

Comprehensive Development Plan Amendments

2nd Quarter CD/HS Public Hearing

June 22, 2020

6:00 PM

Office of Zoning and Development



Department of

CITY PLANNING

20-O-1400/CDP-20-004

#1) 160 Little Street SE

Single Family Residential (SFR)

to

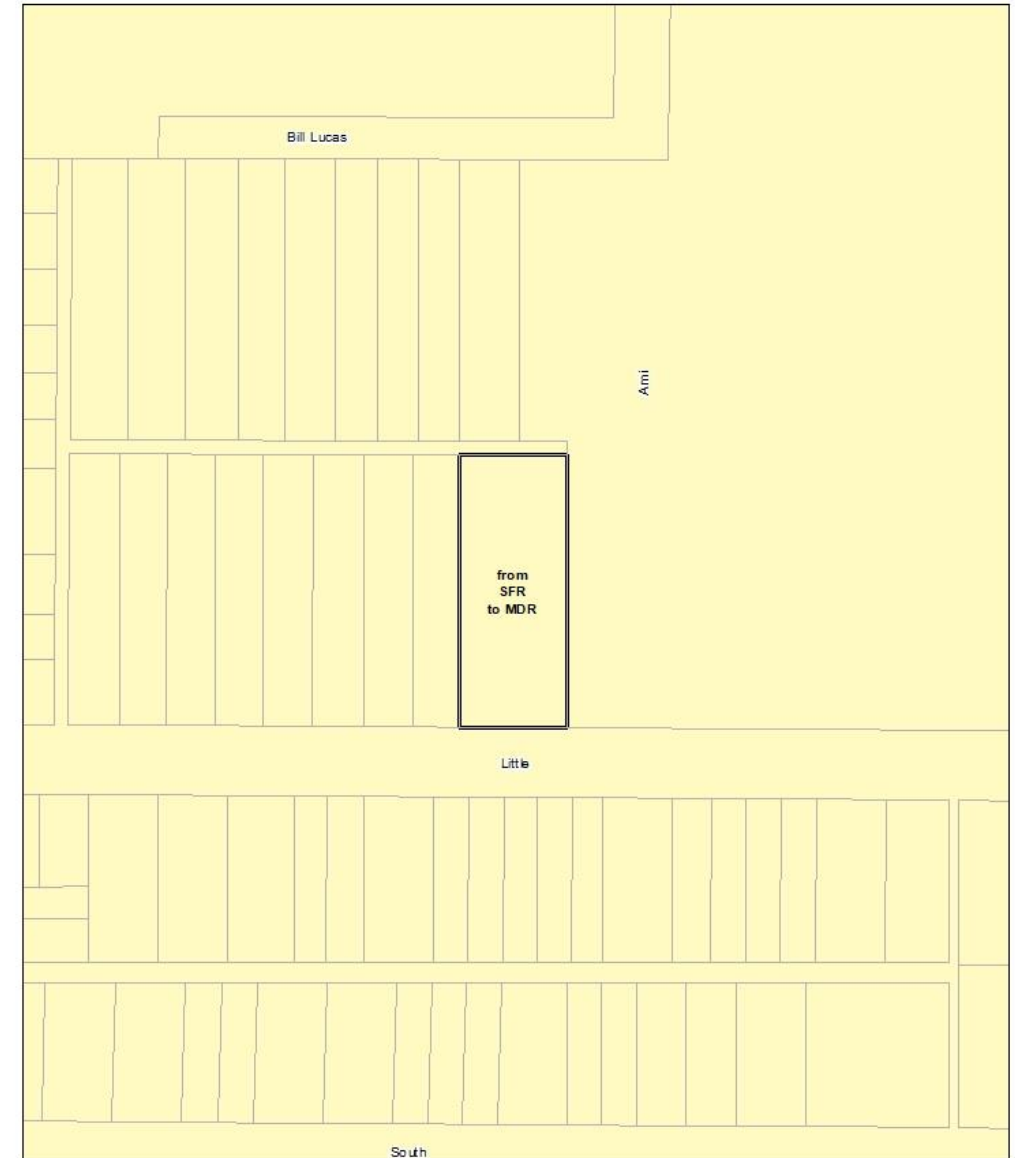
Medium Density Residential (MDR)

(Z-19-121)

NPU -V Recommendation: Deferral

OZD Staff Recommendation: Deferral

Council District 1



20-O-1198/CDP-20-005

#2) 195 Chester Avenue SE

Industrial (I)

to

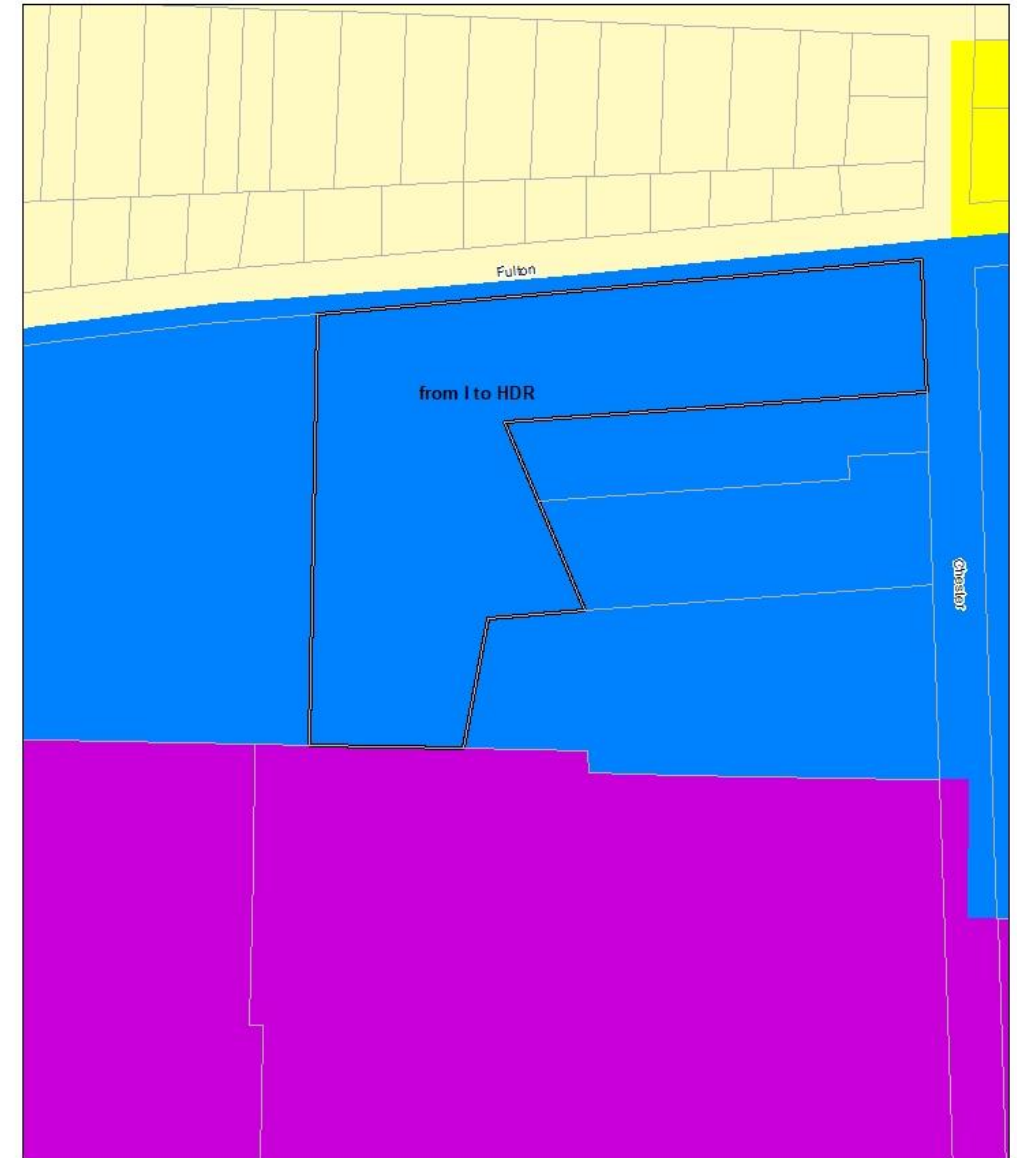
High Density Residential (HDR)

(Z-20-002)

NPU –N Recommendation: None

OZD Staff Recommendation: Approval

Council District 5



20-O-1199 / CDP-20-006

#3) 1576 Donald Lee Hollowell Pkwy NW

Low Density Commercial (LDC)

to

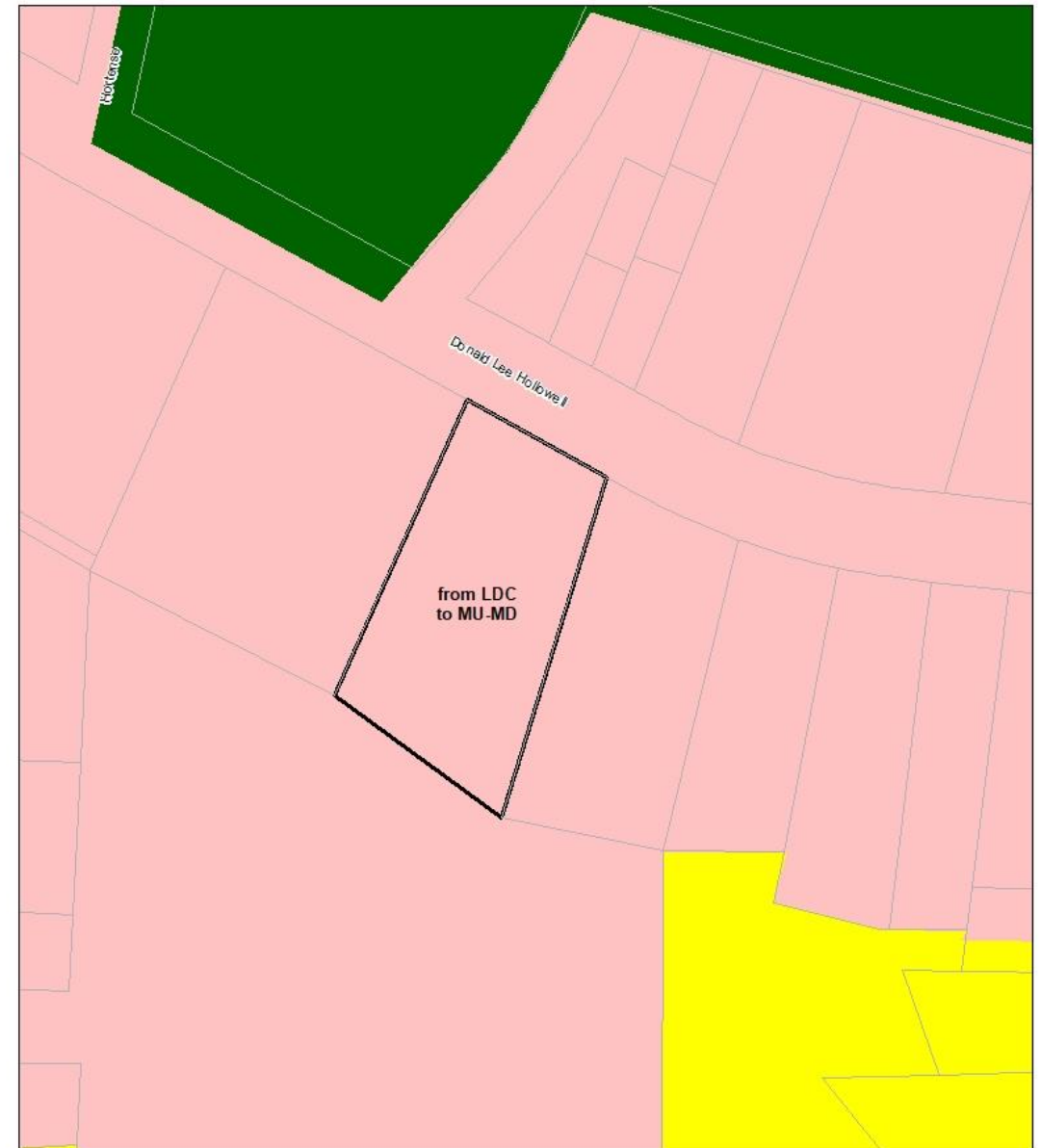
Mixed Use Medium Density(MU-MD)

(Z-20-005)

NPU – J Recommendation: Approval

OZD Staff Recommendation: Approval

Council District 9



20-O-1200/ CDP-20-007

#4) 639 and 643 John Wesley Dobbs

Low Density Residential (9-16 units per acre)
(LDR 9-16 ua)

To

Low Density Residential (0-40 units per acre)
(LDR 0-40 ua)

(Z-19-109)

NPU – M Recommendation: Denial

OZD Staff Recommendation: Approval

Council District 2



20-O-1214/ CDP-20-008

#5) West End LCI

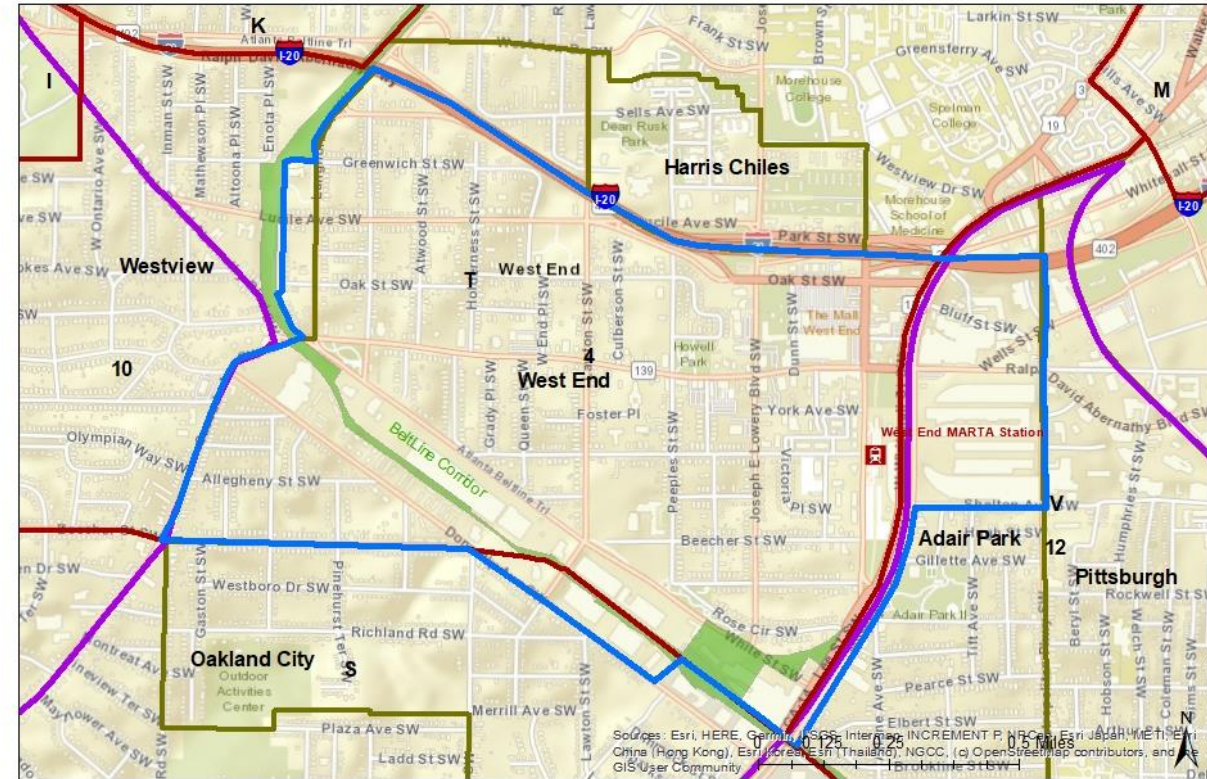
Study area: West End and Adair Park neighborhoods with a small portion in the Westview neighborhood

NPU T: Approval
NPU V: Approval

OZD Staff Recommendation: Approval

Council District 4 and 12

West End LCI Study Area



Legend

- West End LCI
- NPU boundary
- city council
- neighborhood
- MARTA Rail Stations

West End LCI/Subarea 1 - Planning Process

- Getting the word out
 - Westendlci.com project website
 - Postcards mailed to all residents twice
 - Yard signs
 - Meeting notices at community locations
 - Social media posts
- Four Core Team meetings
- Four Community Meetings
- Community Survey
- Other:
 - Open House
 - Streets Alive
 - Neighborhood presentations
 - CID presentation
 - Stakeholder outreach

West End LCI- What We've Heard

CATEGORY	FEEDBACK
Context	<ul style="list-style-type: none">• Help neighbors stay in their neighborhoods• Protect small businesses as redevelopment occurs• Protect residential areas from encroachment• More wayfinding and branding of the area
Land Use & Economic Development	<ul style="list-style-type: none">• Preserve character of existing residential neighborhoods• Promote local businesses and help create jobs• Keep industrial uses and jobs but require better design of buildings and street interaction
Mobility and Connectivity	<ul style="list-style-type: none">• Improve access to transit• Improve traffic patterns around Kroger Citi-Center• Road diet on some major corridors• Bike-ped safety on major corridors• Add new and repair existing sidewalks
Parks & Open Space	<ul style="list-style-type: none">• Connect existing parks with new and existing trails• Enhance safety in public spaces• Increase connectivity between parks and open spaces
Arts/Culture/History	<ul style="list-style-type: none">• More art needed on trail pathways• Highlight and preserve historic buildings• Public art throughout the subarea

West End LCI: Vision and Goals

- Vision:

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

Goals

- 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.



West End LCI 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.

Economic Development

- Take steps to **help local businesses succeed and grow**, e.g.,
 - Community Preservation Office
 - Expand on and off street parking options
 - Increase public safety thru steps similar to West Side Blue
 - Organize more events in downtown West End to support retailers
- Assess “**Train and Train**” center for job training, day care and elder care center at MARTA
- **Help existing residents participate** in new development
 - Locally-offered soft-skill programs
 - Increase awareness of existing education/training programs
 - Local entrepreneur assistance (e.g. concierge center; Russell Center)
- Partner w/developers to **reserve space** for local businesses

Affordable Housing

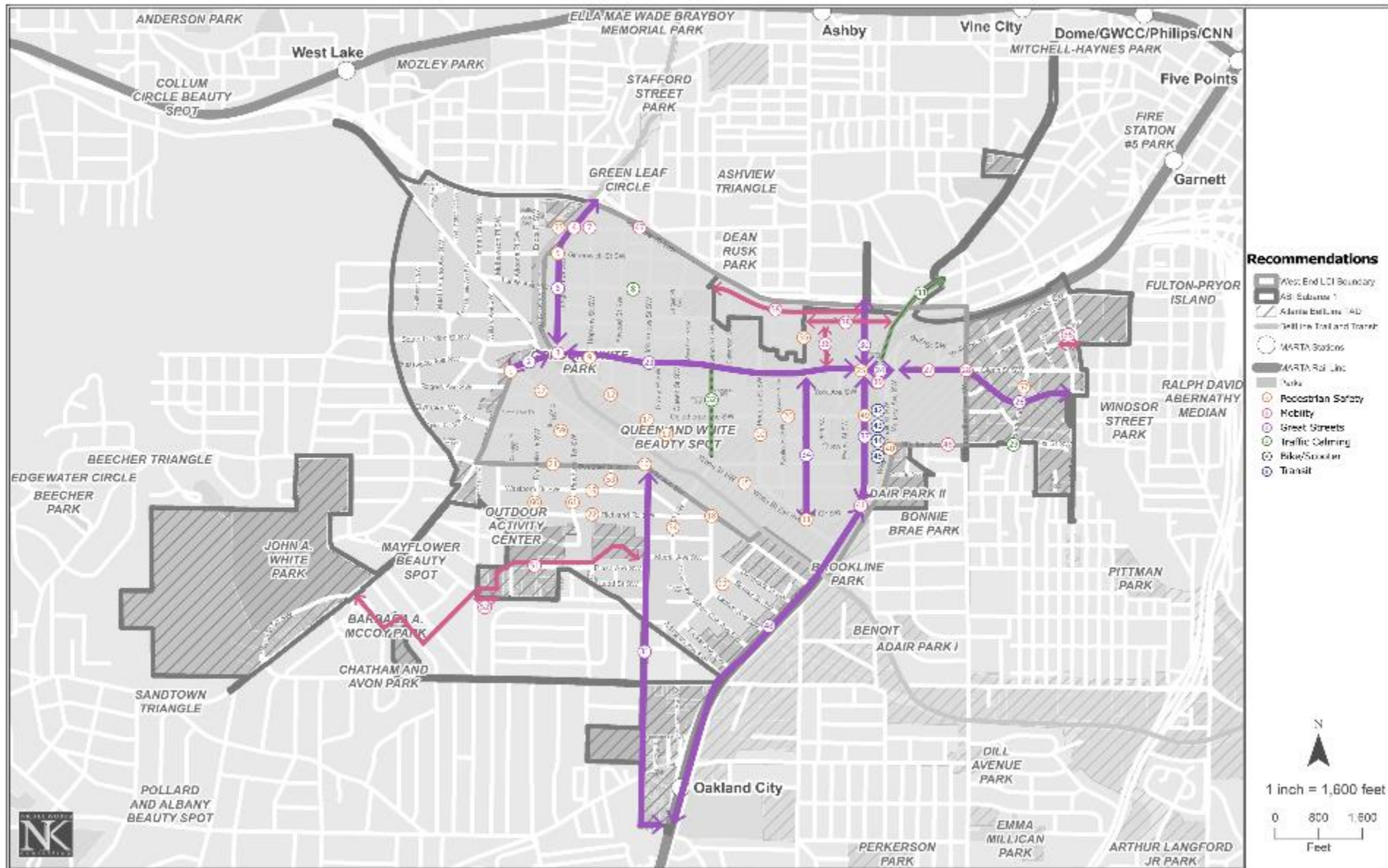
- Build **stronger coalition** to invest in area affordable housing
- Expand Atlanta Housing buy-downs of 60% & 80% AMI units
- Increase support of “**Community Land Trust**” model, e.g., Atlanta Land Trust: nonprofit buys existing or develops new, affordable housing using land-lease to sell or rent units
- Examine creating “**Community Preservation Office**”: storefront with agents providing guidance to both residents and businesses on affordable housing, job training, and business programs
- Explore generating new revenues for preserving and developing affordable housing, e.g., “Housing Trust Fund” ala Alexandria, VA

MARTA TOD Growth Area

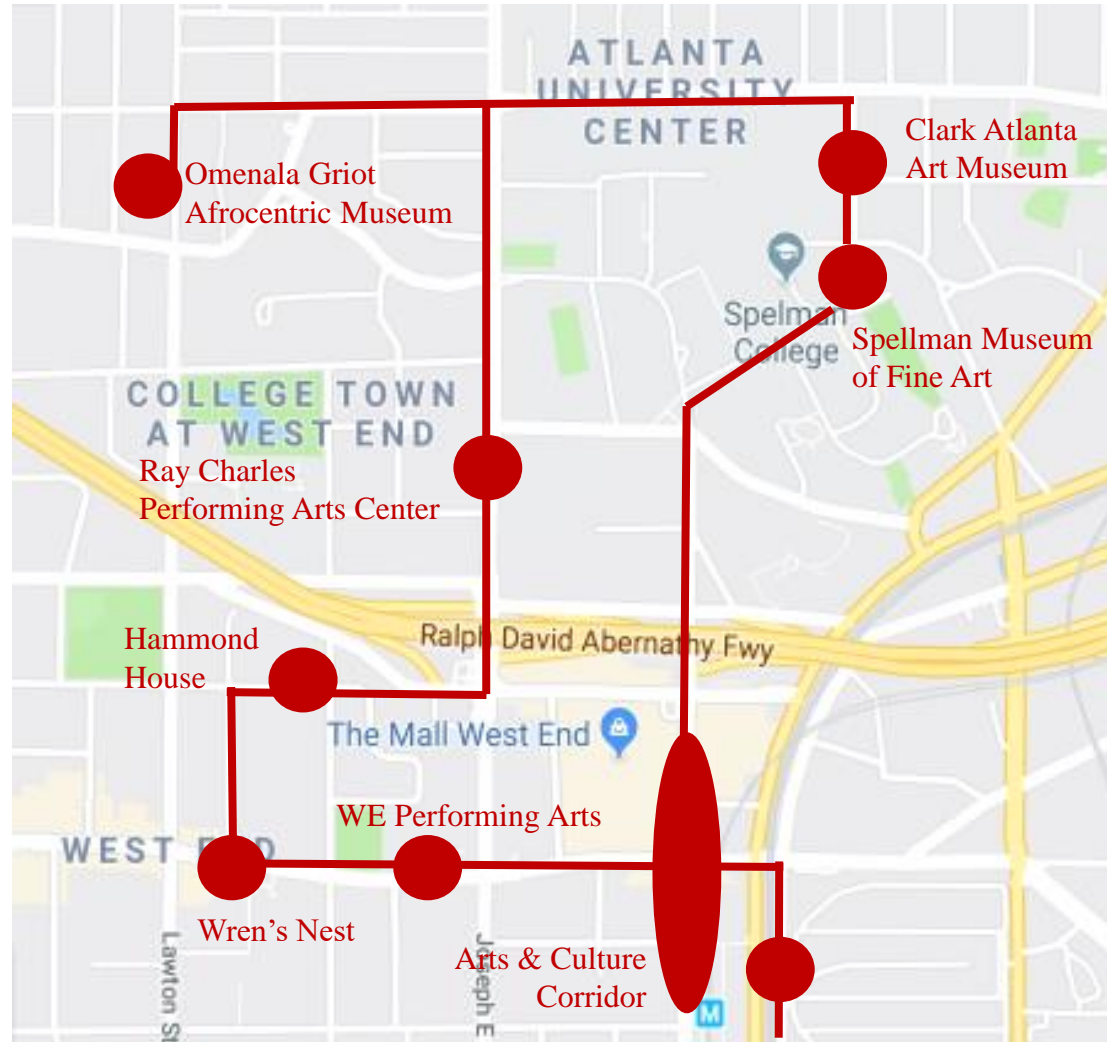


Land Use and Zoning

- **Enhance land use regulations to encourage TOD growth** in suitable existing commercial areas
- Review and amend SPI-21 regulations
- Land use and zoning changes to
 - Preserve the historic residential land uses
 - Encourage the continuation of light industrial uses



“Beloved Community” Arts and Culture Corridor



West End LCI Implementation

- 100-day action plan
- Housing Projects and Initiatives
- Economic development projects and incentives
- Zoning and Land Use recommendations
- Placemaking and community and culture projects
- Mobility and connectivity projects

20-O-1401/CDP-20-010

#6) 1596 Willowbrook Drive SW

Single Family Residential (SFR)

to

Low Density Residential (MDR)

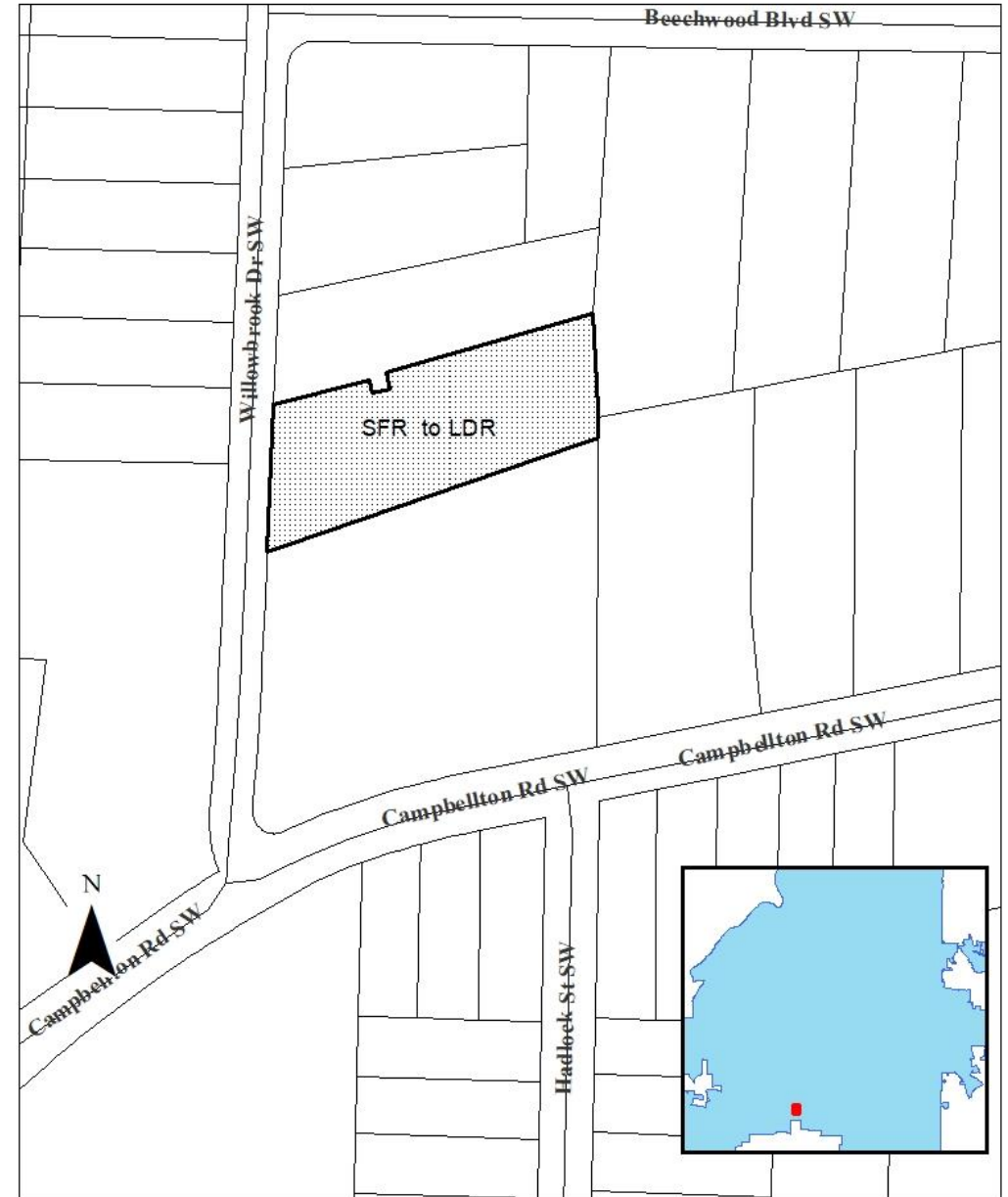
(Z-20-11)

NPU S: Approval

OZD Staff Recommendation: Denial

Council District: 12

Exhibit 'A'



20-O-1402/ CDP-20-011

#7) 255 Love Street SW

Single Family Residential (SFR)

to

Low Density Residential (LDR)

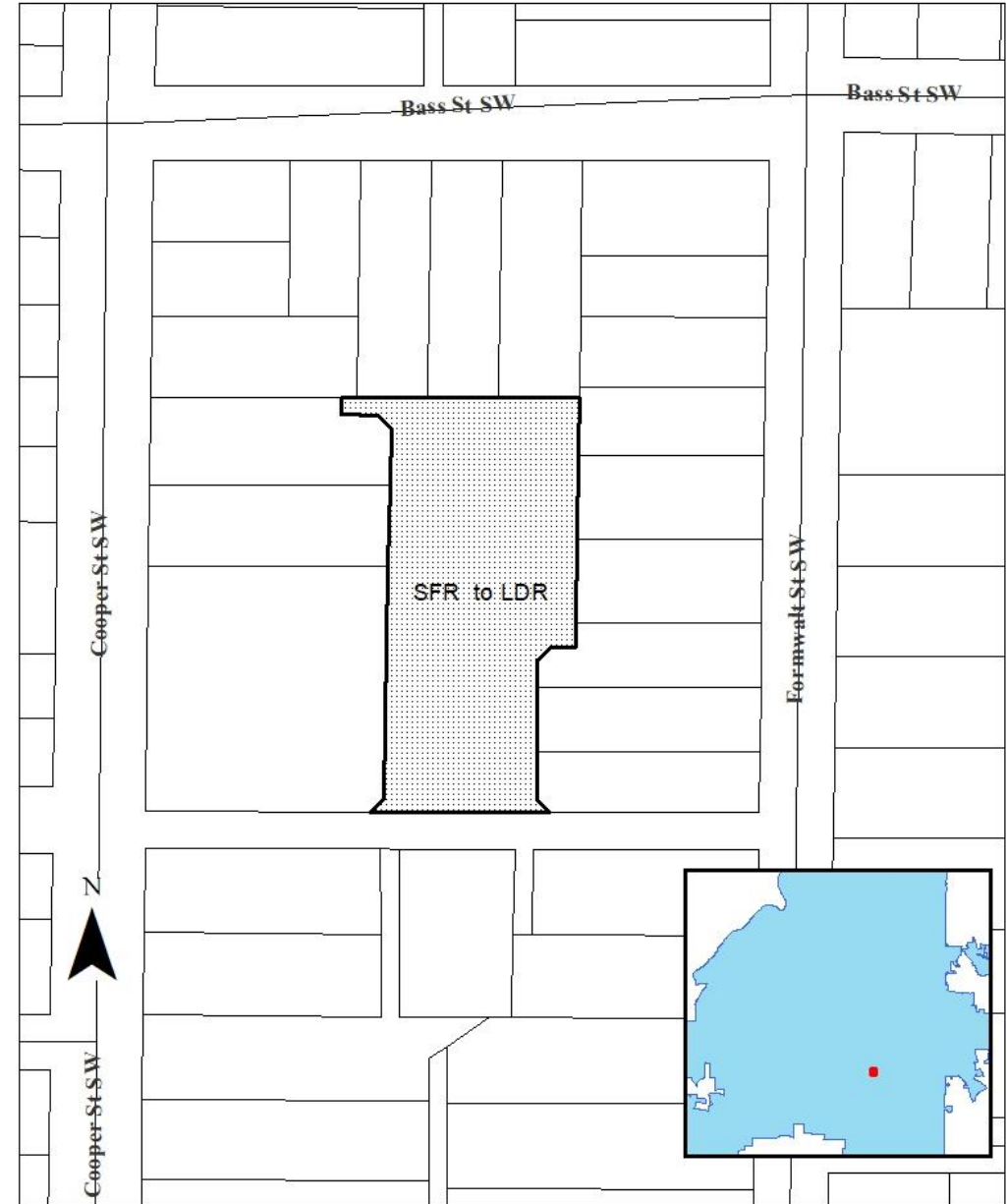
(Z-20-18)

NPU V: No vote, voted to support rezoning

OZD Staff Recommendation: Approval

Council District: 4

Exhibit 'A'



20-O-1404/ CDP-20-014

#8) 536 North Avenue NE and 615 and 617 Kennesaw Avenue NE

Low Density Residential (LDR)
and Low Density Commercial (LDC)

To

Mixed Use-High Density (MU-HD)

(Z-20-29)

NPU M: Approval

OZD Staff Recommendation: Approval

Council District: 2

20



Department of
CITY PLANNING

Exhibit 'A'



20-O-1405/CDP-20-015

#9) 1750 Chattahoochee Avenue NW

Industrial (I)

to

High Density Residential (HDR)

(Z-20-32)

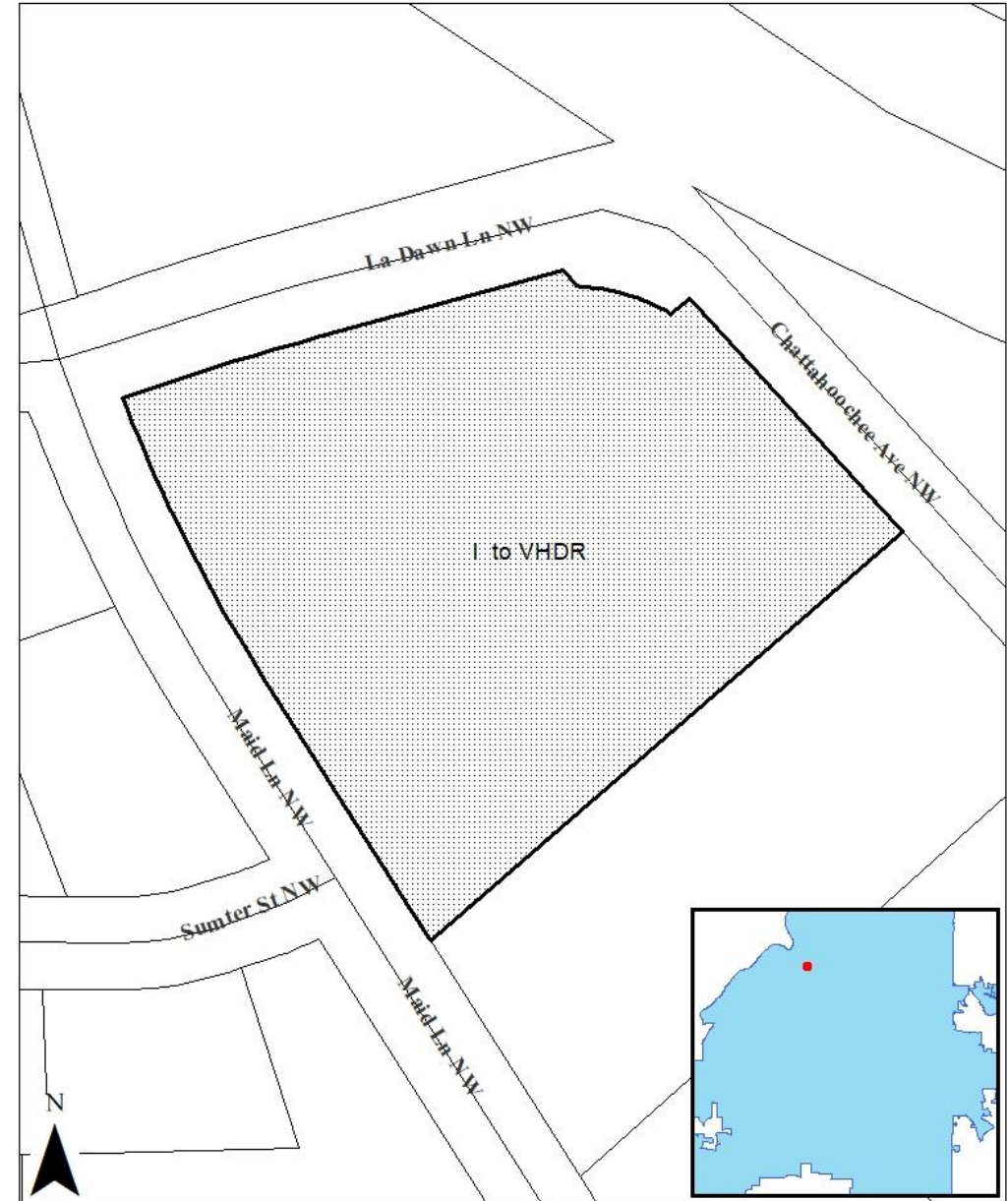
NPU D: Approval

OZD Staff Recommendation: Denial

Council District: 9



Exhibit 'A'



20-O-1406/ CDP-20-016

#10) 1593 and 1595 Chattahoochee Avenue NW

Industrial (I)

to

Mixed Use Medium Density (MU-MD)

(Z-20-33)

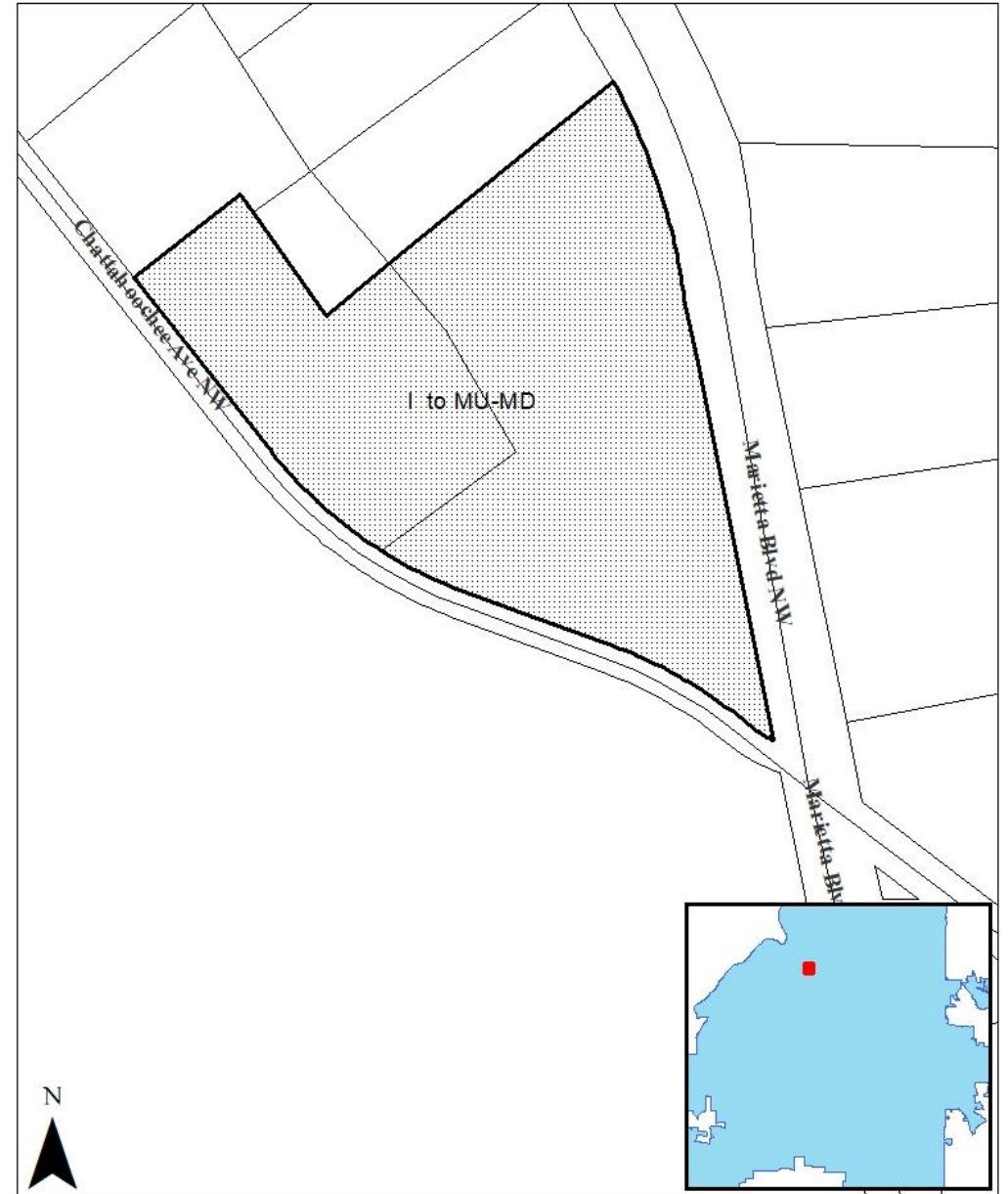
NPU D: Approval

OZD Staff Recommendation: Denial

Council District: 9



Exhibit 'A'



20-O-1407/ CDP-20-017

#11) 1661 Chattahoochee Avenue NW

Industrial (I)

to

Very High Density Residential (VHDR)

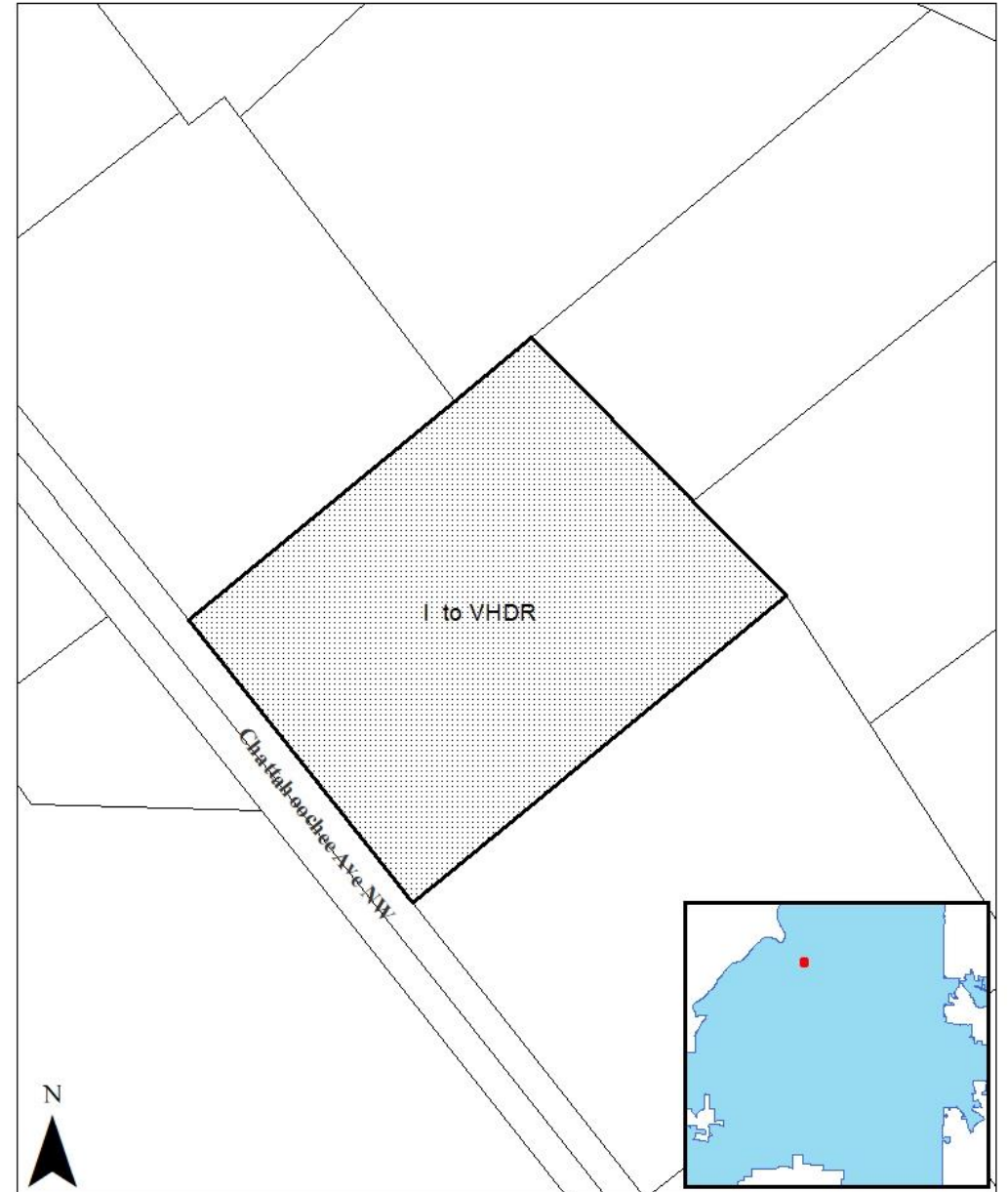
(Z-20-34)

NPU D: Approval

OZD Staff Recommendation: Denial

Council District: 9

Exhibit 'A'



20-O-1279/CDP-20-018

**#12) 1206, 1210, 1214, 1218, 1222
Beechview Drive**

to

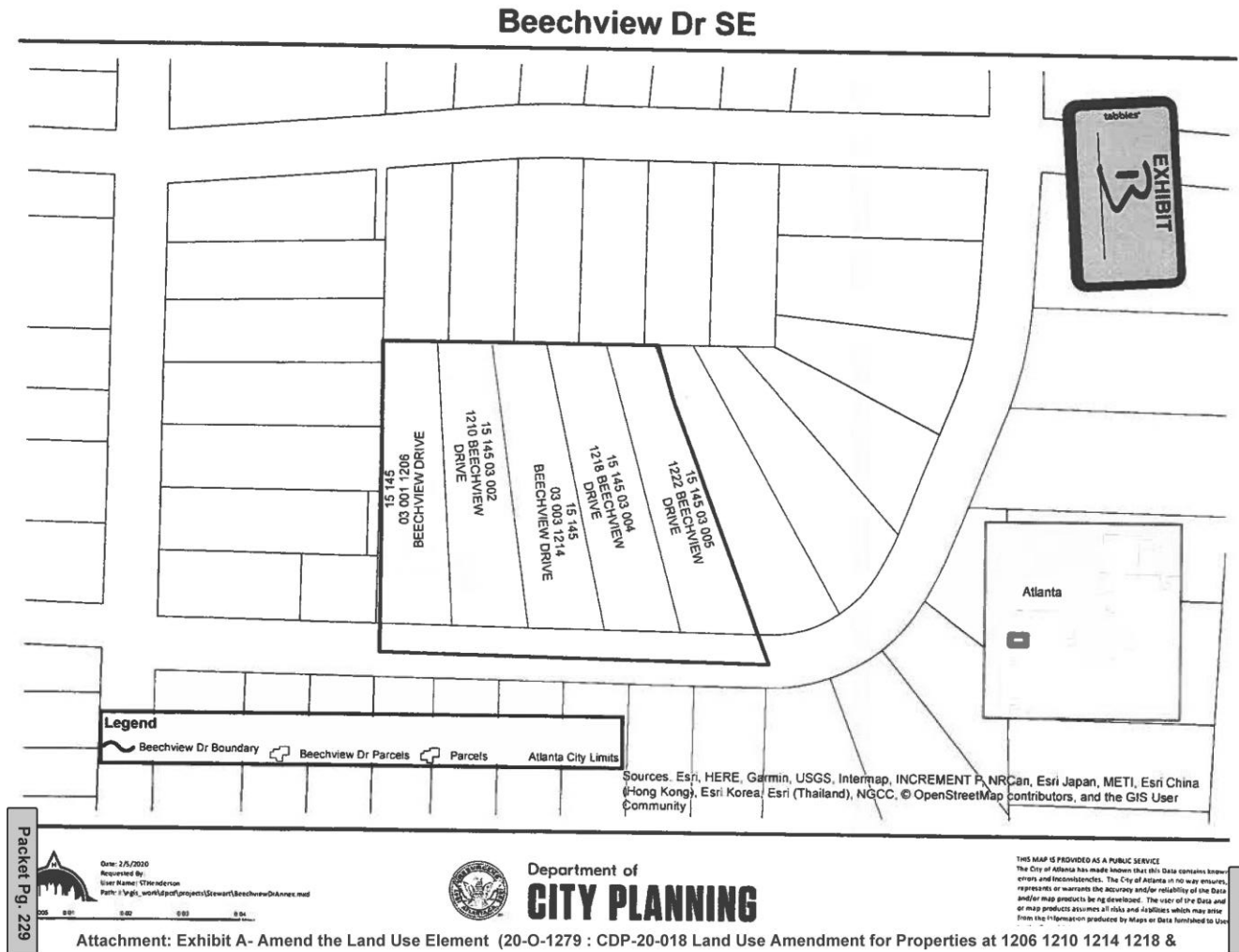
Single Family Residential (SFR)

(Z-20-38)

NPU W: Defer

OZD Staff Recommendation: Approval

Council District: 5



20-O-1274/CDP-20-019

#14) 2035 Cloverdale Drive and 1254 Oakfield Drive

to

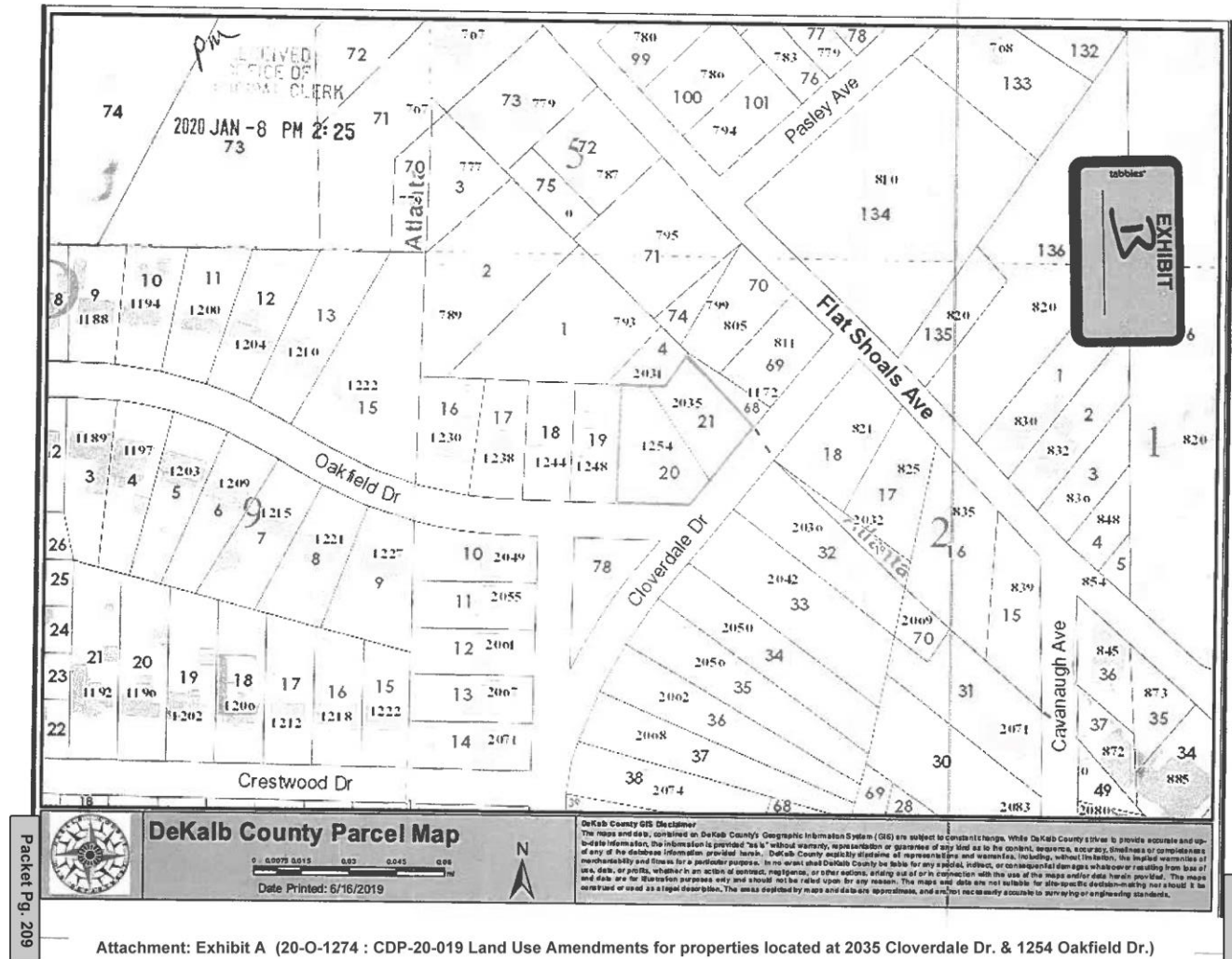
Single Family Residential (SFR)

(Z-20-39)

NPU W: Defer

OZD Staff Recommendation: Approval

Council District: 5



#15) Poncey-Highland Historic District

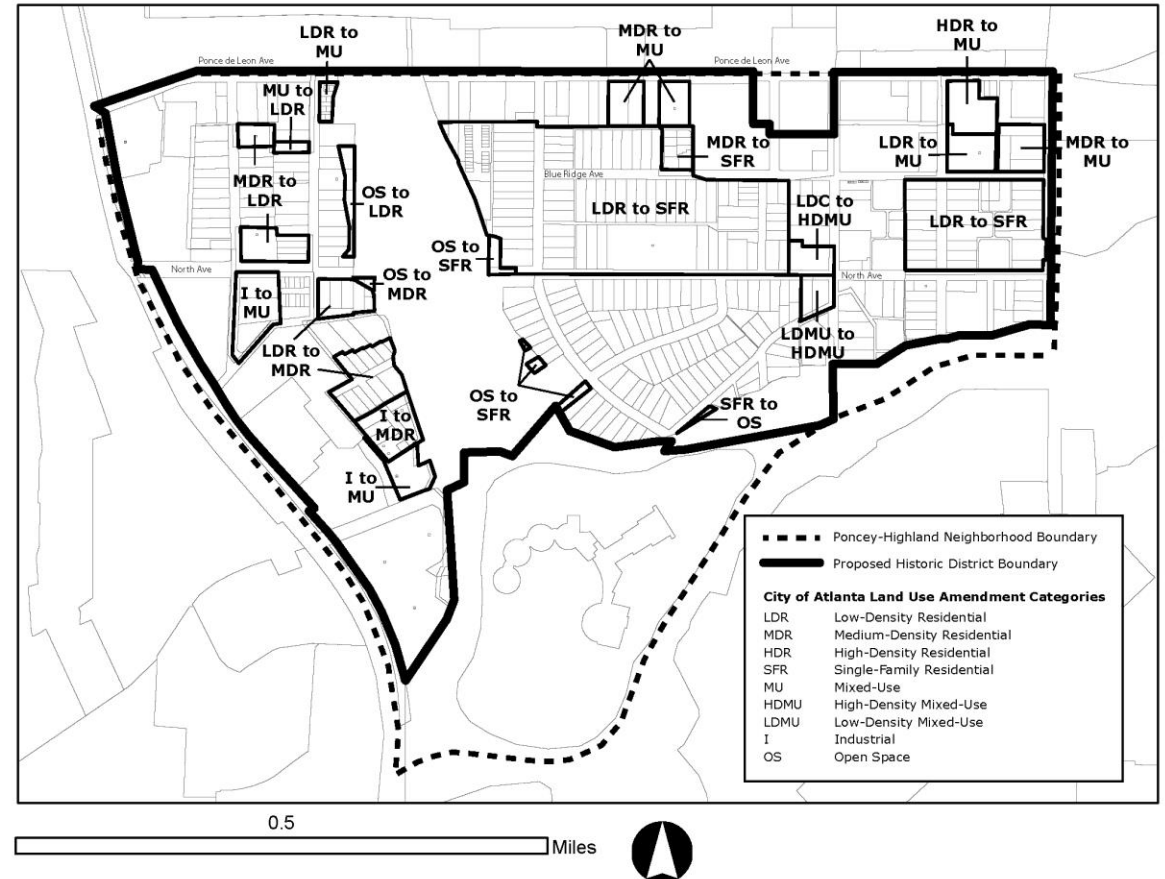
Various Land Use Designations
to
Various Land Use Designations
(Z-20-15)

NPU N: Approval

OZD Staff Recommendation: Approval

Council District: 2

Poncey-Highland Historic District - Proposed Land Use Amendments - GDP-20-020



Proposed Poncey-Highland Historic District Subareas

Poncey-Highland Historic District Subareas	Land Use Category
1 - Subarea 1	Single Family Residential SFR
2 - Subarea 2	Medium Density Residential MDR
3 - Subarea 3	Mixed Use Medium Density MU-MD
4 - Subarea 4	Mixed Use MU
5 - Subarea 5	Mixed Use MU
6 - Subarea 6	Single Family Residential SFR
7 – Subarea 7	Open Space OS

20-O-1409/ CDP-20-021

**#16) North Ave NW, Chappell Rd NW,
Mayson Turner Rd**

Open Space (OS), Low Density Residential,
(LDR) High Density Residential (HDR), Very
High Density Residential (VHDR)

to

Mixed Use-Low Density and (MU) Mixed Use
(MU)

(Z-20-040)

NPU K: Approval

OZD Staff Recommendation: Approval on
Substitute

Council District: 3

Exhibit 'A' Substitute

