



Department of
CITY PLANNING

55 Trinity Avenue, S.W. SUITE 1450 – ATLANTA, GEORGIA 30303
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TIM KEANE
COMMISSIONER

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

KEISHA LANCE BOTTOMS
MAYOR

MEMORANDUM

TO: Matt Westmoreland, Chair, Community Development/Human Services Committee
FROM: Keyetta M. Holmes, Director, Office of Zoning and Development *KMH*
SUBJECT: 20-O-1400 / CDP-20-04 160 Little Street, S.E.
DATE: June 22, 2020

PROPOSAL:

An ordinance to amend the Land Use element of the 2016 Atlanta Comprehensive Development Plan (CDP) to redesignate property located at **160 Little Street, S.E.** from the SFR (Single Family Residential) Land Use Designation to the MDR (Medium Density Residential) Land Use Designation. This land use amendment would facilitate the rezoning of the parcel per Z-19-121 from R-4B (Single Family Residential) to MR-MU (Multifamily Residential Multiunit) in order to build two residential buildings with 12 units each, for a total of 24 residential units.

The applicant has requested that this application be deferred to the third quarter public hearing in September 2020.

STAFF RECOMMENDATION: DEFERAL TO THE 2020 THIRD QUARTER PUBLIC HEARING.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



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MEMORANDUM

TO: Matt Westmoreland, Chair, Community Development/Human Services Committee
FROM: Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*
SUBJECT: 20-O-1198/ CDP-20-05 195 Chester Avenue S.E.
DATE: June 22, 2020

PROPOSAL:

An ordinance to amend the Land Use element of the 2016 Atlanta Comprehensive Development Plan (CDP) to redesignate property located at **195 Chester Avenue, S.E.** from the (I) Industrial Land Use Designation to the (HDR) High Density Residential Land Use Designation. This land use amendment will facilitate the rezoning of the parcel per Z-20-02 from (I-1) Light Industrial to (MR-4A) Multi-Family Residential in order to build 67 residential units.

FINDINGS OF FACT:

- **Property location:** The parcel is located on the southwest corner of Fulton Terrace, S.E. and Chester Avenue, S.E. The property is located within Land Lot 20 of the 14th District, Fulton County, Georgia in the Reynoldstown neighborhood of NPU N in Council District 5.
- **Property size and physical features:** The property consists of approximately 2.09 acres. The site is currently developed with a one-story warehouse building and parking lot. A chain-link fence surrounds the perimeter of the lot. Vehicular access to the property is provided via curb cuts along Chester Avenue, S.E. and Fulton Terrace, S.E. There are some trees around the perimeter of the property.
- **Current/past use of property:** The current use on the property is a warehouse with surface parking. Staff is not aware of any other prior uses of the site.
- **Surrounding zoning/land uses:** To the north, parcels have an SFR (Single Family Residential) land use designation and are zoned R-5 (Two-Family Residential). To the east, the parcels have an (I) Industrial land use designation and are zoned (I-2) Heavy Industrial. To the south, parcels have a (MU) Mixed Use land use designation and are zoned (MRC-3) Mixed Residential Commercial. Other parcels to the south have an (I) Industrial land use designation and are zoned (I-1) Light Industrial. To the west, parcels have an (I) Industrial land use designation are zoned (I-1) Light Industrial.
- **Transportation system:** Chester Avenue and Fulton Terrace are classified as local streets. MARTA provides service 0.16 miles south of the property via bus route #21 on Memorial Drive. Sidewalks are provided on both sides of Chester Avenue and on the north side of Fulton Terrace.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** Surrounding land uses are a mix of single-family, multifamily and industrial land use categories. The proposed High Density Residential land use is compatible with surrounding land uses and is supported by the Atlanta BeltLine Subarea 4 master plan which encourages residential developments in this area.
- **Effect on adjacent property and character of neighborhood:** The construction of multifamily units adjacent to light industrial uses 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 uses and zoning along Memorial Drive and the light industrial and office type uses on Chester Avenue to the primarily residential areas of the neighborhood. The proposed land use would allow for a redevelopment opportunity in the Reynoldstown neighborhood that is consistent with the goals and objectives outlined in the Atlanta BeltLine Subarea 4 master plan and Reynoldstown Master Plan.
- **Suitability of proposed land use:** The proposed (HDR) High Density Residential 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 and will provide a transition from the higher density Mixed Use land uses and development along Memorial Drive and the Single Family Residential land uses to the north of the site.
- **Consistency with City's land use policies:** The *2016 Atlanta Comprehensive Development Plan* (CDP) Character Area for this location is Redevelopment Corridor. High Density Residential is a compatible land use in Redevelopment Corridors. The proposed (HDR) High Density Residential land use is consistent with the Redevelopment Corridor Character Area policies to:
 - Encourage revitalization and redevelopment of Redevelopment Corridors that improves the sense of place and community, creates a well-functioning corridor that facilitates traffic flow, provides transportation options, and supports a variety of land uses and
 - Promote and encourage mixed use residential, retail and office uses and development with a pedestrian oriented urban form.
- **Consistency with Adopted Small Area and Neighborhood Plans:**

This parcel is included in the Reynoldstown Master Plan (2000). The 2000 plan recommends a multi-family land use designation, Medium Density Residential, and RG-3 (Residential General Sector 3) zoning for the parcel. The proposed land use amendment is consistent with one of the plan's goals to:

 - To renovate and expand existing housing stock while offering a variety of housing types and price ranges.

This parcel is also included in the Atlanta BeltLine Subarea 4 master plan and more specifically the parcel is included in the Reynoldstown/Memorial Drive Concept area. The land use recommendations for the Memorial Drive Focus Area identify higher intensity uses for properties fronting Memorial Drive and I-20 and lower intensity uses for those properties adjacent to the established single-family neighborhoods. 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 plan recommends medium density Residential at 1 to 4 stories. The proposed development is consistent with the plan's goal to:

- Encourage a variety of uses at appropriate locations within the subarea to support future transit, promote reuse of historic properties, facilitate economic growth and improve community health, and
- Strengthen the subarea's identity as a series of neighborhoods and marketplaces offering housing choices, employment diversity and recreational opportunities for all ages.

In addition, the proposed land use amendment is consistent with the Subarea 4 Plan policy to:

- Provide appropriate transitions to existing residential neighborhoods. Higher intensities are located around transit stations and along major corridors, stepping down building heights approaching single family residential and proposing lower intensity land uses for parcels adjacent to single family areas.
- **Consistency with Atlanta City Design:** The proposed land use of (HDR) High Density Residential is consistent with the *Atlanta City Design* recommendations. The Atlanta City Design articulates Atlanta's vision organized according to its five core values of Equity, Progress, Ambition, Access, and Nature. It focuses future growth into already-developed areas called Growth Areas, which are further categorized as Core, Corridors, and Clusters. Outside the Growth Areas are the Conservation Areas, which include Urban Neighborhoods, Suburban Neighborhoods, Rural Neighborhoods, and Production Areas. Conservation Areas are the natural parts of the city that are less suited for growth and that should be protected from radical change.

According to the Atlanta City Design map, **195 Chester Avenue, S.E.**, is located in along a corridor. Corridors are described as follows:

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

- **Consistency with NPU policies:** The following NPU N and Reynoldstown policies (N-8) support the land use amendment to High Density Residential (HDR):
 - Encourage and facilitate development within Reynoldstown that is consistent with principals and policies outlined in the Reynoldstown Master Plan, adopted by City Council January 6, 2001.
 - Encourage buffering of existing and new residential developments in the Reynoldstown area from more intensive nonresidential development.

STAFF RECOMMENDATION: APPROVAL OF THE LAND USE AMENDMENT FROM INDUSTRIAL (I) LAND USE DESIGNATION TO THE HIGH DENSITY RESIDENTIAL (HDR) LAND USE DESIGNATION.

NPU Recommendation: NPU-N voted to DEFER this land use amendment at its May 28th, 2020 meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



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OFFICE OF ZONING & DEVELOPMENT

MEMORANDUM

TO: Matt Westmoreland, Chair, Community Development/Human Services Committee
FROM: Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*
SUBJECT: 20-O-1199 / CDP-20-06 1576 Donald Lee Hollowell Parkway, N.W.
DATE: June 22, 2020

PROPOSAL:

An ordinance to amend the Land Use element of the 2016 Atlanta Comprehensive Development Plan (CDP) to redesignate property located at **1576 Donald Lee Hollowell Parkway, N.W.** from the (LDC) Low Density Commercial Land Use Designation to the (MU-MD) Mixed-Use Medium Density Land Use Designation. This land use amendment would facilitate the rezoning of the parcel per Z-20-05 from (MRC-1) Mixed Residential Commercial to (MRC-2) Mixed Residential Commercial in order to do site work, renovate and build an addition to an existing theatre.

FINDINGS OF FACT:

- **Property location:** The site fronts on the south side of Donald Lee Hollowell Parkway, N.W. and between Elmwood Road, N.W. and West Lake Avenue, N.W. The property is located in Land Lots 145 and 146 of the 14th District of Fulton County, Georgia within the Grove Park neighborhood of NPU-J and in City Council District 9.
- **Property size and physical features:** The subject property is approximately 4 acres however only the portion of the site fronting on Donald Lee Hollowell Parkway, N.W. is subject to this amendment. The site is relatively flat but the typography follows the grade of a downward slope towards the rear. To the rear of the buildings is a tributary to Proctor Creek. The rear portion of the parcel is forested.
- **Current/past use of property:** The site is currently developed with the former Grove Park Theater with a surface parking lot. The building is currently vacant but was occupied with a retail store and has also operated as a movie theatre.
- **Surrounding zoning/land uses:** Parcels to the east, west, north and south have a (LDC) Low Density Commercial land use designation and a (MRC-1) Mixed Residential Commercial zoning. Grove Park is located diagonally across the street. Further east, parcels have a (HDR) High Density Residential land use designation are zoned (MR-3) Multifamily Residential. Properties further south have a (SFR) Single Family Residential and Low-Density Residential land use designation are zoned R-4A (Single Family Residential).

- **Transportation system:** Donald Lee Hollowell Parkway, N.W. is classified as an arterial. The site is served by MARTA bus route #50 along Donald Lee Hollowell Parkway, N.W. The Bankhead MARTA Transit Station is located a half mile to the east.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The surrounding area is predominantly low-density residential, with single family residential, and high density residential and low-density commercial land use designations also present. A (MU-MD) Mixed-Use Medium-Density land use designation is compatible with the surrounding land uses and development pattern.
- **Effect on adjacent property and character of neighborhood:** The proposed development will have a positive effect on adjacent property by renovating and reusing a former theater as a community center and performing arts venue. The renovation of the theater is consistent with the intent of the 2004 Donald Lee Hollowell Parkway Redevelopment Plan which recommends the addition of commercial or mixed-use structures to better serve neighboring residents.
- **Suitability of proposed land use:** The proposed MUMD (Mixed Use Medium Density) land use designation is suitable for this site since it is located within the Grove Park commercial node which has a mix of land uses. The Donald Lee Hollowell Parkway Redevelopment Plan (2004) recommended a compatible mixture of residential, commercial and cultural and recreational uses in order to diversify the urban environment where people can live, work, meet and recreate.
- **Consistency with City's land use policies:** Atlanta's Comprehensive Development Plan (CDP) Character Area for this location is Redevelopment Corridor. The Mixed-Use Medium Density land use designation is an appropriate land use in this Character Area. The proposed land use is consistent with Redevelopment Corridor land use policies to:
 - Preserve and rehabilitate historic and potentially historic buildings located in Redevelopment Corridors.
 - Encourage revitalization and redevelopment of Redevelopment Corridors that improves the sense of place and community, creates a well-functioning corridor that facilitates traffic flow, provides transportation options, and supports a variety of land uses.
 - Promote and encourage the redevelopment of vacant, underutilized and auto-oriented development along Redevelopment Corridors.
- **Consistency with Adopted Small Area and Neighborhood Plans:** The site is within the 2004 Donald Lee Hollowell Parkway Redevelopment Plan. The parcel is within the Grove Park Commercial Center node. The plan states that this node has the capacity to add commercial or mixed-use structures to better serve neighboring residents.

The Site is also within the 2006 Bankhead MARTA Transit Area Livable Centers Initiative (LCI) study area. The proposed project is consistent with the Plan's Historic Resources goal to Identify and preserve historic resources and with the plan's Objectives to identify, preserve and protect historically significant buildings and sites. The proposed project is also consistent with the land use goal to provide a balanced and compatible mix of land uses as well as the objective to utilize land use and zoning to create a unique sense of place.

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

According to the Atlanta City Design map, **1576 Donald Lee Hollowell Parkway, N.W.**, is located in along a corridor. Corridors are described as follows:

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

- **Consistency with NPU policies:** The following NPU J’s policies support the land use amendment to Mixed-Use Medium-Density (MU-MD):
 - Encourage medium density commercial and residential uses in proximity to the Bankhead MARTA Station.

STAFF RECOMMENDATION: APPROVAL OF THE LAND USE AMENDMENT FROM LOW DENSITY COMMERCIAL (LDC) LAND USE DESIGNATION TO THE MIXED-USE MEDIUM DENSITY (MU-MD) LAND USE DESIGNATION.

NPU Recommendation: NPU-J voted to SUPPORT this land use amendment at its February 25, 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, AICP, Director, Office of Zoning and Development *KMH*
SUBJECT: 20-O-1200/ CDP-20-07 639 and 643 John Wesley Dobbs Avenue, N.E.
DATE: June 22, 2020

PROPOSAL:

An ordinance to amend the Land Use element of the 2016 Atlanta Comprehensive Development Plan (CDP) to redesignate property located at **639 and 643 John Wesley Dobbs Avenue, N.E.** from the LDR 9-16 units per acre (Low Density Residential 9-16 units per acre) land use designation to the LDR 0-40 (Low Density Residential 0 to 40 units per acre) land use designation. This land use amendment would facilitate the rezoning of the parcels per Z-19-109 from R-5 (Two Family Residential) to MR-MU (Multifamily Residential Multiunit) in order to build a multi-family residential building with four residential units on each lot.

FINDINGS OF FACT:

- **Property location:** The parcel is located on the south side of John Wesley Dobbs Avenue and west of the intersection with Samson Street. The property is located within Land Lot 19 of the 14th District, Fulton County, Georgia in the Old Fourth Ward neighborhood of NPU M and in Council District 2.
- **Property size and physical features:** The subject property is comprised of two rectangular lots totaling 0.25 acres. The parcels are currently developed with a single-family dwelling unit on each lot. The topography slopes approximately 10 feet from a highpoint from the northeast corner of the site to a low point at the rear southwest corner. Vehicular access is currently provided from the rear of each lot off a rear alley.
- **Current/past use of property:** Each lot is developed with a single-family dwelling unit. Staff is not aware of any other prior uses on the site.
- **Surrounding zoning/land uses:** All of the surrounding parcels to the north, south, east and west have a Low Density Residential 9-16 units per acre land use designation and are zoned R-5/BL (Two Family Residential/ BeltLine Overlay). A small multifamily residential building is located diagonally across the street and one lot east of the subject parcels and has a Low Density Residential 9-16 units per acre land use designation and is zoned MRC-3-C/BL (Mixed Residential Commercial Conditional/ BeltLine Overlay). Adjacent to that site is a residential development with a Low Density Residential 9-16 units

per acre land use designation with a PD-H (Planned Development Housing) zoning. Several multifamily residential buildings with Low Density Residential 9-16 units per acre land use designation with zoning a R-5 (Two Family Residential) are found within a block of the subject parcels.

- **Transportation system:** The subject property is located on John Wesley Dobbs Avenue which is classified as a local street. MARTA services the immediate area via bus route #3 along Irwin Street and bus route #809 along Boulevard. The nearest transit station is King Memorial Transit Station which is 1.2 miles away from the subject property. Sidewalks are present on both sides of John Wesley Dobbs Avenue.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** Surrounding land uses are primarily Low Density Residential. Although the land use limitation is 9 to 16 units per acre, several nearby parcels are developed at a higher density with multiunit residential buildings. The proposed Low Density Residential 0 to 40 units per acre (LDR 0-40) land use is compatible with the neighborhood development pattern and surrounding land uses.
- **Effect on adjacent property and character of neighborhood:** The construction of small scaled multiunit residential building units will have a beneficial effect on the character of the neighborhood. Duplexes and small multifamily buildings are found within the subject block. Higher density multifamily buildings are found within one block of the subject properties adjacent to the BeltLine. The redevelopment of the subject parcels with two 4-unit residential buildings will provide a housing type that is compatible in size and scale with the character of the neighborhood as will serve as transition between single family uses and more intense uses.
- **Suitability of proposed land use:** The proposed Low Density Residential 0 to 40 units per acre (LDR 0-40) land use designation is suitable and is consistent with the surrounding Low Density Residential 9-16 units per acre and uses. The use and scale of the proposed development is compatible with surrounding residential land uses.
- **Consistency with City's land use policies:** The *Atlanta Comprehensive Development Plan (CDP)* Character Area for this location is Traditional Neighborhood Redevelopment. The proposed land use of Low Density Residential 0 to 40 units per acre (LDR 0-40) is consistent with the CDP land use policies to:
 - Promote diversity of housing types,
 - Promote Missing Middle housing types that are compatible in size and scale with the character of the neighborhood as transition between single family uses and more intense uses, and
 - Maintain, rehabilitate and replace the existing housing stock where appropriate.
- **Consistency with Adopted Small Area and Neighborhood Plans:** The Old Fourth Ward Master Plan recommended the creation of a new zoning district, R-5A, to provide “a supply of high-quality affordable housing”. As part of the review of the Zoning Ordinance and the subsequent Zoning Ordinance Update Phase 2, the MR-MU zoning district was created to allow for “missing middle” housing. Missing Middle Housing has the look and feel of single-family homes, they provide higher density housing, increase the housing supply but retain the neighborhood character. Low Density

Residential is compatible with the MR-MU zoning district for development with less than eight units. The proposed development is consistent with the recommendations of the Old Fourth Ward Master Plan.

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

According to the Atlanta City Design map, **639 and 643 John Wesley Dobbs Avenue, N.E.** are located within an Urban Neighborhood within a Conservation Area. Urban Neighborhoods are described as follows:

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

- **Consistency with NPU policies:** The following NPU M policies support the land use amendment to Low Density Residential (LDR):
 - Promote and expand low and medium density residential uses in the Old Fourth Ward neighborhood, emphasizing increased single-family home-ownership.

STAFF RECOMMENDATION: APPROVAL OF THE LAND USE AMENDMENT FROM LOW DENSITY RESIDENTIAL (LDR) 9-16 UNITS PER ACRE TO LOW DENSITY RESIDENTIAL (LDR) 0 TO 40 UNITS PER ACRE LAND USE DESIGNATION.

NPU Recommendation: NPU-M voted to DENY this land use amendment at its May 26, 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, AICP, Director, Office of Zoning and Development *KMH*
SUBJECT: **20-O-1214 / CDP-20-08 West End Livable Centers Initiative Plan Update**
DATE: June 22, 2020

SUMMARY:

The Office of Zoning and Development recommends the 2019 **West End Livable Centers Initiative (LCI) Plan Update** for adoption and incorporation into the 2016 CDP via 20-O-1214.

FINDINGS OF FACT:

Plan Purpose: The 2019 West End Livable Centers Initiative (LCI) Plan Update is a study led by Atlanta City Council members Cleta Winslow and Joyce Sheperd in cooperation with the City of Atlanta Department of City Planning with funding from the Atlanta Regional Commission (ARC). The purpose is to update the 2001 West End LCI Plan and build on its vision, goals, and accomplishments. The Atlanta Regional Commission Livable Centers Initiative program encourages local jurisdictions to re-envision their communities as vibrant, walkable places that increase mobility options, encourage healthy lifestyles, and provide easy access to jobs and services.

The West End LCI study area is located in Southwest Atlanta and lies in City Council Districts 4 and 12, in Neighborhood Planning Units T and V in the West End and Adair Park neighborhoods with a small portion in the Westview neighborhood. The West End LCI study area is bordered to the north by Interstate 20, the Pittsburgh neighborhood to the east, Oakland City and Bush Mountain neighborhoods to the south, and Westview neighborhood to the west.

Planning Process:

The planning team lead by The Collaborative Inc., conducted research and analysis including a review of previous studies, existing conditions, proposed infrastructure projects, assessed mobility and connectivity and conducted a market study. The community engagement process was launched in May 2019 in conjunction with a parallel Atlanta Beltline Subarea 1 Master Plan Update process and continued through October 2019.

Community input was obtained via:

- Four Core Team meetings – which guided the planning direction and offered feedback ahead of the community meetings,
- Four Community Meetings – including a Project Kickoff Meeting, Design Workshop, Open house to review draft recommendations, and Final Plan Review,
- Community Survey – the survey (completed by 168 respondents) asked people about the needs and opportunities in the area, and redevelopment recommendations,
- Presentations at stakeholder group meetings such as the West End CID, neighborhoods, Neighborhood Planning Units, Streets Alive, etc.

Information about the plan, the planning process and the ways to provide input was advertised as listed below:

- Informational poster displays at key community locations,
- Postcards with the dates of all community meetings were mailed to addresses in the study area twice,
- Yard signs placed at strategic intersections to advertise meetings and workshops,
- Meeting notices at NPU meetings and sent via email/social media, and
- Project website- westendlci.com- provided information on the planning process, schedule, maps, meeting announcements, fact sheets, meeting information and summaries, and draft plan documents.

The 2001 West End Plan’s Vision is:

To encourage development which utilizes sensitive design to reflect the historical context of the West End while increasing opportunities for living, working, shopping, recreating and worshipping in the West End and Adair Park neighborhoods.

Plan goals: The goals of the plan are to:

- Promote transit-oriented development close to the West End MARTA Station and BeltLine Corridor,
- Help residents remain in the community and thrive,
- Preserve the character of residential areas and promote a variety of housing options,
- Promote business development that produces local employment and other community benefits,
- Support development that creates community places with mix of retail, housing, and public places,
- Improve mobility options and transportation network connectivity,
- Enhance community identity through the strengthening of civic spaces and focal points and celebrating the area’s cultural and historical character, and
- Promote the preservation of historic resources.

A number of these goals are interrelated, in that actions furthering one goal will in turn advance another. For this reason, the plan is organized around five major focus areas:

1. Conservation, Growth, and Equity.
2. Preserving Residential Areas and Affordable Housing.
3. Community-Beneficial Economic Development
4. Improving Mobility.
5. Celebrating Community and Culture.

Concept Plans and Recommendations: The West End LCI recommends redevelopment at five priority areas around the West End MARTA Station as the most suitable locations to accommodate major redevelopment in the West End commercial core. In addition to these five areas, the plan recommends transit-oriented development along the BeltLine Corridor. The redevelopment of these areas will result in job creation associated with new commercial development, fewer vehicular trips to access the MARTA system, an enhanced walkable commercial core, quality outdoor public places, and opportunities for fulfilling other community-beneficial outcomes. A summary of the five areas is included below.

- MARTA Center: redevelopment around the West End MARTA station with jobs, commercial development, public outdoor space, affordable housing community-beneficial outcomes, e.g., multi-family housing, incorporating day care, elder care, and job training facilities is recommended in this area.
- Mall West End: the proposed Mall redevelopment includes mixed-use development with retail, office, residential, hotel, cultural, and public spaces. Parcels surrounding the mall could be redevelopment in a similar way.
- The MET: the property is being redeveloped by Carter Real Estate Development as live-work space that includes studios, artisan manufacturing, office, retail, housing, event space, and open space.
- Murphy and Tift: the plan encourages redevelopment with a mix of residential, commercial, and compatible light industrial uses.
- York Avenue: this area provides the opportunity for creating a smaller scale neighborhood center that provides a space for small, local, neighborhood-oriented businesses that complement the surrounding historic commercial buildings.

Land Use and Zoning changes: To implement the goals and recommendations of the plan, land use and zoning changes are recommended. Key recommendations are to review and amend SPI-21 (Historic West End/Adair Park Special Public Interest District) to align with the vision, goals and development recommendations, preserve the historic residential land uses and the historic commercial buildings, and encourage the continuation of light industrial uses.

Mobility: A range of transportation improvements are recommended for improving mobility within, and to and from, the West End LCI study area. Improvements include such activities as enhancing roadways by creating safer, better connected streets for pedestrians, bicycles, and motorists, and improving access by residents to commercial areas, community centers, and transit facilities.

Implementation Recommendations: In order to implement the plan’s vision, goals and concept plans, the plan includes specific recommendations for housing projects and incentives, economic development projects and incentives, zoning and land use projects, placemaking and community and culture projects and mobility and connectivity projects. A 100-day action plan lists actions that are immediately implementable and provide some short-term “wins” to establish momentum for future efforts and initiatives.

Consistency with Atlanta City Design: The 2019 West End LCI Plan existing conditions and recommendations are consistent with the Atlanta City Design Plan. The Atlanta City Design articulates Atlanta’s vision organized according to its five core values of Equity, Progress, Ambition, Access, and Nature. It focuses future growth into already-developed areas called Growth Areas, which are further categorized as Core, Corridors, and Clusters. Outside the Growth Areas are the Conservation Areas, which include Urban Neighborhoods, Suburban Neighborhoods, Rural Neighborhoods, and Production Areas. Conservation Areas are the natural parts of the city that are less suited for growth and that should be protected from radical change. The West End LCI study area has Core, Corridors, and Urban areas.

The MET, the Murphy and Tift area and portions of the area around the Mall at West End are in the Core area. The Atlanta City Design describes the Core as:

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

Within the study area, Ralph David Abernathy Boulevard, Lee Street and the BeltLine are identified as Corridors. The Atlanta City Design describes Corridors as:

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

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

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

STAFF RECOMMENDATION: APPROVAL of the 2019 West End LCI and adoption into the 2016 Comprehensive Development Plan.

NPU Recommendations: NPUs V and T voted to recommend adoption of the 2019 West End LCI at their March 2020 meetings, March 9th and March 11, respectively.

NPU V and the Adair Park neighborhood recommended approval with a condition that a pedestrian walkway over or under the railroad tracks at or south of Shelton Avenue be given a higher priority.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



Department of
CITY PLANNING

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COMMISSIONER

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

MEMORANDUM

TO: Matthew Westmorland, Chair, Community Development/Human Services Committee
FROM: Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*
SUBJECT: **20-O-1401/CDP-20-10 1596 Willowbrook Drive, S.W.**
DATE: June 22, 2020

PROPOSAL:

An ordinance to amend the Land Use element of the 2016 Atlanta Comprehensive Development Plan (CDP) to redesignate property located at **1596 Willowbrook Drive, S.W.** from the SFR (Single Family Residential) Land Use Designation to the LDR (Low Density Residential) Land Use Designation. This land use amendment would facilitate the rezoning of the parcel per Z-20-11 from R-4 (Single Family Residential) to RG-1 (Residential General Sector 1) in order to rezone a single-family home to a triplex.

FINDINGS OF FACT:

- **Property location:** The subject property fronts on the east side of Willowbrook Drive, S.W. north of the intersection of Campbellton Road and Willowbrook Drive. The parcel is located in Land Lot 153 of the 14th District in Fulton County, Georgia within the Venetian Hills neighborhood of NPU-S and in Council District 12.
- **Property size and physical features:** The site is a rectangular shaped lot with approximately 0.86 acres in area. The subject property is currently developed with a two story residential building with three units with driveway access and frontage on Willowbrook Drive. The lot is vegetated with mature trees and shrubs particularly along the property lines. The topography of the site slopes approximately 15 feet in elevation from a highpoint at the north side property line to a low point to the south.
- **Current/past use of property:** The subject property is currently developed with a two story residential structure originally built as a single family home and later divided to three residential units. Staff is not aware of any previous uses of the site.
- **Surrounding zoning/land uses:** The surrounding parcels to the north, east, south and west have a Single Family Residential land use designation and are zoned R-4 (Single Family Residential) and are developed with single family residences. The lot to the west of the subject property is an undeveloped wooded lot.

- **Transportation system:** Willowbrook Drive, S.W. is classified as a local street and connects to Campbellton Road, S.W. which is classified as an arterial street. MARTA bus route #83 runs on Campbellton Road one lot south from the subject site. The Oakland City Transit Station is approximately 1.4 miles from the subject property. Sidewalks are not present on Willowbrook Drive.

CONCLUSIONS

- **Compatibility with surrounding land uses:** All of the surrounding parcels have a Single Family Residential land use and zoning. The land use amendment is being requested in order to allow an existing structure was improperly converted to a triplex by a previous owner to become a legal triplex within a single-family neighborhood. The proposed density is not compatible with the surrounding land uses.
- **Effect on adjacent property and character of neighborhood:** Staff believes the proposed land-use is not compatible with the character of the Venetian Hills single family neighborhood. Amending this parcel to Low Density Residential will have an adverse effect on the character of the neighborhood. The proposed land use change could lead to the redevelopment and conversion of other single family homes to multiunit residential structures.
- **Suitability of proposed land use:** The proposed Low Density Residential (LDR) land use designation is not suitable for this site. The proposed land use change to Low Density Residential is not suitable given the proposal to allow the conversion of a single family home to a triplex in a single family neighborhood with documented goals to maintain the Single Family Residential land use.
- **Consistency with City's land use policies:** The *Atlanta Comprehensive Development Plan* (CDP) Character Area for this site is Traditional Neighborhood Redevelopment. The proposed land use of Low Density Residential is not consistent with the CDP and recommended policies of:
 - Preserve the residential character of Traditional Neighborhoods by encouraging new housing that is compatible in size and with existing urban fabric;
 - Promote the maintenance and rehabilitation of existing housing stock.
- **Consistency with Adopted Small Area and Neighborhood Plans:** The parcel is included in the 2005 NPU-S 2020 Comprehensive Plan. The goals to maintain its residential character include: 1. Preservation of existing housing stock, 2. Promotion of rehabilitation targeted to substandard residential structures, 3. Development of new residential construction on vacant residential property in targeted development areas and 4. Promote lending programs that support affordable house ownership opportunities.
- **Consistency with Atlanta City Design:** The proposed land use of LDR is not consistent with the *Atlanta City Design* recommendations. The *Atlanta City Design* articulates Atlanta's vision organized according to its five core values of Equity, Progress, Ambition, Access, and Nature. It focuses future growth into already-developed areas called Growth Areas, which are further categorized as Core, Corridors, and Clusters. Everything outside the Growth Areas, is the Conservation Area, which is made up of Urban Neighborhoods, Suburban Neighborhoods, Rural Neighborhoods, and Production Areas.

According to the *Atlanta City Design*, **1596 Willowbrook Drive, S.W.** 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 in the way they are. They are the traditional intown communities...Most have some form of commercial district within walking distance from homes...Their inherent walkability...make them desirable...and, therefore, threatened by even denser development.” The more general Conservation policy that applies to this land use change states that “Change will still come to these areas but the overarching goal of design in conservation areas is to protect them from overwhelming growth.”

- **Consistency with NPU policies:** The NPU-S policy related to this land use amendment is:
 - S-1: Preserve the single-family and low-density residential character of the Venetian Hills and Oakland City Neighborhoods.

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

NPU Recommendation: NPU-S voted to Approve the land use amendment at its May 21, 2020 meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



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

MEMORANDUM

TO: Matt Westmoreland, Chair, Community Development/Human Services Committee
FROM: Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*
SUBJECT: 20-O-1402/ CDP-20-11 255 Love Street, S.W.
DATE: June 22, 2020

PROPOSAL:

An ordinance to amend the Land Use element of the 2016 Atlanta Comprehensive Development Plan (CDP) to redesignate property located at **255 Love Street, S.W.** from the SFR (Single Family Residential) Land Use Designation to the LDR (Low Density Residential) Land Use Designation. This land use amendment would facilitate the rezoning of the parcels per Z-20-18 from SPI-18 SA5 (Mechanicsville Neighborhood Special Public Interest District Subarea 5) to SPI-18-SA6 (Mechanicsville Neighborhood Special Public Interest District Subarea 6) in order to build two residential structures with two units each for a total of four residential units.

FINDINGS OF FACT:

- **Property location:** The parcel is located on the north side of Love Street, S.W. between Cooper Street, S.W. and Formwalt Street, S.W. The property is located within Land Lot 75 of the 14th District of Fulton County, Georgia in the Mechanicsville Neighborhood of NPU-V and in Council District 4.
- **Property size and physical features:** The site is a rectangular shaped lot and is approximately 0.495 acres. The subject property is undeveloped. The topography of the site is relatively level throughout.
- **Current/past use of property:** The property is currently undeveloped. Staff is not aware of any previous uses of the site.
- **Surrounding zoning/land uses:** The parcels to the north, south and east have Single Family Residential land use designation and is zoned SPI-18 SA 5 (Mechanicsville Neighborhood Special Public Interest District Subarea). The parcels are mostly developed with duplex and single family structures. The parcel to the west has a Medium Density Residential land use and is zoned SPI 18 SA 4 (Mechanicsville Neighborhood Special Public Interest District Subarea 4) and is developed with multifamily residential structures. To the east and fronting on Formwalt Street, S.W., several parcels have a Medium Density Residential land use and are zoned SPI-18 SA 4 (Mechanicsville Neighborhood Special Public Interest District Subarea 4) and are developed with multifamily residential structures.

- **Transportation system:** Formwalt Street, S.W. and Cooper Street, S.W. are also local streets. Pryor Street to the east and Ralph David Abernathy Boulevard, S.W. to the north are classified as arterial streets. MARTA provides the nearest bus service along Cooper Street, S.W. which is less than 200 feet from the subject property. The nearest transit station is West End Transit Station which is 1.3 miles from the subject property. Sidewalks are not present on Love Street but are present on Formwalt Street and Cooper Street.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The proposed Low Density Residential development is compatible with surrounding Single Family Residential and Medium Density Residential land uses and support the recommendations of the Mechanicsville Community Redevelopment Plan.
- **Effect on adjacent property and character of neighborhood:** The construction of two duplexes between multifamily units and single family units will have a beneficial effect on the character of the neighborhood. The proposed duplexes will serve as a transition from the multifamily developments with Medium Density land use and zoning to the west and the primarily single family land uses of the rest of the block.
- **Suitability of proposed land use:** The proposed Low Density Residential (LDR) 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 Low Density Residential (LDR) is consistent with the CDP and Traditional Neighborhood Redevelopment land use policies to:
 - Preserve the residential character of Traditional Neighborhoods Redevelopment;
 - Protect single family detached residential neighborhoods from encroachment by non-residential uses, incompatibly scaled residential development.
 - Promote diversity of housing types.
- **Consistency with Adopted Small Area and Neighborhood Plans:** This parcel is included in the Mechanicsville Community Redevelopment Plan (1995) and Update (2004). The vision of the plan states that “*Mechanicsville must be revitalized as a livable intown residential community. The effort to maintain Mechanicsville as a “residential community” will rely on placing considerable emphasis on preserving historic structures, rehabilitating existing residential areas, and focusing on compatible new infill development. The effort to make Mechanicsville “livable” will rely upon providing immediate attention to quality of life improvements including new/renovated open space, sidewalk improvements, and better community facilities. In all housing implementation efforts, it will be important to concentrate on activities that expand levels of homeownership and housing options.*”

The proposed land use amendment is consistent with the plan goals to:

- Housing: Strengthen and expand the quality of housing and the social/economic diversity of Mechanicsville

- Land Use and Development Regulation: Develop a sustainable healthy, culturally, pleasing, and environmentally friendly pattern of land uses that would emphasize adjacent compatible land uses, expanded housing and living arrangements, well-placed commercial development, and increased open space and recreational opportunities.

The proposed development is consistent with the Mechanicsville Illustrative Plan recommendation of single family duplex infill housing on this parcel.

The Mechanicsville neighborhood is in the 2016 Turner Field Stadium Neighborhood LCI study area. The plan made recommendations for residential areas of the neighborhood to maintain the existing uses and development pattern.

- **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. 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*, **235 Love Street, S.W.** 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 Low Density Residential (LDR):

V1: Preserve and promote the low-density residential character of the Adair Park, Pittsburg, Mechanicsville; south of Georgia Avenue), Summerhill (south of Georgia Avenue), and Peoplestown neighborhoods by encouraging a mix of incomes and housing types in the redevelopment of NPU-V. With the exception of higher density in the core stadium area as described in the LCI.

V-7: Maintain the land use restrictions that were identified in the redevelopment plan for NPU Vs and other approved plans

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

NPU Recommendation: NPU-V has not voted on this land use amendment. They voted to SUPPORT the rezoning of the parcel at its March 9, 2020 meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



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

MEMORANDUM

TO: Matt Westmoreland, Chair, Community Development/Human Services Committee
FROM: Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*
SUBJECT: 20-O-1404/CDP-20-14 536 North Avenue, N.E.
DATE: June 22, 2020

PROPOSAL:

An ordinance to amend the Land Use element of the 2016 Atlanta Comprehensive Development Plan to redesignate property located at **536 North Avenue, N.E.** from the LDC (Low Density Commercial) Land Use Designation to the MUHD (Mixed Use-High Density) Land Use Designation and **615 and 617 Kennesaw Avenue, N.E.** from the LDR (Low Density Residential) Land Use Designation to the MUHD (Mixed Use-High Density) Land Use Designation. This land use amendment would facilitate the rezoning of the parcels per Z-20-29 from C-1-C (Community Business Conditional) to MRC-3 (Mixed Residential Commercial) in order to build a nine-story building with 116 residential units, 1,569 sq. of retail, 4 townhouses and 173 parking spaces.

FINDINGS OF FACT:

- **Property location:** The site fronts on the northeast corner of North Avenue, N.E. and Kennesaw Avenue, N.E. It is located in the Old Fourth neighborhood of NPU M in Council District 2. The site is in Land Lot 48 of the 14th District of Fulton County, Georgia.
- **Property size and physical features:** The site is 0.92 acres and it is developed with a commercial structure. The parcel slopes up from east to west. There are some trees and vegetation along the drive-thru lane and along the street frontage of the site.
- **Current/past use of property:** The site is currently developed with a commercial structure with a drive-thru and surface parking. Staff is not aware of any previous uses of the site.
- **Surrounding zoning/land uses:** The parcels to the west and north along Kennesaw Avenue have a Low-Density Residential land use and with R-5 (Two Family Residential). The parcels to the north and east of the North Avenue have a Low-Density Commercial land use and is zoned RG-4 (Residential General Sector 4) and PD-MU (Planned Development Mixed Used) zoning. The parcels to the south have a Mixed-Use Medium Density land use and are zoned PD-MU (Planned Development Mixed Use).
- **Transportation system:** Kennesaw Avenue, N.E. is classified as a local street and North Avenue, N.E. is classified as an arterial street. The site is 0.15 miles to the east of the intersection of North

Avenue, N.E. and Boulevard, N.E. where MARTA provides service via bus route #809 and it is 0.2 miles south of the corner of Ponce de Leon Avenue, N.E. and Kennesaw Avenue, N.E. where MARTA provides bus service via MARTA bus routes #2 and #102. The North Avenue Transit station is located 1.1 mile west of the proposed development.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The proposed Mixed Use-High Density land use designation is compatible with the Mixed Use Medium Density across the street on North Avenue and the Low Density Commercial land use to the east.
- **Effect on adjacent property and character of neighborhood:** The proposed land use designation of Mixed Use High Density will not have an adverse effect on the character of adjacent properties fronting on North Avenue. The proposed development is similar to the multi-story residential development south of the subject site. Prior to the redevelopment of Ponce City Market, the parcels fronting on North Avenue started redeveloping from single family and low density residential uses and one story commercial uses to higher density multi-story mixed use developments. The proposed development is similar to these recent redevelopments. Since the Low-Density Residential land uses front on Kennesaw Avenue, N.E. and there are required transitional heights, the proposed development will not have an adverse effect on the character of the Low Density Residential land uses along Kennesaw Avenue.
- **Suitability of proposed land use:** The Mixed Use High Density land use designation is suitable for this location along a corridor experiencing redevelopment to higher densities.
- **Consistency with City's land use policies:** Parcels along North Avenue are in the Intown Corridor Character Area. Multi-story buildings, high density and mixed use buildings/developments and multi-family residential are appropriate along Intown Corridors. Businesses such as grocery stores and other retail uses are appropriate along these corridors. At the same time, there should be appropriate transitions and buffers to adjacent character areas, particularly in areas without an intervening street. This land use amendment is consistent with the Intown Corridor policies to:
 - Encourage revitalization and redevelopment of Intown Corridors that improves the sense of place and community, creates a well-functioning corridor that facilitates traffic flow, provides transportation options, and supports a variety of land uses.
 - Promote and encourage the redevelopment of vacant, underutilize and auto-oriented development along Intown Corridors.
 - Along Intown Corridors, the highest densities should be along the street or rail transition to lower densities at the edges to protect and buffer surrounding neighborhoods.
- **Consistency with Adopted Small Area and Neighborhood Plans:** This site is in the Old Fourth Ward Master Plan study area. The plan desires *people of all incomes and ages will be able to live, work, and play in the neighborhood, with all the necessary supporting services such as schools, parks, and places of worship, within a short walk.* To achieve the goal, the plan recommends a mix of land use uses. The plan encourages higher density development to promote walking, biking, and transit use. It focuses growth along corridors and near existing and future transit. Specifically for these parcels, the plan recommends Residential 1-4 stories for the Kennesaw Avenue parcels and Residential 5 to 9 stories for the North Avenue parcel. In addition, the plan states that MRC-3 is an appropriate zoning for the Residential 5 to 9 stories land use. The plan recommendations are consistent with the proposed development of the site.

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

According to the *Atlanta City Design* map, the site is in a Corridor Area and is consistent with this description:

“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.”

NPU Policies: None of the NPU M policies apply to this land use amendment.

STAFF RECOMMENDATION: APPROVAL OF THE LAND USE AMENDMENT FROM LOW DENSITY RESIDENTIAL AND LOW DENSITY COMMERCIAL LAND USE DESIGNATIONS TO THE MIXED USE HIGH DENSITY LAND USE DESIGNATION

NPU RECOMMENDATION: NPU-M voted to support this land use amendment at its May 26, 2020 meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



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KEISHA LANCE BOTTOMS
MAYOR

MEMORANDUM

TO: Matt Westmoreland, Chair, Community Development/Human Services Committee
FROM: Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*
SUBJECT: 20-O-1405/CDP-20-15 1750 Chattahoochee Ave, N.W.
DATE: June 22, 2020

PROPOSAL:

An ordinance to amend the Land Use Element of the 2016 Atlanta Comprehensive Development Plan to redesignate property located at **1750 Chattahoochee Avenue, N.W.** from the (I) Industrial Land Use Designation to the (HDR) High Density Residential Land Use Designation. This land use amendment would facilitate the rezoning of the parcel per Z-20-32 from I-1 (Light Industrial) to MR-4A (Multifamily Residential) in order to build 147 residential units with 108 parking spaces.

FINDINGS OF FACT:

- **Property location:** The site has frontage on Chattahoochee Avenue N.W., La Dawn Lane, N.W. and Maid Lane, N.W. It is located in the Bolton neighborhood of NPU D and in Council District 9. The parcel is in Land Lot 221 of the 17th District of Fulton County, Georgia.
- **Property size and physical features:** The parcel is 1.9 acres. Most of the site is paved with parking, an area for truck delivery and a 43,158 square foot warehouse building. Along the street frontage, the site is planted with trees and shrubs. The topography of the parcel is relatively level.
- **Current/past use of property:** The parcel is currently developed with a warehouse building. Mikart Pharmaceutical Company operates at this location. Staff is not aware of any previous uses of the site.
- **Surrounding zoning/land uses:** To the south the parcels are part of an industrial area and have an Industrial land use and I-1 (Light Industrial) zoning. To the west the parcels have a Low-Density Residential land use and are zoned R-4 (Single Family Residential). To the north, the parcels have a Low-Density Commercial land use designation with C-1 (Community Business) zoning. To the east, the parcel has a Business Park land use designation and O-I (Office Institutional) Office zoning.
- **Transportation system:** La Dawn Lane, N.W. and Maid Lane, N.W. are classified as local streets. Chattahoochee Avenue, N.W. is designated as a local street. Chattahoochee Avenue intersects with Marietta Boulevard, N.W. near the northeast corner of the site. Marietta Boulevard is designated as

an arterial. MARTA provides service along Marietta Boulevard via MARTA bus route #1 and on Chattahoochee Avenue via MARTA bus route #14.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The High-Density Residential land use is not compatible with the surrounding industrial land uses. The proposed High-Density Residential land use will lead to instability of the surrounding industrial uses and it will fragment and further isolate the industrial park centered on MacArthur Boulevard and Chattahoochee Avenue.

On May 26, 2020, Invest Atlanta made a presentation on Economic Recovery and Mobility to the Atlanta City Council Community Development and Human Services Committee. The presentation stated that the economic prosperity happening in the city is benefiting new migrants, rather than native Atlantans and that Atlanta needs to attract more middle-wage jobs.

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

In addition, the COVID-19 pandemic has highlighted the need to have more local manufacturing of essential supplies such as pharmaceutical and medical equipment and the importance of having warehouse and distribution facilities in order to have goods to meet the needs of Atlanta residents and businesses. Manufacturing, warehouse and distribution facilities require industrial zoning. To protect and strengthen the industrial sector, it is critical to maintain an inventory of land where industrial businesses can locate.

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

- **Effect on adjacent property and character of neighborhood:** A healthy mix of industrial and non-residential uses are needed in the Chattahoochee Industrial District area in order for it to remain a viable and competitive industrial and employment district. The redevelopment of industrially zoned land to non-industrial uses will create instability in industrial land uses and increase pressure to redevelop industrially used and zoned land to non-industrial uses

The Chattahoochee Industrial District is one of the principal industrial areas in the City. If an industrial use leaves the area, the land should remain industrial to be available for a new industrial use and not be rezoned from industrial use. Therefore, Staff is of the opinion that the High-Density land use request would have an adverse effect on the character of the Chattahoochee Industrial District.

- **Suitability of proposed land use:** Due to the proximity to viable industrial uses, the High-Density residential land use designation is not suitable for this area. In addition, with current industrial/commercial businesses that are still located in the area, changing the land use of this parcel is not recommended. Allowing a High Density Residential land use will continue to erode the Industrial base of the City of Atlanta and displace small businesses. The Comprehensive Development Plan and land use map identify areas in the City that are suitable for High Density Residential land use uses such as areas around MARTA transit stations including the H.E. Holmes station; along corridors such as Donald Lee Hollowell Parkway; and in employment centers such as Downtown.
- **Consistency with City’s land use policies:** Atlanta’s Comprehensive Development Plan (CDP) Character Area for this location is Industrial. The City of Atlanta has many important industrial areas that should be protected from incompatible land uses, particularly residential uses, in order to be able to continue operations and have the ability to expand. These policies are intended to retain and promote industrial land uses and industrial businesses. The 2016 CDP policies that do not support this land use change are listed below.
 - Protect and strengthen the industrial sector by maintaining an inventory of land where industrial and manufacturing businesses can locate;
 - Preserve and protect industrial land uses to retain industrial based jobs;
 - Industrial land uses support not only customary industrial activities but also a range of users that require industrially zoned land to conduct business;
 - Industrial uses should not encroach into non-industrial areas—particularly, residential areas; and,
 - The appearance of many industrial districts could be improved to have more cohesive character—landscape buffers and screening should be used around industrial uses to minimize their adverse effects on adjacent properties.
- **Consistency with Adopted Small Area and Neighborhood Plans:** The site is within the 2002 Livable Centers Initiative (LCI) Bolton/Moores Mill study area. The LCI planning report recommends Live Work/Light Industrial and recommended Industrial land use and zoning for this parcel.
- **Consistency with Atlanta City Design:** The proposed High-Density Residential land use is not consistent with the Atlanta City Design recommendations. The Atlanta City Design articulates Atlanta’s vision organized according to its five core values of Equity, Progress, Ambition, Access, and Nature. It focuses future growth into already-developed areas called Growth Areas, which are further categorized as Core, Corridors, and Clusters. Everything outside the Growth Areas, is the Conservation Area, which is made up of Urban Neighborhoods, Suburban Neighborhoods, Rural Neighborhoods, and Production Areas.

According to the Atlanta City Design, **1750 Chattahoochee Avenue, N.W.** is within a Conservation-Production Area. Conservation-Production Areas are described as follows:

“[A]reas that the City has an interest in protecting from change. Primarily, they consist of strategic industrial land and railyards where intermodal transfer facilities, warehousing and key

production facilities are needed close to the city center...and should not be included in the growth area.”

- **Consistency with NPU policies:** The following NPU D’s policies are related to Industrial uses:
 - Review the industrially classified properties to determine the potential for vacant and underutilized to be reclassified to residential.
 - Where industrial uses are to remain, provide landscaped or architectural buffers to minimize their impacts on residential areas.

STAFF RECOMMENDATION: DENIAL OF LAND USE AMENDMENT FROM THE INDUSTRIAL LAND USE DESIGNATION TO THE HIGH-DENSITY RESIDENTIAL LAND USE DESIGNATION.

NPU Recommendation: NPU-D voted to support the High-Density Residential land use designation at its May 26, 2020 meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



Department of
CITY PLANNING

55 Trinity Avenue, S.W. SUITE 1450 – ATLANTA, GEORGIA 30303
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TIM KEANE
COMMISSIONER

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

KEISHA LANCE BOTTOMS
MAYOR

MEMORANDUM

TO: Matt Westmoreland, Chair, Community Development/Human Services Committee
FROM: Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*
SUBJECT: **20-O-1406/CDP-20-16 1593 and 1595 Chattahoochee Avenue, N.W.**
DATE: June 22, 2020

PROPOSAL:

An ordinance to amend the Land Use Element of the 2016 Atlanta Comprehensive Development Plan (CDP) to redesignate property located at **1593 and 1595 Chattahoochee Avenue, N.W.** from the I (Industrial) Land Use designation to MU-MD (Mixed-Use Medium Density) Land Use designation. This land use amendment would facilitate the rezoning of the parcel per Z-20-33 from I-1 (Light Industrial) to MRC-2 (Mixed Residential Commercial) in order to build a mixed-use development which includes 384,236 square feet of office, restaurant, retail, and potential hotel uses, parking decks with 2,293 spaces and 660 multifamily units. The proposed development would consist of five hundred and forty (540) multi-family units; and one hundred and eighteen (118) for sale condominium units.

FINDINGS OF FACT:

- **Property location:** The site has frontage on Chattahoochee Avenue, N.W. and Marietta Boulevard, N.W. It is located in the Bolton neighborhood of NPU D and in Council District 9. The parcel is in Land Lot 222 of the 17th District of Fulton County, Georgia.
- **Property size and physical features:** The parcels total 7.9 acres. Most of the site is paved with parking and is developed with five manufacturing/ warehouse buildings that total approximately 160,000 square feet. Along the street frontage, the site is planted with trees and shrubs. The topography of the parcel is relatively level.
- **Current/past use of property:** The parcels are currently developed with manufacturing and warehouse buildings. Mikart Pharmaceutical Company operates out of this facility. Staff is not aware of any previous uses of the site.
- **Surrounding zoning/land uses:** To the north and east parcels are part of an industrial area and have an Industrial land use designation and are zoned I-1 (Light Industrial). To the south and west is the Crest Lawn Memorial Park with an Open Space land use designation and R-5 (Two Family Residential). To the northeast, the parcels have a Mixed Use-Medium Density land use designation and is zoned MRC-2 (Mixed Residential Commercial).

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

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The Mixed-Use Medium Density land use is not compatible with the surrounding industrial land uses. The proposed Mixed-Use Medium Density land use will lead to instability of the surrounding industrial uses and it will fragment and further isolate the adjacent industrial uses

On May 26, 2020, Invest Atlanta made a presentation on Economic Recovery and Mobility to the Atlanta City Council Community Development and Human Services Committee. The presentation stated that the economic prosperity happening in the city is benefiting new migrants, rather than native Atlantans and that Atlanta needs to attract more middle-wage jobs.

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

Businesses that create middle income jobs such as construction, logistics, pay middle wage jobs and employ workers without a college degree require Industrial zoning in order to operate.

The COVID-19 pandemic has highlighted the need to have more local manufacturing of essential supplies such as pharmaceutical and medical equipment and the importance of having warehouse and distribution facilities in order to have goods to meet the needs of Atlanta residents and businesses. Manufacturing, warehouse and distribution facilities require industrial zoning. To protect and strengthen the industrial sector, it is critical to maintain an inventory of land where industrial businesses can locate.

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

- **Effect on adjacent property and character of neighborhood:** A healthy mix of industrial and non-residential uses are needed in the Chattahoochee Industrial District area in order for it to stay a viable and competitive industrial and employment district. The redevelopment of industrially zoned land to non-industrial uses will create instability in industrial land uses and increase pressure to redevelop industrially used and zoned land to non-industrial uses. This proposed redevelopment could lead to the relocation and displacement of surrounding

businesses such as Bobby Dodd Institute which provides jobs and services to people with disabilities and is located adjacent to this site.

The Chattahoochee Industrial District is one of the principal industrial areas in the City. If an industrial use leaves the area, the land should remain industrial to be available for a new industrial use and not be rezoned from an industrial use. Therefore, Staff is of the opinion that the Mixed-Use Medium Density land use request would have an adverse effect on the character of the Chattahoochee Industrial District.

- **Suitability of proposed land use:** Due to the proximity to viable industrial uses, the Mixed Use Medium-Density land use designation is not suitable for this area. In addition, with current industrial businesses that are still located in the area, changing the land use of this parcel is not recommended. Allowing a Mixed-Use Medium-Density land use will continue to erode the Industrial base of the City of Atlanta and displace small businesses. The Comprehensive Development Plan and land use map identify areas in the City that are suitable for Mixed Use Medium-Density land uses such as areas around MARTA transit stations such as the West Lake station; along corridors such as Northside Drive; and in employment centers such as Midtown.
- **Consistency with City's land use policies:** Atlanta's Comprehensive Development Plan (CDP) Character Area for this location is Industrial. The City of Atlanta has many important industrial areas that should be protected from incompatible land uses, particularly residential uses, in order to be able to continue operations and have the ability to expand. These policies are intended to retain and promote industrial land uses and industrial businesses. The 2016 CDP policies that do not support this land use change are listed below.
 - Protect and strengthen the industrial sector by maintaining an inventory of land where industrial and manufacturing businesses can locate;
 - Preserve and protect industrial land uses to retain industrial based jobs;
 - Industrial land uses support not only customary industrial activities but also a range of users that require industrially zoned land to conduct business;
 - Industrial uses should not encroach into non-industrial areas—particularly, residential areas; and,
 - The appearance of many industrial districts could be improved to have more cohesive character—landscape buffers and screening should be used around industrial uses to minimize their adverse effects on adjacent properties.
- **Consistency with Adopted Small Area and Neighborhood Plans:** The site is within the 2002 Livable Centers Initiative (LCI) Bolton/Moores Mill study area. The LCI study recommends Live Work/Light Industrial and recommended Low Density Commercial land use and commercial zoning for this parcel.
- **Consistency with Atlanta City Design:** The proposed Mixed-Use Medium Density land use is not consistent with the Atlanta City Design recommendations. The Atlanta City Design articulates Atlanta's vision organized according to its five core values of Equity, Progress, Ambition, Access, and Nature. It focuses future growth into already-developed areas called Growth Areas, which are further categorized as Core, Corridors, and Clusters. Everything outside the Growth Areas, is the Conservation Area, which is made up of Urban Neighborhoods, Suburban Neighborhoods, Rural Neighborhoods, and Production Areas.

According to the Atlanta City Design, **1593 and 1595 Chattahoochee Avenue, N.W.** is within a Conservation-Production Area. Conservation-Production Areas are described as follows:

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

- **Consistency with NPU policies:** The following NPU D’s policies related to Industrial uses:
 - Review the industrially classified properties to determine the potential for vacant and underutilized to be reclassified to residential.
 - Where industrial uses are to remain, provide landscaped or architectural buffers to minimize their impacts on residential areas.

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

NPU Recommendation: NPU-D voted to support the Mixed-Use Medium Density land use designation at its May 26, 2020 meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



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TIM KEANE
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KEYETTA M. HOLMES, AICP
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KEISHA LANCE BOTTOMS
MAYOR

MEMORANDUM

TO: Matt Westmoreland, Chair, Community Development/Human Services Committee
FROM: Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*
SUBJECT: 20-O-1407/CDP-20-17 1661 Chattahoochee Avenue, N.W.
DATE: June 22, 2020

PROPOSAL:

An ordinance to amend the Land Use Element of the 2016 Atlanta Comprehensive Development Plan (CDP) to redesignate property located at **1661 Chattahoochee Avenue, N.W.** from the I (Industrial) Land Use Designation to the VHDR (Very High Density Residential) Land Use Designation. This land use amendment would facilitate the rezoning of the parcel per Z-20-35 from I-1 (Light Industrial) to MR-5A (Multifamily Residential) in order to build a development with 214 residential units and a parking garage with 300 parking spaces. This proposed development would consist of 104 multi-family units and 110 for sale condominium units.

FINDINGS OF FACT:

- **Property location:** The site has frontage on Chattahoochee Avenue, N.W. It is located in the Bolton neighborhood of NPU D and in Council District 9. The parcel is in Land Lot 221 of the 17th District of Fulton County, Georgia.
- **Property size and physical features:** The parcel is 1.4. The site is paved with parking and developed with a 32,000 sq. ft. warehouse building. The topography of the parcel is relatively level.
- **Current/past use of property:** The parcel is currently developed with a warehouse building. Mikart Pharmaceutical Company operates out of this facility. Staff is not aware of any previous uses of the site.
- **Surrounding zoning/land uses:** To the north, east and south parcels are part of an industrial area and have Industrial land use and I-1 (Light Industrial) zoning. To the west is the Crest Lawn Memorial Park which has an Open Space land use and R-5 (Two Family Residential Zoning).
- **Transportation system:** Chattahoochee Avenue, N.W, is designated as a local street. Marietta Boulevard, N.W., located to the east, is an arterial street and is designated as a truck route. MARTA provides service along Marietta Boulevard via MARTA bus route #1 and on Chattahoochee Avenue via MARTA bus route #14.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The Very High-Density Residential land use is not compatible with the surrounding industrial land uses. The proposed Very High-Density Residential land use will lead to instability of the surrounding industrial uses and it will fragment and further isolate the adjacent industrial uses.

On May 26, 2020, Invest Atlanta made a presentation on Economic Recovery and Mobility to the Atlanta City Council Community Development and Human Services Committee. The presentation stated that the economic prosperity happening in the city is benefiting new migrants, rather than native Atlantans and that Atlanta needs to attract more middle-wage jobs.

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

In addition, the COVID-19 pandemic has highlighted the need to have more local manufacturing of essential supplies such as pharmaceutical and medical equipment and the importance of having warehouse and distribution facilities in order to have goods to meet the needs of Atlanta residents and businesses. Manufacturing, warehouse and distribution facilities require industrial zoning. To protect and strengthen the industrial sector, it is critical to maintain an inventory of land where industrial businesses can locate.

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

- **Effect on adjacent property and character of neighborhood:** A healthy mix of industrial and non-residential uses are needed in the Chattahoochee Industrial District area in order for it to stay viable and competitive as an industrial and employment district. The redevelopment of industrially zoned land to non-industrial uses will create instability in industrial land uses and increase pressure to redevelop industrially used and zoned land to non-industrial uses. This proposed redevelopment could lead to the relocation and displacement of surrounding businesses. For example, Buckhead Beef was previously located on an adjacent parcel and the business has now relocated to College Park.

To be a City that is sustainable and meets the needs of all of its residents, the Industrial sector should be fortified. The Chattahoochee Industrial District is one of the main industrial areas in the City. If an industrial use leaves the area, the land should remain industrial to be available for a new industrial use and not be rezoned from industrial use. Therefore, Staff is of the opinion

that the Very High-Density Residential land use request would have an adverse effect on the character of the Chattahoochee Industrial District.

- **Suitability of proposed land use:** Due to the proximity to industrial uses, the Very High-Density Residential land use designation is not suitable for this area. The large number of trips that the development will generate will increase congestion and conflict with freight traffic. Allowing a Very High-Density Residential land use will continue to erode the Industrial base of the City of Atlanta and displace small businesses. The Comprehensive Development Plan and land use map identify areas in the City that are suitable for Very High-Density Residential land uses such as areas around MARTA transit stations such as Oakland City; along corridors such as Howell Mill Road; and in employment centers such as Buckhead.

- **Consistency with City’s land use policies:** Atlanta’s Comprehensive Development Plan (CDP) Character Area for this location is Industrial. The City of Atlanta has many important industrial areas that should be protected from incompatible land uses, particularly residential uses, in order to be able to continue operations and have the ability to expand. These policies are intended to retain and promote industrial land uses and industrial businesses. The 2016 CDP policies that do not support this land use change are listed below.
 - Protect and strengthen the industrial sector by maintaining an inventory of land where industrial and manufacturing businesses can locate;
 - Preserve and protect industrial land uses to retain industrial based jobs;
 - Industrial land uses support not only customary industrial activities but also a range of users that require industrially zoned land to conduct business;
 - Industrial uses should not encroach into non-industrial areas—particularly, residential areas; and,
 - The appearance of many industrial districts could be improved to have more cohesive character—landscape buffers and screening should be used around industrial uses to minimize their adverse effects on adjacent properties.

- **Consistency with Adopted Small Area and Neighborhood Plans:** The site is within the 2002 Livable Centers Initiative (LCI) Bolton/Moores Mill study area. The LCI study recommends Live Work/Light Industrial and recommended Industrial land use and zoning for this parcel.

- **Consistency with Atlanta City Design:** The proposed High-Density Residential land use is not consistent with the Atlanta City Design recommendations. The Atlanta City Design articulates Atlanta’s vision organized according to its five core values of Equity, Progress, Ambition, Access, and Nature. It focuses future growth into already-developed areas called Growth Areas, which are further categorized as Core, Corridors, and Clusters. Everything outside the Growth Areas, is the Conservation Area, which is made up of Urban Neighborhoods, Suburban Neighborhoods, Rural Neighborhoods, and Production Areas.

According to the Atlanta City Design, **1661 Chattahoochee Avenue, N.W.** is within a Conservation-Production Area. Conservation-Production Areas are described as follows:

“[A]reas that the City has an interest in protecting from change. Primarily, they consist of strategic industrial land and railyards where intermodal transfer facilities, warehousing and key

production facilities are needed close to the city center...and should not be included in the growth area.”

- **Consistency with NPU policies:** The following NPU D’s policies related to Industrial uses:
 - Review the industrially classified properties to determine the potential for vacant and underutilized to be reclassified to residential.
 - Where industrial uses are to remain, provide landscaped or architectural buffers to minimize their impacts on residential areas.

STAFF RECOMMENDATION: DENIAL OF LAND USE AMENDMENT FROM THE INDUSTRIAL LAND USE DESIGNATION TO THE VERY HIGH-DENSITY LAND USE DESIGNATION.

NPU Recommendation: NPU-D voted to support the Very High-Density Residential land use designation at its May 26, 2020 meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



Department of
CITY PLANNING

TIM KEANE
COMMISSIONER

KEISHA LANCE BOTTOMS
MAYOR

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

MEMORANDUM

TO: Matt Westmoreland, Chair, Community Development/Human Services Committee
FROM: Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*
SUBJECT: 20-O-1279/CDP-20-18 1206, 1210, 1214, 1218, and 1222 Beechview Drive
DATE: June 22, 2020

PROPOSAL:

An ordinance by Councilmember Natalyn M. Archibong to amend the Land Use Element of the 2016 Atlanta Comprehensive Development Plan (CDP) to redesignate property located at **1206, 1210, 1214, 1218, and 1222 Beechview Drive** to the SFR (Single Family Residential) Land Use Designation as a result of a petition to annex the parcels into the city limits of Atlanta. This land use amendment will facilitate zoning of these parcels to the R-4 (Single Family Residential) per Z-20-38.

FINDINGS OF FACT:

- **Property location:** The site is east of the Atlanta city limits fronting on Beechview Drive. The parcels are adjacent to the East Atlanta neighborhood which is located within NPU-W and City Council District 5. The parcels are in Land Lot 145 of the 15th District of DeKalb County, Georgia.
- **Property size and physical features:** Each parcel is 0.4 acres and all five parcels total 2.0 acres. They are developed with single-family residential structures. The topography of the parcels is relatively level with many mature trees located along Beechview Drive and in the rear of the parcels.
- **Current/past use of property:** The parcels are currently developed with single-family residential structures. They have a Traditional Neighborhood Character Area land use designation and R-75 (Residential Medium Lot) zoning in DeKalb County. Staff is not aware of any previous uses of the site.
- **Surrounding zoning/land uses:** In DeKalb County, the surrounding parcels have Traditional Neighborhood Character Area land use designation and have a R-75 (Residential Medium Lot) zoning. The surrounding parcels within the City of Atlanta to the east of the site have a future land use designation of Single Family Residential and are zoned R-4 (Single Family Residential).
- **Transportation system:** Beechview Drive is a two-lane local street without sidewalks. The site is within a tenth of a mile of MARTA bus route #4 Moreland Avenue.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The proposed Single Family Residential land use designation is compatible with surrounding land uses in Atlanta and the Traditional Neighborhood Character land use designation in DeKalb County.
- **Effect on adjacent property and character of neighborhood:** The proposed land use designation of Single Family Residential will not have an adverse effect on the character of adjacent properties or the surrounding residential neighborhood, as the proposed land use designation is substantially comparable to the subject property's current land use designation in DeKalb County.
- **Suitability of proposed land use:** The Single Family Residential land use designation reflects the parcel's existing use and is suitable for the site. In addition, it is the same land use designation as the adjacent parcels in the City of Atlanta.
- **Consistency with City's land use policies:** Surrounding properties in Atlanta have a Traditional Neighborhood Existing Character Area land use designation. The proposed Single Family Residential land use designation is compatible with Atlanta's *Comprehensive Development Plan* Traditional Neighborhood Existing Character Area policy to:
 - Preserve the residential character of Traditional Neighborhoods.
- **Consistency with Adopted Small Area and Neighborhood Plans:** No plans are relevant.
- **Consistency with Atlanta City Design:** The *Atlanta City Design* articulates Atlanta's vision organized according to its five core values of Equity, Progress, Ambition, Access, and Nature. It focuses future growth into already-developed areas called Growth Areas, which are further categorized as Core, Corridors, and Clusters. Outside the Growth Areas are the Conservation Areas, which include Urban Neighborhoods, Suburban Neighborhoods, Rural Neighborhoods, and Production Areas. Conservation Areas are the natural parts of the city that are less suited for growth and that should be protected from radical change.

According to the *Atlanta City Design* map, **1206, 1210, 1214, 1218, and 1222 Beechview Drive** is adjacent to a Conservation Area/Urban Neighborhood and is consistent with this description:

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

NPU Policies: The proposed Single Family Residential land use designation is compatible with NPU-W policies 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: APPROVAL OF THE SINGLE-FAMILY RESIDENTIAL (SFR) LAND USE DESIGNATION.

NPU RECOMMENDATION: NPU-W voted to defer this land use amendment at its May 27, 2020 meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



Department of
CITY PLANNING

TIM KEANE
COMMISSIONER

KEISHA LANCE BOTTOMS
MAYOR

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

MEMORANDUM

TO: Matt Westmoreland, Chair, Community Development/Human Services Committee
FROM: Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*
SUBJECT: 20-O-1274/ CDP-20-19 2035 Cloverdale Drive and 1254 Oakfield Drive
DATE: June 22, 2020

PROPOSAL:

An ordinance by Councilmember Natalyn M. Archibong to amend the Land Use Element of the 2016 Atlanta Comprehensive Development Plan (CDP) to redesignate property located at **2035 Cloverdale Drive and 1254 Oakfield Drive** to the Single-Family Residential Land Use Designation as a result of a petition to annex the parcel into the city limits of Atlanta and to facilitate zoning of these parcels to the R-4 (Single Family Residential) District per Z-20-39.

FINDINGS OF FACT:

- **Property location:** The site is east of the Atlanta city limits between Flat Shoals Road and Moreland Avenue and fronts on Cloverdale Drive and Oakfield Drive. The parcels are adjacent to the East Atlanta neighborhood which is located within NPU-W and City Council District 5. The parcels are in Land Lot 145 of the 15th District of DeKalb County, Georgia.
- **Property size and physical features:** Each parcel is 0.3 acres with both parcels totaling 0.6 acres. The parcels are developed with single-family residential structures. The topography of the parcels is relatively level with many mature trees located in the rear of the parcels.
- **Current/past use of property:** The parcels are currently developed with single-family residential structures and they have a Traditional Neighborhood Character Area land use designation and R-75 (Residential Medium Lot) zoning in DeKalb County. Staff is not aware of any previous uses of the site.
- **Surrounding zoning/land uses:** In DeKalb County, the surrounding parcels have a Traditional Neighborhood Character Area land use designation and R-75 (Residential Medium Lot zoning). The surrounding parcels to the east within the City of Atlanta have a future land use designation of Single Family Residential and are zoned R-4 (Single Family Residential) District.
- **Transportation system:** Cloverdale Drive and Oakfield Drive are two-lane local streets without sidewalks. The site is within .10 of a mile of MARTA bus routes #32 Bouldercrest and #74 Flat Shoals.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The proposed Single Family Residential land use designation is compatible with surrounding land uses in Atlanta and the current Traditional Neighborhood land use designation in DeKalb County.
- **Effect on adjacent property and character of neighborhood:** The proposed land use designation of Single Family Residential will not have an adverse effect on the character of adjacent properties or the surrounding residential neighborhood, as the proposed land use designation is substantially comparable to the subject property's current land use designation in DeKalb County.
- **Suitability of proposed land use:** The Single-Family Residential land use designation reflects the parcels existing use and is suitable for the site. In addition, it is the same land use designation as the adjacent parcels in the City of Atlanta.
- **Consistency with City's land use policies:** Surrounding properties in Atlanta have a Traditional Neighborhood Existing Character Area. The proposed Single-Family Residential land use designation is compatible with Atlanta's 2016 *Comprehensive Development Plan* Traditional Neighborhood Existing Character Area policy to:
 - Preserve the residential character of Traditional Neighborhoods.
- **Consistency with Adopted Small Area and Neighborhood Plans:** No plans are relevant.
- **Consistency with Atlanta City Design:** The *Atlanta City Design* articulates Atlanta's vision organized according to its five core values of Equity, Progress, Ambition, Access, and Nature. It focuses future growth into already-developed areas called Growth Areas, which are further categorized as Core, Corridors, and Clusters. Outside the Growth Areas are the Conservation Areas, which include Urban Neighborhoods, Suburban Neighborhoods, Rural Neighborhoods, and Production Areas. Conservation Areas are the natural parts of the city that are less suited for growth and that should be protected from radical change.

According to the *Atlanta City Design* map, **2035 Cloverdale Drive and 1254 Oakfield Drive** is adjacent to a Conservation Area/Urban Neighborhood and is consistent with this description:

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

NPU Policies: The proposed Single Family Residential land use designation is compatible with NPU-W policies 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: APPROVAL OF THE SINGLE-FAMILY RESIDENTIAL (SFR) LAND USE DESIGNATION.

NPU RECOMMENDATION: NPU-W voted to defer this land use amendment at its May 27, 2020 meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



Department of
CITY PLANNING

TIM KEANE
COMMISSIONER

KEYETTA M. HOLMES, AICP
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KEISHA LANCE BOTTOMS
MAYOR

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MEMORANDUM

TO: Matt Westmoreland, Chair, Community Development/Human Services Committee
FROM: Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*
SUBJECT: 20-O-1408/CDP-20-20 Poncey Highland Historic District
DATE: June 22, 2020

PROPOSAL:

An ordinance to amend the Land Use Element of the 2016 *Atlanta Comprehensive Development Plan* (CDP) to redesignate certain properties within the proposed Poncey-Highland Historic District from various land use designations to various land use designations to implement the proposed Poncey-Highland Historic District and for other purposes. This land use amendment will facilitate the rezoning of the Poncey-Highland neighborhood per Z-20-15 to the Poncey-Highland Historic District, Chapter 20V.

FINDINGS OF FACT:

- **Property location:** The proposed Poncey-Highland Historic District occupies the entire Poncey-Highland neighborhood which is in northeast Atlanta in NPU N, Council District 2 and in Land Lots 15, 16, 17, and 18 of the 14th District in Fulton County, Georgia. The area of the land use amendment is bound by the Atlanta Beltline to the west, Ponce de Leon Avenue to the north, Moreland Avenue to the east and John Lewis Freedom Parkway to the south.
- **Property size and physical features:** This land use amendment includes approximately 444 parcels (listed in Appendix A and show in Appendix B of the legislation). The proposed Poncey-Highland Historic District consists of a combination of flat areas and gentle valleys with a particularly large east-west valley running between Ponce de Leon Avenue and North Avenue. Many of the residential lots have mature trees dating from the various periods of development of the neighborhood, while there are usually only street trees along the commercial corridors.
- **Current/past use of property:** The majority of the parcels in the proposed Poncey-Highland Historic District have residential uses (single family, duplex and small scale multifamily buildings). A number of larger historic apartments buildings are located there, as well as contemporary townhomes and high-rise apartment buildings on Ponce de Leon Avenue. The remaining commercial resources in the proposed Poncey-Highland Historic District are concentrated along North Highland Avenue between Blue Ridge and North Avenues and along Ponce de Leon Avenue. There are several office uses in the proposed Poncey-Highland Historic District, some in former residential buildings. There is a large

church building at the corner of North Highland Avenue and Ponce de Leon Avenue, as well as a former APS school along North Avenue, which is now residential lofts.

- **Surrounding zoning/land uses:** Located north of Poncey Highland neighborhood, the Virginia-Highland and Atkins Park neighborhoods contain low-density and single-family residential uses, with low-density commercial uses concentrated along Ponce de Leon Avenue and North Highland Avenue. Along Ponce de Leon Avenue, there is also more intense residential uses (including the historic Briarcliff senior living apartments) and institutional / office uses. This is reflected in the Single-Family and Low-Density Residential land use categories for the majority of the neighborhood with Medium Density Residential, High Density Residential, Mixed-Use and Low-Density Commercial land use categories along the commercial corridors.

To the east of the Poncey-Highland neighborhood is the Druid Hills neighborhood, which consists of single-family dwellings with several institutional uses (offices, schools, and religious buildings) along Ponce de Leon Avenue in residential buildings. This is reflected in the Single-Family land use category for the majority of the neighborhood, with an Office-Institutional Residential land use category along the Ponce de Leon corridor.

To the south is the Freedom Park with an Open Space land use designation and Inman Park neighborhood, which contains low-density and single-family residential uses, with low-density commercial uses concentrated along Moreland Avenue, DeKalb Avenue, and Highland Avenue. This is reflected in the Low-Density Residential land use category for the bulk of the neighborhood with the Low Density Commercial and Mixed-Use land use category along the commercial corridors.

To the west is the Atlanta Beltline Corridor. The Atlanta Beltline Corridor consists of Ponce City Market (a large, mixed use property), medium to high density residential buildings, Old Fourth Ward Park, and a few remaining single-family and industrial / manufacturing uses.

In all cases, the zoning districts generally follow the land use patterns noted above and include several other Historic and Landmark Districts (Atkins Park, Druid Hills, Inman Park), NC (Neighborhood Commercial) Districts, and a SPI (Special Public Interest) District.

- **Transportation system:** Ponce de Leon Avenue, Moreland Avenue, and a portion of North Avenue are classified as arterial streets. Another portion of North Avenue, John Lewis Freedom Parkway, and North Highland Avenues are classified as collector streets. All other streets are local streets. The proposed historic district and neighborhood is served by MARTA bus service along Ponce de Leon Avenue, North Highland Avenue, North Avenue, and John Lewis Freedom Parkway. The Atlanta Beltline trail is located along the western boundary of the proposed Poncey-Highland Historic District and neighborhood, with John Lewis Freedom Park trail along the southern boundary. The closest MARTA rail station is Inman Park/Reynoldstown, south of the proposed Poncey-Highland Historic District and neighborhood.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** Staff is of the opinion that the proposed land use amendments would not pose negative impacts to properties adjacent to the proposed Poncey-Highland Historic District and neighborhood. Many of the proposed land uses reflect the existing use of the parcels while others are substantially consistent with Comprehensive Plan and the adopted Poncey-

Highland Master Plan. Further, all the proposed land use amendments conform to the density, design and development patterns of the proposed Poncey-Highland Historic District that including both architectural and general development requirements (principal uses, accessory uses, parking, density, setbacks, height, etc.).

- **Effect on adjacent property and character of neighborhood:** The land use amendments are in the Poncey-Highland neighborhood and will have a beneficial effect on the character of the neighborhood by bringing predictability and stability to the use of the parcels. Further, all of the proposed land use amendments will preserve the existing, historic character of the neighborhood and/or re-enforce the historic character through creating a framework for compatibly-scaled and designed infill development, which is also the intent of the proposed Poncey-Highland Historic District.
- **Suitability of proposed land use:** The proposed land use amendments are suitable and are consistent with the Poncey-Highland Master Plan and the proposed Poncey-Highland Historic District. In summary, the land use recommendations:
 - 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 historic neighborhood development pattern,
 - Locate Mixed-Use and Mixed-Use Medium Density land use along prominent neighborhood corridors: Ponce de Leon Avenue, North Highland Avenue, Moreland Avenue, and the Atlanta Beltline Corridor, and
 - Concentrate Green Space land use in John Lewis Freedom Park.
- **Consistency with City’s land use policies:** The 2016 *Atlanta Comprehensive Development Plan* (CDP) Character Area for the residential area of the proposed Poncey-Highland Historic District and the Poncey-Highland neighborhood is Traditional Neighborhood Existing (TNE). The parcels along Ponce de Leon Avenue and North Highland have an Intown Corridor (IC) character area, while those closest to the Atlanta Beltline Corridor have a Town Center (TC) designation. The proposed land use amendments are substantially consistent with these character areas.

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

- Preserve the residential character of Traditional Neighborhoods.
- Promote diversity of housing types.
- Protect single-family detached residential neighborhoods from encroachment by nonresidential uses, incompatibly scaled residential development.
- Encourage new housing development that is compatible with the character of existing neighborhoods. Character of neighborhoods is defined by attributes of the platting pattern, including the layout of streets and blocks, street connectivity, the shapes and sizes of lots, the natural topography, and the presence of mature trees.
 - Ensure that the size and scale of new homes are commensurate with lot sizes in order to provide adequate open space, permeable surfaces and tree cover on each lot.
 - Promote the maintenance and rehabilitation existing housing stock to maintain neighborhood character and diversity.
 - Promote “Missing Middle” housing types that are compatible in size and scale with the character of the neighborhood as transition between single family uses and more intense uses.

- Promote new and existing nodal neighborhood commercial areas, which are of such a size and character that all uses are within convenient walking distance of one another can be located adjacent to Traditional Neighborhoods Existing.
- Protect and enhance natural resources.
- Support local historic designation of potentially eligible historic neighborhoods.
- Support the preservation and the development of senior housing units and particularly affordable housing units.
- Prioritize installation of pedestrian and bicycle around parks, schools and public facilities.

The Town Center character area land use policies that are consistent with this land use amendment are:

- In Town Centers, the highest densities should be at the center and transition to lower densities at the edges to protect and buffer surrounding neighborhoods. Surrounding neighborhoods should be buffered from noise and lights.
- Maintain and improve upon public safety.
- Preserve and restore the existing, traditional and pedestrian scale and character of buildings.
- Promote a balance of retail, service, office, dining and residential uses serving the adjacent neighborhoods.
- Place controls on the development of larger scale strip development which are intended to serve larger areas than a single neighborhood or a small group of neighborhoods.
- Encourage complete streets and integrated modes of transportation including pedestrian, bicycle, auto and the use of public transportation including MARTA.
- Provide attractive pedestrian oriented storefronts and activities adjacent to sidewalks such as outdoor cafes and markets, and minimize surface parking lots.
- Facilitate safe, attractive and convenient pedestrian circulation with wide tree lined sidewalks, safe pedestrian crossings, on-street parking and minimize conflicts between pedestrians and vehicles.
- Minimize the use of adjacent neighborhood streets for commercial area parking by establishing adequate parking requirements and encouraging shared parking arrangements.
- Encourage well designed public parking to support retail.
- Promote a variety and diversity of uses and good quality businesses.
- Provide diverse and more affordable housing opportunities accessible for all ages.
- Promote the redevelopment of vacant sites, surface parking and underutilized big box retail and deteriorating buildings.

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

- Encourage nodal development.
- Encourage revitalization and redevelopment of Intown Corridors that improves the sense of place and community, creates a well-functioning corridor that facilitates traffic flow, provides transportation options, and supports a variety of land uses.
- Promote and encourage the redevelopment of vacant, underutilized and auto-oriented development along Intown Corridors.
- Promote more dense pedestrian-oriented development at activity nodes and major intersections.
- Discourage continuous automobile-oriented development along Intown Corridors.
- Promote and encourage mixed use residential, retail and office uses and multifamily residential development with a pedestrian-oriented urban form.
- Preserve and rehabilitate historic and potentially historic buildings located in Intown Corridors.
- Encourage integrated modes of transportation including pedestrian, bicycle, auto and the use of public transportation by promoting complete streets.

- Along Intown Corridors, the highest densities should be along the street or rail transition to lower densities at the edges to protect and buffer surrounding neighborhoods. Surrounding neighborhoods should be buffered from noise and lights.

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

The Poncey-Highland Master Plan, adopted in 2010 per 10-O-0933 and developed with extensive input from neighborhood stakeholders, includes a narrative vision and policies for all aspects of the neighborhood’s future. The vision of the Poncey-Highland neighborhood, supports the land use amendments with the following:

“. . . of a progressive, green, diverse, and close-knit urban neighborhood providing life’s daily needs within walking distance. Preserving history and sense-of-place while allowing appropriate growth are central to this vision. The neighborhood’s core of single-family houses, duplexes, and small apartment buildings should be preserved, while mixed-use development with the latest in “green” design should be accommodated along major thoroughfares and near the BeltLine. All should incorporate contextual, pedestrian friendly designs and lasting building materials. Balanced transportation choices are equally critical to the vision. This includes streets that are safe for walking and biking, and where the desires of drivers are in balance with walkers, bicyclists, transit users, and neighborhood quality of life. Lastly, a quality public realm should be provided, one that makes being outside pleasant, safe, and inviting. Neighborhood streets and parks should serve the needs of residents and bring people together in a common public realm, thereby strengthening neighborhood bonds and sense-of-place.”

Applicable policies from the Poncey-Highland Master Plan that support the land use amendments are listed below.

Land Use Policies:

- Strive to achieve the land use vision of the Framework Plan. The Framework Plan reflects general aspirations for the neighborhood. It is specific in terms of building height, but actual projects may vary based on economics and neighborhood review during the rezoning process.
- Encourage a mix of land uses. Poncey-Highland should remain a mixed-use neighborhood, as shown in the Framework Plan. This means providing opportunities ranging from detached houses to mid-rise mixed-use buildings.
- Preserve the historic residential core of Poncey-Highland. Although often thought of as a single-family district, the neighborhood’s core also includes historic duplexes and apartment buildings. This mix of small, closely spaced buildings should be preserved.
- Provide height transitions from new development to historic residential core areas. When development occurs next to residential uses, conflicts must be avoided. The existing City of Atlanta transitional height plane requirement adequately addresses this.
- Limit buildings to three stories at the back of the sidewalk along North Highland Avenue. Buildings should be limited to three stories (42 feet) to preserve the street’s pedestrian scale. Sites where taller buildings are shown in the Framework Plan should provide a three story base along the street, and then set back at least 10 feet on upper floors. The maximum mid-block height on sites deeper than 250 feet should be six stories (78 feet), and four stories (54 feet) on all other sites.
- Encourage redevelopment of the following five catalytic development sites. The following are major development opportunities over the next 25 years. This identification is not intended to suggest that existing users must leave, but, rather, to identify areas where redevelopment would support the plan’s vision when and if willing property owners and developers deem it feasible.

- BeltLine Area: The BeltLine area represents the greatest growth potential in Poncey-Highland. Its marginal land uses should be converted to residential and mixed-use developments, with taller buildings along the BeltLine corridor, and height reductions moving east of the corridor.
- Ponce de Leon Avenue: The corridor from Moreland Avenue to the BeltLine is ripe for redevelopment and should be lined with new four story mixed-use buildings between preserved historic structures. Due to shallow lots, height transitions must be carefully considered.
- North Avenue East Area: This is bounded by North Avenue, Moreland Avenue, Freedom Park, and North Highland Avenue.
- Druid Hills Baptist Church: This includes the area south and east of the church.
- Manuel’s parking lot: The parking lot south of Williams Mill Road is important to the restaurant’s success, but is positioned for and will likely redevelop one day. When and if it does, it should include mixed-use buildings up to four stories tall with mid-block parking invisible from the street, residences, or the park.

Housing Policies:

- Strive to preserve the diverse mix of housing types in the neighborhood. The neighborhood should continue to provide a mix of affordable rental units, condominiums, duplexes, townhouses, and owner-occupied single-family houses.
- Promote a range of housing prices in new development. Housing should be provided at a variety of price points to attract a diverse range of new residents and allow existing residents access to new housing. This will preserve diversity in Poncey-Highland over the long-term.
- Promote home ownership. The Poncey-Highland Neighborhood Association supports home ownership to promote neighborhood stability and civic involvement. This does not, however, mean that there should be no rental housing, rather, that it should be limited to existing buildings or redevelopment areas.
- Encourage multifamily housing to provide a range of unit sizes. New multifamily housing should provide units in a variety of sizes, not just one bedrooms and studios. This will allow a range of people to live in close proximity and have access to neighborhood services and amenities.

Transportation – Vehicular Policies:

- Encourage shared parking in commercial and mixed-use areas. Different land uses have parking needs at different times of the day and week. Allowing shared parking can make more efficient use of land and keep parking lots from sitting empty.
- Provide access management practices on major corridors. Limit vehicular access along Moreland, North Highland, and Ponce de Leon Avenues to alleys and side streets via zoning requirements to avoid interrupting the pedestrian environment through such things as excessive curb-cuts, drives etc.

Urban Design and Resource Policies:

- Require quality building materials for new and renovation construction. The following elements of good urbanism should be required in all new buildings and renovations of existing structures:
 - Encourage the use of durable materials in residential, commercial or mixed-use buildings.
 - Prohibit the use of Exterior Insulation Finish Systems (EIFS) on any facade.
- Promote ground-floor retail on key streets. Establish minimum locations for ground-floor storefront character on Ponce de Leon Avenue and North Highland Avenue. In these areas minimum retail depths of 40 feet are recommended, although 60 is preferred. A maximum store size of 10,000 sf is encouraged on North Highland Avenue south of Blue Ridge Avenue.
- Preserve existing historic resources. The historic core of the neighborhood should be preserved, along with the following buildings: Telephone Factory Lofts, Ford Factory Lofts, Druid Hills Baptist

Church, Clermont Hotel, Briarcliff Plaza, Manuel's (building and business), Morningside Condominiums Apartment buildings at 881, 963, 977, 1105, and 1107 Ponce de Leon Avenue, and Highland School.

- Support standards to discourage demolition of historic structures. Often moderately dense urban buildings are demolished for less dense commercial prototypes. Establishing standards in commercial and mixed-use areas that require the following discourages the destruction of historic buildings for single-story chain businesses:
 - Minimum height of two stories
 - Minimum building lot coverage
 - Maximum parking lot coverage
 - Minimum floor area ratios
 - Minimum building frontages

- **Consistency with NPU N policies:** In addition, the *2016 Atlanta Comprehensive Development Plan* also includes NPU (Neighborhood Planning Unit) policies which the proposed land use amendments support:

- N-1: General Policies - NPU -N is made up the following neighborhoods:
 - Cabbagetown
 - Candler Park
 - Druid Hills
 - Inman Park
 - Lake Claire
 - Poncey-Highland
 - Reynoldstown

These primarily residential neighborhoods are bounded by major transportation corridors and interspersed with commercial nodes and large and small parks. The following policies shall apply throughout NPU-N.

- The character of each of the neighborhoods shall be preserved. Specific objectives are detailed in the sections that follow.
- The renovation of existing structures shall be the preferred option over demolition and new construction here feasible.
- Infill development within the neighborhoods of NPN shall be compatible with and complementary to the structures in the immediate vicinity.
- Limit development of mixed-use project to parcels zoned for such use.
- Encourage the use of existing neighborhood alleys for parking access to private homes, trash pickup and utility lines. Where and when appropriate, encourage and support such expanded use.
- Maintain the integrity of the designated Landmark and Historic Neighborhood Districts by improving enforcement of District regulations and promoting education about these and all City historic resources.
- Encourage new development to have pedestrian- and bicycle-friendly street frontages.
- Encourage the implementation of transit along the Beltline.

- N-7: Poncey-Highland
 - Encourage development and planning consistent with and in support of the specific guidelines established by the Poncey-Highland Master Plan dated April 29, 2009, adopted June 21, 2010 by Atlanta City Council as ordinance 10-O-0933.

STAFF RECOMMENDATION: APPROVAL OF THE LAND USE AMENDMENT FROM VARIOUS LAND USE DESIGNATIONS TO VARIOUS LAND USE DESIGNATIONS IN THE PONCEY-HIGHLAND NEIGHBORHOOD

NPU Recommendation: NPU-N voted to support the land use amendment at its May 28, 2020 meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



Department of
CITY PLANNING

TIM KEANE
COMMISSIONER

KEISHA LANCE BOTTOMS
MAYOR

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

MEMORANDUM

TO: Matthew Westmoreland, Chair, Community Development/Human Services Committee
FROM: Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*
SUBJECT: 20-O-1409/ CDP-20-21 425 Chappell Road, N.W.
DATE: June 22, 2020

PROPOSAL:

An ordinance to amend the Land Use Element of the 2016 Atlanta Comprehensive Development Plan (CDP) to redesignate property located at 1230 North Avenue, N.W. (Parcel Id 14 0143 LL002), 1230 North Avenue, N.W. (Parcel Id 14 01430010030), and 0 North Avenue, N.W. rear (Parcel Id 14 01430010019) from the Open Space Land Use designation to the MU (Mixed Use) Land Use designation, 1268 North Avenue, N.W. (Parcel ID 140143000040633), 1254 North Avenue, N.W., 1254 North Avenue Rear, N.W. (Parcel ID 14014300040609) and 0 North Avenue (Parcel ID 14 01430004059) from the LDR (Low Density Residential) Land Use designation to the MU (Mixed Use) Land Use designation, 425 Chappell Rd NW from the HDR (High Density Residential) Land Use designation to the MU (Mixed Use) Land Use designation, and 1345 Mayson Turner Road, N..W, 1365 Mayson Turner Road, N.W., 0 North Avenue, N.W. # rear (Parcel Id 14 01430010005) and 0 North Avenue, N.W. # rear (Parcel Id 14 01430010003) from the VHDR (Very High Density Residential) Land Use designation to the MU (Mixed Use) Land Use designation. This land use amendment is being done in conjunction with the rezoning of the parcel per Z-20-40 from R-4A (Single Family Residential), RG-3 (Residential General Sector 3) and I-1 (Light Industrial) District, I-1-C (Light Industrial Conditional) District and I-2 (Heavy Industrial) District to PDMU (Planned Development Mixed Use) in order to build 450 residential multi-family, 242 for sale townhome units, 9000 sq. ft. of non-residential space and 3.2 acres of open space.

FINDINGS OF FACT:

- **Property location:** The site is east of Chappell Road, N.W. and Mayson Turner Road, N.W. and south of North Avenue, N.W. It is bound by CSX railway line to the south and includes one parcel to the east of the MARTA Green rail line. It is in Land Lots 114 and 143 of the 17th District of Fulton County, Georgia within the Historic Westin Heights/Bankhead neighborhood of NPU-K and in Council District 3.
- **Property size and physical features:** The site consists of multiples parcels (14 014300100866 et al.) and is approximately 32 acres (1,393,920 sq. ft.). The site has rolling topography and steep grades in some areas. A Proctor Creek tributary runs from south to north at 1230 North Avenue. Several pockets

of trees are located throughout the site including adjacent to the MARTA rail line and at 0 North Avenue, N.W. rear.

- **Current/past use of property:** The parcels are developed with single family homes on North Avenue, a vacant multi-family residential development, previously known as Chappell Forest, on Chappell Road, N.W., light industrial, warehousing and a vacant industrial site on Mayson Turner Road, N.W. and along the CSX rail corridor. Parcels on either side of the MARTA rail corridor are mostly undeveloped.
- **Surrounding zoning/land uses:** To the north, the parcels have a Low Density Residential land use designation with R-4A (Single Family Residential) zoning. To the west, parcels have a Low Density Residential land use designation with R-4A (Single Family Residential) zoning and High Density Residential land use designation with RG-3 (Residential General Sector 3) zoning. To the South and south of the CSX rail corridor, parcels have a Mixed-Use land use designation with RG-3 (Residential General Sector 3) zoning. To the east, the parcels have an Open Space land use designation with I-1(Light Industrial), I-1-C (Light Industrial Conditional) and I-2 (Heavy Industrial) zoning. The parcels are part of the Maddox Park and used for City operations.
- **Transportation system:** North Avenue, N.W., Chappell Road, N.W., and Mayson Turner Road, N.W. are 2-lane, collector streets. The site is served by MARTA bus routes #26 and #51 along Chappell Road, N.W. About a half-mile north of the site along Donald Lee Hollowell Parkway is the MARTA Bankhead Transit Station.

CONCLUSIONS:

- **Compatibility with surrounding land uses:** The Mixed Use land use is compatible with the surrounding land uses. The surrounding land use classifications include Low, Medium and High density residential as well as Mixed Use. The goal and recommendations of several plans is to redevelop older industrial areas and deteriorated multifamily uses to create a planned development with a mix of uses, a variety of housing types and open space to promote a more urbanized area that would support transit and the surrounding residential neighborhoods.
- **Effect on adjacent property and character of neighborhood:** Many of these parcels have been vacant, abandoned, in a deteriorated condition and underutilized for many years. The redevelopment of this site with a mix of housing types, non-residential uses and open space will have a beneficial effect on the character of the adjacent property and neighborhoods. The increase in population in the area will increase transit use and will increase demand for goods and services in the area. The removal of blighted properties on the site will promote confidence and investment in surrounding properties.
- **Suitability of proposed land use:** Due to the proximity to Mixed Use on the south side of the CSX rail corridor, the Mixed Use land use designation is suitable for this area. Allowing a Mixed-Use development would ensure continued implementation of recommendations from adopted plans such as improving pedestrian circulation, and better connectivity to nearby Maddox Park Trails, roads, MARTA transit, and the development of a new segment of the Proctor Creek Trail which can connect to the north and south of the project.

Consistency with City's land use policies: Atlanta's Comprehensive Development Plan (CDP) Character Areas for this location are Redevelopment Corridor, Traditional Neighborhood

Redevelopment and Transit Oriented Development. The Redevelopment Character Area also recommends the demolition and redevelopment of abandoned, underutilized or vacant buildings in disrepair. The Redevelopment Corridor Character area policies that support 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 flow, 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, and
- Promote and encourage mixed use (residential, retail and office uses) and development with a pedestrian oriented urban form.

The Traditional Neighborhood Redevelopment Character Area policies that support this land use amendments are:

- Promote diversity of housing types,
- Promote Missing Middle housing types that are compatible in size and scale with the character of the neighborhood as transition between single family uses and more intense uses, and
- Encourage new housing development that is compatible with the character of existing neighborhoods. Neighborhood character is defined by attributes of the plating pattern, including the layout of streets and blocks, street connectivity, the shapes and sizes of lots, the natural topography, and the presence of mature trees.

The Bankhead MARTA station is classified as a Town Center station. The Transit Oriented Development Character area policies that support this land use amendments are:

- Encourage relatively dense development near the transit stations consistent with the targets in the Table (the target for infill development in Town Center stations is 65 units per acre).
- Encourage a mix of uses, housing types, and housing affordability within station areas.

Consistency with Adopted Small Area and Neighborhood Plans: This area is included in several plans: the Bankhead Transit Area LCI (2016), The Beltline Subarea 10 Plan (2010 and currently being updated), and the Westside Revive Council District 3 Master Plan (2019). The Bankhead Transit Area LCI (2016) plan has a goal of ensuring a mix of quality housing options and providing a balanced and compatible mix of land uses. Based on the plan recommendations, the land use of several parcels that are part of this land use amendment were changed from Industrial to Open Space and Very High Density Residential. The Beltline Subarea 10 Plan recommends Residential 1-4 stories for most of the site and Open Space of the area around the MARTA rail line. In the Council District 3 Plan, these parcels are part of a larger redevelopment area focused around Maddox Park and the Atlanta BeltLine. The redevelopment of this area provides opportunities for necessary neighborhood commercial or denser housing typologies. The plan recommends redevelopment of the subject parcel into multi-story multifamily for most of the site and twin row/courtyard housing for the parcels fronting on North Avenue. The concept plan for the area recommends a variety of different mixed-income residential including housing designed for aging-in place, and high-density mixed use to take advantage of the MARTA infill station.

The recommendations from these plans support the redevelopment of the site to allow mixed residential commercial and live-work and open space. The proposed Mixed Use land use is

consistent with the Beltline Subarea 10 Plan, the Bankhead MARTA LCI and the Westside Revive Council District 3 Master Plan (2019) recommendations

- **Consistency with Atlanta City Design:** The proposed land use of Mixed-Use is consistent with the Atlanta City Design recommendations. The Atlanta City Design articulates Atlanta’s vision organized according to its five core values of Equity, Progress, Ambition, Access, and Nature. It focuses future growth into already-developed areas called Growth Areas, which are further categorized as Core, Corridors, and Clusters. 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, **425 Chappell Road, N.W. and a part of Z-20-41/CDP-20-21** are within a Corridor area. Corridors are described as follows:

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

- **Consistency with NPU policies:** The following NPU K’s policies support the land use amendment to Mixed-Use (MU):
 - K-4 Support the redevelopment revitalization of neighborhood commercial nodes. Support the creation of Neighborhood Commercial Nodes around commercial intersections with a focus on retail and mixed use development serving nearby neighborhoods in NPU -K. Where industrial uses are to remain, provide landscaped or architectural buffers to minimize their impacts on residential areas.
 - K-14 Transform corridors from barriers to linkages through infrastructure investments and prepare existing neighborhood infrastructure for 21st century modes of transportation.
 - K-16 Promote employment centers with Live Work options that are consistent with the Character and vision of Redevelopment Corridors Character Areas.

STAFF RECOMMENDATION: Approval of a Substitute ordinance to amend the Land Use Element of the 2016 Atlanta Comprehensive Development Plan (CDP) to redesignate property located at 1230 North Avenue, N.W. (Parcel Id 14 0143 LL002), 1230 North Avenue, N.W. (Parcel Id 14 01430010030), and 0 North Avenue, N.W. rear (Parcel Id 14 01430010019) from the OS (Open Space) Land Use designation to the MU (Mixed Use) Land Use designation, 1268 North Avenue, N.W (Parcel ID 140143000040633), 1254 North Avenue, N.W., 1254 North Avenue, N.W. rear (Parcel ID 140143000040609) and 0 North Avenue, N.W. (Parcel ID 14 01430004059) from the LDR (Low Density Residential) Land Use designation to the MU-LD (Mixed Use-Low Density) Land Use designation, 425 Chappell Road, N.W. from the HDR (High Density Residential) Land Use designation to the MU (Mixed Use) Land Use designation, and 1345 Mayson Turner Road, N.W., 1365 Mayson Turner Road, N.W., 0 North Avenue, N.W. # rear (Parcel Id 14 01430010005) and 0 North Avenue, N.W. # rear (Parcel Id 14 01430010003) from the VHDR (Very High Density Residential) Land Use designation to the MU (Mixed Use) Land Use designation

NPU Recommendation: NPU-K voted to support the Mixed-Use land use designation at its June 16, 2020 meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning