



Department of  
**CITY PLANNING**

KEISHA LANCE BOTTOMS  
MAYOR

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TIM KEANE  
COMMISSIONER

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-1699/ CDP-20-23 625 Boulevard, N.E.  
**DATE:** November 30, 2020

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### PROPOSAL:

An ordinance to amend the Land Use element of the 2016 Atlanta Comprehensive Development Plan (CDP) so as to redesignate property located at 625 Boulevard, N.E. from the High Density Residential (HDR) Land Use Designation to the Mixed Use Medium Density (MU-MD) Land Use Designation. This application is being done in conjunction with the rezoning of the parcel per Z-20-44 from Residential General Sector 4 (RG-4) zoning to Neighborhood Commercial (C-1) zoning to redevelop this parcel and the adjoining parcel with an eating and drinking establishment with a drive-thru.

### FINDINGS OF FACT:

- **Property location:** The subject property fronts on the east side of Boulevard, N.E just north of the intersection with North Avenue, N.E. The site is in Land Lot 48 of the 14<sup>th</sup> District, Fulton County, Georgia in the Old Fourth Ward neighborhood of NPU M in Council District 2.
- **Property size and physical features:** The subject property is approximately 0.209 acres (9,028 square feet). The topography inclines from west to east throughout the site and is currently developed with a two-story residential building. Vehicular access to the property is provided via an alley on the north side of North Avenue. There are several trees, mostly in the rear of the property.
- **Current/past use of property:** The property is currently developed with a 1940's two-story single-family residence. Staff is not aware of any other prior uses of the site.
- **Surrounding zoning/land uses:** To the north, the parcels have High Density Residential (HDR) land use and are zoned Residential General Sector 4 (RG-4). To the west, parcels have a High Density Residential (HDR) land use and are zoned Residential General Sector 4 (RG-4). One parcel has a Mixed Use -Medium Density (MUMD) land use and is zoned Community Business (C-1). To the east, parcels have a Low Density Residential (LDR) land use and are zoned Two-Family Dwelling (R-5). To the south, the parcel has a Mixed Use Medium Density (MUMD) land use and is zoned Community Business (C-1).

- **Transportation system:** Boulevard, N.E. is classified as a collector street and nearby North Avenue is classified as an arterial. Currently, MARTA serves the area via bus routes #102 and #2. Sidewalks can be found on both sides of Boulevard and North Avenue.

## CONCLUSIONS:

- **Compatibility with surrounding land uses:** The proposed Mixed Use Medium Density (MUMD) land use is compatible with the Mixed Use Medium Density land use at the retail node at the intersection of Boulevard, N.E. and North Avenue, N.E. and along North Avenue. The proposed Mixed Use Medium Density (MUMD) land use is compatible with the neighborhood development pattern and surrounding land uses.
- **Effect on adjacent property and character of neighborhood:** The change in land use and zoning for this parcel will allow for the redevelopment of this parcel and 619 Boulevard, N.E. a vacant and underutilized adjacent lot. Its neglected appearance is a magnet for illegal dumping and squatters. The redevelopment of a site with an active retail use will have a beneficial effect on the character of the neighborhood. In addition, The Atlanta City Design places the site within the Growth Area along a Corridor, *“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.”* Staff believes that a change in land-use will allow a use that will increase the economic value of the area and will have a positive effect on the character of the neighborhood.
- **Suitability of proposed land use:** The proposed land use is suitable for this site and will be part of a neighborhood commercial node at Boulevard and North Avenue, N.E.
- **Consistency with City’s land use policies:** The 2016 Atlanta Comprehensive Development Plan (CDP) Character Area for this location is Intown Corridor. The proposed Mixed Use Medium Density (MUMD) land use is consistent with the CDP land use policies to:
  - Encourage nodal development
  - Promote and encourage mixed use residential, retail and office uses and multifamily residential development with a pedestrian-oriented urban form.
  - Promote more dense pedestrian-oriented development at activity nodes and major intersections.

**Consistency with Adopted Small Area and Neighborhood Plans:** This parcel is in *The Old Fourth Ward Master Plan (2008)*. One of the plan’s economic development policies is to support pedestrian-oriented retail/development at this intersection. Some of the land use policies for the plan are to:

- Encourage a mix of land uses,
- Focus growth into corridors and near transit, and
- Support pedestrian-oriented retail nodes.

The Old Fourth Ward Plan recommends Medium Density Residential (5-9 Units). This parcel is also included in The Atlanta BeltLine Subarea 5 Master Plan. The plan recommends Residential 10+ stories for this parcel. Even though both plans recommend a Residential land use, the parcel is included in a retail/development node and it is adjacent to a commercially zoned parcel. Including this parcel with 619 Boulevard, N.E. makes the redevelopment of this site possible.

- **Consistency with Atlanta City Design:** The proposed land use of Mixed Use Medium Density 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, **625 Boulevard, N.E.**, is located within a Growth Area 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 M policies support the land use amendment to Mixed Density Mixed Use (MDMU):
  - Encourage a mix of land uses.
  - Strive to preserve the diverse mix of housing types and small commercial corridors in the neighborhood.

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

NPU Recommendation: NPU-M voted to Approval this land use amendment at its September 28, 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-1700/ CDP-20-26 993 Boulevard, S.E., 997 Boulevard, S.E., 1003 Boulevard, S.E., and 1007 Boulevard, S.E.**

**DATE:** November 30, 2020

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### PROPOSAL:

A substitute ordinance to amend the Land Use element of the 2016 Atlanta Comprehensive Development Plan (CDP) to redesignate property located at 993 Boulevard, S.E., 997 Boulevard, S.E., 1003 Boulevard, S.E., and 1007 Boulevard, S.E. from the Low Density Residential (LDR) land use designation to the Medium Density Residential (MDR) land use designation. This land use amendment is being done in conjunction with the rezoning of the parcels per Z-20-49 from Two Family Residential (R-5) to Multi-Family Residential (MR-3) to build 14 townhomes.

### FINDINGS OF FACT:

- **Property location:** The parcel is located on the west side of Boulevard, S.E. and the south side of Meade Street, S.E. The property is located within Land Lot 42 of the 14<sup>th</sup> District, Fulton County, Georgia in the Grant Park neighborhood of NPU W in Council District 1.
- **Property size and physical features:** The property consists of approximately 0.803 acres (34,978 sq. ft.). The topographical elevation of the site increases from the southwest to the northeast. The parcels are planted with hardwood trees in the front and rear yards. Two of the parcels are developed with single family homes dating to the 1920's.
- **Current/past use of property:** A 1940's aerial map shows a residential structure on each parcel. Currently, two of the parcels have single family homes while the other two are currently undeveloped.
- **Surrounding zoning/land uses:** The parcels to the west, north, and east have a Low Density Residential (LDR) land use and are zoned R-5 (Two-Family Residential). The parcels north of Meade Street also have Grant Park historic district zoning. Many of them are developed with single and two family homes. To the south, the parcel has a Mixed Use High Density land use and a Mixed Residential Commercial (MRC-3) zoning. The parcel is developed with a storage facility.

- **Transportation system:** Boulevard, S.E. is classified as a collector street while Meade Street, S.E. is classified as a local street. MARTA bus route #9 provides service on Boulevard, S.E. Sidewalks are provided on both sides of Boulevard, S.E. and on the north side of Meade Street, S.E.

## CONCLUSIONS:

- **Compatibility with surrounding land uses:** Surrounding land uses are mainly Low Density Residential. However, the adjacent parcel to the south is Mixed-Use Medium Density. The Atlanta BeltLine Subarea 3 Plan includes the subject site in the periphery of the Boulevard Heights Retail Center. These parcels provide a transition from the Low Density Residential uses to the north to the higher density uses at the center of the Boulevard Heights Retail Center.
- **Effect on adjacent property and character of neighborhood:** The proposed Medium Density Residential land uses will have a beneficial effect on the character of the neighborhood. The proposed multi-family development will serve as a transition from the center of the Boulevard Heights Retail Center to the Low Density Residential uses in the Grant Park neighborhood. The proposed land use would allow for a redevelopment opportunity in the Grant Park neighborhood that is consistent with the goals and objectives outlined in the Atlanta BeltLine Subarea 3 Master Plan.
- **Suitability of proposed land use:** The proposed Medium Density Residential land use designation is suitable for this site as it provides a transition from the Low Density Residential land uses to the west and north to the denser uses in the proposed Boulevard Heights Retail Center. The proposed land use is consistent with the land use recommended in the Atlanta BeltLine Subarea 3 master plan.
- **Consistency with City's land use policies:** The *2016 Atlanta Comprehensive Development Plan* (CDP) Character Area for this site is Traditional Neighborhood Existing (TNE). The proposed Medium Density Residential land use is consistent with the following Traditional Neighborhood Existing (TNE) CDP policies:
  - 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.
  - 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.
- **Consistency with Adopted Small Area and Neighborhood Plans:** These parcels are included in the Atlanta BeltLine Subarea 3 Plan. Some of the land use policies of the plan are:
  - Encourage development that is compatible with community values and future needs.
  - Facilitate mixed use “centers” (living, working and shopping) to promote economic development, serve the community/ neighborhoods and support alternative transportation modes.
  - Maintain a variety of residential opportunities, including mixed-income and workforce housing to strengthen the diverse community.

The parcels are in the Boulevard Heights Retail Center. The retail center is envisioned to be a community-oriented retail/services and multi-family area centered around the BeltLine, Community Park, and Boulevard. It has a 1/4-mile core area with central greenspace and linear pedestrian greenway across the BeltLine and a transit stop. The plan recommends changing the land use from Low Density Residential to Residential 1-4 stories. In addition, the plan recommends changing the zoning of these parcels from Single Family or Duplex Residential to Quality of Life Multi-family.

- **Consistency with Atlanta City Design:** The proposed land use of Medium 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, **993 Boulevard, S.E., 997 Boulevard, S.E., 1003 Boulevard, S.E., and 1007 Boulevard, S.E.** is located within an urban area. Urban areas are 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-W policies that tend to support the land use amendment to Medium Density Residential:
  - W-1: Preserve the single-family and low-density character of the Ormewood Park, East Atlanta, Woodland Hills, Custer Avenue, Mc Donough, Guice, Benteen, Boulevard Heights, and Grant Park neighborhoods.

**STAFF RECOMMENDATION: APPROVAL OF THE SUBSTITUTE LAND USE AMENDMENT FROM LOW DENSITY RESIDENTIAL (LDR) LAND USE DESIGNATION TO THE MEDIUM DENSITY RESIDENTIAL (MDR) LAND USE DESIGNATION.**

**NPU Recommendation: NPU-W voted to Approve this land use amendment at its November 18, 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, Director, Office of Zoning and Development *KMH*  
**SUBJECT:** 20-O-1554 / CDP-20-28 1851 Jonesboro Road, S.E.  
**DATE:** November 30, 2020

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### PROPOSAL:

An ordinance to amend the Land Use element of the 2016 Atlanta Comprehensive Development Plan (CDP) so as to redesignate property located at 1851 Jonesboro Road, S.E from the Single-Family Residential (SFR) Land Use Designation to the Low Density Commercial (LDC) Land Use Designation. This land use amendment will facilitate the rezoning of the parcel per Z-20-57 from Single Family Residential (R-4) to Mixed Residential Commercial (MRC-1) to allow for the use of a former Fulton County Health Center by a non-profit, W-Underdogs, for their operations.

### FINDINGS OF FACT:

- **Property location:** The parcel is located on the west side of Jonesboro Road, S.E. and located within Land Lot 39 of the 14<sup>th</sup> District in Fulton County, Georgia in the Lakewood Heights neighborhood of NPU Y in Council District 1.
- **Property size and physical features:** The subject property irregularly shaped is 1.3 acres (56,628 sq. ft.). The parcel is currently developed with the now closed Fulton County Lakewood Health Center. The lot is relatively flat with grass and mature trees located at the periphery of the parcel. The building is located near the north property line with a surface parking lot. Vehicular access is currently provided via a curb cut on Jonesboro Road.
- **Current/past use of property:** The lot is developed with the former Fulton County Lakewood Health Center. Staff is not aware of any other prior uses on the site.
- **Surrounding zoning/land uses:** The surrounding parcels to the north, east and west have a Single Family Residential land use designation and are zoned Single Family Residential (R-4) and developed with single family homes. A parcel immediately to the south has a Low Density Commercial Land Use and Mixed Residential Commercial zoning (MRC-1). The parcel is developed with a Citgo gas station and convenience store. A parcel adjacent to the gas station has

a High Density Residential land use and Neighborhood Commercial (C-1) zoning. The Lakewood Heights neighborhood commercial node is located 0.1 mile to the north of the subject site.

- **Transportation system:** The subject property is located on Jonesboro Road, S.E., State Road 54, which is classified as an arterial. MARTA provides service on Jonesboro Road, S.E. via bus route #55. Sidewalks are present on both sides of Jonesboro Road, S.E.

## CONCLUSIONS:

- **Compatibility with surrounding land uses:** The non-residential and low impact use of the subject site is compatible with the surrounding primarily Single Family Residential land use. The subject site has been used for institutional purposes for many years. W-Underdogs intends to renovate the existing building for its use. The proposed use of the facility by W-Underdogs will provide a transition from the commercial uses to the south and the residential uses to the north.
- **Effect on adjacent property and character of neighborhood:** The renovation of the closed Fulton County Lakewood Health Center will have a beneficial effect on the character of the neighborhood. It will also allow a community based non-profit to remain in the community and continue to provide services, education and outreach.
- **Suitability of proposed land use:** The proposed Low Density Commercial (LDC) land use designation is suitable for the site and the location of the parcel on an arterial road. The use and scale of the proposed development is compatible with the adjacent Low Density Commercial land use and will provide a transition to surrounding residential land uses.
- **Consistency with City's land use policies:** The *Atlanta Comprehensive Development Plan (CDP)* Character Area for this location is Redevelopment Corridor. The proposed land use of Low Density Commercial is consistent with the CDP land use 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.
  - Promote and encourage the redevelopment of vacant, underutilized and auto-oriented development along Redevelopment Corridors.
  - Promote a balance of retail, service, office, dining and residential uses serving the adjacent neighborhoods
- **Consistency with Adopted Small Area and Neighborhood Plans:** The parcel is located in the 2006 Jonesboro Road Corridor Redevelopment Plan Update. The proposed land use amendment and redevelopment of the site is consistent with the Plan's Land Use and Zoning Goals to: Provide a balanced mix of compatible land uses and Objective to: Focus development and redevelopment toward substandard, deteriorated and dilapidated parcels, rather than undeveloped parcels.
- **Consistency with Atlanta City Design:** The proposed land use of Low Density Commercial (LDC) 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, **1851 Jonesboro Road, S.E.** is located within 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 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:** None apply

**STAFF RECOMMENDATION: APPROVAL OF THE LAND USE AMENDMENT FROM SINGLE FAMILY RESIDENTIAL TO LOW DENSITY COMMERCIAL**

**NPU Y: NPU Y voted to Approve this land use amendment at its October 19, 2020 meeting.**

cc: Jessica Lavandier, Assistant Director, Strategic Planning



Department of  
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TIM KEANE  
COMMISSIONER

KEISHA LANCE BOTTOMS  
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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, Director, Office of Zoning and Development *KMH*  
**SUBJECT:** 20-O-1701 / CDP-20-30 21 Daniel Street, S.E.  
**DATE:** November 30, 2020

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### PROPOSAL:

A substitute ordinance to amend the Land Use element of the 2016 Atlanta Comprehensive Development Plan (CDP) so as to redesignate property located at 21 Daniel Street, S.E. from the Low Density Residential (LDR) land use designation to the High Density Residential (HDR) land use designation. This land use amendment is being done in conjunction with the rezoning of the parcel per Z-20-52 from Commercial Service District (C-2) to Multifamily Residential (MR-4A) to allow for the construction of a residential unit.

### FINDINGS OF FACT:

- **Property location:** The subject property fronts on the west side of Daniel Street, S.E. The site is located in Land Lot 45 of the 14<sup>th</sup> District Fulton County, Georgia within the Old Fourth Ward neighborhood of NPU-M in Council District 2.
- **Property size and physical features:** The subject property is a rectangular shaped lot with approximately 0.046 acres (2003.76 sq. ft) in lot area. The property is currently developed with a two-story single-family dwelling. The parcel is fairly level. There is grass and vegetation in the front and rear yards. There is no driveway access to the property.
- **Current/past use of property:** The property is currently developed with a two-story single-family dwelling. A 1940 aerial map shows residential uses on Daniel Street.
- **Surrounding zoning/land uses:** The adjacent parcels to the north have a Low Density Residential land use with Martin Luther King, Jr. Landmark District Subarea 4 (HC-20C SA4) zoning. The adjacent parcel is developed with a single family home. The parcels to the east have a Medium Density Residential land use with Residential General Sector 3 (RG-3) zoning and are developed with multifamily residential units. To the south, the parcels have a Low Density Commercial land use with Commercial Service District (C-2) zoning and are currently undeveloped. To the west, the parcels have a Mixed Use land use with Commercial Service District (C-2) zoning and are currently undeveloped.

- **Transportation system:** Daniel Street is classified as a local street. Edgewood Avenue is located to the north and Decatur Street is located to the south and both are classified as arterial streets. There are sidewalks on Daniel Street. MARTA bus route #809 provides service on nearby Boulevard, S.E. The King Memorial Transit Station is located to the south and west on Decatur Street.

## CONCLUSIONS:

- **Compatibility with surrounding land uses:** The parcels on Daniel Street have a Low Density Residential, Medium Density Residential and Low Density Commercial land uses. All of these land uses allow for residential zoning but half as intense as is allowed in the High Density Residential land use. The proposed High Density Residential land use designation is not be compatible with the less intense residential uses on Daniel Street.
- **Effect on adjacent property and character of neighborhood:** The proposed High Density Residential land use and the proposal to rezone to MR-4A would have a negative effect on the surrounding neighborhood by allowing residential density that is more than twice in intensity than is currently allowed along Daniel Street.
- **Suitability of proposed land use:** The proposed High Density Residential land use is not suitable for the subject site. The *Old Fourth Ward Master Plan* (2008) recommends keeping the Low Density Residential land use on Daniel Street. The plan recommends focusing growth along corridors and near existing and future transit, appropriate infill housing, and providing appropriate transitions between new development and existing residential areas.
- **Consistency with City's land use policies:** The *2016 Atlanta Comprehensive Development Plan* (CDP) Character Area for this site is Traditional Neighborhood Redevelopment (TNR). The proposed land use of High Density Residential is not consistent with the CDP and recommended policies for TNR. Traditional Neighborhood Redevelopment land use policies are intended to do the following:
  - Preserve the residential character of Traditional Neighborhoods by encouraging new housing that is compatible in size and with existing urban fabric; and,
  - Protect single-family detached residential neighborhoods from incompatible-scaled residential development.
- **Consistency with Adopted Small Area and Neighborhood Plans:** The subject site is located in The *Old Fourth Ward Master Plan* (2008) study area. The plan recommends focusing growth along corridors and near existing and future transit. It supports appropriate infill housing and providing appropriate transitions between new development and existing residential areas while considering the existing neighborhood character and urban scale.

The plan recommends Residential 1-4 stories along Daniel Street and keeping the Low Density Residential land use designation for the site

- **Consistency with Atlanta City Design:** The proposed land use of High Density Residential (HDR) 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. 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, **21 Daniel Street, S.E.** is located within an urban area. Urban areas are 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:** These NPU-M policies that tend to not support the land use amendment to High Density Residential:
  - M-3 Promote a low density mixed-used commercial, office, entertainment, and residential development pattern along Auburn and Edgewood Avenues in the Butler Street/ Auburn Avenue neighborhood
  - M-7 Promote and expand low and medium density residential uses in the Old Fourth Ward neighborhood, emphasizing increased single-family home-ownership.

**STAFF RECOMMENDATION: DENIAL OF THE SUBSTITUTE LAND USE AMENDMENT FROM LOW DENSITY RESIDENTIAL TO THE HIGH DENSITY RESIDENTIAL LAND USE DESIGNATION.**

**NPU M: NPU M voted to Approve this land use amendment at its October 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-1702 / CDP-20-31 1136 Sylvan Road, S.W.  
**DATE:** November 30, 2020

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### PROPOSAL:

An ordinance to amend the Land Use element of the 2016 Atlanta Comprehensive Development Plan (CDP) to redesignate property located at **1136 Sylvan Road, S.W.** from the Industrial (I) Land Use designation to the Mixed Use Low Density (MU-LD) Land Use designation. This application is being done in conjunction with the rezoning of the parcel per Z-20-03 from Industrial (I-1) to Mixed Residential Commercial (MRC-1) zoning for development of an eating and drinking establishment.

### FINDINGS OF FACT:

- **Property location:** The subject property fronts on the east side of Sylvan Road, S.W. The property is in Land Lot 106 of 14<sup>th</sup> District, Fulton County, Georgia within the Capitol View neighborhood of NPU-X in Council District 12.
- **Property size and physical features:** The subject property is approximately 0.16 acres (6,969 sq. ft.). The lot is currently undeveloped, and the topography is relatively flat. The northern boundary of the parcel is a railroad right-of-way and future Atlanta BeltLine spur trail. Vehicular access is currently provided via a curb cut along Sylvan Road.
- **Current/past use of property:** The lot is currently undeveloped and vacant. A 1940's aerial map shows that the parcel was used to provide access to buildings fronting on the adjacent railroad. Staff is not aware of any other prior uses of the site.
- **Surrounding zoning/land uses:** All of the surrounding parcels have an Industrial land use and Industrial zoning (I-1). A convenience store is located across the street. Many of the surrounding parcels are developed with industrial uses, however some sites are vacant.
- **Transportation system:** The subject property is located along Sylvan Road which is classified as a collector street. Sidewalks are provided on the west side of Sylvan Road. MARTA bus #79 provides service along Sylvan Road and bus stops are located on Sylvan Road.

## CONCLUSIONS:

- **Compatibility with surrounding land uses:** The uses along Sylvan Road are predominantly auto repair and storage with a convenience store across the street. Several industrial buildings are under renovation such as the Life Cycle Building and Cut-Rate Box. The Mixed-Use Low-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 properties by building a new commercial building and bringing a restaurant to an area of the city that lacks many services and particularly restaurants. The construction of the restaurant is consistent with the Atlanta BeltLine Subarea 2 Master Plan and the Industrial Live Work Character Area.
- **Suitability of proposed land use:** The proposed Mixed Use Low Density land use designation is suitable for this site since it is located within the Murphy Triangle node which has a mix of land uses. Atlanta BeltLine Subarea 2 Master Plan recommends a Mixed Use (5-9 story) land use for this area. The proposed restaurant use is suitable for this area and will serve the daytime working population as well as surrounding neighborhoods.
- **Consistency with City's land use policies:** Atlanta's Comprehensive Development Plan (CDP) Character Area for this location is Industrial Live Work. In general, these areas are transitioning away from industrial uses to non-industrial uses. The Mixed-Use Low Density land use designation is an appropriate land use in this Character Area. The proposed land use is consistent with Industrial Live Work land use policies to:
  - Ensure that new construction is compatible with the industrial heritage of the area in terms of design and density
  - Promote a compact pedestrian oriented urban form with smaller blocks and an interconnected street network when large industrial parcels redevelop to other uses
  - Encourage increased transit options
  - Promote connectivity to the BeltLine and BeltLine trails, where appropriate.
- **Consistency with Adopted Small Area and Neighborhood Plans:** The site is within the Atlanta BeltLine Master Plan Subarea 2 - Heritage Communities Master of South Atlanta (2009). The proposed land use amendment is consistent with the following plan principle and goals:
  - Principle 1: Encourage the economic development of the Heritage Communities.
  - Principle 8: Provide a balanced mix of compatible land uses.

### Land Use Goal:

- Goal: Expand neighborhood commercial uses.

This parcel is included in the Murphy Triangle Node. This area is envisioned as a mixed-use district featuring employment and light industrial uses, new parks, restored historic structures, and a range of housing options including affordable loft housing in existing structures, as well as new infill buildings. The land use plan recommends Mixed Use (5-9) stories.

- **Consistency with Atlanta City Design:** The proposed Mixed-Use Low 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, **1136 Sylvan Road, S.W.**, is 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 X policies:** None apply

**STAFF RECOMMENDATION: APPROVAL OF THE LAND USE AMENDMENT FROM INDUSTRIAL TO THE MIXED-USE LOW DENSITY (MU-LD) LAND USE DESIGNATION.**

NPU Recommendation: NPU-X voted to Approve this land use amendment at its September 14, 2020 meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning



Department of  
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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-1703 / CDP-20-32 1190 McDonald Drive, S.E., 1194 McDonald Drive, S.E., and 1200 McDonald Drive, S.E.**

**DATE:** November 30, 2020

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### PROPOSAL:

An ordinance to amend the Land Use element of the 2016 Atlanta Comprehensive Development Plan (CDP) so as to redesignate property located at 1190 McDonald Drive, S.E., 1194 McDonald Drive, S.E., and 1200 McDonald Drive, S.E. from the Single Family Residential (SFR) Land Use Designation to the High Density Residential (HDR) Land Use Designation. This land use amendment will facilitate the rezoning for parcels per Z-20-55 from Single Family Residential (R-4A) to Residential General Sector 4 (RG-4) zoning to allow redevelopment of the site with ten townhomes.

### FINDINGS OF FACT:

- **Property location:** The subject property is located on the east side of McDonald Drive, S.E. and north of the intersection of McDonald Drive, S.E., and Milton Avenue, S.E. The property is in Land Lot 56 of the 14<sup>th</sup> District, Fulton County, Georgia within the Chosewood Park neighborhood of NPU-Y in Council District 1.
- **Property size and physical features:** The subject property is approximately 0.456 acres (19,863.36 sq. ft.). One of the parcels, 1194 McDonald Drive, S.E., has a 1920's single family home while 1190 McDonald Drive, and 1200 McDonald Drive, S.E., are undeveloped. Trees and vegetation are in the rear and on the periphery of the parcels.
- **Current/past use of property:** One of the parcels is developed with a single-family home dating to the 1920's. The other two lots are undeveloped. A 1949 aerial photograph shows a single family home at 1190 McDonald Drive, S.E.
- **Surrounding zoning/land uses:** The adjacent parcels to the north and east have a Single Family Residential land use and have Single Family Residential (R-4A) zoning. The parcels to the west have a High Density Residential land use and Multifamily Residential (MR-4A) zoning and the parcels to the north have a High Density Residential land use and Industrial (I-1) zoning.



- **Transportation system:** McDonald Drive is classified as a local street. There are no sidewalks on either side of McDonald Drive. MARTA bus route #49 provides service nearby on Milton/Hill Avenue, S.E.

## CONCLUSIONS:

- **Compatibility with surrounding land uses:** The parcels surrounding the subject site is High Density Residential on one side and Single Family Residential on the other side. The current High Density Residential land use to the west of the site provides a transition from former industrial uses to the west and the single family core of the Chosewood Park neighborhood. The proposed High Density Residential land use designation would intrude into the Single Family core of the neighborhood and is therefore not compatible with the surrounding land uses.
- **Effect on adjacent property and character of neighborhood:** The Chosewood Park Redevelopment Plan identified numerous redevelopment opportunities along neighborhood corridors and former industrial sites. At the same time, the plan recommends retaining the Single Family Residential land use and Single Family Residential zoning (R-4A) of the single family core of the neighborhood. Changing the land use of these parcels from Single Family Residential to High Density Residential for the construction of the proposed housing units will have an adverse effect on single family residential character and uses not only of adjacent parcels but for the Chosewood Park neighborhood single family core area.
- **Suitability of proposed land use:** The proposed High Density Residential land use is not suitable for the subject site. The Chosewood Park Redevelopment Plan recommends preserving the single family core of the neighborhood and maintaining the Single Family land use and zoning of these parcels.
- **Consistency with City’s land use policies:** The *2016 Atlanta Comprehensive Development Plan* (CDP) Character Area for this site is Traditional Neighborhood Redevelopment (TNR). The proposed multi-family housing development and proposed land use of High Density Residential is not consistent with the CDP and recommended policies for TNR. Traditional Neighborhood Redevelopment land use policies are intended to do the following:
  - Preserve the residential character of Traditional Neighborhoods by encouraging new housing that is compatible in size and with existing urban fabric; and,
  - Protect single-family detached residential neighborhoods from incompatible-scaled residential development.
- **Consistency with Adopted Small Area and Neighborhood Plans:** These parcels are included in the Chosewood Park Redevelopment Plan (2010). Part of the Vision statement states that “Due to the increase in home ownership opportunities, the single-family core of the neighborhood is strong, stable and active.” The Chosewood Park neighborhood has an existing single-family core that grew around thriving industrial and institutional uses along McDonough Boulevard. The existing single-family neighborhood core is in the center of the community. The Plan recommends that the existing housing stock should be maintained with appropriate and complimentary infill homes built on vacant lots. The plan recommends the preservation of the predominately detached single-family character of the existing residential core of the community by retaining the Single Family Residential land use and Single Family Residential zoning (R-4A).

- **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, **1190 McDonald Drive, S.E., 1194 McDonald Drive, S.E., and 1200 McDonald Drive, S.E.** is located within an urban area. Urban areas are 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:** These NPU-Y policies that tend to not support the land use amendment to High Density Residential:
  - Y-1 Preserve the single family and low density residential character of the Chosewood Park, High Point, Joyland, Betmar La Villa, South Atlanta, and Lakewood Heights neighborhoods.
  - Y-6 Preserve the underlying nature of Chosewood Park neighborhood with transitional heights.

**STAFF RECOMMENDATION: DENIAL OF THE LAND USE AMENDMENT FROM SINGLE FAMILY RESIDENTIAL TO THE HIGH DENSITY RESIDENTIAL LAND USE DESIGNATION.**

**NPU Y: NPU Y voted to Approve this land use amendment at its November 16, 2020 meeting.**

cc: Jessica Lavandier, Assistant Director, Strategic Planning



Department of  
**CITY PLANNING**

KEISHA LANCE BOTTOMS  
MAYOR

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TIM KEANE  
COMMISSIONER

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-1704/ CDP-20-33 930 Kirkwood Avenue, S.E.  
**DATE:** November 30, 2020

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### PROPOSAL:

A substitute ordinance to amend the Land Use element of the 2016 Atlanta Comprehensive Development Plan (CDP) so as to redesignate property located at 74 Flat Shoals Road, S.E., 84 Flat Shoals Road, S.E., 88 Flat Shoals Road, S.E., 92 Flat Shoals Road, S.E., 103 Flat Shoals Road, S.E., and 105 Flat Shoals Road, S.E., 948 Kirkwood Avenue, S.E., and 107 Gibson Street, S.E., 111 Gibson Street, S.E., 117 Gibson Street, S.E., 121 Gibson Street, S.E., 145 Gibson Street, S.E., 151 Gibson Street, S.E. and 157 Gibson Street, S.E. from the Single Family Residential (SFR) land use designation to the Mixed Use-Medium Density (MU-MD) land use designation and 927 Wylie Street, S.E., 95 Flat Shoals Road, S.E., 930 Kirkwood Avenue, S.E., 933 Kirkwood Avenue, S.E., 934 Kirkwood Avenue, S.E., 943 Kirkwood Avenue, S.E., 946 Kirkwood Avenue, S.E., 949 Kirkwood Avenue, S.E. and 953 Kirkwood Avenue, S.E., 146 Holtzclaw Street, S.E., 941 Manigault Street, S.E., 945 Manigault Street, S.E., 949 Manigault Street, S.E. and 951 Manigault Street, S.E. from the Industrial (I) land use designation to the Mixed Use-Medium Density (MU-MD) land use designation. This land use amendment is being done in conjunction with the rezoning of these parcels from Industrial (I) and Two Family Residential (R-5) zoning to Planned Development Mixed Use (PDMU) per Z-20-61 in order to build 248 multifamily homes, 16 townhomes, 7,500 square feet of retail and open space.

### FINDINGS OF FACT:

- **Property location:** The subject property is south Wylie Street, S.E., west of the Atlanta BeltLine, Inc. corridor and East Side Trail, north of Mauldin Street, S.E. and mostly on the west of Flat Shoals Road, S.E. Some of the parcels front on Kirkwood Avenue, S.E. and on Gibson Street, S.E. The parcels are in Land Lot 13, of the 14<sup>th</sup> District Fulton County, Georgia in the Reynoldstown neighborhood of NPU N, in Council District 5.
- **Property size and physical features:** The subject property, consisting of 28 parcels, has approximately 6.43 acres (228,202 square feet) of lot area with three tracts of land on different block faces. One tract fronting on Kirkwood Avenue, S.E. is developed with an industrial building, 107 Gibson Street and 933 Kirkwood Avenue are developed with residential structures. Most of the other parcels are undeveloped and currently used for parking and outside storage. The topography is relatively level. Vehicular access

to the property is provided via curb cuts on Flat Shoals Road and Kirkwood Avenue. There are several trees, mostly in the rear of the property.

- **Current/past use of property:** Stein Steel has been operating out of this site for many years. 930 Kirkwood Avenue is currently developed with an industrial building. 107 Gibson Street and 933 Kirkwood Avenue are developed with residential structures and the remainder of the parcels are undeveloped. A 1940's aerial photograph shows that many of these parcels were developed with residential structures.
- **Surrounding zoning/land uses:** To the north, east and south parcels have a Single Family Residential (SFR) land use and are zoned Two Family Residential (R-5). To the north, the parcels have an Industrial land use and are zoned Heavy Industrial (I-2). Immediately to the west, the Atlanta BeltLine corridor and a former rail corridor have a Transportation Communication and Utilities (TCU) land use and is zoned Heavy Industrial (I-2). To the east, Lang Carson Park has an Open Space land use and is zoned Two Family Residential (R-5). Parcels to the east of Griffin Street have a Medium Density Residential land use and are zoned Residential General Sector 3 (RG-3). Parcels south of Kirkwood Avenue have a Low Density Commercial land use and are zoned Multifamily Residential (MR-4A).
- **Transportation system:** Flat Shoals Avenue, Kirkwood Avenue, Gibson Street and Mauldin Street are classified as local streets. Sidewalks can be found on all streets adjacent to the subject site. The MARTA Inman Park/Reynoldstown Transit Station is approximately 0.6 miles from Wylie Street, S.E. and Flat Shoals Avenue, S.E. MARTA bus #21 provides service along Memorial Drive, S.E. and route #4 provides service along Moreland Avenue.

## CONCLUSIONS:

- **Compatibility with surrounding land uses:** The current Industrial uses developed along the rail corridor have been part of the neighborhood fabric for many years. The proposed development is compatible with the Atlanta BeltLine Subarea 4 Plan recommendation to have higher intensity land uses located along the BeltLine corridor and then step down the building heights towards single family residential and having lower intensity land uses for parcels adjacent to single family areas. Parcels along the rail corridor include High Density Commercial, Low Density Commercial and High Density Residential. The proposed Mixed Use Medium Density (MUMD) land use is compatible with the land uses along the rail corridor, the neighborhood development pattern and the recommendation from adopted plans.
- **Effect on adjacent property and character of neighborhood:** Staff is of the opinion that a change in land use to facilitate the redevelopment of the former Stein Steel will have a positive effect on adjacent property. The proposed redevelopment proposes residential and non-residential uses that are compatible with existing zonings and land uses in the area. The Reynoldstown 2000 and Beyond and The Atlanta BeltLine Subarea 4 Master Plan envision redevelopment of these parcels. The proposed Mixed Use Medium Density (MUMD) land use and redevelopment of the site with a mix of housing, retail and open space will be beneficial for the neighborhood.
- **Suitability of proposed land use:** The proposed redevelopment will promote an efficient use of land, provide an improved level of amenities, and promote a creative design with a variety of uses. Further, the proposed land use is designed to reduce automotive traffic congestion by creating a reasonable relationship between origins and destinations of persons living, working, or visiting such

a development. The proposed Mixed Use Medium Density (MUMD) land use is consistent with the Atlanta BeltLine Subarea 4 Masterplan land use recommendation of Mixed Use 5-9 stories adjacent to the BeltLine Corridor, Mixed Use 1-4 stories along Flat Shoals Avenue, S.E., Open Space indicating an expanded Lang Carson Park and Residential 1-4 stories along Gibson Street, S.E. The Mixed Use Medium Density (MUMD) land use is a suitable for this location as it redevelops from an industrial use to a mainly residential use.

- **Consistency with City's land use policies:** The *Atlanta Comprehensive Development Plan* (CDP) Character Area for this location is Redevelopment Corridor. The proposed land use of Mixed Use Medium Density is consistent with the CDP land use 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:** The subject site is included in the Reynoldstown 2000 and Beyond: A Neighborhood Master Plan (2000). The Reynoldstown Master Plan recommends Open Space for a proposed linear park along the rail corridor and Stein Steel building and Single Family Residential land uses adjacent to the park. However, the proposed land use amendment is consistent with the plan's goals to:

- To renovate and expand existing housing stock while offering a variety of housing types and price ranges,
- To improve and expand neighborhood commercial facilities, and
- To improve the availability of parks and open space.

The subject site is also the Atlanta Beltline Master Plan Subarea 4 (2011). Some of the Land Use and Urban Design goals of the plan are listed below.

- 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.
- Improve the quantity and quality of parks, open spaces and recreational opportunities within the subarea
- 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.
- Promote development that supports and serves the needs of the neighborhoods - such as day-to-day services, housing and employment, community facilities (post office, library, community centers), and institutions (schools, medical facilities) - at a scale and intensity commensurate with community values and future needs.

The subject site is in the Reynoldstown Focus Area. The recommendations for this focus area are listed below.

- Encourage a lower intensity, neighborhood character within the existing Reynoldstown neighborhood, while providing for higher intensity uses near existing and future transit.
- Identify priority storefront space along Flat Shoals Avenue to encourage the development of a neighborhood commercial street. Buildings on Flat Shoals should gradually increase in intensity as they approach the Atlanta BeltLine corridor.
- Expand Lang-Carson Park to the west and north, increasing the street frontage along Flat Shoals and Wylie.
- Neighborhood commercial uses proposed on the BeltLine corridor and Wylie street

The plan recommends Mixed Use 5-9 stories adjacent to the BeltLine Corridor, Mixed Use 1-4 stories along Flat Shoals Avenue, S.E., Open Space indicating an expanded Lang Carson Park and Residential 1-4 stories along Gibson Street, S.E. The plan also recommends Mixed Residential Commercial (MRC-3) for parcels west of Flat Shoals Avenue and Mixed Residential Commercial (MRC-2) for parcels north of Lang Carson Park.

The proposed Mixed Use Medium Density land use amendment is compatible with the Atlanta BeltLine Subarea 4 Master Plan recommendations.

- **Consistency with Atlanta City Design:** The proposed land use of Mixed Use Medium Density 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, the **930 Kirkwood Avenue, S.E.** and the subject parcels., are located within a Corridor Growth 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, 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 policies support the land use amendment to Mixed Use Medium Density (MUMD):
  - Encourage and facilitate development within Reynoldstown that is consistent with principles and policies outlined in the Reynoldstown Master Plan, adopted by City Council January 16, 2001.
  - The recommendations of the applicable Atlanta BeltLine Subarea Plans should be implemented.

**STAFF RECOMMENDATION: APPROVAL OF THE SUBSTITUTE LAND USE AMENDMENT FROM THE SINGLE FAMILY RESIDENTIAL AND INDUSTRIAL LAND USE DESIGNATIONS TO THE MIXED USE MEDIUM DENSITY LAND USE DESIGNATION.**

NPU Recommendation: NPU-N voted to Approval this land use amendment at its October 22, 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, Director, Office of Zoning and Development *KMH*  
**SUBJECT:** **20-O-1705 / CDP-20-34 575 and 585 Boulevard Place, N.E.**  
**DATE:** November 30, 2020

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### PROPOSAL:

An ordinance to amend the Land Use element of the 2016 Atlanta Comprehensive Development Plan (CDP) so as to redesignate property located at **575 Boulevard Place, N.E., and 585 Boulevard Place, N.E.** from the Low Density Residential (LDR) Land Use Designation to the High Density Residential (HDR) Land Use Designation. This land use amendment will facilitate the rezoning for these parcels per Z-20-63 from Two Family Residential (R-5) to Multifamily Residential (MR-4A) zoning district to allow redevelopment of the site with a multifamily building with 34 units.

### FINDINGS OF FACT:

- **Property location:** The subject property is located on the south side of Boulevard Place, N.E. and on the east side of Glen Iris Drive, N.E. The property is in Land Lot 47 of the 14<sup>th</sup> District, Fulton County, Georgia within the Old Fourth Ward neighborhood of NPU-M in Council District 2.
- **Property size and physical features:** The subject property is approximately 0.33 acres (14,374.8 sq. ft.). The parcels are developed with two multifamily buildings with 8 units each. The buildings are built to the front Boulevard Place. The parcel topography drops off from the sidewalk to allow for daylight basement levels. Trees and vegetation are located between the buildings and at the rear of the parcels.
- **Current/past use of property:** The subject site is developed with two multifamily buildings with 8 units each dating to the 1930's.
- **Surrounding zoning/land uses:** The adjacent parcel to the west and south as well as parcels on Boulevard Place, N.E. have a Low Density Residential land use designation. They have a Two Family Residential zoning (R-5) and are developed with single and two family homes. To the east and across Glen Iris Drive, the parcels have a Mixed Use land use designation and have a Mixed-Residential Commercial zoning (MRC-3). They are developed with the Southern Dairies development. To the north, the parcels have a High Density land use designation and Multifamily Residential zoning (MR-4B). Townhomes have recently been built on the site.



- **Transportation system:** The parcel is located at the corner of Boulevard Place, N.E. and Glen Iris Drive, N.E. Boulevard Place, N.E. is classified as a local street and Glen Iris Drive is classified as a collector street. Sidewalks are provided on both sides of Boulevard Place and Glen Iris Drive. MARTA bus route #2 and route #102 provide service on Ponce de Leon Avenue. A bus stop is located within ¼ mile of the subject property

## CONCLUSIONS:

**Compatibility with surrounding land uses:** The area surrounding this site is developed with multifamily residential, mixed use developments and townhomes. With the parcel currently having a multifamily residential use and being located on Glen Iris Drive an arterial road, and having High Density Residential Uses across Boulevard Place and mixed use land use across Glen Iris Drive, the proposed High Density Residential land use designation is compatible with the surrounding land uses.

- **Effect on adjacent property and character of neighborhood:** This portion of the Old Fourth Ward is experiencing a significant increase in residential density with most of that focused on major corridors such as North Avenue, Boulevard and along Glen Iris Drive, N.E. Changing the land of the parcel to High Density Residential for the construction of the proposed multifamily development will not have an adverse effect on the low density residential character and uses of Boulevard Place, N.E. and the rest of the neighborhood.
- **Suitability of proposed land use:** The proposed High Density Residential land use designation is suitable for this site. The proposed development at the corner of Glen Iris Drive and Boulevard Place, N.E. is an appropriate location for the High Density Residential land use.
- **Consistency with City's land use policies:** The *2016 Atlanta Comprehensive Development Plan* (CDP) Character Area for this site is Traditional Neighborhood Redevelopment (TNR). The proposed multi-family housing development and proposed land use of High Density Residential is consistent with the CDP and recommended policies for TNR. Traditional Neighborhood Redevelopment land use policies are intended to do the following:
  - Preserve the residential character of Traditional Neighborhoods by encouraging new housing that is compatible in size and with existing urban fabric;
  - 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.
  - Promote diversity of housing types.
- **Consistency with Adopted Small Area and Neighborhood Plans:** The *Old Fourth Ward Master Plan* (2008) recommends keeping the Low Density Residential land use designation for the site. The Plan's Land Use Policies support appropriate infill housing compatible with the character of the neighborhood and to focus growth on corridors and near transit. The recommended land use map shows a 5-minute walk from development nodes. The subject site is located within a 5-minute walk of Ponce City Market. It also recommends providing a transition between new and existing residential areas while considering the existing neighborhood character and urban scale.

- **Consistency with Atlanta City Design:** The proposed land use of High Density Residential Density Residential (HDR) is consistent with the *Atlanta City Design* recommendations. The Atlanta City Design articulates Atlanta’s vision organized according to its five core values of Equity, Progress, Ambition, Access, and Nature. It focuses future growth into already-developed areas called Growth Areas, which are further categorized as Core, Corridors, and Clusters. 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, **575 Boulevard Place, N.E. and 585 Boulevard Place N.E.** is located within an urban area. Urban areas are 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:** None Apply
- **STAFF RECOMMENDATION: APPROVAL OF THE LAND USE AMENDMENT FROM LOW DENSITY RESIDENTIAL TO THE HIGH DENSITY RESIDENTIAL LAND USE DESIGNATION.**

**NPU M: NPU M voted to Defer this land use amendment at its November 9, 2020 meeting.**

cc: Jessica Lavandier, Assistant Director, Strategic Planning



Department of  
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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-1706 / CDP-20-35 1565 Moreland Avenue, S.E.  
**DATE:** November 30, 2020

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### PROPOSAL:

An ordinance to amend the Land Use element of the 2016 Atlanta Comprehensive Development Plan (CDP) so as to redesignate property located at 1565 Moreland Avenue, S.E. (aka 1575 Moreland Avenue, S.E. rear) from the Single Family Residential (SFR) Land Use Designation to the Mixed-Use Low Density (MU-LD) Land Use Designation. This land use amendment will facilitate the rezoning of the parcel per Z-20-66 from Single Family Residential (R-4) to Mixed Residential Commercial (MRC-1) to allow a surface parking lot in association with the abutting property at 1575 Moreland Avenue, S.E.

### FINDINGS OF FACT:

- **Property location:** The subject property is located on the west side of Moreland Avenue, S.E. between Custer Avenue, S.E., and Moreland Drive, S.E. The property is in Land Lot 8 of the 14<sup>th</sup> District, Fulton County, Georgia within the Custer/McDonough/Guice neighborhood of NPU-W in Council District 1.
- **Property size and physical features:** The subject property is approximately 1.15 acres (50,094 sq. ft.). The parcel is currently undeveloped and land locked but has historically been used for parking for the property abutting the parcel to the west at 1575 Moreland Avenue. This land locked parcel is accessible via 1575 Moreland Avenue. The parcel is relatively level at the center. On the eastern boundary, there is a step decrease in elevation to the adjacent residential parcels and a more gradual increase in elevation to the parcels to the residentially zoned parcels to the north. Trees and vegetation are located along the periphery of the parcel.
- **Current/past use of property:** The lot is developed with an unpaved parking lot for the abutting parcel at 1575 Moreland Avenue.
- **Surrounding zoning/land uses:** The adjacent parcel to the east and south as well as nearby parcels fronting on Moreland have a Mixed Use- Low Density land use designation and have a Mixed

Residential Commercial zoning (MRC-1). To the west and north, the parcels have a Single Family Residential land use with a Single Family Residential (R-4) zoning.

- **Transportation system:** The parcel is located near Moreland Avenue which is classified as an arterial street. Sidewalks are provided on both sides of Moreland Avenue. MARTA bus route #4 services Moreland Avenue in this area and a bus stop is located within ¼ mile of the subject property.

## CONCLUSIONS:

- **Compatibility with surrounding land uses:** The non-residential and low impact use of the subject site is compatible with the surrounding primarily Single Family Residential land use on one side and the commercial use fronting on Moreland Avenue. The subject site has been used as an unpaved surface parking lot for the adjacent parcel for many years. The applicant intends to continue to use the parcel for parking. The proposed use of the parcel will provide a transition from the commercial uses that front on Moreland Avenue to the residential uses to the west.
- **Effect on adjacent property and character of neighborhood:** The use of the parcel for surface parking will have a beneficial effect on the character of the neighborhood. It will provide for parking to the rear of the commercial building fronting on Moreland Avenue as recommended in the South Moreland Livable Centers Initiative (LCI).
- **Suitability of proposed land use:** The proposed Mixed Use Low Density (MU-LD) land use designation is suitable for the site and the location of the parcel. This is the same land use as the adjacent parcel that is fronting on Moreland Avenue.
- **Consistency with City's land use policies:** The *2016 Atlanta Comprehensive Development Plan* (CDP) Character Area for this location is Traditional Neighborhood Existing and for the parcels fronting on Moreland Avenue it is Redevelopment Corridors. The proposed land use of Mixed-Use Low Density is consistent with the CDP land use policies to:
  - Preserve the residential character of Traditional Neighborhoods.
  - Protect single-family detached residential neighborhoods from encroachment by nonresidential uses, incompatibly scaled residential development.

The proposed land use of Mixed-Use Low Density is consistent with the CDP Redevelopment Corridors land use 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.
- Promote and encourage the redevelopment of vacant, underutilized and auto-oriented development along Redevelopment Corridors.
- Promote a balance of retail, service, office, dining and residential uses serving the adjacent neighborhoods

- Encourage redevelopment that permits minimal building setbacks, parking to the rear of a building, and requires quality materials and design related to the building, the site, and signage.
- **Consistency with Adopted Small Area and Neighborhood Plans:** The parcel is located within the South Moreland LCI study area. The proposed land use amendment and redevelopment of the site is consistent with the Plan’s Goals to:
  - Promote Mixed-Use Redevelopment:
    - Promote Neighborhood Serving Commercial Uses
    - Redevelopment and Revitalize Underutilized Areas

One of the plan’s recommendations is to: Support the redevelopment of existing strip commercial areas into higher density, mixed-use development that supports neighborhood –serving commercial and residential uses. In addition, the proposed land use amendment supports the recommendation that future commercial development follow the City of Atlanta’s Quality of Life zoning standards with buildings oriented to the street and parking located in the back.

- **Consistency with Atlanta City Design:** The proposed land use of Mixed Use-Low Density (MU-LD) 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, **1565 Moreland Avenue, S.E., rear** is located within a Suburban area while the parcel fronting on Moreland is located within a Corridor.

Suburban areas are described as follows:

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

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 proposed land use amendment is consistent with the NPU W policy to:

W-4: Encourage mixed use development along the Memorial Drive and Moreland Avenue corridors. Consolidate strip commercial uses to create a united development pattern having a minimum number of curb cuts and turn lanes

**STAFF RECOMMENDATION: APPROVAL OF THE LAND USE AMENDMENT FROM SINGLE FAMILY RESIDENTIAL TO MIXED USE LOW DENSITY.**

**NPU W: NPU W voted to approve this land use amendment at its October 29, 2020 meeting.**

cc: Jessica Lavandier, Assistant Director, Strategic Planning



Department of  
**CITY PLANNING**

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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-1707 / CDP-20-36 420 McDonough Boulevard, S.E.**

**DATE:** November 30, 2020

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### PROPOSAL:

An ordinance to amend the Land Use element of the 2016 Atlanta Comprehensive Development Plan (CDP) so as to redesignate property located at 420 McDonough Boulevard, S.E. from the Low Density Commercial (LDC) Land Use Designation to the High Density Residential (HDR) Land Use Designation, 450 Gault Street, S.E. from the Medium Density Residential (MDR) and High Density Commercial (HDC) Land Use Designation to the High Density Residential (HDR) Land Use Designation and 499 Federal Terrace, S.E., 501 Federal Terrace, S.E. and 505 Federal Terrace, S.E., 1440 Gault Street, SE., 1446 Gault Street, S.E., 1450 Gault Street, S.E. and 1456 Gault Street, S.E. from the Single Family Residential (SFR) Land Use Designation to the Medium Density Residential (MDR) Land Use Designation. This land use amendment is being done in conjunction with the rezoning of these parcels from Single Family Residential (R-4A), Multifamily Residential (MR-3), Commercial Service (C-2) and Mixed Residential Commercial (MRC-2) zoning districts to the Multifamily Residential (MR-3 and MR-4A) zoning districts per Z-20-71.

### FINDINGS OF FACT:

- **Property location:** The subject property is located on the northside of McDonough Boulevard, S.E., and fronts on both sides of Gault Street, S.E. Some parcels front on Federal Terrace, S.E. The subject property is in Land Lot 41 of the 14<sup>th</sup> District, Fulton County, Georgia within the Chosewood Park neighborhood of NPU-Y in Council District 1.
- **Property size and physical features:** The subject property consists of 9 parcels and is approximately 9.62 acres (419,047.2 sq. ft.). Portions of Gault Street are heavily forested. The rear of the residential parcels that front on Gault Street and Federal Terrace are planted with mature trees.
- **Current/past use of property:** A place of worship is located at 420 McDonough Boulevard, S.E. It was formerly occupied by the Antioch Baptist Church and it is still in use for religious, community and educational purposes. There is a large, paved surface parking lot, previously used for the nearby GM plant. The remainder of the site is heavily forested with trees. Four out of the

seven single family residential parcels that front on Gault Street, S.E. and Federal Terrace, S.E. are developed with single family homes. Three of the lots are undeveloped.

- **Surrounding zoning/land uses:** The parcels to the east, west, and north have a Single Family Residential land use designation and have Single Family zoning (R-4A). The parcels to the south of the Single Family parcels on Gault Street and Federal Terrace have a Low Density Commercial land use Commercial Service (C-2) zoning and are developed with commercial uses. The parcels to the west of have a Low Density Commercial land use, and Commercial Service (C-2) zoning and are developed with commercial uses. On the east side of Sawtell Avenue, the parcel has an Office/Institutional land use, and Two Family Residential zoning (R-5) and it is developed with the Atlanta Federal Penitentiary. On the west side of Sawtell, the parcel has a Mixed Use land use, and Mixed Residential Commercial zoning (MRC-3) and is the site of the former GM Plant.
- **Transportation system:** McDonough Boulevard is designated as an arterial street. Gault Street, S.E. and Federal Terrace, S.E. are designated as local streets. Sidewalks are provided on both sides of McDonough Boulevard and the first block of Gault Street north of McDonough Boulevard. There are no sidewalks on Gault Street beyond the first block and there are no sidewalks on Federal Terrace. MARTA bus route #49 services McDonough Boulevard, S.E. with bus stops located along McDonough Boulevard.

#### CONCLUSIONS:

- **Compatibility with surrounding land uses:** The parcels surrounding the subject site have Single Family Residential land uses to the west, north and east. The proposed development has similar intensity throughout the site and provides minimal transition to the adjacent Single Family Residential land uses. The proposed High Density Residential land use designation intrudes into the Single Family core of the neighborhood and is not compatible with the surrounding land uses. The proposed Medium Density Residential land use would result in a land use that is much more intense and not compatible in platting, lot size, lot coverage, or setbacks of the surrounding Single Family Residential uses.
- **Effect on adjacent property and character of neighborhood:** The Chosewood Park Redevelopment Plan identified numerous redevelopment opportunities. The plan recommends retaining the land use and zoning of the single family core of the neighborhood. Changing the land use of the subject site to High Density Residential and Medium Density Residential for the construction of the proposed townhomes will have an undesirable effect on the single family residential character of the neighborhood and is incompatible with the Chosewood Park residential core. The redevelopment plan or neighborhood scaled commercial uses at McDonough Boulevard and Gault Street. This area is underserved by retail and this proposed development of all residential uses will increase the demand for retail but will not increase the supply of retail in this underserved neighborhood.
- **Suitability of proposed land use:** The proposed High Density Residential and Medium Density Residential land use designation is not suitable for the subject site. The Chosewood Park Redevelopment Plan recommends preserving the single family core of the neighborhood and maintaining the Single Family land use and zoning of the parcels on Gault Street and Federal Terrace. In addition, the Chosewood Park Redevelopment Plan and the Atlanta Beltline Subarea 3 Master Plan call for mixed use development along McDonough Boulevard and a transition in density to the primarily residential area of the neighborhood. The proposed development does not provide a mix of uses along McDonough Boulevard.



- **Consistency with City’s land use policies:** The *2016 Atlanta Comprehensive Development Plan* (CDP) Character Area for the portion of the site fronting on McDonough Boulevard is Redevelopment Corridors and for the portions of the site fronting on Gault Street and Federal Terrace it is Traditional Neighborhood Redevelopment. In the Redevelopment Corridors, the economic development goals are to promote the revitalization of Redevelopment Corridors to include grocery stores, more retail diversity, and restaurants. The proposed land use of High Density Residential is not consistent with the CDP Redevelopment Corridors land use 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.
  - Promote more intense pedestrian oriented development at activity nodes and major intersections.
  - Promote and encourage mixed use residential, retail and office uses and development with a pedestrian oriented urban form.
  - Promote a balance of retail, service, office, dining and residential uses serving the adjacent neighborhoods.

The proposed land use of High Density Residential and Medium Density Residential are not consistent with the Traditional Neighborhood Redevelopment land use policies to:

- Preserve the residential character of Traditional Neighborhoods Redevelopment.
- Protect single family detached residential neighborhoods from encroachment by nonresidential uses and incompatibly scaled residential development.
- Encourage new housing development that is compatible with the character of existing neighborhoods. Neighborhood character 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.
- Maintain, rehabilitate and replace the existing housing stock here appropriate.
- Provide Traditional Neighborhoods Redevelopment with nodal neighborhood commercial areas along arterials and collectors, which are of such a size and character that all uses are within convenient walking distance of one another.

**Consistency with Adopted Small Area and Neighborhood Plans:** These parcels are included in *the Chosewood Park Redevelopment Plan (2010)*. Part of the vision for the neighborhood is “The Chosewood Park of tomorrow is a community set apart by its uniqueness, diversity, stability and vibrancy. The neighborhood is safe and walkable, with clean and extensive sidewalks providing connections to shops, restaurants, businesses and community spaces throughout the neighborhood. Due to the increase in home ownership opportunities, the single-family core of the neighborhood is strong, stable and active.

The Plan’s Land Use & Zoning Policies are:

- Encourage rezoning to the Quality of Life ordinances
- Preserve existing single-family residential densities
- Focus higher-density residential and mixed-use developments along the major corridors and adjacent to the BeltLine

- Provide accessory and community serving commercial uses within higher-density residential developments
- Ensure future connections to the existing street network in all redevelopment projects

The Plan's Housing Policies are:

- Preserve the character and form of the single-family core of the neighborhood.
- Promote owner occupied single-family homes, thus reducing high concentration of rental units. Encourage the development of vacant residential lots.
- Advocate for the repair and maintenance of single-family structures.
- Focus on higher density residential along the major corridors and adjacent to the BeltLine.

In addition to the vision and policies, the Chosewood Park Redevelopment Plan has land use and zoning recommendations. For the areas that are part of this land use amendment, those recommendations are detailed below.

**Former GM/Lakewood Parking Lot:** The site was rezoned to include a mix of higher density residential housing with some ground floor retail uses facing McDonough Boulevard then transitioning to townhomes internal to the neighborhood. The plan recommends ensuring a connected and pedestrian friendly project that integrates into the surrounding fabric.

**Corridors:** The neighborhood master plan envisions the redevelopment of the traditional commercial corridors of Boulevard and McDonough Boulevard to transition into a higher-density mixed-use environment. These corridors will allow for a variety of housing options, provide needed retail goods and services and create walkable environments. Additionally, these new mixed-use environments will become the gateways to the community, aiding in changing the perception of the area. The corridors will also provide a physical buffer between the high-volume streets and their uses from the existing single family residential core. The plan recommends McDonough Boulevard to be a predominately medium-density residential corridor with neighborhood commercial nodes.

**Neighborhood Core:** The existing single-family neighborhood core is the center of the community. Much of the existing housing stock should be maintained, with appropriate and complimentary infill homes built on vacant lots. As redevelopment occurs along the major corridors, pressure will increase to rezone many lots to a higher-density and/or alternative use. The plan recommends preserving the predominately detached single-family character of the existing residential core of the community, maintaining the Single Family Residential land use and the existing R-4A zoning.

The former GM parking lot is included in the *Atlanta BeltLine Subarea 3: Boulevard Crossing Subarea Plan (2009)*. Relevant Land Use and Urban Design Goals are to:

- Encourage development that is compatible with community values and future needs,
- Facilitate mixed use "centers" (living, working and shopping) to promote economic development, serve the community neighborhoods and support alternative transportation modes and
- Maintain a variety of residential opportunities, including mixed-income and workforce housing to strengthen the diverse community.

In the land use plan, portions of the subject site are in the Chosewood Retail District- an 1/8 mile core area centered at McDonough Boulevard and Gault Street. The plan recommends neighborhood-oriented retail/ services and living focused on McDonough with trail connectivity to Chosewood Park. The plan recommends for the area to develop with building heights up to 4 stories and with a mix of

uses. The plan recommends changing the High Density Commercial land use along McDonough Boulevard to Mixed Use (1-4 Stories) land use and Residential 1-4 stories along Gault Street.

The proposed High Density Residential land uses and Medium Residential land uses are not consistent with the *Chosewood Park Redevelopment Plan* and *Atlanta BeltLine Subarea 3: Boulevard Crossing Subarea Plan* the recommendations.

- **Consistency with Atlanta City Design:** The proposed land use of High Density Residential and Medium Density Residential 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. 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, parcels fronting **McDonough Boulevard** are located within a Growth area - 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 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.”

According to the Atlanta City Design map, parcels north of **McDonough Boulevard and fronting on Gault Street and Federal Terrace** are located within a Conservation Area- Urban neighborhood, which is 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.”

- **Consistency with NPU policies:** These NPU-Y policies that tend to not support the land use amendment to High Residential:
  - Y-1 Preserve the single family and low density residential character of the Chosewood Park, High Point, Joyland, Betmar La Villa, South Atlanta, and Lakewood Heights neighborhoods.
  - Y-6 Preserve the underlying nature of Chosewood Park neighborhood with transitional heights.

**STAFF RECOMMENDATION: DENIAL OF THE LAND USE AMENDMENT FROM SINGLE FAMILY RESIDENTIAL, MEDIUM DENSITY RESIDENTIAL, LOW DENSITY**

**COMMERCIAL AND HIGH DENSITY COMMERCIAL TO HIGH DENSITY  
RESIDENTIAL AND MEDIUM DENSITY RESIDENTIAL.**

**NPU Y: Y voted to defer this land use amendment at its November 16, 2020 meeting.**

cc: Jessica Lavandier, Assistant Director, Strategic Planning



Department of  
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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-1708 / CDP-20-37 552 Boulevard Place, N.E.**  
**DATE:** November 30, 2020

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### PROPOSAL:

An ordinance to amend the Land Use element of the 2016 Atlanta Comprehensive Development Plan (CDP) so as to redesignate property located at **552 Boulevard Place, N.E.** from the Low Density Residential (LDR) Land Use Designation to the Medium Density Residential (MDR) Land Use Designation. This land use amendment will facilitate the rezoning for the parcel per Z-20-64 from Two Family Residential (R-5) to the Residential General Sector 3 (RG-3) zoning district to allow for the construction of multi-family building with 12 residential units.

### FINDINGS OF FACT:

- **Property location:** The subject property is located on the north side of Boulevard Place, N.E. and on the west side of Arnold Street, N.E. The property is in Land Lot 47 of the 14<sup>th</sup> District, Fulton County, Georgia within the Old Fourth Ward neighborhood of NPU-M in Council District 2.
- **Property size and physical features:** The subject property is approximately 0.25 acres (10,890 sq. ft.). The parcel is currently developed with a duplex built in the 1920's. The house sits several feet above street level as the topography of the area falls from west to east. The rear of the parcel is relatively level. Trees and vegetation are planted in the rear of the parcel.
- **Current/past use of property:** The lot is developed with a duplex dating to the 1920's.
- **Surrounding zoning/land uses:** The adjacent parcel to the west and south as well as parcels on Boulevard Place, N.E. have a Low Density Residential land use designation. They have a Two Family Residential zoning (R-5) and are developed with single and two family homes. To the east, the parcel has a Low Density Residential land use designation and has a Two Family Residential zoning (R-5) and is developed with a multifamily building. To the north, the parcels fronting on North Avenue have a Mixed-Use Medium Density land use and Plan Development Mixed Use (PD-MU) zoning and are developed with a multifamily building.

- **Transportation system:** The parcel is located at the corner of Boulevard Place, N.E. and Arnold Street, N.E. which are classified as local streets. Sidewalks are provided on both sides of Boulevard Place, N.E. There are no sidewalks on Arnold Street. MARTA bus route #102 services North Avenue and bus route #809 provides service on Boulevard, N.E. A bus stop is located within ¼ mile of the subject property

## CONCLUSIONS:

- **Compatibility with surrounding land uses:** The area surrounding this site is residential with a mix of old and new single-family detached houses, duplexes and compatibly scaled multifamily housing that transition to higher density residential uses. The construction of a 12-unit, apartment building is too intense in the center of a Low Density Residential area where no transition is needed. The proposed Medium Density Residential land use designation is not compatible with the surrounding land uses.
- **Effect on adjacent property and character of neighborhood:** This portion of the Old Fourth Ward is experiencing significant increase in residential density with most of that focused on major corridors such as North Avenue, Boulevard, N.E. and along Glen Iris Drive, N.E. Between these corridors, the core single family/duplex part of the neighborhood has Low Density Residential land use and Two-Family (R-5) zoning. Changing the land of the parcel to Medium Density Residential for the construction of the proposed multifamily development will have an undesirable effect on the low density residential character and uses of the street.
- **Suitability of proposed land use:** The proposed Medium Density Residential land use designation is not suitable for this site. The proposed development is too dense for the site. It is located in the center of a street with Low Density Residential uses.
- **Consistency with City's land use policies:** The *Atlanta Comprehensive Development Plan (CDP)* Character Area for this site is Traditional Neighborhood Redevelopment (TNR). The proposed multi-family housing development and proposed land use of Medium Density Residential is not consistent with the CDP and recommended policies for TNR. Traditional Neighborhood Redevelopment land use policies are intended to do the following:
  - Preserve the residential character of Traditional Neighborhoods by encouraging new housing that is compatible in size and with existing urban fabric; and,
  - Protect single-family detached residential neighborhoods from incompatible-scaled residential development.
- **Consistency with Adopted Small Area and Neighborhood Plans:** The *Old Fourth Ward Master Plan (2008)* recommends keeping the Low Density Residential land use designation for the site. Further, the plan recommends preserving single-family areas, supporting appropriate infill housing compatible with the character of the neighborhood and to focus growth on corridors and near transit. It also recommends providing a transition between new and existing residential areas while considering the existing neighborhood character and urban scale.
- **Consistency with Atlanta City Design:** The proposed land use of Medium Density Residential (MDR) 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. 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, **552 Boulevard Place, N.E.** is located within an urban area. Urban areas are 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:** These NPU-M policies that tend to not support the land use amendment to Medium Density Residential:
  - M-4: Preserve the historic integrity of the Fairlie-Poplar, Sweet Auburn, Old Fourth Ward, Terminus, and Grady Memorial neighborhoods, as well as the Castleberry Hill National Register District and the Baltimore Block and Martin Luther King Jr. landmark districts.
  - M-7: Promote and expand low and medium density residential uses in the Old Fourth Ward neighborhood, emphasizing increased single-family home-ownership.

**STAFF RECOMMENDATION: DENIAL OF THE LAND USE AMENDMENT FROM LOW DENSITY RESIDENTIAL TO THE MEDIUM DENSITY RESIDENTIAL LAND USE DESIGNATION.**

**NPU M: NPU M voted to Defer this land use amendment at its November 9, 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 Westmorland, Chair, Community Development/Human Services Committee  
**FROM:** Keyetta M. Holmes, AICP, Director, Office of Zoning and Development *KMH*  
**SUBJECT:** 20-O-1709 / CDP-20-39- 2741 Glenwood Avenue, S.E.  
**DATE:** November 30, 2020

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### PROPOSAL:

An ordinance to amend the Land Use element of the 2016 Atlanta Comprehensive Development Plan (CDP) so as to redesignate property located at 2741 Glenwood Avenue, S.E. from the Single Family Residential (SFR) Land Use Designation to the Low Density Residential (LDR) Land Use designation in order to facilitate the rezoning for the parcel from the Single Family Residential (R-4) zoning district to the Two Family Residential (R-5) zoning district per Z-20-73 to allow for the construction of two family dwelling.

### FINDINGS OF FACT:

- **Property location:** The subject property fronts on the south side of Glenwood Avenue, S.E. and is on the southeast corner of the intersection of Glenwood Avenue, S.E., and Quillian Avenue, S.E. The parcel is located in Land Lot 183 of the 15<sup>th</sup> District in DeKalb County, Georgia within NPU-O in Council District 5.
- **Property size and physical features:** The parcel is an 0.27 (11,761.2 sq. ft.) acre rectangular shaped lot. The undeveloped lot is relatively flat and planted with mature trees.
- **Current/past use of property:** The subject property was part of a subdivision with the parcel located to the south. The site is currently undeveloped. Staff is not aware of any previous uses of the site.
- **Surrounding zoning/land uses:** The surrounding parcels to the west, east, south and have a Single Family Residential (SFR) land use designation and Single Family Residential (R-4) zoning and are developed with single family residences. To the north, across Glenwood Avenue is the East Lake Golf Course with a private Open Space land use designation and Single Family Residential (R-4) zoning.
- **Transportation system:** Glenwood Avenue, S.E. is classified as an arterial and Quillian Avenue is a local street. MARTA bus route #107 provides service along Glenwood Avenue with connection to the Indian Creek Station. Sidewalks are present on both sides of Glenwood Avenue and Quillian Avenue.



## CONCLUSIONS

- **Compatibility with surrounding land uses:** Except for the parcel to the north, 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 for the parcel to be rezoned to R-5 to build a duplex. The proposed land use and development is not compatible with the surrounding Single-Family Residential land uses.
- **Effect on adjacent property and character of neighborhood:** Staff believes the proposed land-use is not compatible with the character of the surrounding single family neighborhood. Changing the land use to Low Density Residential will have an adverse effect on the Single-Family residential character of the surrounding neighborhood. The proposed land use change could lead to the redevelopment of other parcels to Low Density Residential land uses thereby changing the character of the neighborhood.
- **Suitability of proposed land use:** The proposed Low Density Residential 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 build a duplex in a single family neighborhood with adopted policies to maintain Single Family Residential land uses.
- **Consistency with City's land use policies:** The *2016 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 character area 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.
  - Encourage new housing development that is compatible with the character of existing neighborhoods.
- **Consistency with Atlanta City Design:** The proposed Low Density Residential land use of 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*, **2741 Glenwood Avenue, S.E.** 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 NPU-O policy related to this land use amendment is:
  - O-4: Preserve the single family and low density residential character of NPU-O.
  - O -11: Discourage spot zoning.

**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-O voted to Defer this land use amendment at its November 17, 2020 meeting.**

cc: Jessica Lavandier, Assistant Director, Strategic Planning



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KEYETTA M. HOLMES, AICP  
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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-1710/ CDP-20-40 NPU H Master Plan – A Vision for Adamsville  
**DATE:** November 30, 2020

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### SUMMARY:

An ordinance to adopt The NPU H Master Plan- A Vision for Adamsville and to amend the 2016 Atlanta Comprehensive Development Plan by incorporating by reference said plan.

### FINDINGS OF FACT:

#### Plan Purpose:

The purpose of the NPU H Master Plan- A Vision for Adamsville is:

- Building on previous planning efforts;
- Developing a vision that guides growth and development for the 17 neighborhoods within NPU-H;
- Identifying a set of goals that the NPU-H community can strive towards;
- Illustrating ways to implement the vision and goals;
- Proposing a list of new policies and future projects that align with the overall vision and goals of this plan;
- Establishing equitable programs and facilities to create economic sustainability for community members; and
- Adopting a plan for NPU-H for future implementation under Atlanta's planning framework.

#### Planning area:

The NPU H Master Plan covers the entire NPU H geography. Neighborhood Planning Unit H (NPU-H) is located on the western edge of the City of Atlanta and totals 4,058 acres. It is bound to the north by Donald Lee Hollowell Parkway / Highway 278, the Fulton Industrial District of unincorporated Fulton County to the west, the City of South Fulton to the south and Interstate 285 to the east. It is approximately five miles from downtown Atlanta. Most of NPU-H is in City Council District 10, but the northern tip is in Council District 9. NPU-H is comprised of primarily residential neighborhoods with the Martin Luther King, Jr. (MLK, Jr.) Drive commercial corridor running east/west, an industrial and a mixed residential commercial area along Donald Lee Hollowell Parkway in the north and a commercial/employment area at the intersection of Fairburn Road and Benjamin E. Mays Drive.

## **Planning Process:**

The development of the plan was guided by a Steering Committee and with input from the community provided at community meetings, presentations, and a survey. An NPU H webpage provided information about the plan and the planning process.

The Steering Committee's roles and responsibilities were to: identify strengths, weaknesses, opportunities, and threats in the community; provide comment and recommendations on community input activities; promote the plan to neighbors, friends, relatives, and others in the community; provide thoughts on the plan recommendations; and how best to conduct public meetings that solicit feedback. The Steering Committee meetings were on March 14, 2019, April 18, 2019, June 13, 2019, and June 25, 2020.

Community input is a key component of developing a plan's vision, goals, and recommendations. The first public outreach effort was the Kick-off Meeting, which took place on March 26, 2019, at the C.T. Martin Natatorium and Recreation Center. Approximately 100 members of the community were present. They participated in various activities including: vision statement and goals, a board to help determine top priorities, SWOT Analysis to help determine NPU-H's greatest strengths, weaknesses, opportunities, and threats, a story-telling activity and completing a survey.

The Design Workshop was held on Saturday, May 4, 2019, at the C.T. Martin Recreation Center. The attendees participated in multiple input activities: Visual Preference Survey (VPS) & Concept Drawing Table for potential redevelopment sites; created a Developer Wish List - participants voted for items in a list of criteria for redevelopment projects; Streets and Access - this activity asked about current transportation experiences and preferred experiences. In addition, a "Build Your Own Streetscape" activity allowed attendees to design an ideal street for Fairburn Road.

A Public Open House was held on Thursday, July 25, 2019, at the C.T. Martin Recreation Center. The planning team presented results from the previous steering committee and public meetings, draft vision and goals, draft concept plans for the three potential redevelopment nodes, draft concept drawings for Fairburn Road street sections, and the Redevelopment Criteria.

Presentations about the NPU H Master Plan were made at several NPU H meetings and at a September 10, 2020 virtual meeting.

## **Vision and Goals:**

The NPU H Master Plan Vision Statement is: Create a vibrant and safe community for the NPU-H neighborhoods by offering diverse housing options, thriving businesses, accessible transportation, connections to nature, and a high quality of life for all.

The Goals and principles/policies of the NPU H Master Plan are to:

1. Create a high quality of life for all residents. The principles for this goal are listed below.
  - Engage local educational partnerships with community organizations, non-profits, and recreation centers to increase the quality of education for people of all ages
  - Encourage developers to provide usable green space in all redevelopment
  - Attract a diversity of businesses that meet the needs of the community, including daily needs shopping and a variety of restaurants
  - Increase access to healthy, fresh food

- Take a proactive stance on public health and mitigate the negative impacts of industries on Fulton Industrial Boulevard
  - Maintain parks and offer programming for residents of all ages
2. Focus redevelopment on priority vacant properties and abandoned structures. The principles for this goal are listed below.
    - Implement strategic rezoning that benefits residents and meets the goals set forth in this plan
    - Determine development criteria for priority redevelopment sites
    - Promote redevelopment of key commercial nodes and aging apartment complexes
    - Minimize flooding by maintaining natural terrain and using best practices for stormwater management
  3. Promote inclusiveness for all people. The principles for this goal are listed below.
    - Foster aging in place through design and policy recommendations
    - Increase the rate of homeownership in the community
    - Promote awareness of existing and future homeownership programs
    - Promote home rehabilitation programs for current homeowners
    - Engage renters in the community and encourage them to stay
    - Preserve naturally occurring / subsidized affordable housing units
    - Preserve the character of the single-family areas
  4. Improve the cleanliness and appearance of properties, streets, and parks. The principles for this goal are listed below.
    - Enforce zoning, building codes, and public safety
    - Prevent dumping of trash, illegal parking, and illegal land uses
    - Improve City of Atlanta responsiveness to code violations
    - Establish community clean-up initiatives
    - Promote community pride and ownership

### **Master Plan Recommendations:**

#### Framework Plan

The Framework Plan establishes priority redevelopment areas within NPU-H and key corridors to improve to implement the Vision and reach the Goals. Priority Redevelopment Sites are identified to show where infill development should be encouraged. Three concept plans were developed to illustrate ideas for how the sites could be redeveloped.

Concept Plan 1 - Bolton Road is in the northern part of NPU-H near the Fulton County Airport and I-285. This plan considers the existing residential uses on Bolton Road and provides a mix of housing types and some mixed-use development that could include office and retail uses.

Concept Plan 2 - Adamsville Village is centered on the Martin Luther King, Jr. Drive and Fairburn Road intersection. This area has commercial uses built in suburban patterns. The concept plan shows how this area could be redeveloped with sidewalk-oriented, mixed-use development, increased retail options, multiple housing options, streetscape changes to Fairburn Road, more multifamily housing options, and a central green space that ties together retail buildings and multi-family residential communities. Some existing commercial buildings along Martin Luther King, Jr. Drive that currently front the street are preserved and infill is recommended around them.

Concept Plan 3 - Benjamin E. Mays Drive & Fairburn Road is centered on the intersection, which is where the Doctor's Memorial Park is located. The plan proposes office buildings, small pocket parks, retail, and many housing options for this node.

### Recommendations

**Priority Projects:** The plan makes several recommendations to implement the plan. Some of these are: land use and zoning changes in the three concept plan areas and lighting improvements along major corridors.

**Redevelopment Criteria:** The Redevelopment Criteria are items that are community preferences for future growth and development. Some could be requirements for a developer to rezone a property, and they are negotiating tactics that the NPU can use during the rezoning approval process.

**Long Term Initiatives:** Redevelopment can occur through public-private partnerships, incentives, and the incorporation of the redevelopment criteria during the rezoning process. The plan includes long term initiatives to implement the major goals of the plan in the following categories: Jobs & Businesses, Housing, Building Design, Transportation & Parking and Open Space & Sustainability

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

Within the study area, **Martin Luther King Jr. Boulevard and Donald Lee Hollowell Parkway** 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 Suburban and Rural Neighborhoods. The definition of these neighborhoods is below.

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

Rural Neighborhoods

“These are the least dense, least-walkable parts of Atlanta. They are not-quite-rural communities of reasonably large suburban estates that have big lots and narrow, winding and often curb-less streets. They include neighborhoods like Mount Paran and Cascade Heights, where seclusion and nature are prioritized over any interest in city life.”

**STAFF RECOMMENDATION: APPROVAL of the NPU H Master Plan- A Vision for Adamsville and to amend the 2016 Atlanta Comprehensive Development Plan by incorporating this plan by reference.**

**NPU Recommendations:** NPU H: voted to approve the plan at their November 19, 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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**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-1685 / CDP-20-41 CD12 Blueprint Plan for Hammond Park and Perkerson**  
**DATE:** November 30, 2020

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**SUMMARY:**

An Ordinance to adopt the Council District 12 Neighborhood Blueprint Plan for Hammond Park and Perkerson and to amend the 2016 Comprehensive Development Plan by incorporating by reference said plan.

**FINDINGS OF FACT:**

Atlanta City Council District 12 Neighborhood Blueprint Plan for Hammond Park and Perkerson is a planning study led by District 12 Councilmember Joyce Sheperd's Office. The Plan represents the collective vision, policies, and strategies that will guide future development in the neighborhoods with a focus on the redevelopment potential at existing neighborhood commercial nodes. This plan for Hammond Park and Perkerson represents the latest addition to the District 12 Blueprint planning efforts.

**Plan Purpose:**

This Blueprint Plan represents the collective vision, policies and strategies that will guide the future development of these two neighborhoods. It captures the history of Hammond Park and Perkerson, inventories community's assets, names important challenges and identifies several catalytic projects to spur redevelopment within the study area.

**Planning area:**

The Hammond Park and Perkerson neighborhoods are in Neighborhood Planning Unit X. The study area is the southern gateway into the City of Atlanta. The study area is framed by Arthur B. Langford Parkway to the north; Mt. Zion Road, S.W. to the south; I-75 to the east; and Springdale Road and the Atlanta city limits to the west. Interstate I-85 forms the western boundary of Hammond Park and joins I-75 to create the Downtown Connector. Cleveland Avenue runs east-west, separating the two neighborhoods, and connects to the City of East Point.



## **Planning Process:**

An extensive community engagement process was undertaken with the goal of involving all stakeholders in the study process. This master plan is a result of a twelve-month community engagement process that occurred from September 2019 to September 2020.

### Steering Committee:

The Steering Committee was formed to help guide the process and provide input and strategic planning milestones, promoting public meetings, distributing information to the larger community and providing feedback on materials to be presented to the public prior to each public meeting or workshop. Steering Committee meetings were held on October 24, 2019, December 5, 2019 and February 25, 2020.

### Community Meetings:

The kick-off meeting, held on November 14, 2019, announced the beginning of the study process, the goals of the study and key dates. Meeting attendees were also engaged in goal-setting, visioning and participated in a visual preference survey.

The January 25, 2020 Design workshop consisted of two design sessions– one for Hammond Park and one for Perkerson. Design Session 1 focused on neighborhood character and nodes and corridor development. Design Session 2 focused on affordability, marketing/branding and sense of place.

The third public meeting was held virtually on September 30, 2020 via the Zoom platform. The recommendations for Placemaking and Branding, Transportation, Stormwater and Parks, and the overall redevelopment plan recommendations for Hammond Park and for Perkerson were made.

### Website and Survey:

A project website (<http://www.hammondperkersonblueprint.com>) was developed to serve as a resource for information about the Blueprint Plan and to provide a place where updates and future documents could be posted for the public.

An online and paper community survey was launched on November 4, 2019. The purpose of the survey was to collect input from the community and stakeholders to help understand the needs of the Hammond Park and Perkerson neighborhoods and craft a vision

The planning process also included an assessment of existing conditions, economic development assessment, and an iterative process of creating an inclusive community vision and set of goals.

## **PLAN RECOMMENDATIONS:**

### **Vision and Goals**

The Vision for the Council District 12 Blueprint Plan is to:

“Preserve and enhance the area’s affordability and the unique amenities each neighborhood has to offer, while guiding growth and attracting services that improve the quality of life for ALL residents.”

The goals for each neighborhood are listed below.

#### Hammond Park

- Celebrate and enhance the neighborhood’s strong social fabric and architectural character with community-oriented amenities and high-quality restaurants, retail, and housing.
- Extend the neighborhood charm to major gateway corridors.
- Create a walkable ‘eco’ district – with ‘green’ trails and sidewalks connecting accessible greenspace, stormwater ponds, and gardens.

#### Perkerson

- Preserve the area’s unique neighborhood feel.
- Offer a mix of retail, restaurant, housing, and greenspace options.
- Reduce the impacts of flooding by investing in watershed management improvements along the South River.
- Create Atlanta’s ‘Metropolitan Mile’ – a walkable and transit-friendly shopping and dining destination for area residents and visitors.

#### **Neighborhood Recommendations:**

Through the planning process, key redevelopment nodes were identified to provide recommendations and strategies for revitalization.

#### Perkerson Neighborhood

The Perkerson neighborhood recommendations build from the area assets and new investment to create a walkable, transit-friendly, connected mixed use community that serves the residents and attracts visitors to the “Metropolitan Mile”, a shopping and dining destination centered on the neighborhood’s major corridor, Metropolitan Parkway that extends one mile through this community. Recommendations for the neighborhood focus on:

- Placemaking & Community Branding
  - Highlight & Enhance Existing Places of Interest
  - Preserve & Enhance History
  - Beautify Neighborhood Gateways
  - Beautiful Bus Stops
  - Public Art
- Parks and Stormwater Management
  - Community-Activated Public Space
  - Pocket Parks
- Transportation
  - Sidewalks & Streetscapes
  - Safer Pedestrian/Bicycle Crossings
  - Neighborhood Traffic Calming
  - Trails
  - Transit Improvements
  - New Road Network
  - Bike lanes
- Redevelopment Nodes

- Metropolitan Mile (Metropolitan Mile Incremental Infill, Milam Avenue Office District, Avery Park Infill, Santa Fe Redevelopment)
- South River Crossing
- Connell District

## Hammond Park

The Hammond Park neighborhood recommendations leverage the neighborhood's strong social fabric and architectural character to create a community-oriented commercial district along major corridors, while preserving the neighborhood character and charm. With a focus on green alleyways, green infrastructure streetscapes, connected greenspaces, and a stormwater park, the area serves as an innovative 'eco' district. Recommendations for the neighborhood focus on:

- Placemaking & Community Branding
  - Highlight & Enhance Existing Places of Interest
  - Preserve & Enhance History
  - Beautify Neighborhood Gateways
  - Beautiful Bus Stops
  - Public Art
- Parks and Stormwater Management
  - Community-Activated Public Space
  - Pocket Parks
  - Green Alleyways
- Transportation
  - Sidewalks & Streetscapes
  - Safer Pedestrian/Bicycle Crossings
  - Trails
  - Transit Improvements
  - New Road Network
- Redevelopment Nodes
  - The Park in Hammond Park
  - Forrest Hills Drive

## Hammond Park and Perkerson Redevelopment

- Metropolitan Parkway at Cleveland Avenue

### **Implementation:**

The plan makes several recommendations to implement the plan. The Implementation tables have project recommendations and strategies for implementation in: Placemaking & Community Branding, Parks and Stormwater Management, Transportation and Economic Development. Recommendations for Zoning and Land Use changes that would facilitate the redevelopment of the nodes as shown in the concept plans are also included.

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

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

Within the study area, **Metropolitan Parkway** is identified as Cluster. The Atlanta City Design describes Cluster as:

“These are the historically suburban commercial districts of New Atlanta that are becoming increasingly urban. They are outlying in concentrations of housing, work spaces, hospitals and shopping that were developed at the confluence of major thoroughfares, highways and transit. The largest and most established are Buckhead and Emory, but with better design, policies and investments, and with improving market conditions, other clusters like Greenbriar and outlying sites along Metropolitan and Hollowell could emerge as strategic, lower-cost areas for innovation and business expansion.”

**Cleveland Avenue** is identified as a Corridor, which is defined 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 **Perkerson and Hammond Park** neighborhoods are in a Suburban Neighborhood. Suburban Neighborhoods are defined as:

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

**STAFF RECOMMENDATION: APPROVAL of the Council District 12 Neighborhood Blueprint Plan for Hammond Park and Perkerson and to amend the 2016 Atlanta Comprehensive Development Plan by incorporating this plan by reference.**

**NPU Recommendations:** NPU X: voted to approve the plan at their November 9, 2020 meeting.

cc: Jessica Lavandier, Assistant Director, Strategic Planning