



Department of  
**CITY PLANNING**

TIM KEANE  
COMMISSIONER

KEISHA LANCE BOTTOMS  
MAYOR

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

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

**MEMORANDUM**

**TO:** Matt Westmoreland, Chair, Community Development/Human Services Committee  
**FROM:** Keyetta M. Holmes, Interim Director, Office of Zoning and Development *KH*  
**SUBJECT:** 20-O-1195 / CDP-20-1195 English Avenue Neighborhood  
**DATE:** March 23, 2020

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**PROPOSAL:**

A Substitute ordinance to amend the Land Use Element of the 2016 Atlanta Comprehensive Development Plan (CDP) so as to redesignate certain properties within the English Avenue Neighborhood from various land use designations to various land use designation to implement certain recommendations of the Westside Land Use Framework plan, to be consistent with the SPI-3 (English Avenue Special Public Interest District) zoning (Z-19-083). The Substitute Ordinance changes the proposed land use amendment for 627 English Avenue, N.W. from Medium Density Residential to Mixed Use Medium Density.

**FINDINGS OF FACT:**

- **Property location:** The English Avenue neighborhood is located in Northwest Atlanta, in NPU L, in Council District 3, and in Land Lots 82, 111 and 112 of the 14<sup>th</sup> District in Fulton County, Georgia. The area of the land use amendments is bound by Jefferson Street to the north, Joseph E. Lowery Boulevard to the west, Joseph E. Boone Boulevard to the south and Northside Drive to the east.
- **Property size and physical features:** This land use amendment includes 551 parcels (listed in Appendix A and in maps in Appendix B and C of the legislation). The neighborhood is relatively flat. Many of the lots have mature trees.
- **Current/past use of property:** The majority of the parcels in the neighborhood have residential uses (single family, duplex and small-scale multi-family buildings). Larger multi-family buildings are located in the northwest corner of the neighborhood between North Avenue and Fox Street. Institutional uses such as churches, the former English Avenue School, and the @ Promise Youth Center are located throughout the neighborhood. Parks and open space, including Kathryn Johnston Memorial Park and Lindsey Street Park are located throughout the neighborhood. Small neighborhood commercial uses are located at some intersections such as James P. Brawley and Cameron Alexander Boulevard. Commercial uses are located on parcels that front on Joseph E. Boone Boulevard and parcels that front and are north of Donald Lee Hollowell Parkway.

- **Surrounding zoning/land uses:** To the north of Jefferson Street, parcels have a Mixed-Use land use designation, to the east of the neighborhood along Northside Drive parcels also have a Mixed-Use land use designation. To the south is the Vine City neighborhood and parcels fronting on Joseph E. Boone Boulevard have Mixed Use, Office-Institutional, Open Space, and Single-Family Residential land uses. To the west is the Historic Westin Heights/Bankhead neighborhood and parcels fronting on Joseph E. Lowery Boulevard have a Low-Density Residential land use.
- **Transportation system:** Northside Drive and Donald Lee Hollowell Parkway are state roads and are classified as arterial streets. Joseph E. Lowery Boulevard is classified as a collector street. All other streets are local streets. The neighborhood is served by MARTA bus routes #1, #50, #51 and #94.

## CONCLUSIONS:

- **Compatibility with surrounding land uses:** Staff is of the opinion that the proposed land use amendments would not pose negative impacts to adjacent properties. Many of the proposed land uses reflect the existing use of the parcel while others are consistent with the 2016 Comprehensive Development Plan and the Westside Land Use Framework Plan policies.
- **Effect on adjacent property and character of neighborhood:** The land use amendments are in the English Avenue Neighborhood and will have a beneficial effect on the character of the neighborhood by bringing predictability and stability to the use of the parcels and being consistent with the actual use of many of the parcels.
- **Suitability of proposed land use:** The proposed land use amendments are suitable and are consistent with the land use guidelines as stated in the Westside Land use Framework Plan to:
  - Continue the historic pattern of predominantly single-family land use within the interior blocks of the neighborhood and reinforce the traditional neighborhood development pattern;
  - Designate parcels along the interior of the neighborhood as Single Family Residential, with parcels lining Sunset Avenue, North Avenue and Kennedy Street designated Low-Density Residential;
  - Strengthen neighborhood commercial corridors with Mixed Use Medium Density land use along peripheral neighborhood corridors. These include Donald Lee Hollowell Parkway Joseph E. Lowery Boulevard and Joseph E. Boone Boulevard, on both sides of the street; and
  - Focus Mixed-Use High-Density land use along the Northside Drive corridor.
- **Consistency with City's land use policies:** The 2016 *Atlanta Comprehensive Development Plan* (CDP) Character Area for the residential area of the English Avenue neighborhood is Traditional Neighborhood Redevelopment (TNR). The parcels along Northside Drive have an Intown Corridor (IC) character area while those fronting on Joseph E. Boone Boulevard and Donald Lee Hollowell Parkway have a Redevelopment Corridor character area. The proposed land use amendments are consistent with these character areas.

The Traditional Neighborhood Redevelopment land use policies are:

- Preserve the residential character of Traditional Neighborhoods Redevelopment;
- Protect single family detached residential neighborhoods from encroachment by nonresidential uses and incompatibly scaled residential development;
- Encourage new housing development that is compatible with the character of existing neighborhoods; and

- Promote diversity of housing types.

The proposed land use amendment also promotes the following Intown Corridor and Redevelopment Corridor land use policies:

- Encourage revitalization and redevelopment of Redevelopment Corridors that improves the sense of place and community, creates a well-functioning corridor that facilitates traffic, provides transportation options, and supports a variety of land uses;
- Promote and encourage the redevelopment of vacant, underutilized and auto-oriented development along Redevelopment Corridors;
- Promote more intense pedestrian oriented development at activity nodes and major intersections;
- Promote and encourage mixed use residential, retail and office uses and development with a pedestrian oriented urban form; and
- Redevelopment of these corridors should encourage denser pedestrian-oriented development with a mix of uses, and higher density residential that is compatible with adjacent commercial and single family residential development often found near these corridors while discouraging automobile-oriented development.

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

The Westside Land Use Action Plan, adopted in 2017 per 17-O-1722 and developed with extensive input from neighborhood stakeholders incorporated Vision, Goals, Objectives, Land use recommendations and implementation strategies for the English Avenue neighborhood. Specifically, the vision of the English Avenue neighborhood is to:

“To create a diverse and sustainable, multi-generational community with high quality mixed-income housing, locally owned retail, and walkable greenspace; in a safe, healthy, and civic environment that promotes family, education, and home ownership; and encourages traditionally designed, primarily single-family development and rehabilitation which reflects and preserves the history and culture of the English Avenue Neighborhood.”

Applicable goals and objectives are to:

Goal 1: Acknowledge and proposes strategies to strengthen neighborhood assets

Goal 2: Reinforce each neighborhood’s unique identity

Objective: Strengthen and Preserve the Existing Architectural Character of the Neighborhood.

Objective: Require compatibly scaled and detailed infill housing to maintain the residential scale and architectural character of the English Avenue neighborhood.

In addition, to the implement the land use and zoning recommendations, SPI-3 (English Avenue Special Public Interest District) was drafted per Z-19-083. The SPI-3 creates subareas each with development standards. The compatible land use for each subarea is listed in the table below. The proposed land use amendment for each parcel is consistent with the SPI-3 Subarea zoning for each parcel.

SPI-3 English Avenue Subareas	Land Use
1 - English Avenue Single Family	Single Family Residential- SFR

SPI-3 English Avenue Subareas	Land Use
2 - Brawley North Low Density	Low Density Residential- LDR
3 - Gardens Medium Density Residential	Medium Density Residential- MDR
4 - Village Low Density Mixed Use	Mixed Use Low Density- MU-LD
5 - Lowery Boone Perimeter Medium Density Mixed Use	Mixed Use Medium Density- MU-MD
6 - Northside Medium Density Mixed Use	Mixed Use Medium Density- MU-MD
7 - Northside Village High Density Mixed Use	Mixed Use High Density- MU-HD
8 - Donald Lee Hollowell I-MIX	Mixed Use High Density or Industrial Mixed Use-- MU-HD or I-MIX
9 - Echo Street High Density Mixed Use	Mixed Use High Density- MU-HD
Other- Parks	Open Space- OS or Private Open Space

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

According to the *Atlanta City Design*, the residential portion of the English Avenue neighborhood is within an Urban Neighborhood. Joseph E. Boone Boulevard and Donald Lee Hollowell Parkway are Corridors Area and Northside Drive is in the Core Area. These areas are described as follows:

**Urban Neighborhoods**

“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.”

**Corridors**

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

**Core**

“This is the center of Old Atlanta/ It includes the city’s densest, most traditional, adaptable and walkable districts. It has easy capacity for growth, the best transit network and many of the top

historic, cultural and academic assets in the region. It covers Downton, 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. “

- **Consistency with NPU L policies:** The following NPU L’s policies support the land use amendments:
  - Preserve and maintain in the Traditional Neighborhood Development areas of NPU L the following (generally including the interiors of English Avenue and Vine City neighborhoods),
  - Preserve and maintain in the In-Town Corridor areas of NPU L the following (generally along the streets of Martin Luther King Jr. Drive, Northside Drive, Donald Lee Hollowell Parkway, Joseph E. Boone Boulevard),
  - Change, redevelop, or create in the Traditional Neighborhood Development areas of NPU L the following (generally including the interiors of English Avenue and Vine City neighborhoods): Build on vacant lots family housing in accordance with existing zoning, Add neighborhood level commercial that is compatible with neighborhood.

**STAFF RECOMMENDATION: APPROVAL OF THE SUBSTITUTE LAND USE AMENDMENT FROM VARIOUS LAND USE DESIGNATIONS TO VARIOUS LAND USE DESIGNATIONS**

**NPU Recommendation: NPU-L voted to SUPPORT this land use amendment at its March 10, 2020 meeting.**

cc: Jessica Lavandier, Assistant Director, Strategic Planning



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**MEMORANDUM**

**TO:** Matt Westmoreland, Chair, Community Development/Human Services Committee  
**FROM:** Keyetta M. Holmes, Interim Director, Office of Zoning and Development *KH*  
**SUBJECT:** **20-O-1196 / CDP-20-002 Vine City Neighborhood**  
**DATE:** March 23, 2020

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**PROPOSAL:**

An ordinance to amend the Land Use Element of the 2016 Atlanta Comprehensive Development Plan (CDP) so as to redesignate certain properties within the Vine City Neighborhood from various land use designations to various land use designations, to implement certain recommendations of the Westside Land Use Framework plan, to be consistent with the SPI-19 (Vine City Special Public Interest District) zoning (Z-19-084).

**FINDINGS OF FACT:**

- **Property location:** The Vine City neighborhood is located in NPU L, in Council District 3 and in Land Lots 83 and 110 of the 14<sup>th</sup> District of Fulton County, Georgia. The area of the land use amendments is bound by Joseph E. Lowery Boulevard, N.W. to the west, Joseph E. Boone Boulevard, N.W. to the north, Northside Drive, N.W. to the east and Martin Luther King Jr. Drive, N.W. to the south.
- **Property size and physical features:** This land use amendment includes 381 parcels (listed in Appendix A and shown in Appendices B and C of the legislation). The neighborhood is relatively flat. Many of the lots have mature trees.
- **Current/past use of property:** The majority of the parcels in the neighborhood have residential uses (single family, duplex and small-scale multi-family buildings). A large multi-family development, owned by Atlanta Housing, is located along Magnolia Way. Institutional uses such as churches and schools, are located throughout the neighborhood. Portions of Morris Brown College are located on the north side of on Martin Luther King Jr. Drive. A small neighborhood commercial node is located at the intersection of Vine Street and Magnolia Street. Neighborhood parks including Charles Harper, Vine City Park, John F. Kennedy Park and Cook Park, currently under construction are located throughout the neighborhood. Commercial uses are located on Martin Luther King Jr. Drive, Joseph E. Boone Boulevard and Northside Drive.
- **Surrounding zoning/land uses:** To the north, in the English Avenue neighborhood, Joseph E. Boone Boulevard has a Mixed Use land use designation and SPI-3 SA5 (English Avenue Special Public Interest

District Subarea 5) commercial zoning. To the east of the neighborhood, along Northside Drive, parcels also have a High Density Commercial land use and SPI-1 SA1 (Downtown Special Public Interest District Subarea 1) commercial zoning. To the south is the Atlanta University neighborhood and parcels fronting on Martin Luther King Jr. Drive have a Mixed Use and Office-Institutional land uses with SPI-11 (Vine City and Ashby Station Special Public Interest District) and O-I (Office Institutional) zoning. To the west is the Washington Park neighborhood and parcels fronting on Joseph E. Lowery Boulevard have a Single-Family Residential land use and SPI-11 SA6 (Vine City and Ashby Station Special Public Interest District Subarea 6) residential zoning and Mixed-Use land use and SPI-11 (Vine City and Ashby Station Special Public Interest District) commercial zoning at the intersection of Joseph E. Lowery Boulevard and Martin Luther King Jr. Drive.

- **Transportation system:** Northside Drive, a state road, and Martin Luther King Jr. Drive are classified as arterial streets. Joseph E. Lowery Boulevard is classified as a collector street. All other streets are local streets. The neighborhood is served by MARTA’s Vine City and Ashby Street stations.

## CONCLUSIONS:

- **Compatibility with surrounding land uses:** Staff is of the opinion that the proposed land use amendments would not pose negative impacts to adjacent properties. Many of the proposed land uses reflect the existing use of the parcel while others are consistent with Comprehensive Plan and the Westside Land Use Framework Plan policies
- **Effect on adjacent property and character of neighborhood:** The land use amendments are in the Vine City Neighborhood and will have a beneficial effect on the character of the neighborhood by bringing predictability and stability to the use of the parcels. The proposed land uses will preserve the existing character of the neighborhood.
- **Suitability of proposed land use:** The proposed land use amendments are suitable and are consistent with the land use guidelines as stated in the Westside Land use Framework Plan. The land use recommendations are to:
  - Continue the historic pattern of predominantly single-family land use within the interior blocks of the neighborhood, building on the existing street, block and parcel network to preserve and reinforce the traditional neighborhood development pattern;
  - Locate Mixed-Use Medium Density land use along peripheral neighborhood corridors- Joseph E. Lowery Boulevard, Joseph E. Boone Boulevard, near the Vine City MARTA Station node, Martin Luther King Jr. Drive, and along Vine Street across from Rodney M. Cook Park;
  - Focus High Density Mixed-Use land use along the Northside Drive corridor and at the Ashby MARTA station node; and
  - Concentrate Green Space land use in flood prone areas and throughout the neighborhood in a distributed manner.
- **Consistency with City’s land use policies:** The 2016 *Atlanta Comprehensive Development Plan* (CDP) Character Area for the residential area of the Vine City neighborhood is Traditional Neighborhood Redevelopment (TNR). The parcels along Northside Drive have an Intown Corridor (IC) character area while those fronting on Joseph E. Boone Boulevard have a Redevelopment Corridor character area. The intersection of Joseph E. Boone Boulevard and Martin Luther King Jr.

Drive has a Neighborhood Center Character Area. The proposed land use amendments are consistent with these character areas.

The Traditional Neighborhood Redevelopment land use policies are:

- Preserve the residential character of Traditional Neighborhood Redevelopment;
- Protect single family detached residential neighborhoods from encroachment by nonresidential uses and incompatibly scaled residential development;
- Encourage new housing development that is compatible with the character of existing neighborhoods; and
- Promote diversity of housing types.

The Intown Corridor and Redevelopment Corridor land use policies that are consistent with this land use amendment are:

- Encourage revitalization and redevelopment of Redevelopment Corridors that improves the sense of place and community, creates a well-functioning corridor that facilitates traffic, provides transportation options, and supports a variety of land uses;
- Promote and encourage the redevelopment of vacant, underutilized and auto-oriented development along Redevelopment Corridors;
- Promote more intense pedestrian oriented development at activity nodes and major intersections;
- Promote and encourage mixed use residential, retail and office uses and development with a pedestrian oriented urban form; and
- Redevelopment of these corridors should encourage denser pedestrian-oriented development with a mix of uses, and higher density residential that is compatible with adjacent commercial and single family residential development often found near these corridors while discouraging automobile-oriented development.

The Neighborhood Centers policies that are consistent with this land use amendment are:

- Preserve and restore existing, traditional and pedestrian scale and character of buildings in established neighborhoods;
- Promote a balance of retail, service, office, dining and residential uses serving the adjacent neighborhoods; and
- Require infill development to be compatible with the scale, height and character of adjoining neighborhoods and discourage auto-orientated uses.

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

The Westside Land Use Action Plan, adopted in 2017 per 17-O-1722 and developed with extensive input from neighborhood stakeholders incorporated Vision, Goals, Objectives, Land use recommendations and implementation strategies for the Vine City neighborhood. Specifically, the vision of the Vine City neighborhood is:

“To create a diverse and sustainable, multi-generational community with high quality mixed-income housing, locally owned retail, and walkable greenspace; in a safe, healthy, and civic environment that promotes family, education, and home ownership; and encourages traditionally designed, primarily single-family development and rehabilitation which reflects and preserves the history and culture of the Vine City Neighborhood.”

Applicable goals and objectives that support the land use amendments are listed below.



### Goal 1: Acknowledge and Strengthen Neighborhood Assets

Objective: Strengthen access to essential goods and services within the neighborhood. Prioritize new retail and business development at the following three locations: the intersection of Joseph E. Lowery Boulevard and Joseph E. Boone Boulevard; along Joseph E. Boone Boulevard near Rodney Cook Sr. Park; and the intersection of Joseph E. Lowery Boulevard and Martin Luther King Jr. Drive near the Ashby MARTA station.

### Goal 2: Reinforce Vine City’s Unique Neighborhood Identity

Objective: Strengthen and Preserve the Existing Architectural Character of the Neighborhood

Objective: Focus on appropriately scaled and designed new housing infill. Maintain the predominantly single-family character of housing within the neighborhood and restrict larger multifamily or mixed-use development to select locations only as identified in the Land Use recommendations.

### Goal 3: Invest in Infrastructure

Objective: Strengthen mobility options with Transit Oriented Development (TOD). Create TOD development nodes at Ashby and Vine City MARTA stations.

In addition, to implement the plan recommendations, SPI-19 (Vine City Special Public Interest District) was drafted per Z-19-84. SPI-19 creates subareas each with allowed uses and development standards. The compatible land use for each subarea is listed in the table below. The proposed land use amendment for each parcel is consistent with the SPI-19 Subarea zoning for each parcel.

<b>SPI-19 Vine City Avenue Subareas</b>	<b>Land Use</b>
1 - Historic Westside Village	Mixed Use Medium Density MU-MD
2 - MLK. Jr. Dr-Lowery Blvd	Mixed Use Medium Density MU-MD
3 - Morris Brown	Mixed Use Medium Density MU-MD
4 - Northside Drive	Mixed Use High Density MU-HD
5 - Vine City Low Density Residential	Low Density Residential LDR
6 - Vine City Single Family Residential	Single Family Residential SFR
7 - Vine City Medium Density Residential	Medium Density Residential MDR
8 - Boone Lowery Corridor	High Density Residential HDR
9 - Magnolia Low Density Mixed Use	Mixed Use Low Density MU-LD
10- Vine City Neighborhood Commercial	Low Density Commercial LDC
Other-	Parks are shown as Open Space OS

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

According to the *Atlanta City Design*, the residential portion of the Vine City neighborhood is within an Urban Neighborhood. JE Boone Blvd is designated as a corridor and Northside Drive and Martin Luther King Jr. Blvd are in the core. These areas are described as follows:

#### Urban Neighborhoods

“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.”

#### Corridors

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

#### Core

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

- **Consistency with NPU L policies:** The following NPU L’s policies support the land use amendments:
  - Preserve and maintain in the Traditional Neighborhood Development areas of NPU L the following (generally including the interiors of English Avenue and Vine City neighborhoods),
  - Preserve and maintain in the In-Town Corridor areas of NPU L the following (generally along the streets of Martin Luther King jr. Drive, Northside Drive, Donald Lee Hollowell, and Joseph E. Boone Boulevard),
  - Change, redevelop, or create in the Traditional Neighborhood Development areas of NPU L the following (generally including the interiors of English Avenue and Vine City neighborhoods): Build on vacant lots family housing in accordance with existing zoning, Add neighborhood level commercial that is compatible with neighborhood.

**STAFF RECOMMENDATION: APPROVAL OF THE LAND USE AMENDMENT FROM VARIOUS LAND USE DESIGNATIONS TO VARIOUS LAND USE DESIGNATIONS IN THE VINE CITY NEIGHBORHOODS**

**NPU Recommendation: NPU-L lost at quorum at its March 10, 2020 meeting, but the Vine City Neighborhood Association voted to support the land use amendment.**

cc: Jessica Lavandier, Assistant Director, Strategic Planning



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404-330-6070 – FAX: 404-658-7638

## MEMORANDUM

**TO:** Matt Westmoreland, Chair, Community Development/Human Services Committee  
**FROM:** Keyetta M. Holmes, Interim Director, Office of Zoning and Development, *KH*  
**SUBJECT:** **20-O-1197 / CDP-20-003** 1044 Hank Aaron Drive, S.E.  
**DATE:** March 23, 2020

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### PROPOSAL:

An ordinance to amend the Land Use Element of the 2016 *Atlanta Comprehensive Development Plan* (CDP) so as to re-designate property (the “site”) located at 1044 Hank Aaron Drive, S.E. from the Single Family Residential (SFR) Land Use Designation to the High Density Residential (HDR) Land Use Designation. This application is being sought in conjunction with the rezoning of the site per Z-19-113 to rezone from RG-2/BL (Residential General Sector 2/BeltLine Overlay) to MR-4A/BL (Multifamily Residential/Beltline Overlay) to allow for the construction of an affordable multi-family residential development with 56 dwelling units (Z-19-113).

### FINDINGS OF FACT:

- **Property location:** The parcel is located on the northwest corner of Hank Aaron Drive, S.E. and Boynton Avenue. The property is located within Land Lot 55 of the 14<sup>th</sup> District, Fulton County, Georgia in the Peoplestown Neighborhood of NPU-V in Council District 1.
- **Property size and physical features:** The development site is approximately 47,532 square feet (1.1 acres). The lot topography drops approximately 19 feet from a high point at the front property line on Hank Aaron Drive to a low point at the east property line along Boynton Avenue. The site is undeveloped and covered with grass with some mature trees.
- **Current/past use of property:** The site is currently an undeveloped portion of a larger parcel developed with 5 multi-family residential buildings fronting on Hank Aaron Drive, Boynton Avenue, Haygood Avenue and Liman Avenue. Staff is unaware of any other previous uses on the site.
- **Surrounding zoning/land uses:** Land use north of the site is Single Family Residential with R-5 (Two Family Residential) and R-5-C (Two Family Residential Conditional) zoning categories. Parcels east of the subject site have a Single-Family Residential land use designation with RG-2 (Residential General Sector 2/BeltLine Overlay) zoning. The parcels to the south have a Mixed-Use land use and are zoned MR-4A (Multi-family Residential) and MRC-1 (Mixed Residential Commercial). The parcels to the west have an Open Space land use and R-LC (Residential-Limited Commercial) zoning.

- **Transportation system:** Hank Aaron Drive, S.E. is classified as an arterial street and Boynton Avenue is classified as a local road. Currently, MARTA serves the area via bus route #55 on Hank Aaron Drive with connection to the Five Points Transit Station. A MARTA bus stop is located within 100 feet of the subject site. MARTA is planning a Bus Rapid Transit route from the intersection of Hank Aaron Drive, University Drive and the rail lines north to the Georgia State Station.

## CONCLUSIONS:

- **Compatibility with surrounding land uses:** Surrounding land uses are a mix of single-family and multifamily and some mix use land use categories. The proposed high density residential development is compatible with surrounding land uses and will support the proposed (BRT) bus rapid transit line proposed along Hank Aaron Drive and Capitol Avenue with connection to the Five Points Transit Station.
- **Effect on adjacent property and character of neighborhood:** The construction of multifamily units adjacent to other multifamily units will have a beneficial effect on the character of the neighborhood. The proposed multi-family development will serve as a transition from the higher intensity land use and zoning to the south and the primarily single family areas of the Peoplestown neighborhood to the north and east.
- **Suitability of proposed land use:** The proposed High Density Residential (HDR) land use designation is suitable and is consistent with the mix of land uses and densities in the area. The use and scale of the proposed development is compatible with surrounding land uses.
- **Consistency with City's land use policies:** The *Atlanta Comprehensive Development Plan (CDP)* Character Area for this location is Traditional Neighborhood Redevelopment (TNR). The proposed land use of High Density Residential (HDR) is consistent with the CDP and Traditional Neighborhood Redevelopment land use policies to:
  - Promote a diversity of housing types;
  - Encourage new housing development that is compatible with the character of existing neighborhoods; and
  - Promote Missing Middle housing types that are compatible in size and scale with the character of the neighborhood as a transition between single family uses and more intense uses.
- **Consistency with Adopted Small Area and Neighborhood Plans:**

This parcel is included in the Peoplestown Community Redevelopment Plan (1996) and Update (2006). The 2006 Update recommends a multi-family land use designation for the parcel. The proposed land use amendment is consistent with the plan goals to:

  - Enhance a diversified urban environment where people can live, work, meet, and recreate, and
  - Encourage a compatible mixture of residential, commercial, cultural, and recreational uses.

This parcel is also included in the Atlanta BeltLine Subarea 2 Master Plan and the parcel is included in the Peoplestown/Pryor Road Concept area. The plan recommends Residential at 1 to 4 stories. This parcel is shown as a transition from the higher and more intense development to the south to the existing single family residential uses to the north. The proposed development is consistent with

the plan's goal to Protect single-family areas from commercial and multifamily encroachment by focusing development in the BeltLine TAD.

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

According to the *Atlanta City Design*, the site is within a Conservation Area – Urban Neighborhood. This area is described as follows:

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

- **Consistency with NPU policies:** The following NPU V policies support the land use amendment to High Density Residential (HDR):
  - Promote mixed-use (commercial, residential, and office) development patterns that are compatible with the surrounding residential areas and are located along major transportation routes.

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

**NPU Recommendation: NPU-V voted to SUPPORT this land use amendment at its March 9<sup>th</sup>, 2020 meeting.**

cc: Jessica Lavandier, Assistant Director, Strategic Planning