasing the quality of life in the neighborhood.

- **Suitability of proposed land use:** The proposed Mixed-Use Medium Density and Mixed-Use High Density land use designations are suitable for the proposed land use because the City of Atlanta is utilizing underutilized City-owned public land for housing. The city has embarked on a survey of all the land owned by the city and quasi-public agencies to identify properties that may be suitable for affordable housing. It is collaborating with public agencies and external partners to develop affordable housing on underutilized public properties, including vacant former public housing sites.

- **Consistency with City’s land use policies:** Site 1 has an Open Space land use designation because it was formerly a park – Gun Club Park. The City of Atlanta Department of Parks and Recreation closed the park and removed it from its inventory, so the Open Space land use designation is no longer applicable. Site 1 has is in the Traditional Neighborhood Redevelopment Character Area. As a result, the sites are consistent with the following land use policies:
 - **City Wide Policies:**
 - CW 10 Provide diverse and more affordable housing choices that are accessible by all people
 - CW 8 Integrate new development (or new residential development) with surrounding residential fabric by connecting to the street network and the creation of block sizes that are compatible with adjacent/existing neighborhood character.
 - CW 9 Repair existing sidewalks and ensure sidewalks are constructed for all new development.

 - **Traditional Neighborhood Redevelopment Policies:**
 - TNR 2 Ensure small-scale commercial uses are compatible with the existing residential character and serve neighborhood residents.
 - TNR 4 Encourage compatible infill development on vacant lots

- **Consistency with Adopted Small Area and Neighborhood Plans:** These land use amendments are consistent with achieving the City of Atlanta Mayor's goals of providing more affordable housing in the City of Atlanta. The One Atlanta Housing Affordability Action Plan vision is “to provide a pathway to affordable and equitable housing opportunities for all who desire to call Atlanta home. To accomplish this, the city will implement 13 initiatives and 45 actions to achieve four key goals.”
 - Create or preserve 20,000 affordable homes by 2026 and increase overall supply
 1. Leverage vacant public land for housing
 2. Create and expand housing affordability tools
 3. Revise the zoning code
 - Invest \$1 billion from public, private, and philanthropic sources in the production and preservation of affordable housing
 - 4. Maximize existing funding sources

5. Develop new funding sources
 6. Increase philanthropic and private investment in affordable housing
 - Ensure equitable growth for all Atlantans and minimize displacement
 7. Prevent involuntary displacement
 8. Explore the expansion of property tax programs for the creation and preservation of affordable housing
 9. Expand awareness of and increase participation in housing affordability programs
 - Support innovation and streamline processes
 10. Establish a Housing Innovation Lab
 11. Continually improve building and zoning codes
 12. Improve our system for developing and delivering affordable housing
 13. Enhance community engagement
- **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 **0 North Street NW, 2140 Alvin Drive NW, and 0 Johnson Road NW**, is located within Conservation Suburban Neighborhoods. Conservation area is the more natural part of the city that we want to protect from radical change. These are composed mostly of single-family homes. Suburban Neighborhoods are described as follows:

“These are peaceful post-war subdivisions designed by the speed and easy distance of automobiles. Many, like Adamsville, Brandon, and Perkerson, lack sidewalks, are not as well connected as older neighborhoods and are often distant from retail and employment areas. Their more generous yards and intervening floodplains, however, provide for 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:** None of the NPU G policies apply to this land use amendment.
- G-11 Implement regulations using recommendations by NPU-G Community Master Plan relating to land use, transportation, pedestrian safety and streetscape. Maintain the diversity of low density commercial uses and promote a mix of multi-family residential housing types in the same building. Work with the Office of Zoning and Development and the Office of Design to local design standards and communicate to property owners and developers what are their priorities for and how development should look and integrate into the area.

STAFF RECOMMENDATION: APPROVAL OF THE LAND USE AMENDMENT FROM THE OPEN SPACE AND MEDIUM DENSITY RESIDENTIAL LAND USE DESIGNATIONS TO THE MIXED USE MEDIUM DENSITY (MUMD) AND MIXED USE HIGH DENSITY (MUHD) LAND USE DESIGNATION.

NPU Recommendation: NPU-G recommended APPROVAL for this land use amendment at its August 16, 2024, meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



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MEMORANDUM

TO: Jason Winston, Chair, Community Development/Human Services Committee
FROM: Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*
SUBJECT: **24-O-1339/ CDP-24-15 for Boulevard Atlanta Medical Center Small Area Plan**
DATE: September 4, 2024

PROPOSAL:

An ordinance to adopt the *Boulevard Atlanta Medical Center Small Area Plan* and to amend the 2021 Atlanta Comprehensive Development Plan (CDP) by incorporating by reference said plan.

FINDINGS OF FACT:

Led by the Department of City Planning, the *Boulevard Atlanta Medical Center Small Area Plan* (AMC Small Area Plan) is a plan for the potential future redevelopment of the former Atlanta Medical Center site and nearby parcels into a vibrant, residential, and mixed-use community. The planning process involved extensive stakeholder and community engagement to ensure that the plan reflects the needs and aspirations of the Old Fourth Ward (O4W) community. Through future land use and zoning amendments, the plan proposes a gradual increase in density and development intensity from east to west across the study area. The plan promotes a mix of uses and neighborhood cohesion. In addition, the plan proposes the potential retention of medical services, the integration of greenspaces, and enhanced connectivity and walkability across the site.

Plan Purpose:

The purpose of the *Boulevard Atlanta Medical Center Small Area Plan* is:

- To provide strategic recommendations for the future of the former Atlanta Medical Center site;
- To develop a community-driven vision for the site that guides future redevelopment;
- To propose future land uses that align with community aspirations;
- To provide a framework for diverse future housing options at the site;
- To provide urban design and physical space recommendations that enhance connectivity, walkability, and green space integration;
- To encourage partnerships and collaboration to support the successful implementation of the Plan; and
- To be adopted as a Plan for the Atlanta Medical Center site.

Planning Area:

The Atlanta Medical Center (AMC) is a historically significant site that was home to the former Georgia Baptist Hospital (later AMC) and has served as a community institution in Atlanta's O4W neighborhood since the 1920s. In the *Boulevard Atlanta Medical Center Small Area*, the former AMC campus along with multiple parcels extending along Boulevard NE, Parkway Drive NE, and Mackenzie Drive NE comprises the planning area (study area). The study area is roughly bounded by Ralph McGill Boulevard and Highland Avenue, totaling approximately 22 acres in the heart of the O4W. The area is located within NPU-M and overlaps with City Council Districts 2 and 5, as well as part of the BeltLine Overlay. Moreover, in the *Atlanta City Design*, the majority of the site is designated as a *Corridor Growth Area*. Furthermore, in Atlanta's 2021 Comprehensive Development Plan's (CDP) land use map, a large portion of the planning area is designated as *Commercial*, with instances of parcels designated as *QOL Mixed-Use* and *Residential Multifamily*. However, changes to the future land use designations within the planning area boundaries will be necessary to bring the *Boulevard Atlanta Medical Center Small Area* vision to fruition and guide future redevelopment.

Planning Process:

In 2016, Tenet Healthcare sold the former AMC campus to Wellstar Health System (Wellstar). Unfortunately, Wellstar was unable to secure partners and other financial resources to support AMC's aging infrastructure and challenged finances, and they closed AMC in November 2022. The closure of AMC led to the abandonment of a significant portion of the O4W neighborhood, and both the general public and the O4W community expressed a strong desire for the City of Atlanta to address the situation. The *Boulevard Atlanta Medical Center Small Area* planning process began in early 2024 when the city formed a core team made up of Department of City Planning staff and Kimley-Horn to develop a plan before the expiration of the fourth moratorium on the former AMC parcels on October 15, 2024. The planning process began with a focus on research, with an intention to engage stakeholders and the O4W community to gather feedback and inform plan recommendations. Throughout the planning process, engagement activities involved representatives from various City of Atlanta Departments, O4W neighborhood organizations and residents, City Council members, Kaiser Permanente, and the property owner, Wellstar.

As part of the plan's initial research, the team conducted an existing conditions analysis and preliminary site analysis to analyze the structures that are currently on the site. These high-level analyses were utilized to categorize buildings according to their structural condition and overall suitability for redevelopment or reuse. In addition, the planning team swiftly arranged stakeholder discussions early in the planning process, particularly with O4W neighborhood leaders, resulting in the formation of a Stakeholder Advisory Group comprised of stakeholders and community members that played a critical role in shaping the direction of the plan.

Two stakeholder meetings were held over the course of the project. The first, on March 12, 2024, asked stakeholders to identify the most important factors to consider as part of the project and gathered feedback on the types of development and improvements that might be deemed most appropriate for the site and fill a need within the community. The second meeting on April 25, 2024, provided stakeholders with an opportunity to provide feedback on preliminary concept plans and project direction. The project team presented the draft plan to the Stakeholder Advisory Group on August 12, 2024, to gather stakeholder feedback before presenting the draft plan during a public information session, hosted by Councilmember Farokhi, prior to the NPU-M General Body meeting on August 26, 2024.

Others engaged throughout the planning process included NPU-M leadership, Councilmembers Farokhi and Bakhtiari, Mayor Andre Dickens, and members of the Mayor's Office of Housing, Wellstar management, as well as Atlanta Departments of Transportation, Parks and Recreation, and City Planning. These touchpoints served to gather additional context and information about the property and discuss the site's redevelopment potential and vision.

In addition to stakeholder meetings, community engagement played a crucial role in the planning process with multiple opportunities for input, feedback, and direction from O4W community members and stakeholders. Community open houses were held on March 28, 2024, and May 1, 2024, to provide opportunities for the public, particularly O4W community members, to share their vision and desires for the AMC study area. Planning staff invited community members to identify preferred land uses and development types for the area and to provide feedback on the preliminary development and transportation concepts.

On August 26, 2024, the project team held an online public information session, hosted by Councilmember Farokhi, to present the draft plan to the NPU-M/O4W community. Following the information session, the project team gave a short presentation of the plan at the NPU-M general body meeting, in which the NPU voted to recommend approval of the Plan.

Vision and Goals:

The *Boulevard Atlanta Medical Center Small Area* outlines a vision to transform the former AMC site into a vibrant, mixed-use community that not only meets the needs and aspirations of the O4W community, but also integrates the site with the neighborhood since it is currently semi-separated. In addition, the plan encourages the recognition of the site's historical significance while emphasizing people-oriented urban design through a redevelopment approach that prioritizes connectivity, diverse housing options, a network of greenspaces, and a balanced mix of neighborhood and regional services and destinations.

The primary goal of the *Boulevard Atlanta Medical Center Small Area* is to create a roadmap for the future of the AMC study area. To achieve this goal, the plan outlines several specific objectives:

- **Identify potential uses that are both desirable and achievable.** The plan outlines and recommends land uses that align with the needs of the O4W community and are necessary to bring the *Boulevard Atlanta Medical Center Small Area* vision to fruition and guide future redevelopment.
- **Create a vision reflective of the aspirations of the community.** The *Boulevard Atlanta Medical Center Small Area* reflects the O4W neighborhood's vision for the study area, which was shaped through stakeholder and community involvement, and aligns with the needs and aspirations of the O4W community.
- **Develop recommendations for the AMC site that include:**
 - Specific uses:
 - The plan recommends land uses that balance the residential, commercial, open space, and institutional needs of the O4W community.
 - Urban design and physical space recommendations:

- The plan proposes urban design recommendations that enhance the study area’s connectivity, greenspace networks, street typologies, and integration with the O4W.
- Partnership opportunities:
 - The plan outlines potential partnerships with public and private entities that will be essential for the successful redevelopment of the AMC planning area.
- **Craft a plan for adoption by City Council.** The plan outlines the next steps necessary for the Atlanta City Council to adopt the plan into the Comprehensive Development Plan (CDP).

Site Concept Plan and Recommendations:

The *Boulevard Atlanta Medical Center Small Area* plan’s primary goal is to create a roadmap for the future of the AMC study area, with the specific objective of providing recommendations that are achievable and reflective of the neighborhood's vision and goals as expressed through stakeholder and community engagement. These recommendations serve as a guiding vision for transforming the AMC study area into a vibrant, mixed-use community. To illustrate the plan’s vision and recommendations, the *Boulevard Atlanta Medical Center Small Area* includes a site concept plan showing what the study area could transform into through redevelopment.

Site Concept Plan

The community-informed site concept plan presents a preferred redevelopment concept and serves as a guide for future redevelopment to illustrate the plan's vision. The site concept plan shows how large multifamily residential housing gradually reduces in intensity from the west to walk-up housing in the east, which acts as a buffer between the AMC study area and existing single-family housing. Moreover, the concept plan envisions a walkable, village-style commercial and mixed-use area centered along Boulevard, as well as smaller residential buildings with ground-floor businesses scattered throughout the site, all complemented by a network of greenspaces and public spaces for vibrant public life.

At the heart of the concept plan is a large central greenspace that serves as a community gathering space between Boulevard and the preserved original Georgia Baptist Hospital façade, which the plan highlights as a potential artistic and architectural tribute to the site's history. Other preservation features of the concept plan include the potential preservation and repurposing of the wellness center and the AMC west tower.

Furthermore, the site concept plan proposes that medical offices and health facilities be located at the northeast corner of Boulevard and Ralph McGill Boulevard, as well as a community center or library that could be located at the southeast corner of Boulevard and E Avenue.

Recommendations

The *Boulevard Atlanta Medical Center Small Area* plan’s recommendations, serve to guide the transformation of the AMC study area in addition to the concept plan, are primarily divided into categories that address land use and regulatory recommendations, greenspace networks, connectivity, and partnerships. In addition, the plan proposes urban design and physical space recommendations throughout all categories.

- **Land Use and Regulatory Recommendations.** To realize the vision of the *Boulevard Atlanta Medical Center Small Area* plan and guide future redevelopment, the plan recommends changes to the future land use designations and zoning districts within the AMC study area boundaries.

Plan A:

Atlanta's CDP, also known as Plan A, is currently in the process of being updated with new land use designations. The *Boulevard Atlanta Medical Center Small Area Plan* recommends that the future land use map and designations for the AMC study area be revised during the Plan A update process to facilitate future zoning and better reflect the envisioned mixed-use community for the AMC study area.

Key future land use recommendations include:

It should be noted that with the Plan A update, these future land use recommendations under the 2021 CDP will likely shift to new, compatible land uses.

- Keep parcels west of Parkway Drive as future HDR (*High Density Residential*)
- Change parcels east of Parkway Drive from O-1 (*Office/Institutional*) to:
 - *CF (Community Facility)* at the existing AMC Wellness Center site.
 - *HDC (High Density Commercial) and MU (Mixed use)* in the remaining parcels between Parkway Drive and Boulevard.
 - Require a large community green space at the heart of the site.
- Designate parcels west of Boulevard as MDC (*Medium Density Commercial*), and MU (*Mixed Use*).

Key zoning recommendations include:

It should be noted that with the ongoing zoning ordinance rewrite, these zoning district recommendations under the current code will likely shift to new, compatible districts.

- Where appropriate, maintain the current zoning categories that allow for the uses identified in the plan such as *C-1-C (Community Business District Conditional)*, *C-1 (Community Business District)*, *C-2 (Commercial Service District)*, and *C-4 (Central Area Commercial Residential District)*.

Regulatory Conditions

- Expand the BeltLine Overlay to include the entire AMC study area to eliminate parking minimums and encourage a strong pedestrian realm.
 - Demolish any unusable buildings over 50 years old before the Overlay extension.
- Incorporate strategies to promote the construction of for-sale units as for-sale units were strongly desired and advocated for by project stakeholders and community members to foster wealth and personal investment in the O4W community.
- Identify and implement mechanisms to support affordable housing within the study area.
 - The BeltLine Overlay requires that 25% of units be designated as affordable, with 15% of units set at 80% AMI and 10% of units set at 60% AMI.
 - Implement a potential Public Land Trust to create permanently affordable housing.
- The Plan proposes a phased concept as an approach to incrementally redevelop the AMC study area while remaining financially feasible.
 - Phase 1A: Start with the parcels along Ralph McGill Boulevard that are largely vacant and require minimal upfront costs for redevelopment.

- Phase 1B: Refurbish the former wellness center and demolish the condemned parking structure for redevelopment.
 - Phase 2: Remediate and redevelop the original core hospital site. This phase will likely involve significant investments and partnerships to ensure the successful transformation of the site.
 - Phase 3: Redevelop the parcels west of Parkway Drive that are mostly surface parking and consider removing the single-standing building.
 - Phase 4: Allow the existing parking deck to support the parking needs of the site until the rest of the plan is realized and maintain the current operations of the existing and functional buildings.
 - Phase 5: Include the former nursing dormitory for Georgia Baptist Hospital as a final phase of the project since it is not currently part of the AMC campus.
- **Greenspace Networks.** A key recommendation of the *Boulevard Atlanta Medical Center Small Area Plan* is the integration of an interconnected network of greenspaces to serve as public space and enhance public life for O4W residents and visitors. Specifically, the plan recommends the creation of a large central greenspace to serve as the focal point and main gathering space of the study area, complemented by the preserved façade of the original hospital building. In addition, the plan calls for a series of connected greenspaces to facilitate pedestrian connectivity throughout the study area and continue the existing O4W neighborhood development pattern. Other public spaces throughout the site include a multiuse field adjacent to the former AMC Wellness Center and a small plaza adjacent to the AMC Hospital’s west tower. These public spaces are intended to foster community interaction, provide flexible recreational opportunities, and enhance public life across the study area.
- **Connectivity.** The *Boulevard Atlanta Medical Center Small Area Plan* envisions the AMC study area as a connected, walkable area that is integrated with the surrounding O4W neighborhood. Improving connectivity is a key recommendation of the plan, with a focus on new street connections and multimodal enhancements to support a strong pedestrian-friendly public realm and connected urban fabric. The plan recommends reintroducing a traditional street grid to the AMC study area to enhance walkability and connectivity.

New Street Connections:

- The Plan recommends the creation of new street connections within the AMC study area that incorporate the street typologies identified in the Connect Atlanta Plan’s Street Design Guide and the City’s Vision Zero Action Plan to enhance walkability, connectivity, and safety across the study area.
 - *Mackenzie Drive* – extend the existing street north to Ralph McGill Boulevard.
 - *Fortune Place Connection* – create a new street to break up the large blocks on the southern half of the AMC site.
 - *E Avenue* – extend the street through the Boulevard intersection and turn south to create a loop around the new public greenspace.
 - Elevate E Avenue and the Fortune Place Connection up to be flush with sidewalks and install safety bollards to allow for street closures between Parkway Drive and Boulevard for special events.

Multimodal Enhancements:

- The Plan also recommends the enhancement of multimodal transportation options to promote connectivity within the site and to surrounding areas.
 - *Boulevard* – Redesign this segment of Boulevard to continue the complete street improvements planned north of the Ralph McGill intersection, including a road diet, bulb-outs, and on-street parking. This enhancement should also include an evaluation of the planned improvements at the intersection with Freedom Parkway to see if additional pedestrian safety enhancements can be incorporated to improve connectivity to Freedom Park Trail.
 - *Ralph McGill Boulevard* – Revise the previously planned bike lanes to create a 15'-0" 'Eastside BeltLine Connector' trail extension that extends east to the BeltLine Trail. This link would enhance safety and provide improved connectivity to Freedom Park, Historic Fourth Ward Park, and development along the BeltLine Corridor. Future extensions of the trail to the west could one day connect the AMC area to the Atlanta Civic Center, the future Stitch over the connector, downtown, and eventually the Westside BeltLine Connector Trail. This trail link could also extend the development momentum created by the BeltLine to increase the study area's desirability for potential development partners.
 - *Parkway Drive* – Create a multimodal trail connection linking the proposed Ralph McGill Trail to the Highland Avenue Trail to create a continuous pedestrian and bicycle route from the Eastside BeltLine Trail to Centennial Olympic Park and the Westside BeltLine Connector Trail.
 - *Highland Avenue* – Revise plans for a sharrows lane between the Parkway Drive intersection and the bridge over Freedom Parkway to either continue the multiuse trail to the west or continue the proposed on-street bike lanes on the bridge to improve safety and enhance the user experience.
- **Partnerships.** The *AMC Small Area Plan* recommends strong partnerships between public and private entities to carry out the vision and implementation of the Plan. The potential redevelopment of the AMC study area, across all phases, carries significant costs as well as extensive site work and demolition before new development. For instance, it is estimated that it would cost between \$20-25 million dollars just to demolish and remove some existing structures on the site. As a result of these high costs, the plan recommends that the City of Atlanta provide incentives, subsidization, or public assistance to make the redevelopment of the site financially viable. The city could offer incentives, subsidization, or public assistance to developers in exchange for community improvements, such as public spaces, multimodal transportation enhancements, or affordable housing.

Potential Partners:

- Wellstar
- Atlanta Inc.
- Atlanta Beltline Inc.
- Local Neighborhood and Business District Organizations
- Atlanta City Departments including the Departments of Transportation, Public Works, Housing, City Planning, and the Mayor's Office
- Fulton County Development Authority
- GDOT
- MARTA

Consistency with Atlanta City Design

The *Atlanta City Design* (ACD) articulates Atlanta's vision organized according to its five core values of Equity, Progress, Ambition, Access, and Nature. ACD 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 ACD designates the *AMC Small Area Plan* study area as a *Corridor Growth Area*, which are areas designed to serve as main streets that accommodate growth and density and provide for vibrant public life. This designation aligns with the *AMC Small Area Plan* because the Plan supports the development of high-density residential and commercial uses, particularly along Boulevard. Moreover, the Plan's vision to enhance public life, through the creation of a network of greenspaces and enhanced connectivity, further reinforces the purpose of ACD Growth Corridors. Moreover, the Plan's land use, network of greenspaces, and connectivity recommendations support the notion in ACD of "design for people; design for nature; design for people in nature."

STAFF RECOMMENDATION: APPROVAL of the *Boulevard Atlanta Medical Center Small Area Plan* and to amend the 2021 Atlanta Comprehensive Development Plan by incorporating this plan by reference.

NPU Recommendations: NPU-M voted to recommend approval of the Plan at their August 26, 2024, regular monthly meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



Department of
CITY PLANNING

ANDRE DICKENS
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JAHNEE R. PRINCE, AICP
COMMISSIONER

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

MEMORANDUM

TO: Jason Winston, Chair, Community Development/Human Services Committee
FROM: Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*
SUBJECT: 24-O-1433/CDP-24-016 for 0 (parcel ID 14 02280003045) 3218 Hogan Road SW
DATE: September 4, 2024

PROPOSAL:

An Ordinance to amend the land use element of the 2021 Atlanta Comprehensive Development Plan (CDP) so as to redesignate property located at **0 (parcel ID 14 02280003045) and 3218 Hogan Road SW** from the Single Family Residential (SFR) land use designation to the Mixed-Use Medium Density (MUMD) land use designation and the rezoning of the parcels from Single Family Residential (R-3) to Mixed Residential Commercial (MRC-2) to allow for the construction of 200 multifamily units at 30%-70% AMI, 40 townhomes for sale at market rate, and 15,000 square feet of commercial space per Z-24-037.

FINDINGS OF FACT:

- **Property location:** The subject property fronts on the east side of Stone Hogan Connector commencing and the south side of Hogan Road. The property is in Land Lot 228 of the 14th District, Fulton County, Georgia within the Greenbriar Neighborhood of NPU R, Council District 11.
- **Property size and physical features:** The property is an irregular shaped lot with a frontage on the east side of Stone Hogan Connector. It has approximately 22.2 acres (967,032 sq. ft.). The site is currently vacant, with heavy vegetation throughout. Stone Creek transverse the site, subjecting the site to state buffers and limiting the buildable area. There is no curb cut or driveway located for access to the property.
- **Current/past use of property:** The property is currently undeveloped. Staff is not aware of any previous activities or other prior uses of the site.
- **Surrounding zoning/land uses:** The property is currently undeveloped but allows for single-family residential uses under the existing R-3 (Single Family Residential) zoning district. The property to the north has an Open Space (OS) and Office-Institutional (O-I) future land use designations is zoned O-I (Office-Institutional). Another parcel has a Community Facilities land use, is zoned R-4 (Single-Family Residential) and is developed with an Atlanta Public Schools facility. The properties to the east have a Single Family Residential land use designation, are zoned R-3 (Single Family Residential)

and are developed with residential uses. The property to the west has a Low Density Commercial (LDC) future land use designation, is zoned SPI-20 SA2 (Greenbriar Special Public Interest District Subarea 2) and is developed with commercial uses. The property to the south has a Medium Density Residential (MDR) future land use designation, is zoned RG-3 (Residential General Sector 3) and is developed with multifamily residential uses.

- **Transportation system:** The subject property has frontage on Hogan Road SW and Stone Hogan Connector, which are both classified as a collector road. The subject property is served by MARTA via bus route #66 and #93 along Hogan Road and Stone Hogan Connector located 450 feet away from the subject property. There is a sidewalk on the north of Hogan Road, and on both sides of Stone Hogan Connector. The subject property is located 4.5 miles away from the College Park MARTA Transit Station.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The proposed Mixed Use-Medium Density land use is at a scale and intensity that is compatible with a typical neighborhood setting and nonresidential uses often cater to residents. Nonresidential uses, such as office and medical uses, and multifamily residential developments can be found along Stone Hogan Connector. The Mixed-Use Medium Density Residential land use designation is compatible with the adjacent Medium Density Residential, Low Density Commercial, and Single-Family Residential designations in the area, and will add vital housing to the Greenbriar neighborhood. This supports the proposed CDP amendment to Mixed Use-Medium Density and subsequent rezoning to MRC-2 (Mixed Residential Commercial).
- **Effect on adjacent property and character of neighborhood:** The proposed Mixed-Use Medium Density Residential land use designation will have a beneficial effect on the character of the neighborhood by facilitating the development/redevelopment of vacant or underutilized parcels for multifamily housing and nonresidential space. This is consistent with the CDP Policy for Traditional Neighborhood Redevelopment #4 to “*Encourage compatible infill development on vacant lots*” and CDP Policy: CW 10 to “*Provide diverse and more affordable housing choices that are accessible by all people*”. Increased housing choice and offering affordable housing will have a positive impact on the Greenbriar neighborhood.
- **Suitability of proposed land use:** The proposed Mixed-Use Medium-Density Residential land use designation is suitable for the proposed site, which is directly adjacent to a multifamily development and nonresidential space. The proposed amendment will increase housing choice and nonresidential uses in the neighborhood.
- **Consistency with City’s land use policies:** The *Atlanta Comprehensive Development Plan* (CDP) Character Area for this location is Traditional Neighborhood Redevelopment. The proposed Mixed Use future land use designation is consistent with the CDP land use policies to:
 - CW 10 Provide diverse and more affordable housing choices that are accessible by all people.
 - TNR 4 Encourage compatible infill development on vacant lots or where existing housing and commercial buildings are deteriorated.
- **Consistency with Adopted Small Area and Neighborhood Plans:** The subject property is included in the 2018 Reimagine Greenbriar LCI Plan. Some of the goals of the plan are: Creating Downtown

Greenbriar: a walkable, mixed use economic center and entertainment district, encouraging a diversity of uses and developing a vision for future growth. The 2001 Greenbriar Town Center LCI envisioned multifamily and nonresidential uses along Stone Hogan Connector, leading up to Greenbriar Mall. The proposed development will create 200 affordable multifamily units, 40 townhomes, and commercial space. Overall, the concepts and recommendations presented are consistent with the proposed CDP amendment.

- **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, **3218 Hogan Road SW** is located within a Suburban Neighborhood. Suburban Neighborhoods are described as follows:

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

NPU Policies: The proposed amendment to Mixed-Use Medium Density Residential future land use designation is compatible with NPU R policies to:

- R-2 Construct residential and commercial infill development that is compatible with adjacent development.
- R-5 Unify development in the Greenbriar commercial area, with an emphasis on concentrated mixed-use development.
- R-7 Promote the Greenbriar Livable Center Initiative.

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

NPU RECOMMENDATION: NPU-R recommended DENIAL of this land use amendment at its August 7, 2024, meeting.

cc: Jessica Lavandier, Assistant Director



Department of
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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 *KMH*
SUBJECT: 24-O-1434/CDP-24-017 for 423 Sunset Avenue NW
DATE: September 4, 2024

PROPOSAL:

An ordinance to amend the land use element of the 2021 Atlanta Comprehensive Development Plan (CDP) to designate property located at **423 Sunset Avenue NW** from the Single Family Residential (SFR) land use designation to the Medium Density Residential (MDR) land use designation. This land use amendment will facilitate the rezoning of the parcel per Z-24-039 from SPI-3 SA1/WIZ (English Avenue Special Public Interest District Subarea 1/Westside Affordable Workforce Housing Overlay) to SPI-3 SA3/WIZ (English Avenue Special Public Interest District Subarea 3/Westside Affordable Workforce Housing Overlay) for the development of a multifamily residential development consisting of 16 new units 4 of which will be available to households earning 80% AMI.

FINDINGS OF FACT:

- **Property Location:** The property fronts on the east side of Sunset Avenue NW beginning at the intersection of Sunset Avenue NW and John Street (aka Johns Street) NW. It is in Land Lot 111, 14th District, Fulton County, Georgia in the English Avenue Neighborhood of NPU L, Council District 3.
- **Property Size and Physical Features:** The subject property is .388 acres (12,556 square feet). The topography is consistent throughout the lot with a maximum difference of 5 feet in elevation. The site is currently an undeveloped gravel lot with no mature trees.
- **Current/Past Use of Property:** The current land use category for the site is Single Family Residential (SFR) within the 2021 Comprehensive Development Plan (CDP). Staff is unaware of any previous use for this site.
- **Surrounding Zoning/Land Uses:** The parcels directly to the north, south, east, and west have Single Family Residential (SFR) land use designations, are zoned SPI-3 SA1/WIZ (English Avenue Special Public Interest District Subarea 1/Westside Affordable Workforce Housing Overlay) and are developed with residential uses. There are seven parcels within 500 feet of the subject property with Medium Density Residential (MDR) land use designations, with SPI-3 SA3/WIZ (English Avenue Special Public Interest District Subarea 3/Westside Affordable Workforce Housing Overlay) zoning

and developed with multifamily uses. There are also several properties along both Sunset Avenue and Johns Street with Low-Density Residential (LDR) future land use designation and SPI-3-SA2/WIZ (English Avenue Special Public District Subarea 2/Westside Affordable Housing Overlay) zoning.

- **Transportation System:** Sunset Avenue NW is classified as a local road. MARTA bus routes service the nearby area with route #51 along Joseph E. Boone Boulevard SW to the south as well as route #1 to the west along Joseph E. Lowery Boulevard. Additionally, there are 3 MARTA stations within a 2-mile radius, Vine City Transit Station being the closest is a mile away.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The proposed Medium Density Residential (MDR) land use designation is compatible with that of the adjacent parcels. Most of the surrounding parcels are designated as Single Family Residential (SFR). However, there are seven parcels with Medium Density Residential (MDR) land use designation within 500 feet of the subject property.
- **Effect on adjacent property and character of neighborhood:** The applicant proposes a 16-unit “courtyard” style multifamily residential building. Staff is of the opinion that the proposed land use amendment would have a positive impact on the character of the surrounding neighborhood by facilitating the redevelopment of an undeveloped and underutilized parcel for new multifamily affordable housing. The proposed infill development will provide new and affordable housing stock to the neighborhood and will match development patterns in the community.
- **Suitability of proposed land use:** The 2021 Atlanta Comprehensive Development Plan (CDP) designated the subject property as Traditional Neighborhood Redevelopment (TNR) Character Area, where Medium Density Residential (MDR) is the preferred land use designation. Staff is of the opinion that the Medium Density Residential (MDR) future land use will allow the requested density, while still preserving the residential character and walkable scale of the neighborhood.
- **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:
 - 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 4 Encourage compatible infill development on vacant lots or where existing housing and commercial buildings are deteriorated.
- **Consistency with Adopted Small Area and Neighborhood Plans:**

The 2006 English Avenue Redevelopment Plan, and 2017 Westside Framework Plan include the subject property and surrounding area. The proposed amendment is supported by the 2017 Westside Framework Plan Goal 1: " Acknowledge and Strengthen Neighborhood Assets", more specifically the plan’s recommendations to increase affordable housing stock in Objective 1.2: “*Expand housing choice to improve affordability, attract a mix of resident income levels and reduce displacement.*”

Although the two plans have recommended Single Family Residential (SFR) and Open Space (OS), staff is of the opinion the proposed rezoning and land use amendment will not have a negative effect on the community and will be consistent with development patterns in the community.

- **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 parcel located at **423 Sunset Avenue NW** is 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 policy 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 (LDR) TO THE MEDIUM DENSITY RESIDENTIAL LAND USE DESIGNATION.

NPU RECOMMENDATION: NPU-L voted to approve this land use amendment at its July 9, 2024, meeting.

cc: Jessica Lavandier, Assistant Director



Department of
CITY PLANNING

JAHNEE R. PRINCE, AICP
COMMISSIONER

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

ANDRE DICKENS
MAYOR

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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 *KMH*

SUBJECT: **24-O-1435/CDP-24-018 for 89 Williams H Borders Drive SE, 126 Hilliard Street SE, 380 Decatur Street SE**

DATE: September 4, 2024

PROPOSAL:

An Ordinance to amend the land use element of the 2021 Atlanta Comprehensive Development Plan (CDP) so as to redesignate the properties located at **126 Hilliard Street SE** and **89 Williams H. Borders Drive SE** from the High Density Residential (HDR) land use designation and **380 Decatur Street SE** from the Low Density Commercial (LDC) land use designation to the Mixed Use High Density (MUHD) land use designation. This land use amendment will facilitate the rezoning of the parcel per Z-24-040 from RG-5 (Residential General Sector 2) and I-1 (Light Industrial) to MRC-3 (Mixed Residential Commercial) to allow the construction of a 433-unit apartment complex including 44 affordable units available for households meeting 80% of the area median income (AMI) and 2,600 square feet of ground-floor nonresidential space.

FINDINGS OF FACT:

- **Property location:** The subject property fronts on the north side of Decatur Street, the east side of Hilliard Street SE, and the west side of Williams Holmes Borders Drive SE. The parcel is in Land Lot 45 of the 14th District, Fulton County, Georgia within the Sweet Auburn Neighborhood in NPU M, Council District 5.
- **Property size and physical features:** The properties consist of a total of 3.91 acres (170,913 square feet) in net lot area. The property located at 380 Decatur Street SE and 126 Hilliard Street SE are currently undeveloped. The property located at 89 Williams H. Borders Drive is currently used as a parking lot. The topography varies throughout the three sites. There is no vehicular access to 380 Decatur Street SE and 126 Hilliard Street SE. Vehicular access is provided for 89 Williams H. Border Drive along Williams H. Borders Dr. There are existing trees in the perimeter of 89 Williams H. Borders Drive and 126 Hilliard Street SE.
- **Current/past use of property:** Based on aerial and street view from 2007, the property located at 380 Decatur Street SE was previously used as a retail store and the property located at 126 Hilliard Street SE was used for residential. Both buildings were demolished before 2010.

- **Surrounding zoning/land uses:** The parcels to the west have a High-Density Residential land use designation, are zoned RG-4 (Residential General Sector 4) and are currently used for multifamily apartments. The properties to the north include the Marting Luther King Jr. Natatorium, which has High Density Residential land use designation and is zoned RG-5 (Residential General Sector 5), and Butler Park, which has Open Space future land use designation and is zoned RG-4 (Residential General Sector 4). Parcels to the east have Mixed Use High Density future land use designations, are zoned MRC-3-C (Mixed Residential Commercial Conditional) and are used for medical and office space. Parcels to the south have a Low Density Commercial future land use designation, are zoned I-1 (Light Industrial) and I-2 (Heavy Industrial) and are used for office space and the MARTA King Memorial Transit Station.
- **Transportation system:** Decatur Street is classified as an arterial street and Hilliard Street and Williams H. Borders Drive are classified as local streets. Sidewalks are present on both sides of each street. The subject property is served by MARTA via bus route #899 on Auburn Pointe Drive and Decatur Street. The sites are within walking distance of the MARTA King Memorial Transit Station.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The proposed Mixed Use High Density (MUHD) land use designation is compatible with the surrounding predominant multifamily uses located west and southwest of the site in terms of scale, massing, and density. The proposed land use will allow the construction of more residential units near the MARTA King Memorial Transit Station increasing housing near public transit and employment centers to help reduce dependency on cars and encourage pedestrian activity.
- **Effect on adjacent property and character of neighborhood:** The subject properties are underutilized as two of the sites are currently undeveloped and the other is used as a parking lot. Changing the future land use designation will help develop the subject parcels for high density multifamily uses matching the existing character of the neighborhood, as there are existing multifamily uses in the surroundings. The proposed land use designation of Mixed Use High Density will complement the existing conditions of the community, and thus, should not have a negative effect on adjacent properties.
- **Suitability of proposed land use:** The 2021 Comprehensive Plan encourages Mixed Use High Density land uses along major corridors and near transit. The site's location on Decatur Street, an arterial road, and its proximity to the King Memorial Transit Station makes it an appropriate location for greater density and mix of uses. The proposed multifamily use is suitable for the site given its proximity to high employment centers found in downtown, Georgia State University, and Grady Memorial Hospital. The proposed ground-floor retail space will also encourage pedestrian activity and facilitate vibrant and active public spaces.
- **Consistency with City's land use policies:** The *Atlanta Comprehensive Development Plan* (CDP) Character Area for this location is Traditional Neighborhood Redevelopment. The proposed Mixed Use High Density land use is consistent with the CDP land use policies to:
 - TNR 1 "Encourage compatible infill development on vacant lots or where existing housing and commercial buildings are deteriorated."
 - CW 5 "Facilitate transit-oriented development (TOD) to better align density with public transit."

- CW 8 “Integrate new development (or new residential development) with surrounding residential fabric by connecting to the street network and the creation of block sizes that are compatible with adjacent/existing neighborhood character”
- 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 CDP Amendment is supported by the Butler-Auburn Redevelopment Plan Update, which seeks to “*support the construction of new housing units on vacant/under-utilized sites, including multifamily housing to meet campus-related housing needs of Georgia State University, Grady Hospital, and others desiring to live in the unique ambiance of Auburn Avenue.*” The CDP Amendment will provide new infill housing that will increase housing opportunities and will result in an overall improvement of the sites resulting in a better utilization of land.
- **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, **89 Williams H. Borders Drive SE** and **126 Hilliard Street SE** are in an Urban Neighborhood Conservation Area. Urban Neighborhoods are described as follows:

“These are small-scale, historic, walkable neighborhoods where growth capacity is limited mostly by our desire to keep them the way they are. 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.”

According to the Atlanta City Design map, **380 Decatur Street** is in the Core Growth Area. The Core Growth Area is described as follows:

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

NPU Policies: The proposed Mixed Use High Density (MUHD) land use designation is compatible with NPU-M policies to:

- 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.
- M-8: Encourage the reuse or redevelopment of vacant, under-utilized, obsolescent, and/ or structurally deteriorated industrial and commercial properties that are associated with the historic railroad corridors bordering the Butler Street/Auburn Avenue and Old Fourth Ward neighborhoods. Promote mixed-use developments that would increase compatibility with the surrounding residential land uses while generating modern industries, businesses, and employment opportunities for center-city residents.

STAFF RECOMMENDATION: APPROVAL OF THE AMENDMENT FROM HIGH DENSITY RESIDENTIAL (HDR) AND LOW DENSITY COMMERCIAL (LDC) TO MIXED USE HIGH DENSITY (MUHD)

NPU RECOMMENDATION: NPU M voted to Approve at its August 26, 2024, meeting.

cc: Jessica Lavandier, Assistant Director



Department of
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ANDRE DICKENS
MAYOR

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JAHNEE R. PRINCE, AICP
COMMISSIONER

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

MEMORANDUM

TO: Jason Winston, Chair, Community Development/Human Services Committee
FROM: Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*
SUBJECT: 24-O-1436/CDP-24-019 for 580 Paines Avenue NW
DATE: September 4, 2024

PROPOSAL:

An Ordinance to amend the land use element of the 2021 Atlanta Comprehensive Development Plan (CDP) so as to redesignate property located at **580 Paines Avenue NW** from the Low Density Residential (LDR) land use designation to the Medium Density Residential (MDR) land use designation. This land use amendment will facilitate the rezoning of the parcel per Z-24-048 from the SPI-3 SA1/WIZ (English Avenue Special Public Interest District Subarea 1/Westside Affordable Workforce Housing Overlay) to SPI3 SA3/WIZ (English Avenue Special Public Interest District Subarea 3/Westside Affordable Workforce Housing Overlay zoning district to allow for the construction of an affordable multifamily development, with approximately 114 residential units for rent at 30%-70% of the area median income (AMI).

FINDINGS OF FACT:

- **Property location:** The subject property fronts on the west side of Paines Avenue 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 property is a regular shaped lot with a frontage of 50 feet on the west side of Paines Avenue. It spans approximately 0.1458 acres (6,351 sq. ft.). The site is currently vacant, with heavy vegetation in the rear. The site slopes down approximately 15 feet from the front to rear. There is no curb cut or driveway located for access to the property.
- **Current/past use of property:** The property is currently undeveloped. The site was previously developed with residential uses.
- **Surrounding zoning/land uses:** The property is currently undeveloped but allows for single-family residential uses under the existing SPI-3 SA1/WIZ (English Avenue Special Public Interest District Subarea 1/Westside Affordable Workforce Housing Overlay) zoning district. The properties to the north and south have a Low-Density Residential land use designation, are zoned SPI-3 SA1/WIZ (English Avenue Special Public Interest District Subarea 1/Westside Affordable Workforce Housing

Overlay) and is developed with residential uses. The properties to the east and west have a Medium-Density Residential land use designation, is zoned SPI3 SA3/WIZ (English Avenue Special Public Interest District Subarea 3/Westside Affordable Workforce Housing Overlay) and is developed with multifamily residential uses.

- **Transportation system:** The subject property has frontage on Paines Avenue NW, which is classified as a local road. The subject property is served by MARTA via bus route #50 along English Avenue NW and Pelham Street NW located 0.1 mi away from the subject property. There are sidewalks along both sides of Paines Avenue NW. The subject property is located 1 mile away from the Bankhead MARTA Transit Station.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The Medium Density Residential land use designation is compatible with the adjacent Medium Density Residential, Low Density Residential, and Single-Family Residential designations in the area. The subject property will be consolidated with adjacent Medium Density Residential designated properties for the proposed development. In addition, the development will replace existing vacant multifamily dwellings. The proposed land use designation will add to the affordable housing stock in the English Avenue neighborhood.
- **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 by facilitating the development/redevelopment of vacant or underutilized parcels for multifamily housing. This is consistent with the CDP Policy for Traditional Neighborhood Redevelopment #4 to “*Encourage compatible infill development on vacant lots*” and CDP Policy: CW 10 to “*Provide diverse and more affordable housing choices that are accessible by all people*”. The redevelopment of vacant or underutilized parcels into a range of uses (including mixed-use developments) is supported by the 2019 District 3 Westside Revive Master Plan policy as well as the 2017 Westside Land Use Framework. Increased housing choice and offering affordable housing will have a positive impact on the English Avenue neighborhood.
- **Suitability of proposed land use:** The proposed Medium-Density Residential land use designation is suitable for the proposed site, which is directly adjacent to properties currently designated on the Future Land Use Map as Medium-Density Residential. The proposed amendment will increase housing choice in the neighborhood.
- **Consistency with City’s land use policies:** The *Atlanta Comprehensive Development Plan* (CDP) Character Area for this location is Traditional Neighborhood Redevelopment. The proposed Mixed Use future land use designation is consistent with the CDP land use policies to:
 - CW 10 Provide diverse and more affordable housing choices that are accessible by all people.
 - TNR 4 Encourage compatible infill development on vacant lots or where existing housing and commercial buildings are deteriorated.
- **Consistency with Adopted Small Area and Neighborhood Plans:** The subject properties are included in the 2006 English Avenue Redevelopment Plan, 2019 District 3 Westside Revive Master Plan, and 2017 Westside Land Use Framework. The 2017 Westside Land Use Framework includes a policy to “*Approve existing vacant multifamily buildings be retained for redevelopment and use as*

multifamily on the condition that units target households with very low incomes...”. The District 3 Westside Revive Master Plan and English Avenue Redevelopment Plan addresses the need for more diverse and quality housing choices for its existing residents. The proposed development will replace vacant and dilapidated apartment buildings to build 114 residential units. Overall, the concepts and recommendations presented are consistent with the proposed CDP amendment.

- **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, **580 Paines Avenue NW** is located within an Urban Neighborhood. Urban Neighborhoods are described as follows:

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

NPU Policies: The proposed amendment to Medium Density Residential future 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 LAND USE AMENDMENT FROM LOW DENSITY RESIDENTIAL TO THE MEDMIUM DENSITY RESIDENTIAL LAND USE DESIGNATION.

NPU RECOMMENDATION: NPU-L recommended APPROVAL of this land use amendment at its July 9, 2024, meeting.

cc: Jessica Lavandier, Assistant Director



Department of
CITY PLANNING

ANDRE DICKENS
MAYOR

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JAHNEE R. PRINCE, AICP
COMMISSIONER

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

MEMORANDUM

TO: Jason Winston, Chair, Community Development/Human Services Committee
FROM: Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*
SUBJECT: 24-O-1438/CDP-24-021 for 616 Oliver Street NW
DATE: September 4, 2024

PROPOSAL:

An Ordinance to amend the land use element of the 2021 Atlanta Comprehensive Development Plan (CDP) so as to redesignate property located at **616 Oliver Street NW** from the Low Density Residential (LDR) land use designation to the Medium Density Residential (MDR) land use designation. This land use amendment will facilitate the rezoning of the parcel per Z-24-050 from the SPI-3 SA1/WIZ (English Avenue Special Public Interest District Subarea 1/Westside Affordable Workforce Housing Overlay) to SPI3 SA3/WIZ (English Avenue Special Public Interest District Subarea 3/Westside Affordable Workforce Housing Overlay) zoning district to allow for the construction of an affordable multifamily development, with approximately 114 residential units for rent at 30%-70% of the Area Median Income.

FINDINGS OF FACT:

- **Property location:** The subject property fronts on the west side of Oliver Street NW. The property is in Land Lot 112 of the 14th District, Fulton County, Georgia within the English Avenue Neighborhood of NPU L, Council District 3.
- **Property size and physical features:** The property is a regular shaped lot with a frontage on the west side of Oliver Street. It spans approximately 0.409 acres (17,816 sq. ft.). The site is currently vacant, with heavy vegetation. The site slopes down approximately 12 feet from the front to rear. There is no curb cut or driveway located for access to the property.
- **Current/past use of property:** The property is currently undeveloped. Staff is not aware of any previous activities or other prior uses of the site.
- **Surrounding zoning/land uses:** The property is currently undeveloped but allows for single-family residential uses under the existing SPI-3 SA1/WIZ (English Avenue Special Public Interest District Subarea 1/Westside Affordable Workforce Housing Overlay) zoning district. The properties to the north, east and west have a Single-Family Residential land use designation, have a SPI-3 SA1/WIZ (English Avenue Special Public Interest District Subarea 1/Westside Affordable Workforce Housing Overlay) zoning and are developed with residential uses. The properties to the south, west and east

have a Medium-Density Residential land use designation, have PI3 SA3/WIZ (English Avenue Special Public Interest District Subarea 3/Westside Affordable Workforce Housing Overlay) zoning and are developed with multifamily residential uses.

- **Transportation system:** The subject property has frontage on Oliver Street, which is classified as a local road. The subject property is served by MARTA via bus route #50 along Joseph E. Lowery Boulevard NW and Fox Street NW located 0.1 mile away from the subject property. There are no sidewalks along Oliver Street. The subject property is located 1 mile away from the Bankhead MARTA Transit Station.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The Medium Density Residential land use designation is compatible with the adjacent Medium Density Residential, Low Density Residential, and Single-Family Residential designations in the area. The subject property will be consolidated with adjacent Medium Density Residential designated properties for the proposed development. In addition, the development will replace existing vacant multifamily buildings. The proposed land use designation will add to the affordable housing stock in the English Avenue neighborhood.
- **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 by facilitating the development/redevelopment of vacant or underutilized parcels for multifamily housing. This is consistent with the CDP Policy for properties in Traditional Neighborhood Redevelopment Character Area; #4 to “*Encourage compatible infill development on vacant lots*” and CDP Policy: CW 10 to “*Provide diverse and more affordable housing choices that are accessible by all people*”. The redevelopment of vacant or underutilized parcels into a range of uses (including mixed-use developments) is supported by the 2019 District 3 Westside Revive Master Plan as well as the 2017 Westside Land Use Framework Plan. Increased housing choice and offering affordable housing will have a positive impact on the English Avenue neighborhood.
- **Suitability of proposed land use:** The proposed Medium-Density Residential land use designation is suitable for the proposed site, which is directly adjacent to properties currently designated on the Future Land Use Map as Medium-Density Residential. The proposed amendment will increase housing choice in the neighborhood.
- **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 future land use designation is consistent with the CDP land use policies to:
 - CW 10 Provide diverse and more affordable housing choices that are accessible by all people.
 - TNR 4 Encourage compatible infill development on vacant lots or where existing housing and commercial buildings are deteriorated.
- **Consistency with Adopted Small Area and Neighborhood Plans:** The subject properties are included in the 2006 English Avenue Redevelopment Plan, 2019 District 3 Westside Revive Master Plan, and 2017 Westside Land Use Framework. The 2017 Westside Land Use Framework includes a policy to “*Approve existing vacant multifamily buildings be retained for redevelopment and use as multifamily on the condition that units target households with very low incomes...*”. The District 3

Westside Revive Master Plan and English Avenue Redevelopment Plan address the need for more diverse and quality housing choices for its existing residents. The proposed development will replace vacant and dilapidated apartment buildings to build 114 residential units. Overall, the concepts and recommendations presented are consistent with the proposed CDP amendment.

- **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, **616 Oliver Street NW** is located within an Urban Neighborhood. Suburban Neighborhoods are described as follows:

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

NPU Policies: The proposed amendment to Medium Density Residential future 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 LAND USE AMENDMENT FROM LOW DENSITY RESIDENTIAL TO THE MEDMIUM DENSITY RESIDENTIAL LAND USE DESIGNATION.

NPU RECOMMENDATION: NPU-L recommended APPROVAL of this land use amendment at its July 9, 2024, meeting.

cc: Jessica Lavandier, Assistant Director



Department of
CITY PLANNING

ANDRE DICKENS
MAYOR

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JAHNEE R. PRINCE, AICP
COMMISSIONER

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

MEMORANDUM

TO: Jason Winston, Chair, Community Development/Human Services Committee
FROM: Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*
SUBJECT: **24-O-1439/CDP-24-022 for 1388 Northwest Drive NW**
DATE: September 4, 2024

An Ordinance by Zoning Committee to rezone from RG-3 (Residential General Sector 3) to MR-4A (Multifamily Residential) for property located at **1388 Northwest Drive NW**.

The applicant has requested a withdrawal of the application. Staff is supportive of the request.

STAFF RECOMMENDATION: FILE

cc: Jessica Lavandier, Assistant Director



Department of
CITY PLANNING

ANDRE DICKENS
MAYOR

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JAHNEE R. PRINCE, AICP
COMMISSIONER

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

MEMORANDUM

TO: Jason Winston, Chair, Community Development/Human Services Committee
FROM: Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*
SUBJECT: **24-O-1428/CDP-24-023 for Campbellton Corridor Transit-Oriented Development (TOD) Master Plan**
DATE: September 4, 2024

SUMMARY:

An Ordinance to adopt the Campbellton Corridor Transit-Oriented Development (TOD) Master Plan; to amend the 2021 Comprehensive Development Plan (CDP) by incorporating by reference said plan; and for other purposes.

FINDINGS OF FACT:

The vision encapsulated within for the Campbellton Corridor Transit-Oriented Development (TOD) Master Plan reads: “The Campbellton Corridor will be a livable, accessible, and economically vibrant corridor that preserves a place for people of all ages and backgrounds to flourish and offers opportunities for economic development and growth while preserving the special character, culture, and history of the community.”

Plan Purpose:

The purpose of this TOD Master Plan is to establish a vision and framework for development in the Campbellton Corridor and identify key actions necessary to implement that vision. The Campbellton Corridor is home to a growing community in southwest Atlanta of more than 60,000 residents. The planned investment in high-capacity transit by the City in partnership with MARTA along this corridor is intended to provide enhanced mobility and greater regional connectivity to the area’s residents and businesses, support transit-oriented development (TOD), and jump-start economic development.

While this transit investment can help to lay the foundation for renewed opportunity and growth in the corridor, *the implementation of high-capacity transit alone* is not enough to guarantee a resurgence of investment and development in the community. Successful project planning and implementation depends upon a coordinated approach blending land use planning, transportation planning, economic and community development tools as well as targeted investment. As a result, the master plan has specific focus areas that include best practices for TOD-supportive zoning, strategic land acquisition, housing affordability and anti-displacement, and mobility and placemaking.

Planning area:

The Campbellton Corridor study area, located in southwest Atlanta, is generally bound by the future station stops of the Campbellton BRT. To the west, the study area extends to the Fairburn Road intersection at Campbellton Road near the Ben Hill Park & Ride. To the east, the study area extends to the Oakland City MARTA Transit Station area, including the adjacent Murphy Crossing development to the north. It is in Neighborhood Planning Units P, R, and S and in the Atlanta City Council Districts 4, 11, and 12.

Planning Process:

Community engagement served a key role in establishing a clear vision and goals for the project, which is essential to ensure that the new transit investment along the corridor meets both the transportation and economic development needs of the community in an equitable way. These goals have guided the planning process as the project team analyzed existing conditions and identified opportunities and constraints within the corridor. Nine station locations have been evaluated, as well as key infrastructure improvements, land use policies, and economic incentives that will be necessary for successful TOD at each of these locations. Possible barriers and opportunities have been identified at each potential station, which have been used to develop location-specific mitigation strategies.

This was followed by the development of framework plans for each of the station areas, which have been vetted with stakeholders and the community. Detailed station area plans were developed for catalytic transit stations at key locations along the corridor. The development of TOD along Campbellton Road will be a continuous and adaptive process that responds to changing conditions, and this document will guide those changes as high-capacity transit is implemented along the Campbellton Corridor.

Presentations of the final plan were made to the committees and then the general bodies of NPU's P, R, and S in June - August 2024. All three NPU's gave favorable recommendations for approval with conditions of continued public engagement as BRT design continues and future, in-depth studies occur.

Implementation Plan: The document discusses appropriate implementation actions in support of the Campbellton Corridor TOD Master Plan, organized to address zoning amendments, pre-development activities, catalyst station areas, corridor housing, mobility initiatives, and placemaking initiatives. Specific actions are included in the document, but general descriptions of these categories are explained below.

Zoning Amendments: The Campbellton corridor has primarily developed in an auto-centric pattern, with low-density, single-family development and commercial areas with large building setbacks and strip mall format development. To transform land use patterns along the corridor, and encourage dense, walkable nodes of activity as well as affordability, there is the need to rezone parcels to districts that are less autocentric and more pedestrian friendly, and have design elements and uses that are more compatible with a transit oriented development.

Corridor Pre-development Activities: As the BRT project creates momentum along the corridor, and development interest increases for properties in the area, it is incumbent upon the City and MARTA to coordinate on a strategy that ensures a positive development environment and adequate site control for delivering effective public improvements. This includes strategic property acquisition, corridor-wide code enforcement, and corridor-focused partnerships.

Catalyst Station Area Development: Initial redevelopment efforts should be centered on the three catalyst station locations along the corridor that have the most potential for transformative change. These were identified as Oakland City, DeLowe, and Greenbriar.

Corridor Housing Stabilization Initiatives: The Campbellton corridor currently provides a variety of housing types and affordability levels, with a significant inventory of affordable housing options for low- and middle-income residents. The creation of an effective and proactive housing strategy will be critical to help maintain affordability in the corridor and prevent potential displacement, especially considering the gentrification and rapidly escalating housing prices occurring across other Atlanta neighborhoods.

Corridor Mobility Initiatives: Connectivity and ease of mobility to BRT stops and within the BRT station areas is a major priority along the corridor to support TOD. Mobility includes bicycle and pedestrian facilities, ADA access, micro-mobility options, and a nearby transportation network that supports critical first/last mile connections to the BRT route.

Corridor Placemaking Initiatives: Placemaking improvements along the corridor will serve to reinforce mobility, economic development, and quality of life priorities. These include wayfinding, branding, public art, and community-focused programming.

STAFF RECOMMENDATION: APPROVAL of the *Campbellton Corridor TOD Master Plan as submitted. This includes:*

1. The Campbellton Corridor TOD Master Plan is hereby adopted as a non-binding guide to future growth and development.
2. The 2021 Comprehensive Development Plan is hereby amended to incorporate by reference the Campbellton Corridor TOD Master Plan,

NPU Recommendations: *NPU P:* Recommended to Approve with conditions at their August 5, 2024, NPU meeting.

NPU R: Recommended to Approve with conditions at their August 7, 2024, NPU meeting.

NPU S: Recommended to Approve with conditions at their July 18, 2024, NPU meeting.

cc: Jessica Lavandier, Assistant Director, OZD