

district

- Significantly increase the amount of open space throughout the district
- Promote future development that is sustainable and environmentally sensitive
- Encourage development patterns that meet national green building standards and that incorporate alternative energy sources
- Ensure the planting of trees on all streets and in all open spaces
- Encourage the development of communal spaces through the use of public sidewalks, plazas, parks and public art
- Promote the development of a dense street network throughout the entire Buckhead commercial district
- Facilitate safe and convenient pedestrian circulation and minimize conflict between pedestrians and vehicles
- Encourage the creation of vibrant streets through the provision of active street uses and engaging streetfronting building design
- Accentuate Peachtree Road as a marquis and prominent boulevard;
- Preserve and continue the Buckhead commercial district as a transit oriented district through the facilitation of high densities
- Encourage the use of various transportation alternatives including bus, rail, walking and biking
- Encourage the participation in and support of the local Transportation Management Association to further aid in the reduction of single occupancy vehicle traffic congestion
- Minimize parking requirements and encourage shared parking for compatible uses

IMPLEMENTATION STRATEGIES:

Midtown, Buckhead and Fort McPherson are in continuous efforts to plan for their respective regional areas. This includes being within the initial stages of updating their zoning regulations to turn their vision into reality. Recommendations include:

- Revise and update SPI-16 zoning regulations in Midtown that were adopted in 2001 based in part, upon Blueprint Midtown II
- Improve streetscape elements on major Midtown streets identified in the Midtown Cityscape project
- Expand and revise SPI-12 zoning regulations in Buckhead that were adopted in 1996.
- Implement the plans and policies in the 2011 completed 'Pedestrian Connectivity Study' and larger Buckhead area 'Greenspace Action Plan' for park and greenspace opportunities and 2008 'Piedmont Area Transportation Study' for area transportation improvements.
- Adopt the 2010 Fort McPherson Master Plan, land use and SPI zoning regulations

PLANS:

More specific information is included with the plans listed below:

For the Midtown Regional Center completed plans include:

- Blueprint Midtown II (2004)



Community Agenda - 3. Character Areas

- Midtown Retail Site Analysis (2006)
- Midtown Mile Market Overview & Retail Leasing Plan (2008)
- Midtown Mile Parking Assessment (2008)
- Connect Atlanta Plan (2008)
- Project Greenspace (2009)
- Midtown Mile Market Research Study (2011)
- I-75/85 Connector Transformation Study (underway)
- Midtown Cityscapes (ongoing)

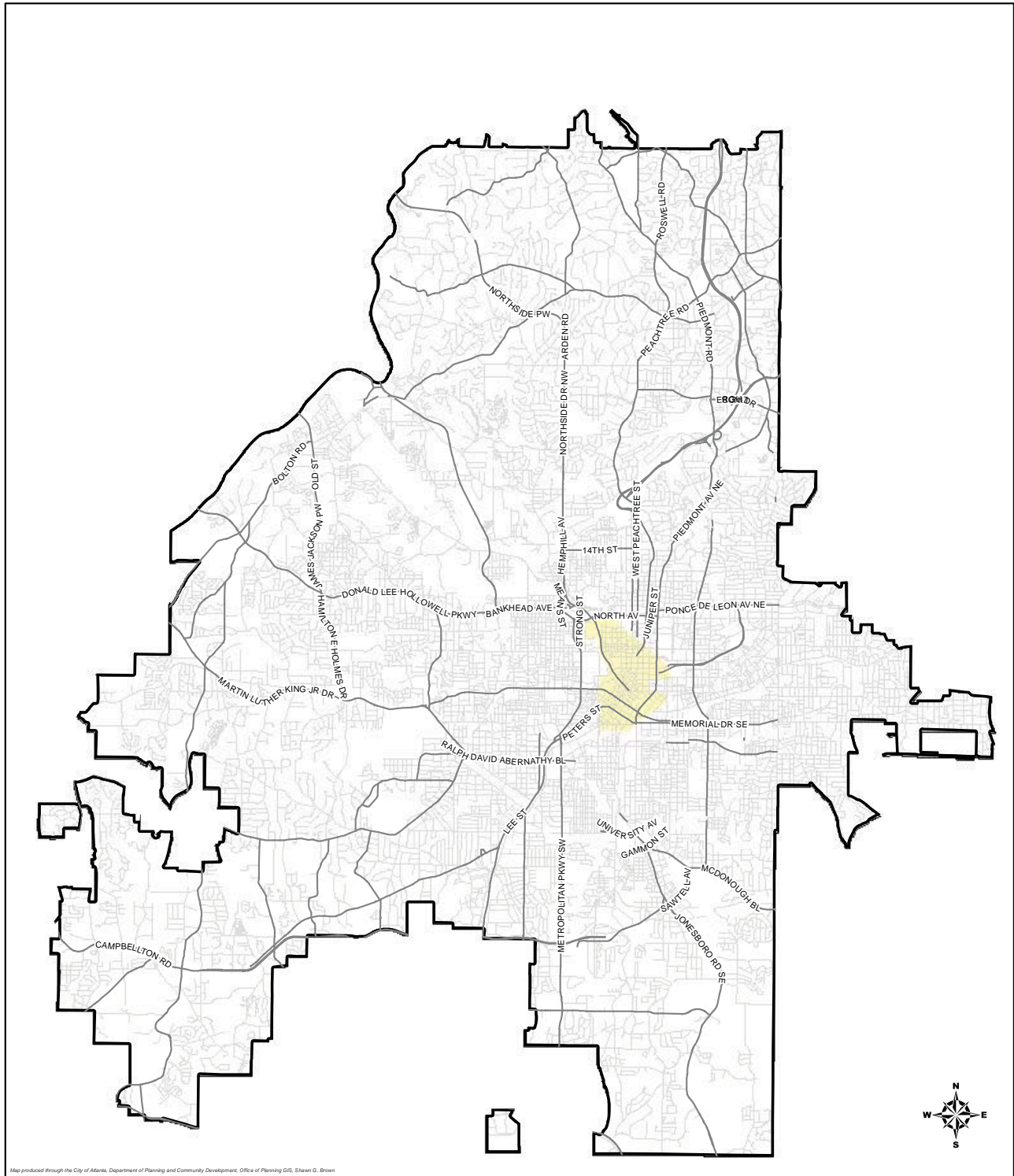
For the Buckhead regional center plans include:

- Buckhead Livable Centers Initiative Report (Peachtree Corridor Project) (2002)
- Piedmont Road Corridor Study (2008)
- Buckhead Pedestrian Connectivity Study (2011)
- Buckhead Greenspace Action Plan (2011)
- SPI-12 Rezoning Effort (underway)
- Buckhead Shuttle Operations Evaluation (underway)


For the Fort McPherson regional center plans include:

- Fort McPherson Outreach and Land Use Plan (2007)
- Fort McPherson Master Plan (2010)
- SPI-2 Zoning Regulations (underway)

Character Areas - Downtown




Map produced through the City of Atlanta, Department of Planning and Community Development, Office of Planning GIS, Shawn G. Brown



**City of Atlanta
Character Areas
Downtown**

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Miles



2011 CDP

Map 3-11: Downtown



Community Agenda - 3. Character Areas

GENERAL CHARACTERISTICS



Downtown Atlanta serves as the symbolic center of the Atlanta region and the state of Georgia. It has a high concentration of regionally marketed commercial, office and employment, entertainment and attractions, and also contains cultural and institutional uses that include higher education facilities. It is also the government center of the southeast United States with federal, state, county and city government agencies located there.

Downtown is readily accessible from major highways- I-75/85 and I-20. In some instances however, the highways serve a physical barrier limiting auto access and severely limiting pedestrian access from other areas of the City. Downtown is also accessible by mass transit including metro Atlanta's rail system, MARTA, which provides six transit stations. In addition, Downtown is well served by MARTA bus, Greyhound and several regional commuter bus systems. The Atlanta Streetcar and the Multi-Modal Passenger Terminal will increase transit options in downtown as well as redevelopment opportunities.



As a whole, Downtown is characterized by a standard modified street grid system emanating from Five Points and includes several primary corridors such as Peachtree Street, West Peachtree Street, Spring Street, Centennial Olympic Park Drive, Northside Drive, Courtland Street, Piedmont Avenue, Ivan Allen Boulevard, Baker Street, International Boulevard, Auburn Avenue/Luckie Street, Marietta Street/Decatur Street, Mitchell Street, Trinity Avenue, and Memorial Drive. These primary corridors are typically four to six lanes wide. Secondary streets are usually two to four lanes wide. Some streets such as Spring St., West Peachtree St., Peachtree Center Ave., Piedmont Ave, and Courtland St. are one-way and serve in tandem to access the adjacent highways or intended to filter traffic quickly through Downtown. In general, traffic flows smoothly, however is congested during peak rush hours and during special entertainment or sporting events on certain streets located adjacent to the interstate access ramps and those events.



Pedestrian sidewalks are provided on virtually all public streets, however, in some locations sidewalks are in disrepair. Downtown does not offer consistent dedicated bicycle lanes or routes. On-street parking is available primarily on secondary streets in the government center, Fairlie-Poplar, Terminus and Centennial Hill areas of Downtown.

Land uses for Downtown are predominately medium to high density mixed uses including a blend of office, retail, institutional, hotel, residential, educational, cultural, and recreational. These uses are found and encouraged in vertical mixed-use structures. Industrial uses, adult businesses and independent surface parking lots are either discouraged or directly prohibited. These land uses allow Downtown to provide a very high number of jobs in comparison to available housing in the immediate area. The greatest density of these uses is found along the Peachtree spine, in Fairlie-Poplar and adjacent to Centennial Olympic Park; although there are still scattered areas of surface parking lots throughout Downtown.

Residential uses are also scattered and include converted former office buildings to lofts, new mid and high-rise mixed use predominately residential de-

velopment adjacent to Centennial Park and the Civic Center MARTA station and mid-density residential directly north of Centennial Park. New student housing is concentrated in the east side of Downtown around Georgia State University. Ground-floor accessory retail uses primarily serve nearby office workers and often close after 6 pm and most are not open on the weekends. Retail serving residents and students is lacking.

Cultural and entertainment uses including the visual and performing arts such as the Rialto Performing Arts Center, Balzer Theatre, and the Georgia Aquarium and Phipps Arena are concentrated in Fairlie-Poplar and around Centennial Olympic Park. Nearby and in the southwest portion of Downtown is the Georgia Dome and Georgia World Congress Center which serving local to international visitors. Educational facilities are concentrated east of Five Points, and government agencies are generally located south of Five Points in the Terminus area. Peachtree Street, formerly Atlanta main retail shopping street and theatre district has given way to ground floor office uses and financial institutions, although in recent years new restaurants have opened along the corridor.

Downtown Atlanta also contains several urban parks such as Woodruff Park, Hurt Park, Ivy Hard Park, and Centennial Olympic Park. Throughout the year several musical events and festivals are held in Woodruff Park and Centennial Olympic Park.

LOCATION

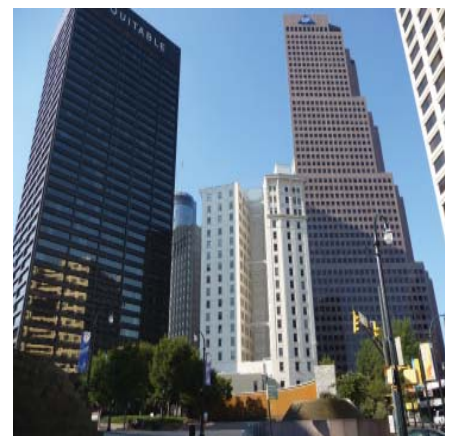
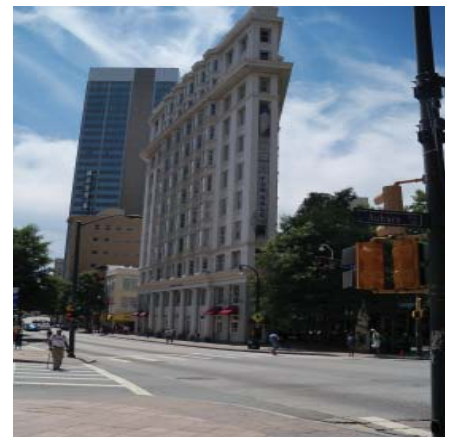
Downtown Atlanta is located in the central part of the city and contains the central business district which is generally bounded by North Avenue on the north, Piedmont and I-75/85 on the east, I-20 on the South, existing rail lines and Martin Luther King Dr. on the southwest and Northside Drive on the northwest (see Map 3-11).

PREFERRED DEVELOPMENT PATTERN

Transportation

Downtown is predominately comprised of small block sizes and an extensive street grid system connecting to other parts of the City. Downtown should not only serve the needs of motorists, but should also serve transit users, pedestrians, and bicyclists. The street design should be consistent with the Connect Atlanta Plan, which recommends the redesign of existing corridors in order to create a more livable streetscape and provide mobility for motorists, bicycles and pedestrians. This includes: streetscape repairs and enhancements, upgrading crosswalk facilities, the conversion of one-streets to two-way traffic flow, increasing the amount of on-street parking, opening Upper Alabama Street to traffic, and increasing wayfinding signage along major corridors to facilitate all modes of travel.

Streetscape improvements should include ADA accessible and wider pedestrian clear zones (sidewalks), new pedestrian street lighting, and street furniture such as trash receptacles, to improve pedestrian accessibility and convenience. Street trees should also be planted to serve as buffers between travel lanes and pedestrians in addition to providing shaded areas for pleasant walk-



Community Agenda - 3. Character Areas

ing. As parcels redevelop, driveway curb cuts should be minimized in size and number to minimize pedestrian conflicts and improve safety and traffic flow.

Bicycle facilities should be provided particularly along roads designated as a *Core Bicycle Connection* and a *Secondary Bicycle Connection* identified in the Connect Atlanta Plan. The Multi-Modal Passenger Terminal will be a major transportation hub and will be catalyst for redevelopment.

Land Use:

Downtown Atlanta should be a vibrant urban environment where people can live, work, meet shop and play serving not only the immediate area but also the Atlanta region. The future vision of Downtown should include: building new walkable, high density mixed-use developments on and around the MARTA transit stations, Centennial Hill, Terminus and South of North Avenue (SoNo) neighborhoods, bridging gaps in Downtown created by the Interstate, re-affirming Peachtree as the premier street of the Southeast, connecting the region through a multi-modal transportation hub, and supporting the Centennial Olympic Park district as a world-class destination with outstanding cultural and entertainment venues.

Building placement, mass and orientation should create a pedestrian-friendly urban form and engage the street. The front building façade should be built to the back edge of the sidewalk, and the main building entrance should open to the sidewalk to frame the streetscape and encourage pedestrian activity. Surface parking lots are discouraged. If present, they should be located to the side and/or rear of buildings, and when adjacent to the sidewalk should be screened with vegetation. Parking decks should be screened with liner buildings. Buildings should be constructed of quality materials and design. Active ground-floor uses and outdoor cafes/markets should be provided wherever possible adjacent to sidewalks to enliven the street.

Multi-story buildings, high density and vertical mixed-use developments are appropriate in Downtown. However, existing historic and potentially historic structures should be preserved and rehabilitated. Also, there should be appropriate transitions in building scale and buffers to adjacent character areas, particularly in areas without an intervening street and surrounded by low-density residential neighborhoods. Greater residential housing density should be encouraged and should include a range of housing types and prices accessible for all ages. Special emphasis should be made to promote student housing. A greater opportunity to access grocery as well as neighborhood serving retail and entertainment uses (to include a movie theatre) should be provided. These should be open later in the day and on the weekends to serve students, residents and hotel guests. Sustainable living including greener buildings, green rooftops, streets and accessibility to public spaces should also be strongly encouraged. Portions of downtown, mainly south of Five Points and particularly around the Garnett Street MARTA station have suffered from neglect and disinvestment. Rehabilitation of existing buildings and development of the numerous surface parking lots should be a priority.

Economic Development

- Provide jobs and economic opportunities for the Atlanta region and City residents.
- Promote international businesses and headquarters to locate Downtown.
- Promote more cultural and entertainment facilities to locate Downtown.
- Promote more high-rise predominately residential development.
- Encourage accessible grocery and retail uses.

Primary Land Uses

- Vertical Mixed-Use
- Commercial

- Office
- Multi-family Residential
- Institutional (Government, Hospital, Educational)
- Cultural (Museums, Visual & Performing arts)
- Large Special Entertainment (Sports and Events in Arenas)

POLICIES:

- Preserve, protect and enhance Downtown's role as the civic and economic center of the Atlanta region.
- Create a 24-hour urban environment where people can live, work, meet, shop and play.
- Encourage the development of major commercial uses and high density housing.
- Encourage a compatible mixture of residential, commercial, entertainment, cultural and recreational uses.
- Encourage a range of housing types and prices accessible for all ages to meet different housing needs. Encourage student housing.
- Improve the aesthetics of street and built environments.
- Promote pedestrian activity and safety by ensuring and revitalizing pedestrian-oriented buildings and street fronting areas which create a sense of activity and liveliness along their sidewalk-level façades.
- Facilitate safe, pleasant, and convenient sidewalk-level pedestrian circulation that minimizes impediments by vehicles.
- Encourage the use of public transportation with high-density mixed-use development near MARTA stations and other transit facilities.
- Enhance the efficient utilization of accessible and sufficient parking facilities in an unobtrusive manner including encouraging shared parking and alternative modes of transportation while discouraging surface parking lots.
- Provide safe and accessible parks and plazas for active and passive use including protecting Centennial Olympic Park as an Olympic legacy and a local and regional civic resource.
- Preserve and protect Downtown's historic buildings and sites through adaptive rehabilitation and re-use.
- Support sustainable development including greener buildings, roof top gardens, public green spaces and tree-lined streets.
- Recognize the special character of Fairlie-Poplar and Terminus through the administration of specific standards and criteria consistent with the historic built environment as recognized by the inclusion of several blocks and buildings on the National Register of Historic Places.

IMPLEMENTATION STRATEGIES:

Recommendations for Downtown's continued growth and redevelopment include:

- Implement the transportation projects outlined in The Connect Atlanta Plan and Imagine Downtown Plan such as the conversion of one-way streets to two-way traffic flow, installation of bicycle facilities, and streetscape improvements.
- Promote the installation of temporary and permanent public art displays throughout the urban plazas and parks.



Community Agenda - 3. Character Areas

- Increase the amount of on-street parking throughout all streets.
- Revise the sign regulations in the Downtown SPI-1 district to identify entertainment areas and primary corridors to allow more vibrant signage opportunities.
- Develop urban design solutions to bridge the gaps over the I-75/85 connector to beautify and connect areas of Downtown to each other and Midtown.
- Create improved partnership with institutions such as universities to foster greater coordination and cooperative improvements.

ADOPTED PLANS

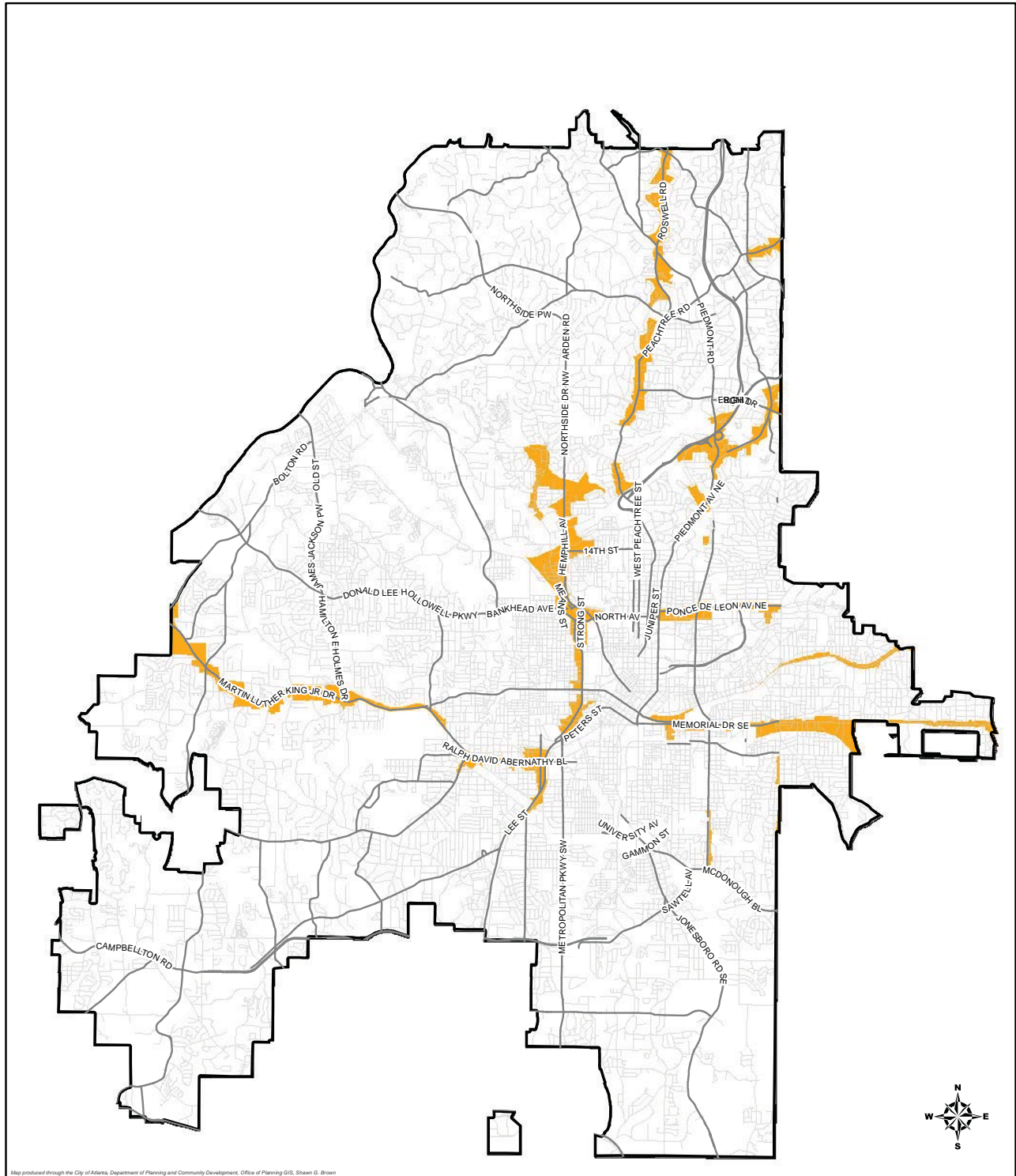

Several plans combining the findings, vision, and goals for Downtown's redevelopment have been introduced by the City, Central Atlanta Progress, and the Atlanta Development Authority in partnership with community stakeholders. These plans provide guidance for future private and public investment to create a more vibrant and vital Downtown. These include:

- Urban Redevelopment Plan (2010)
- Imagine Downtown and Imagine Encore (2004 and 2009, respectively)
- Connect Atlanta Plan (2008)
- Project Greenspace (2009)
- Northside Drive Corridor Study (2005)
- JSA-McGill Corridor LCI (2003)
- City Center LCI Plan (2001)
- Green Line Plan
- Central Area Action Plan (CA2P, 2000)

The City of Atlanta has adopted several tax allocation districts (TADs) to provide financial assistance to eligible public and private redevelopment efforts within an officially designated TAD area. Increases in property tax revenues, which are generated primarily from new investment in each TAD district, are allocated to pay infrastructure costs or certain private development costs within each TAD. This is primarily done through the issuance of tax allocation district bonds. Approval to establish a TAD must be obtained from all governments with tax authority within the district (City, County, and school) in order to use all portions of property tax revenues. Adopted TADs in portions of Downtown include:

- Westside (1992, and expanded in 1998)
- Eastside (2003)

Character Areas - Intown Corridor

City of Atlanta
Character Areas
Intown Corridor

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2011 CDP

Map 3-12: Intown Corridor



Community Agenda - 3. Character Areas

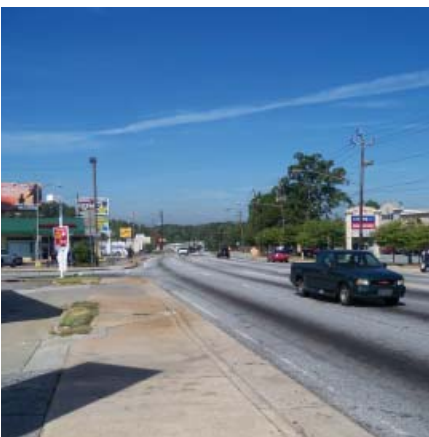
GENERAL CHARACTERISTICS



Intown Corridor Character Area includes the land on both sides (and sometimes the land adjacent to the parcels fronting on a corridor) of a street that serves as an arterial, collector or State Highway or a railroad corridor. The road corridors are generally wide, with multiple lanes and no medians. They carry a high volume of fast-moving traffic. Bus service is often provided along the corridor. Facilities for pedestrians and bicyclists may be present but are often inadequate, in poor condition, unsafe or lacking. ADA ramps may not meet ADA standards. Excessive curb cuts breakup the sidewalks and make walking along the corridors unsafe and unpleasant. The proliferation of overhead power lines and billboards add to the unattractive appearance of the corridor. Some streets that have had streetscapes installed have wide sidewalks, street trees, medians, benches and lighting. In some instances, there is on-street parking. These streets provide important connections in the City of Atlanta. However, they are often a barrier between neighborhoods. In many cases, there is limited transition between the uses fronting an Intown Corridor and an adjacent residential use.



Land uses along Intown Corridors range from multi-family residential, to institutional, office and commercial uses. Many houses of worship are located along In-Town Corridors. Land fronting on Intown Corridors consists generally of an automobile-oriented strip commercial development pattern. Single use, generally one-story buildings separated from the street by parking lots with few shade trees tend to characterize individual properties along these corridors. In some other areas, development has a more urban form with buildings that front the street and offer a mix of uses. Older and potentially-historic apartments, homes, churches, and retail stores line Intown Corridors in many areas, particularly along Ponce de Leon Avenue and Peachtree Street. Although many of the commercial uses are franchises (i.e. national chains), the corridors also typically include a variety of locally-owned stores. Adult entertainment establishments are concentrated along some of the Intown Corridors. Many parcels along Intown Corridors are in need of redevelopment.



LOCATIONS

Intown Corridors include properties fronting Ponce de Leon Avenue, Martin Luther King, Jr. Drive, Ralph David Abernathy Boulevard, Peachtree Road, Roswell Road, North Avenue, Monroe Drive, portions of the Atlanta BeltLine, Moreland Avenue, Boulevard, Memorial Drive, Marietta Street and 14th Street (see Map 3-12).

PREFERRED DEVELOPMENT PATTERN

Transportation

Intown Corridors often serve as City and/or neighborhood gateways. Intown Corridors should serve the needs of motorists, transit users, bicyclists and pedestrians. The street design should be consistent with the Connect Atlanta Plan Street Design for Commercial Boulevard, *Commercial Avenue* and *Commercial Street*. The Connect Atlanta Plan recommends the redesign of these existing corridors in order to create a more livable streetscape while still providing mobility. There should be improved signage and wayfinding signs along

corridors to facilitate travel. On-street parking should be provided to the extent possible. Parking in adjacent neighborhoods should be minimized.

Intown Corridors should be walkable and bikeable. The speed of traffic should be slower in order to increase the use and safety of cyclists and pedestrians. Traffic calming measured such as on street parking, roundabouts, medians should be implementing to slow down vehicular and improve the pedestrian environment. Intown Corridors should be served by transit. Bus stops should have trash cans and bus shelters. Transit options, including express transit service, should be increased as opportunity arises.

Sidewalks should be wide, free of obstructions and in good repair with street trees to serve as buffers between travel lanes and pedestrians in addition to providing shaded areas to walk. Intersections should be ADA accessible, with crosswalks and, where possible, medians to make street crossings safe. Streetscapes with pedestrian lighting, street furniture, trash cans and wide sidewalks improve the pedestrian accessibility of the corridor. Streetscape improvements should be implemented along key sections, and in concentrated activity areas (nodes), of Intown Corridors. Bike facilities should be provided particularly along roads designated as a *Core Bicycle Connection* and a *Secondary Bicycle Connection* in the Connect Atlanta Plan.

As large parcels redevelop the new development should include small walkable blocks with frequent intersections. The network of streets should connect to the existing street network. Cub cuts should be consolidated, and access to parcels should be provided from side streets.

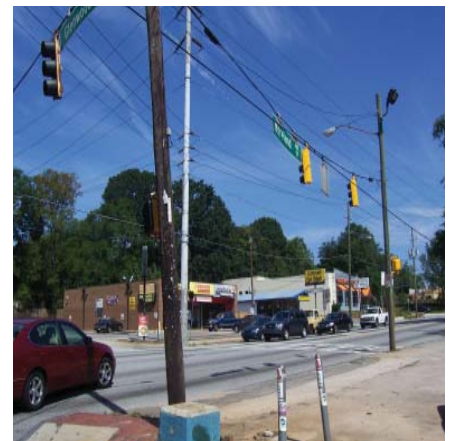
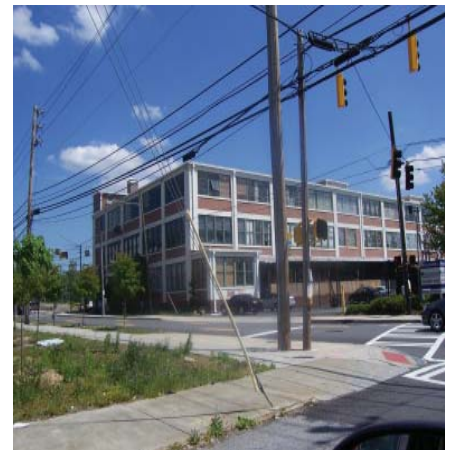
Land Use

Intown Corridors should bring neighborhoods together by providing services and facilities that serve them and enhance connectivity. Existing historic and potentially historic structures (including homes, apartments, and institutional, commercial and religious buildings) should be preserved and renovated. Building placement, mass and orientation should create a pedestrian-friendly urban form. The front building façade should be built to the back edge of the sidewalk, and the main building entrance should open to the sidewalk to frame the streetscape and encourage pedestrian activity. Parking lots should be located to the side and/or rear of buildings, and when adjacent to the sidewalk should be screened with vegetation. Buildings should wrap multi-story parking decks. Buildings should have quality materials and design.

Multi-story buildings, high density and mixed use buildings/developments, and multi-family residential (including senior and workforce housing) are appropriate along Intown Corridors. Businesses such as grocery stores and other retail uses are appropriate along these corridors. At the same time, there should be appropriate transitions and buffers to adjacent character areas, particularly in areas without an intervening street. Although In-Town Corridors do not typically have large greenspaces, there are often more urbanized public gathering places such as plazas within them.

Primary Land Uses

- Multi-family residential



Community Agenda - 3. Character Areas

- Commercial uses such as grocery stores, retail stores, restaurants and other entertainment
- Offices
- Mixed Use
- Institutional

Economic Development

- Promote locally owned businesses along Intown Corridors
- Provide jobs and economic opportunities for City residents
- Limit the number of gas stations, adult businesses and convenience stores
- Enforce grandfathering regulations in order to limit adult businesses

POLICIES

- Encourage revitalization and redevelopment of Intown Corridors that improves the sense of place and community, creates a well functioning corridor that facilitates traffic flow, provides transportation options, and supports a variety of land uses.
- Promote and encourage the redevelopment of vacant, underutilized and auto-oriented development along Intown Corridors.
- Promote more dense pedestrian-oriented development at activity nodes and major intersections.
- Discourage continuous automobile-oriented development along Intown Corridors.
- Promote and encourage mixed use (residential, retail and office uses) and multi-family residential development with a pedestrian-friendly urban form.
- Preserve and rehabilitate historic and potentially historic buildings located in Intown Corridors.
- Encourage integrated modes of transportation including pedestrian, bicycle, auto and the use of public transportation including MARTA by promoting “complete streets”.
- Along Intown Corridors, the highest densities should be along the street or rail transition to lower densities at the edges to protect and buffer surrounding neighborhoods. Surrounding neighborhoods should be buffered from noise and lights.

IMPLEMENTATION STRATEGIES

- Develop corridor plan for Memorial Drive from Moreland Avenue east to the City Limits.
- Develop corridor plan for Roswell Road from Peachtree Road north to the City Limits.
- Develop corridor plan for portions of Martin Luther King Jr. Drive, west of the HE Holmes LCI.
- Adopt the Brookwood Alliance plan, extend SPI-9 from Buckhead Village to I-75 and include a Design Review Board.
- Streetscape improvements along Intown Corridor intersections.
- Implement recommendations from adopted corridor plans

ADOPTED PLANS


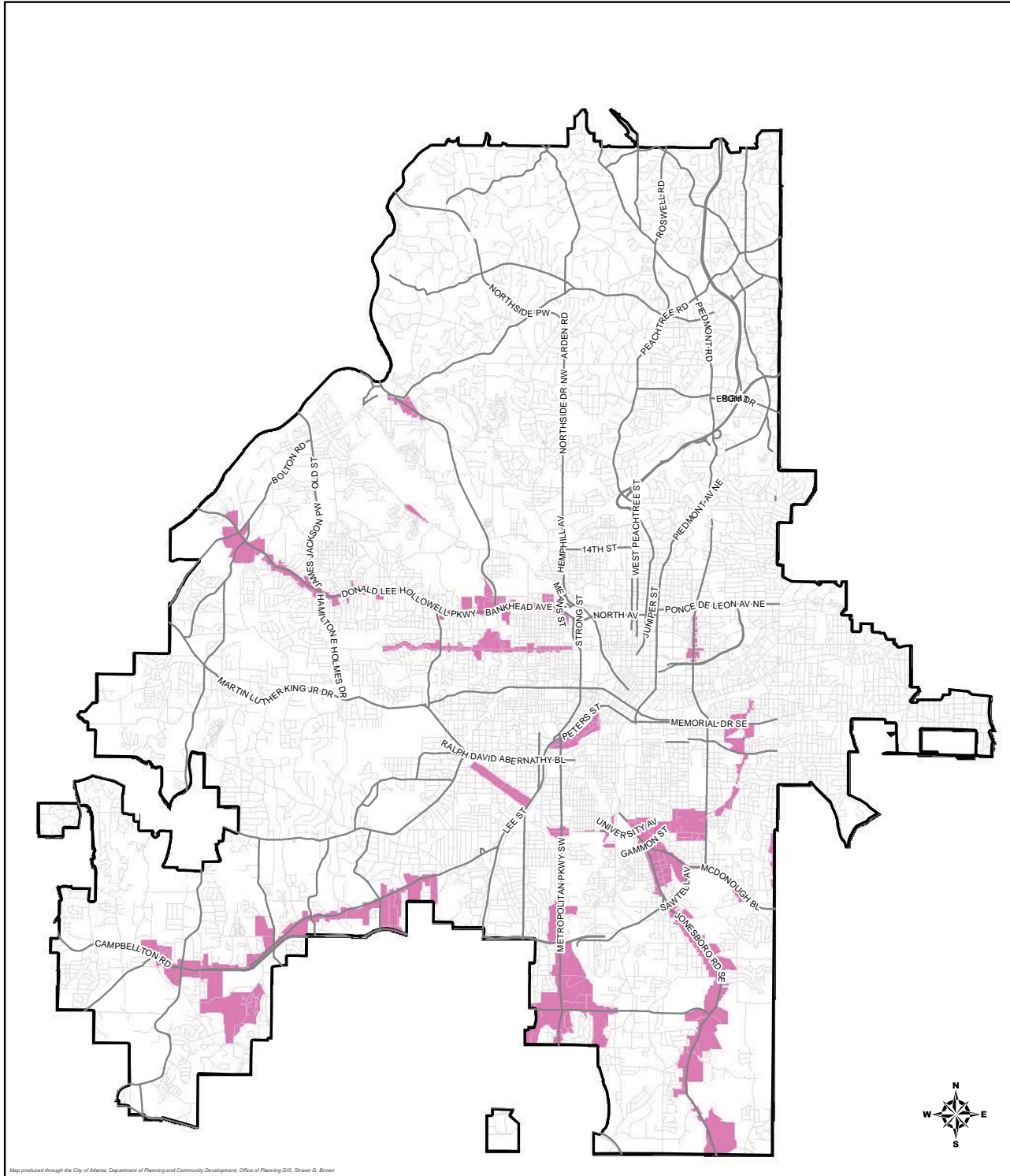
More information and specific recommendations for Intown Corridors are included in the adopted plans listed below.

- Campbellton/Cascade Corridors Redevelopment Plan (2006)
- Cheshire Bridge Road Study (1999)
- Connect Atlanta Plan (2009)
- Hamilton E. Holmes MARTA Station Area LCI (2002)
- Martin Luther King Jr. Drive Corridor Transportation Study
- Memorial Drive-MLK Drive Area Revitalization Study LCI (2003)
- Moreland Avenue Corridor LCI (2007)
- Northside Drive Corridor Plan (2005)
- Oakland City/ Lakewood LCI (2004)
- Ponce de Leon Avenue Corridor LCI (2007)
- South Moreland Avenue Corridor LCI (2008)
- Upper Westside LCI (2004)
- West End Historic District LCI (2000)
- The Piedmont Area Transportation Study— completed by Buckhead Community Improvement District (CID) and the Buckhead Area Transportation Management Association (BATMA) but not adopted by the City of Atlanta.



Community Agenda - 3. Character Areas

Character Areas - Redevelopment Corridor



**City of Atlanta
Character Areas
Redevelopment Corridor**

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Map 3-13: Redevelopment Corridor

GENERAL CHARACTERISTICS

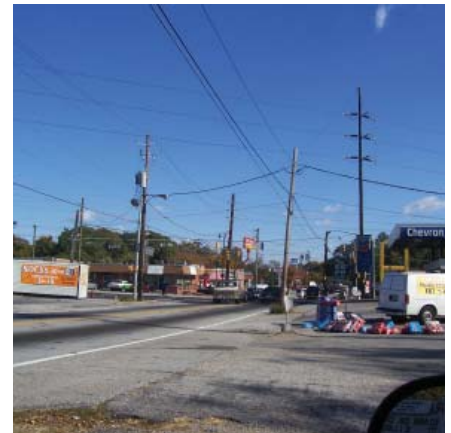
Redevelopment Corridor Character Area includes the land on both sides of a street (and sometimes the land adjacent to the parcels fronting on a corridor) that serves as an arterial, collector, or State Highway, or a railroad corridor. The corridors are generally made up of automobile-oriented strip commercial development that is scattered, declining, unattractive, in poor condition and/or vacant or includes underutilized strip shopping centers. Redevelopment corridor also includes land along a rail corridor that is in need of redevelopment because it is vacant, has vacant and underutilized buildings or has been identified as such in an adopted plan. In addition, graffiti and crime or the perception of crime is prevalent throughout Redevelopment Corridors. Overall, there is a lack of employment for nearby residents.

They are characterized by single-use, generally low density buildings that are separated from the street and sidewalk (though there generally is a lack of sidewalks) by surface parking lots. In addition, the majority of surface parking lots lack landscaped areas. The streets are generally one to two lane roads with no medians that carry a high degree of traffic congestion. Bus service is often provided along the corridor; however, the number of bus shelters, trash cans and street lights are not sufficient to provide for pedestrian safety. A multitude of curb cuts break-up the sidewalks and make walking along the corridors unsafe and unpleasant. Facilities for pedestrians and bicyclists are often inadequate, in poor condition, unsafe or lacking. ADA ramps may not meet ADA standards. Litter, overgrown vegetation, the proliferation of illegal dumping activity, overhead power lines and billboards add to the unattractive, blighted and neglected appearance of the corridor. The streets provide important connections in the City of Atlanta. However, they are often a barrier between neighborhoods. In many cases, there is limited transition between the uses fronting a Redevelopment Corridor and an adjacent residential use.

Land uses along Redevelopment Corridors are typically commercial and may be light industrial uses (auto salvage), in particular automotive services (auto repair, used car sales, tire shops), adult businesses, personal service establishments (i.e. barbershops, beauty and nail salons), struggling businesses and underutilized or vacant buildings. In many areas and particularly in the Southside and Southwest Atlanta areas, there is a lack of quality retail stores located along Redevelopment Corridors to serve the surrounding residents. Although many of the commercial uses are retail chain stores, some are locally owned stores. Many of the parcels along Redevelopment Corridors are in need of redevelopment to improve the quality of life and serve the needs of adjacent neighborhoods. There are often older multi-family residential buildings in poor condition.

LOCATIONS

Redevelopment Corridors include many of the major corridors in the City of Atlanta, to include: Donald Lee Hollowell, Campbellton Road, Jonesboro Road, Metropolitan Parkway, Joseph E. Boone Boulevard, Boulevard (Between North Avenue and Highland Avenue) University Avenue, Perry Boulevard, and Whitehall Street. Some of these have been designated as priority corridors in the New Century Economic Development Plan (see Map 3-13).



Community Agenda - 3. Character Areas

PREFERRED DEVELOPMENT PATTERN

Transportation



Redevelopment Corridors often serve as City and/or neighborhood gateways. They should be convenient and accessible to the Downtown, Regional, and Town Center Character Areas. Redevelopment Corridors should serve the needs of motorists, transit users, bicyclists and pedestrians. The street design should be consistent with the Connect Atlanta Plan Street Design for Commercial Boulevard, Commercial Avenue and Commercial Street. The Connect Atlanta Plan recommends the redesign of these existing corridors in order to create a more livable streetscape while still providing mobility. The Redevelopment Corridors should provide streetscape enhancements such as landscaping, street furniture, sidewalks, and decorative streetlights to improve the overall appearance and pedestrian accessibility of the corridor. Streetscapes improvements should be implemented along key sections and in concentrated activity areas (nodes) of Redevelopment Corridors. There should be improved signage and wayfinding signs along corridors to facilitate travel. On-street parking should be provided to the extent possible. Parking in adjacent neighborhoods should be minimized.



Redevelopment Corridors should be walkable and bikeable and be served by transit. Transit options should be increased as opportunity arises. Bus stops should have trash cans and bus shelters. Enhancing neighborhood connections to the corridors will improve pedestrian activity. The speed of traffic should be slower in order to increase the use and safety of cyclists and pedestrians. Traffic calming measured such as on street parking, roundabouts, medians should be implementing to slow down vehicular and improve the pedestrian and cycling environment. Bike facilities should be provided particularly along roads designated as a *Core Bicycle Connection* and a *Secondary Bicycle Connection* in the Connect Atlanta Plan.

Sidewalks should be wide, free of obstructions and in good repair with street trees to serve as buffers between travel lanes and pedestrians in addition to providing shaded areas to walk. Intersections should be ADA accessible, with crosswalks and where possible medians to make street crossings safe.



As large parcels redevelop the new development should include small walkable blocks with frequent intersections. The network of streets should connect to the existing street network. Cub cuts should be consolidated, and access to parcels should be provided from side streets. A cluster of high-density development should be located at nodes along the corridor, such as major intersections.

Land Use

Redevelopment Corridors should bring neighborhoods together by providing services and facilities that serve them and enhance connectivity. Development of vacant lots with neighborhood commercial centers, community gardens, farmers market should serve the surrounding neighborhood. Existing historic and potentially historic structures should be preserved. Building placement, mass and orientation should create a pedestrian-friendly urban form. The front building façade should be built to the back edge of the side-

walk, and the main building entrance should open to the sidewalk to frame the streetscape and encourage pedestrian activity. Parking lots should be located to the side and/or rear of buildings and when adjacent to the sidewalk, should be screened with vegetation. Buildings should wrap multi-story parking decks. Buildings should have quality materials and design.

Multi-story buildings, high density and mixed use buildings/developments, and multi-family residential (including senior and workforce housing) are appropriate along Redevelopment Corridors (along some corridors, residential uses may not be appropriate or desired). Businesses such as grocery stores, medical facilities and other retail, entertainment and service uses that meet community needs are appropriate along these corridors. At the same time, there should be appropriate transitions and buffers to adjacent character areas, particularly in areas without an intervening street.

Clear physical boundaries and transitions between the edge of the Redevelopment Corridor Character Area and adjacent character areas, in particular those that include residential uses should be included. There should be increased landscaping along the corridor, including along parking lots to provide shade, reduce impervious surfaces, shield parking areas, and improve the appearance of individual sites. Although Redevelopment Corridors do not typically have large greenspaces, there are often more urbanized public gathering places such as plazas within them.

Economic Development

- Promote revitalization of Redevelopment Corridors to include grocery store, more retail diversity, and restaurants.
- Promote locally owned businesses along Redevelopment Corridors.
- Provide jobs and economic opportunities for City residents.
- Limit the number of billboards, gas stations, auto service uses, convenience stores, and personal service establishments.
- Enforce grandfathering regulations in order to limit adult businesses.
- Revitalize multi-family residential.
- Layer incentives such as Opportunity Zone designation and Urban Enterprise zone to attract and retain commercial and residential development.

Primary Land Uses:

- Community facilities,
- Commercial uses such as grocery stores, quality and diverse retail stores, restaurants and other entertainment,
- Institutional,
- Medium-density mixed use residential/commercial,
- Medium-density residential to include senior housing, and
- Offices.

POLICIES

- 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.



Community Agenda - 3. Character Areas

- Promote and encourage the redevelopment of vacant, underutilized and auto-oriented development along Redevelopment Corridors.
- Promote more intense pedestrian-oriented development at activity nodes and major intersections.
- Discourage continuous automobile oriented development along Redevelopment Corridors.
- Promote and encourage mixed use (residential, retail and office uses) and development with a pedestrian-friendly urban form.
- Promote a balance of retail, service, office, dining and residential uses serving the adjacent neighborhoods.
- Provide sidewalks and a more pedestrian-oriented environment by incorporating landscaped buffers between the roadway and sidewalks and placing buildings closer to the street.
- Preserve and rehabilitate historic and potentially historic buildings located in Redevelopment Corridors.
- 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).
- Provide sidewalk connections to adjacent residential areas.
- Coordinate land use planning and connectivity with bike, pedestrian and transit opportunities.

IMPLEMENTATION STRATEGIES

- Demolish and redevelop abandoned, underutilized or vacant buildings in disrepair.
- Enforce zoning regulations, code enforcement and design guidelines.
- Adopt MARTA Transit Oriented Development Guidelines.
- Connect to the BeltLine where appropriate.
- Seek to attain the vision established in the adopted Redevelopment Plans and Connect Atlanta Plan.
- Encourage more grocery stores and or fresh food options.
- Streetscape improvements along Redevelopment Corridor intersections.
- Implement recommendations from adopted corridor plans.

ADOPTED PLANS

More information and specific recommendations are included in the adopted plans listed below:

- Bankhead MARTA Station Transit Area Livable Centers Initiative (2005)
- BeltLine Subarea 1 Plan (2009)
- Campbellton/Cascade Corridors Redevelopment Plan (2006)
- Campbellton Road Redevelopment Plan (TAD) (2007)
- Connect Atlanta Plan (2009)
- Cleveland Avenue Corridor Plan (2010)
- DL Hollowell Parkway (aka Bankhead Highway) Redevelopment Plan (2004)
- DL Hollowell Parkway (aka Bankhead Highway) Redevelopment Plan (TAD) (2004)

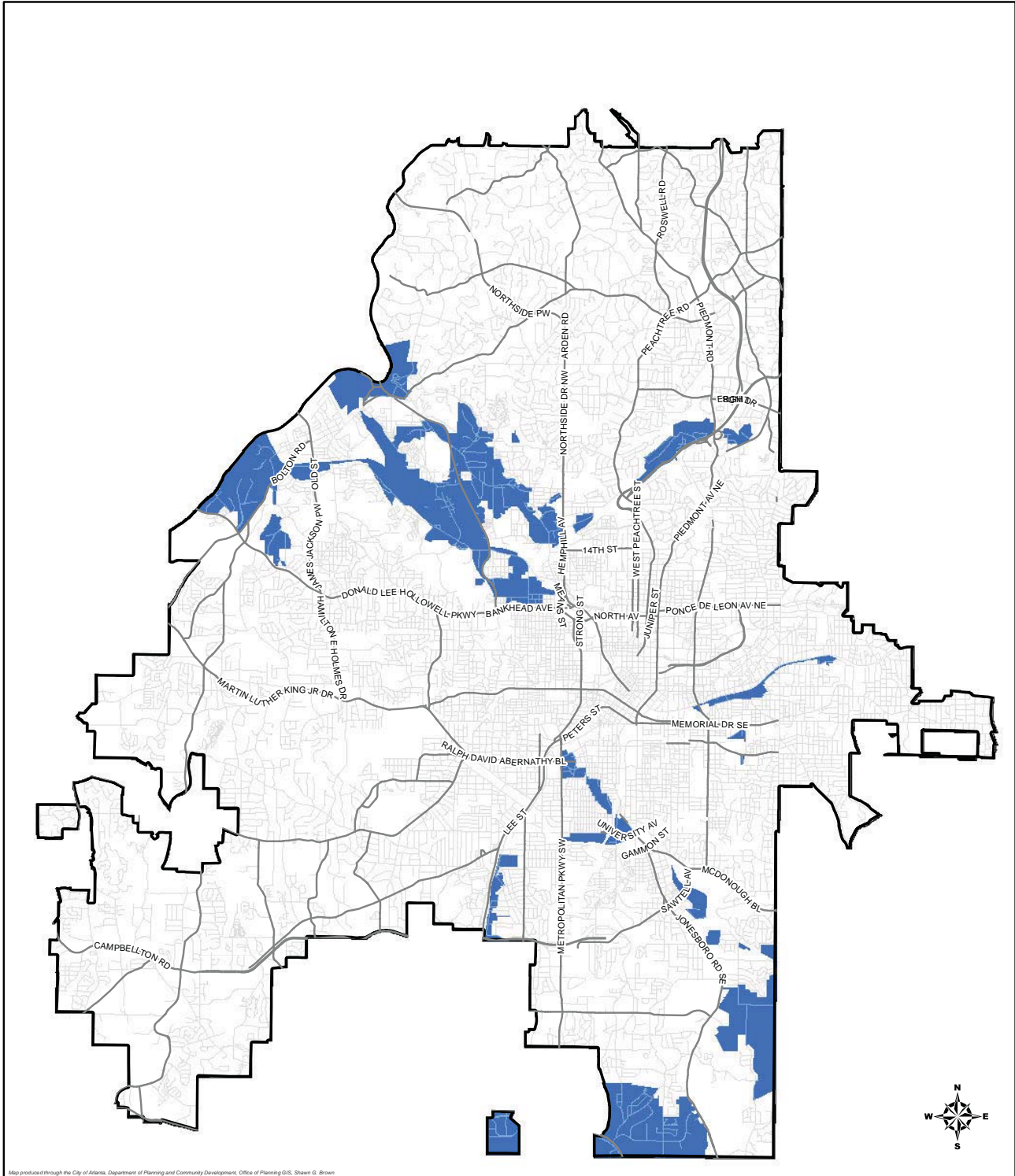
Community Agenda - 3. Character Areas

- DL Hollowell Parkway and Veterans Memorial Highway Livable Centers Initiative (2010)
- English Avenue Redevelopment Plan (2008)
- Greenbriar Mall Area Livable Centers Initiative (2000)
- Jonesboro Road Redevelopment Corridor (2006)
- Memorial Drive-MLK Drive Area Revitalization Study
- Metropolitan Parkway Redevelopment Plan (TAD)
- Northwest Atlanta Framework Plan (2000)
- NPU S Comprehensive Plan (2005)
- NPU X Comprehensive Plan (2005)
- NPU Z Redevelopment Plan (2007)
- Old Fourth Ward Master Plan (2008)
- Simpson Road Redevelopment Plan (2006)
- Southside Redevelopment Plan (2000)
- Southwest Atlanta Framework Plan (2000)



Community Agenda - 3. Character Areas

Character Areas - Industrial Area



**City of Atlanta
Character Areas
Industrial**

0 1 2
Miles

2011 CDP

Map 3-14: Industrial Areas



GENERAL CHARACTERISTICS

The Industrial Character Area includes areas that are primarily used in manufacturing, wholesale trade, distribution and construction. Industrial areas play a significant role in the City's economy and are essential to sustain and support the needs of an urban environment.

Industrial land uses support not only customary industrial activities but also a range of users that require industrially-zoned land to conduct business such as catering businesses, doggy daycares. Due to the lower rent in most industrial areas, it is not uncommon to find start-up and entrepreneurial businesses in industrial areas. Jobs in production, distribution, and repair (PDR) businesses are often located in industrial areas because of the need to be near their clients. Lastly, Atlanta's city operating departments rely on industrial areas for staging and storage associated with providing City services.

Industrial sector is an important part of Atlanta's economy and needs to be encouraged to continue. Atlanta is considered to be one of the major "inland" ports in the US. According to the North American Industry Classification System (NAICS) that is used to classify business establishments, the industrial sector is comprised of transportation and warehousing, construction, wholesale trade, and manufacturing. In 2008 industrial employment accounted for 57,327 jobs in the City of Atlanta and represented 14.57% of the City's workforce. In addition to the significant number of employees in Atlanta's industrial sectors, industrial jobs are also relatively well paying. However, residential of nearby industrial uses are not trained or employed to work in surrounding industrial jobs.

In the past ten years, there has been increasing pressure to reduce industrially zoned land in the City of Atlanta. The pressure to convert industrial acreage has come from a variety of sources led mostly by increased demand for residential housing—multifamily and single family. Developers are attracted to industrial properties for their relatively low cost and desirable location, albeit often on the fringes of already established neighborhoods. In addition, it is anticipated that future development around the Beltline will result in further displacement of industrial businesses and conversion of industrial acres.

Since 2004, there has been a 12% reduction in the number of acres zoned for industrial use in the City of Atlanta. Furthermore, since 2002, approximately 1,040 acres (14% of industrially designated land) has been re-designated from industrial to another land use. Some of the re-designations were recommended in the Upper Westside LCI and the Bankhead MARTA LCI, the Lakewood/Oakland City LCI, Northside Drive and the Jonesboro Road Corridor studies. The redevelopment of industrial land to other uses is creating land use conflicts between the new uses, particularly residential uses and the existing industrial uses and has resulted in the displacement of industrial businesses. Some of the parcels with Industrial zoning and an Urban Enterprise designation need to have their land use and zoning designations changed back to Industrial.

The City of Atlanta needs to provide employment opportunities that allow for people of varying educational backgrounds to earn living wages. There is



Community Agenda - 3. Character Areas

a need to have a range of industries and firms to create a variety of opportunities for employment requiring different skill levels. In order to foster a diverse employment base, there needs to be a supply of job-producing land—land on which economic opportunities can be made available to both current and future residents. To protect and strengthen the industrial sector, it is critical to maintain an inventory of land where industrial and manufacturing businesses can locate.

The older industrial land uses are primarily located around rail lines and particularly around the large rail yards in Northwest Atlanta. Newer industrial parks are located near interstates and at the edge of the City. Many industrial uses have an inadequate pedestrian environment, are poorly lit and the streets are in deteriorating condition in part due to truck traffic. In addition, there is often illegal dumping on industrial parcels. Some of the older industrial parcels may also be brownfields, which are contaminated properties. Many industrial uses are in proximity of residential uses and have very little screening or buffering as land uses transition from industrial to another use.

LOCATION (see Map 3-14)

- South Side Industrial Park
- Zip Industrial
- Chattahoochee Industrial District
- Atlanta Industrial Park & Fulton Industrial
- South Moreland Avenue
- Armour Ottley Industrial District
- Industrial uses along rail yards, rail lines and intermodal facilities such as Inman and Hulseley yards
- Industrial uses along Lee Street, Jonesboro Road, Marietta Boulevard, DeKalb Avenue

PREFERRED DEVELOPMENT PATTERN

Transportation

An efficient and intermodal transportation system is a key requirement for the majority of industrial businesses. Access to industrial buildings, truck routes in and out of industrial areas and access to rail yards, interstates and the airport need to be maintained and improved to meet the needs of industrial users, to improve mobility and to reduce congestion. At the same time, freight traffic should not adversely impact adjacent neighborhoods. Many of the streets in industrial areas are in poor condition due to the heavy wear and tear of heavy trucks. The transportation infrastructure needs to be improved to support freight traffic. In addition, the bike, pedestrian and transit infrastructure should be improved to provide transportation options to the employees. As large parcels redevelop the new development should include new streets to increase redundancy in the street network. The new streets should provide connections to the existing street network.

Land Use

The need to preserve and protect industrial land uses is important in order to retain industrial based jobs. There is strong support and interest in attracting “green industrial jobs” (recycling/renewable energy) and light industrial/light manufacturing businesses.

At the same time, industrial uses should not encroach into non-industrial areas and in particular residential areas. Auto salvage yards and other heavy industrial uses should be located in the center of industrial districts and transition to light industrial uses. Some of the older industrial uses are now brownfields. These contaminated sites need to be remediated in order for the parcel to have a productive use. Zoning and Code Enforcement need to be improved in industrial areas in order to maintain and improve the appearance of industrial areas. The appearance of many industrial districts could be improved to have more cohesive character. Landscape buffers and screening should be used around industrial uses to minimize their adverse effects on adjoining properties. Office parks, green businesses are encouraged in

Industrial Character Areas.

The D.L. Hollowell/Veteran's Memorial LCI, A Plan for Industrial Land and Sustainable Industry in the City of Atlanta, prepared for the Atlanta Development Authority, some of the BeltLine Subarea Plans and input from CDP community meetings recommended creating a Mixed-Use Industrial land use category that would allow for residential uses.

Economic Development

- Retain existing industrial jobs, encourage their expansion and attract new industrial jobs.
- Encourage a concerted effort to hire residents that live in proximity of industrial businesses.
- Provide job training and employment training centers to recruit and train City of Atlanta residents.
- Encourage organization of manufacturers, businesses and industrial developers to promote policies that protect jobs in the City.
- Layer incentives such as Opportunity Zone designation and Urban Enterprise zone to attract and retain industrial uses.

Primary Land Uses

- Industrial
- Commercial
- Office

POLICIES

The City of Atlanta has many important industrial areas that should be protected from incompatible land uses, particularly residential uses, in order to be able to continue operations and have the ability to expand. These policies are intended to retain and promote industrial land uses and industrial businesses.

- Promote the adaptive reuse or redevelopment of vacant, underutilized, obsolete, or structurally-deteriorated industrial and commercial properties in order to increase the possibilities for introducing modern industrial uses to increase the compatibility of these areas with the surrounding land uses.
- Provide sufficient and attractive buffering, screening, landscaped or architectural buffers between existing and proposed industrial uses and outdoor storage and activity areas and residential areas and non-industrial areas.
- Encourage the redevelopment of underused industrial areas which have sufficient existing street and utility infrastructure rather than the expansion of development in areas that are undeserved by streets and utility connections.
- Promote the redevelopment of brownfield sites for new industrial uses.
- Maintain industrial land uses by discouraging encroachment of incompatible land uses in industrial areas, particularly residential uses, and encouraging redevelopment of obsolete industrial buildings to new industrial uses instead of a non-industrial uses.
- Discourage the conversion of industrial land uses to non industrial land uses (except for buildings over 50 years old).
- Encourage light industrial and office parks uses in industrial areas in close proximity to residential uses
- Incorporate new "green" features to reduce environmental impacts and improve the appearance of industrial districts.



Community Agenda - 3. Character Areas

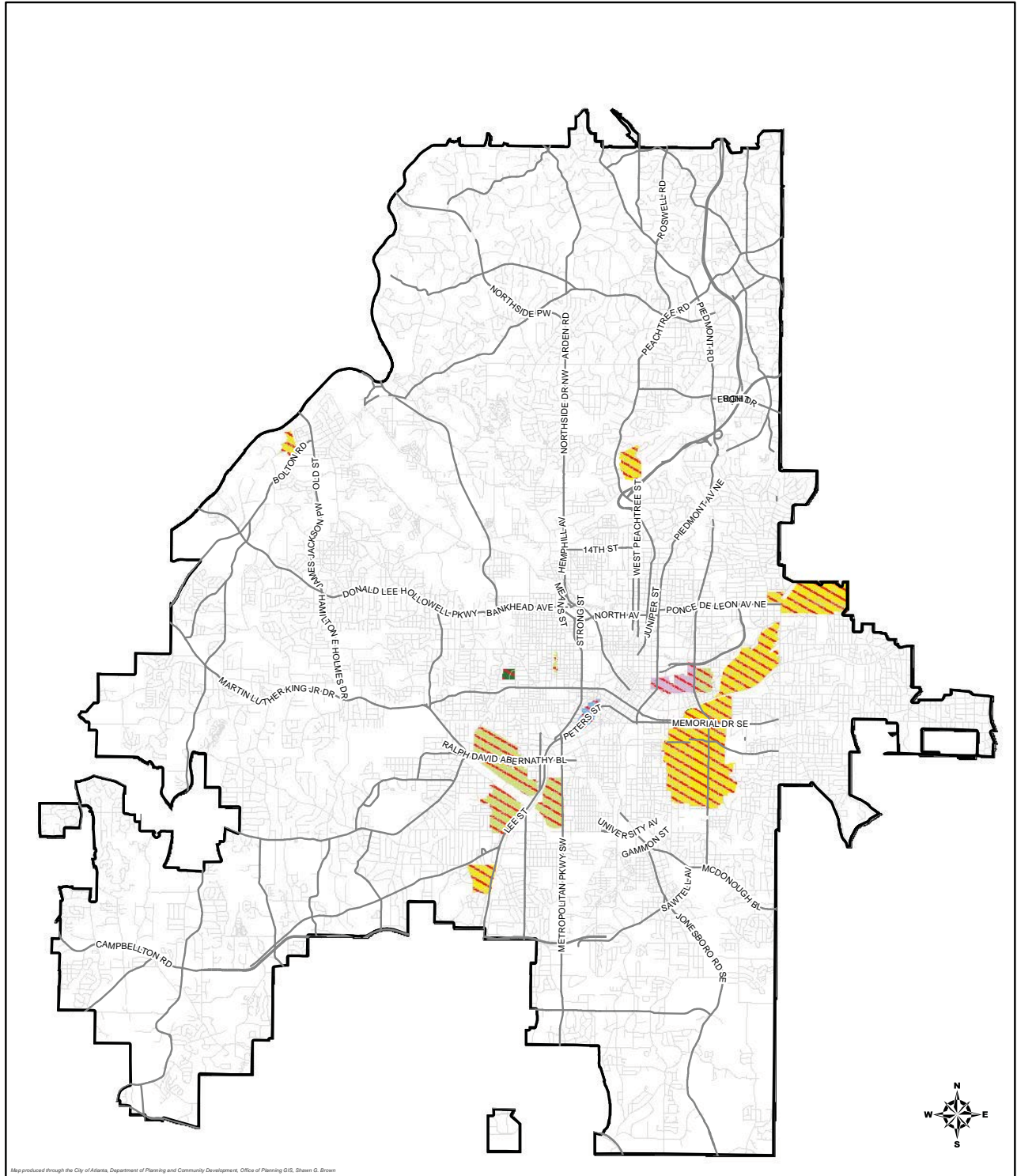

IMPLEMENTATION STRATEGIES

- Amend the Industrial Zoning District to eliminate some allowed uses not compatible with industrial uses.
- Develop a Mixed Use Industrial or Planned Manufacturing Employment District (PMED) land use category that allows for industrial and residential uses
- Re-evaluate previous changes to Future Land Use Map and Urban Enterprise Zones (UEZ). Consider changing to industrial the 2,133 acres of industrially zoned land not supported by the Future Land Use Map
- Review and update truck/freight routes
- Adopt design standards for industrial areas to address screening and buffering
- Create the Atlanta Industrial Council
- Work on Brownfield remediation
- Focus on retention and expansion of existing industrial businesses.
- Promote training and educational opportunities for city residents

PLANS


- A Plan for Industrial Land and Sustainable Industry in the City of Atlanta (not adopted)
- DL Hollowell/Veteran's Memorial LCI (2010)
- NPU G Plan (2011)
- ARC's Freight Mobility Plan and ASTRoMAP (not adopted by the City of Atlanta)

Character Areas - Historic Areas

**City of Atlanta
Character Areas
Historic Areas**

0 1 2 Miles



2011 CDP

Map 3-15: Historic Areas



Community Agenda - 3. Character Areas

GENERAL CHARACTERISTICS



The City of Atlanta currently has 16 areas designated under the City of Atlanta's Historic Preservation Ordinance. There are three types of designation under the Historic Preservation Ordinance, from highest to lowest level: Landmark, Historic, and Conservation. While Landmark and Historic Districts require approval by the Atlanta Urban Design Commission of many development and construction activities, Conservation Districts only require the Commission to comment on such activities.

In addition, there is one currently proposed Historic District, along Sunset Avenue in the Vine City neighborhood. Further, there are several other neighborhoods that are considering and have completed tasks related to becoming a Historic District. The designation process requires archival and data research, a public awareness campaign, consensus building at the neighborhood level, a variety of public notice steps, review by the Atlanta Urban Design Commission, and completion of the City's standard rezoning process.

LOCATIONS



With a few notable exceptions, the City's designated districts are located in the Urban Core (example: Hotel Row and Baltimore Block), immediately adjacent to Downtown (Martin Luther King, Jr. and Castleberry Hill), and within 2 miles of Downtown (West End, Cabbagetown, Oakland Cemetery). This pattern reflects the general development pattern of the City of Atlanta (from historic core outward) and the existence of several outlying cities, towns, and "suburbs" (Whittier Mill, Atkins Park, Druid Hills, and Inman Park) that were incorporated into the City as it grew. The following are the 16 designated districts (see Map 3-15).

- Adair Park
- Atkins Park
- Baltimore Block
- Brookwood Hills
- Cabbagetown
- Castleberry Hill
- Druid Hills
- Grant Park
- Hotel Row
- Inman Park
- Martin Luther King, Jr.
- Oakland Cemetery
- Washington Park
- West End
- Whittier Mill



- Sunset Avenue
- Fort McPherson

PREFERRED DEVELOPMENT PATTERN

The designated districts fall into four general development patterns: pre-World War II residential neighborhoods with little or no commercial activity within the district (examples: Atkins Park, West End, Whittier Mill, Oakland City), pre-World War II residential neighborhoods with significant commercial activity within or on the edge of the district (Inman Park, Adair Park, Cabbagetown, Martin Luther King, Jr.), areas with all commercial buildings with mixed-uses (Castleberry Hill, Hotel Row, Baltimore Block), or public or open space (Oakland Cemetery and Washington Park).

While there are these four relatively distinct development patterns to the designated districts, the vision for these districts is relatively consistent, as evidenced by the themes contained in the statements of intent of the zoning regulations for those designated districts:

- Retain, revitalize, and renew existing historic buildings, structures, certain significant site and landscape features, and the relationship between all these elements.
- Encourage compatible new construction, additions, and alterations.
- Support economic and community development that reinforces the historic context and character of the designated districts.
- Support the retention of viable commercial activities and long time residents.

Fort McPherson Historic Village: The character of the Historic Village is established by the Hedekin Field, also known as the Historic Parade Ground that will be part of the open space network, and the historic structures that front the Parade Ground. The Village will primarily be designated as a mixed use - low density land use. New single-family residential is proposed to transition from the homes on Staff Row to the existing single family residential to the north of the district. Many of the historic buildings in the center of the district south of Troop Row have the opportunity to be developed into small establishments, such as art galleries, bed and breakfast inns and cafes, among others. In the northeast corner of the Village, visitors to the district have close proximity to the Oakland City MARTA station with connection to the open space network. This area has mixed use, infill potential or could be developed into an open-air market as identified in the master plan. New development in the Historic Village will build upon the established scale, intimacy, and character of the existing structures.

The 21-acre Veterans Affairs (VA) district is the transition zone between the Science and Technology Center and the Historic Village. The buildings are a combination of historic structures and new expansion space. The VA district will include a clinic, offices and administrative services. The primary entrance to the VA district, as well as to the upper end of the Science and Technology Center, will be easily accessible from Lee Street.



Community Agenda - 3. Character Areas

POLICIES

The Historic Preservation Ordinance, adopted by City Council and signed by the Mayor in 1989, establishes and outlines the City's historic preservation program. The ordinance delineates the responsibilities of the Urban Design Commission and its staff, as well as outlines its procedures. The policies of the City of Atlanta Historic Preservation Ordinance are:

- Effect and accomplish the protection, enhancement and perpetuation of such buildings, sites and districts, which represent or reflect special elements of the City's cultural, social, economic and architectural history.
- Safeguard the City's historic aesthetic and cultural heritage, as embodied and reflected in such buildings, sites and districts.
- Stabilize and improve property values of such buildings, sites and districts.
- Foster civic pride in the beauty and noble accomplishments of the past.
- Protect and enhance the City's attractions to tourists and visitors and thereby support and stimulate business and industry.
- Strengthen the economy of the City.
- Promote the use of such buildings, sites and districts for the education, pleasure and general welfare of the people of the City.
- Promote attention to sound design principles in areas of new development and redevelopment.
- Raise the level of community understanding and expectation for quality in the built environment.
- Implement the City's comprehensive development plan.

IMPLEMENTATION STRATEGIES

The Commission staff is currently working with pertinent community representatives for many of the districts to revise and update their zoning regulations to better support the respective visions of the designated districts. These revisions are expected to increase the efficiency of the review of projects in the designated districts, address situations not anticipated by the original regulations, and eliminate confusing or contradictory requirements and language. There should also be an effort to promote economic development and job creation through the rehabilitation and redevelopment of historic buildings and districts particularly in non-residential historic districts such as Hotel Row and along Auburn Avenue.

ADOPTED PLANS

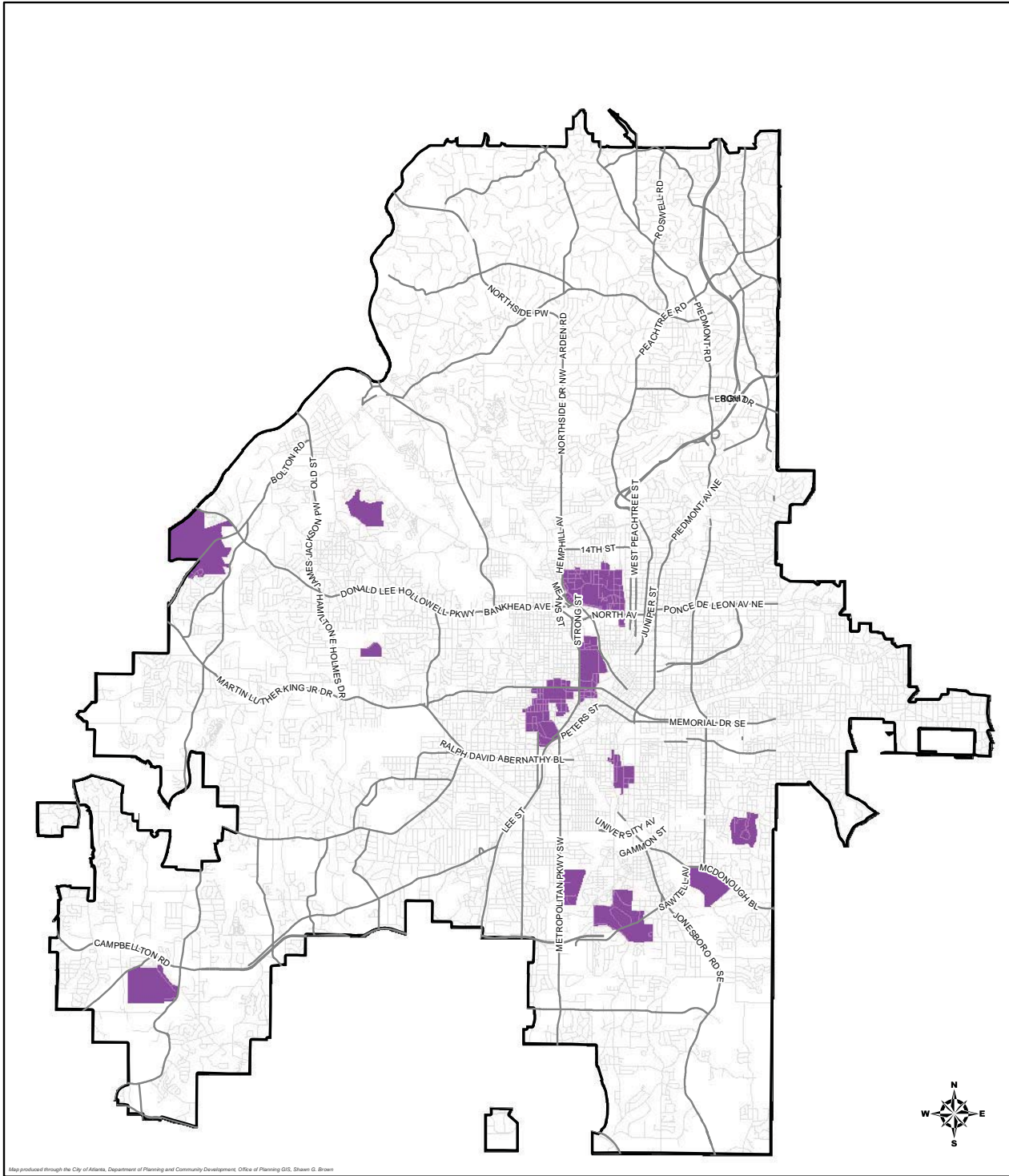
The following adopted plans incorporate or otherwise affect the following designated districts:

District Name	Plan Name
Adair Park	Beltline Redevelopment Plan (2005), West End LCI (2000)
Atkins Park	Beltline Redevelopment Plan (2005)
Baltimore Block	Imagine Downtown (2009)
Brookwood Hills	Beltline Redevelopment Plan (2005)
Cabbagetown	Beltline Redevelopment Plan (2005)
Castleberry Hill	Imagine Downtown (2009), Castleberry Hill Master Plan (2000)
Druid Hills	
Grant Park	Beltline Redevelopment Plan (2005)
Hotel Row	Imagine Downtown (2009)
Inman Park	Beltline Redevelopment Plan (2009)
Martin Luther King, Jr.	Imagine Downtown (2009), Butler –Auburn Redevelopment Plan (2005), Old Fourth Ward Redevelopment Plan, (2008) Beltline Redevelopment Plan (2005)
Oakland Cemetery	Beltline Redevelopment Plan (2005)
Oakland City	Beltline Redevelopment Plan (2005)
Sunset Avenue	Vine City Redevelopment Plan (2004), Vine City Washington Park LCI (2009)
Washington Park	Vine City Washington Park LCI (2009), BeltLine Subarea Plan (2005)
West End	West End LCI (2000), Beltline Redevelopment Plan (2005)



Community Agenda - 3. Character Areas

Character Areas - Other/ Institutional



Map produced through the City of Atlanta, Department of Planning and Community Development, Office of Planning GIS, Shann G. Brown



City of Atlanta
Character Areas
Other/ Institutional

0 1 2
Miles

2011 CDP

Map 3-16: Other



GENERAL CHARACTERISTICS:

The Other/Special Character Areas are generally large geographic areas with singular characteristics, usually an institutional use. They do not have the same development pattern in terms of lots size and street network as surrounding areas. Each district has its own built character as well as its own land use needs. An Other/Special Character Area interacts differently with the surrounding Character Areas.

These large institutional uses should minimize their negative impacts, in terms of transportation, land use and future expansion needs, on adjacent neighborhoods. When possible they should complement the surrounding development patterns.

LOCATIONS (see Map 3-16):

The Other/Institutional Character areas includes Universities, such as Atlanta University Center, Atlanta Tech College and Georgia Institute of Technology, large federal, state and local government facilities such as the Federal Penitentiary, the Georgia National Guard, the Georgia World Congress Center, the Fulton County Airport and Lakewood Fairgrounds and large sports facilities such as Turner Field and Georgia Dome.

Primary Land Uses

- Institutional uses

POLICIES

- Minimize impact of facilities and expansion in surrounding neighborhoods
- The highest densities should be at the center and transition to lower densities at the edges to protect and buffer surrounding neighborhoods. Surrounding neighborhoods should be buffered from noise and lights.
- Minimize the use of adjacent neighborhood streets for parking by establishing adequate parking requirements and encouraging shared parking arrangements. Encourage well designed public parking.

IMPLEMENTATION STRATEGIES

- Implement adopted plans

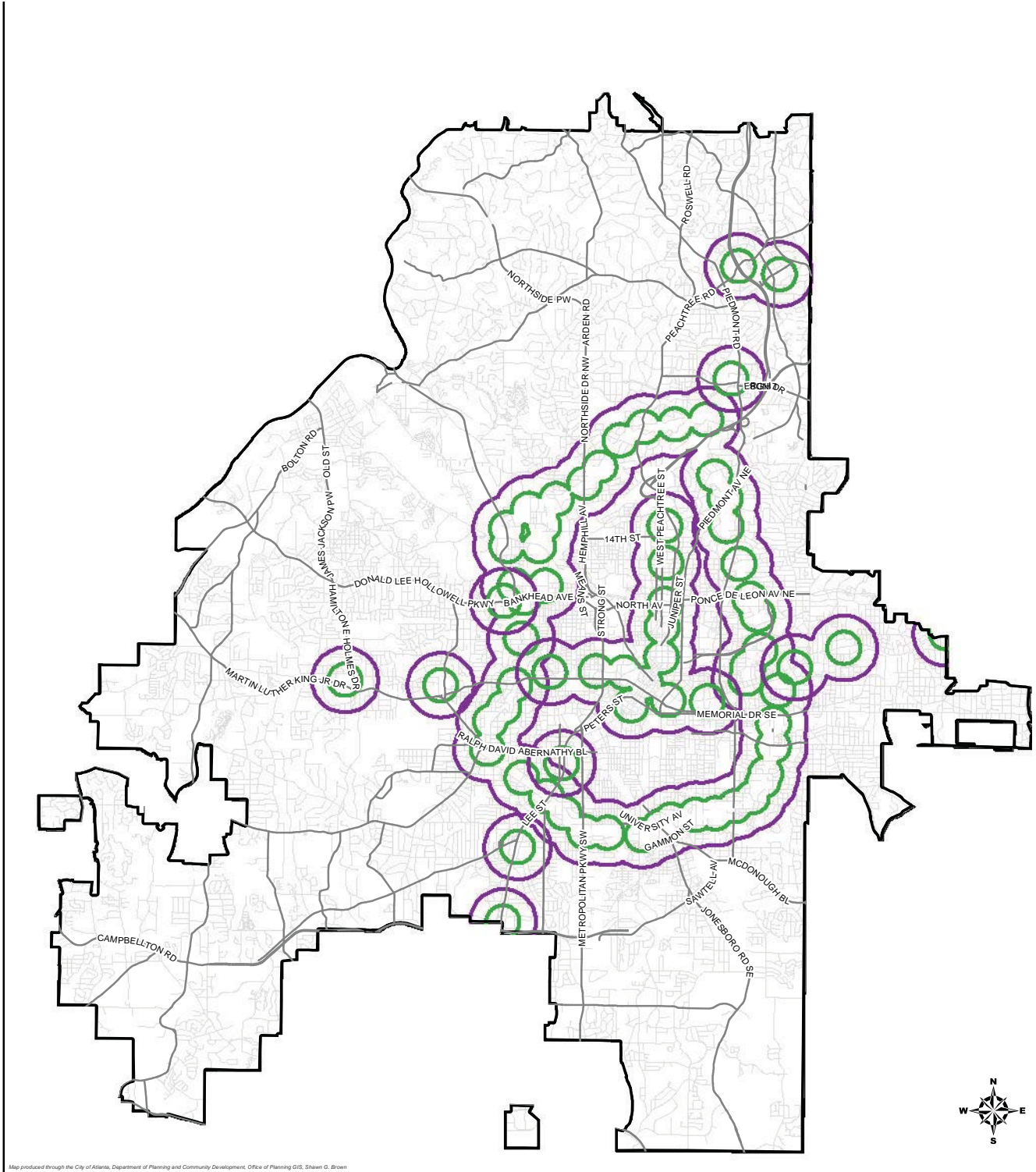
ADOPTED PLANS

- Chosewood Park Redevelopment Plan (2010)
- Imagine Downtown (2009)
- Stadium Neighborhoods Redevelopment Plan (2006)
- Summerhill Redevelopment Plan (2006)
- Vine City/Washington Park LCI (2009)
- Vine City Redevelopment Plan (2004)





Community Agenda - 3. Character Areas

Character Areas - Transit Oriented Development



Map produced through the City of Atlanta, Department of Planning and Community Development, Office of Planning GIS, Shawn G. Brown

 **City of Atlanta**
Character Areas
Transit Oriented Development

0 1 2 Miles

2011 CDP

Map 3-17: Transit Oriented Development

GENERAL CHARACTERISTICS

Transit Oriented Development (TOD) is a mixed use commercial and residential area designed to promote and improve the use of public transportation, with a focus on pedestrian accessibility and circulation. TOD is typically the area within ½ mile from an existing or proposed transit station. TOD is used as a means for promoting smart growth, revitalizing neighborhoods, and making efficient use of the City's transit investments. It is also a way of counteracting ill effects attributed to both urban and suburban sprawl.

Most TOD's include the following design strategies:

- Increased densities – Increased employment and population densities position potential riders within ½-mile walking distance of transit stations/stops;
- Mixed-uses – Office, retail, entertainment, education, residential, and public space promote concentrations of activity around transit stations/stops, which increase the prominence of transit within a community as well as serving as trip generators;
- Pedestrian orientation – Placing daily goods and services within walking distance of residents reduces the need for the use of a car.

There is much the City, MARTA, and the private sector can do to improve the areas within ½ mile of existing and proposed transit stations. Many of the station areas have relatively low residential or employment densities. There are hundreds of acres of underutilized land available for redevelopment including MARTA surface parking lots. Many station areas are overly oriented towards cars and buses and lack adequate pedestrian and bicycle facilities.

LOCATIONS

Atlanta's TOD areas include all of the land within ½ mile of the MARTA heavy rail stations, forthcoming Atlanta Streetcar stops, and proposed Atlanta BeltLine transit stations. As other proposed transit lines gain momentum, additional TOD areas may be added to the CDP – including lines proposed in the Connect Atlanta Plan or the Atlanta Regional Commission's Concept 3 Transit Plan (see Map 3-17).

PREFERRED DEVELOPMENT PATTERN

Transportation:

TODs should operate as mixed-use centers serving the needs of pedestrians, bicyclists, transit users and motorists. They should connect with sidewalks to adjacent neighborhoods and maximize pedestrian activity by providing clear way-finding signage and several access points for pedestrians to utilize transit. Sidewalks should be wide, free of obstructions and in good repair, and should be lined with street trees to serve as buffers between travel lanes and pedestrians and provide shade. Intersections should be fully accessible, clearly marked with crosswalks and, where possible, medians to make street crossings safe. Streetscapes with pedestrian lighting, street furniture, trash receptacles and wide sidewalks improve the pedestrian accessibility of TODs. Streetscape improvements should be implemented along key sections, and in concentrated activity areas (nodes) of TODs. Bicycle facilities should be provided particularly along roads designated as a *Core Bicycle Connection* and a *Secondary Bicycle Connection* identified in the Connect Atlanta Plan.

As parcels redevelop, new development should include smaller walkable blocks with frequent intersections. The network of streets should connect to the existing street network of adjacent neighborhoods. Overall, TODs should entail a planned relationship between development and public infrastructure, including the pedestrian-oriented environment and transportation network systems. TODs should be consistent with BeltLine plans and MARTA TOD plans.

Land Use

TODs should provide services and facilities that serve the area and enhance connectivity. Existing historic and potentially historic structures should be preserved. Existing, stable, single-family neighborhoods which surround the TODs



Community Agenda - 3. Character Areas

should also be protected. In TOD, the highest densities should be at the center and transition to lower densities at the edges to protect and buffer surrounding neighborhoods. Surrounding neighborhoods should be buffered from noise and lights. Building placement, massing and orientation should create a pedestrian-friendly urban form. The front building façade should be built to the back edge of the sidewalk, and the main building entrance should open to the sidewalk to frame the streetscape and encourage pedestrian activity. Surface parking lots should be located to the side and/or rear of buildings, and when adjacent to the sidewalk should be screened with vegetation. Structured parking should be encouraged and should be screened with liner buildings. Buildings should be constructed of quality materials and design.

Multi-story buildings, mid-to-high density and vertical mixed-use buildings are appropriate in TODs. At the same time, there should be appropriate transitions in building scale and buffers to adjacent character areas, particularly in areas without an intervening street and surrounded by low-density residential neighborhoods. Greater multi-family residential housing density should be encouraged and should include a range of housing types and prices and workforce and affordable housing. Additional primary land uses should include retail, grocery stores, restaurants, office, hotels higher education, and other entertainment uses as well as services that meet the needs of transit riders such as coffee shops, sandwich/lunch places, dry cleaners, food carts, newsstands and drugstores. Community and government uses such as Police mini-precincts, arts/cultural and community centers should also be located in TODs. TODs should also include usable public spaces, plazas and small parks designed in accordance with CPTEDS (crime prevention through environmental design) principles and should include active ground-floor uses adjacent to such spaces.

Transit Station Typologies

The development patterns in TOD areas have been organized into several different station types. As a planning tool, station typologies are meant to be forward looking and aspirational by helping guide future redevelopment and infrastructure investments around the transit stations. The typologies are also important in providing an understanding of the mix of development, transit function and density that each station will be able to accommodate. The City of Atlanta's station typologies build on work by MARTA and Atlanta BeltLine, Inc. They are intended to consider future growth rather as well as account for stations that do not fit into a classic TOD mold but perform important regional transportation functions.

The typologies focus on thematic similarities and differences, instead of a specific definition meant to categorize a station as one type of station. The main objectives in the station typology are to ensure that the typology reflects not only land use, location, and density, but the transit operations as well.

Urban Core:

Urban core stations are located in the densely developed nodes of the transit system network. Urban core stations are surrounded by a mix of urban uses, primarily civic, institutional, hotel and office uses; however there is an effort being made to increase residential and retail uses in these areas. Pedestrian's connectivity is crucial to urban core stations, which tend to be closely spaced to allow people the option of walking or taking transit to nearby activities. An advantage of the urban core stations are their proximity to the center of the system and ability to process high volumes of riders. Examples of Urban Core stations include Five Points, Peachtree Center, Arts Center, and Buckhead MARTA stations.

Town Center:

The town center stations are nodes of dense, active, mixed-use development. Town center stations are located in two types of settings. Some are located in focus areas for new town centers which are TOD nodes that are built in response to current and future transit opportunity, while others are in historic downtown areas where transit will create the opportunity for the town center to expand without excessive traffic congestion. They differ from urban core stations because the development around these stations is of a lesser scale. Access to local bus service, automobile access and pedestrian connectivity are important for town centers as these are all ways that local circulators/buses connect the transit station to other destinations within the town center as well as the surrounding neighborhoods. Examples of

Community Agenda - 3. Character Areas

Table 3-3: Existing and Planned City of Atlanta Transit Stations by Type

Transit Station Type	MARTA Heavy Rail Stations	TIGER II Atlanta Streetcar	Atlanta BeltLine Stations
Urban Core	Arts Center Buckhead Civic Center Five Points Garnett Georgia State Lenox Midtown North Ave Peachtree Center	All Stations along the route from Centennial Olympic Park to the King National Historic Site. Station locations and names TBD.	None
Town Center	Bankhead Lakewood-Ft. McPherson	None	Allene Ave Collier Rd Fairmont Ave Hill St Memorial Dr Peachtree Rd Ponce de Leon Ave
Commuter Town Center	Hamilton E. Holmes Lindbergh Center	None	None
Transit Community	King Memorial West End	None	Ansley Boone Infill Boulevard Crossing Echota Dr Edgewood Ave Glenwood Ave Highland Ave Hollowell Pkwy Lawton St Lee St McDaniel St McDonough Blvd Metropolitan Pkwy Northside Dr Pryor Rd 10 th St Waterworks W. Marietta Wylie St
Neighborhood	Ashby East Lake* Edgewood-Candler Park Inman Park-Reynoldstown Oakland City Vine City West Lake	None	Abernathy Blvd Confederate Ave Enota Park Fairhaven Montgomery Ferry Mozeley Park Martin Luther King Dr
Special Regional Destination	Dome/GWCC Airport*	None	Armour Infill Piedmont Park



Community Agenda - 3. Character Areas

Town Center stations include the Bankhead and Lakewood-Fort McPherson MARTA Stations and the Peachtree Road and Memorial Drive Atlanta BeltLine stations.

Commuter Town Center:

Commuter town centers share many of the same characteristics of town center stations; however they also serve as a primary point where commuters transfer to the rapid transit system. This requires a large park-and-ride capacity in order to accommodate the large volumes of commuters arriving by automobile and local and regional bus service. Structured parking should be used to accommodate the commuter demand. There are two Community Town Center Stations in the City of Atlanta: Hamilton E. Holmes and Lindbergh Center MARTA stations.

Transit Community:

Transit community stations are more intense than neighborhood-type stations and less intense than town center-type stations. They typically include under-utilized land appropriate for redevelopment near the existing or future transit station, surrounded by single-family residential neighborhoods. The redevelopment should be transit-supportive, consistent with local station area plans, and properly transition to the single-family areas. Transit riders are likely to arrive at a transit community station by walking, bicycling, or taking local bus service. Most of the Transit Community stations are along the Atlanta BeltLine such as Boulevard Crossing, Lawton Street, and Northside Drive stations.

Neighborhood:

Neighborhood stations are located in residential areas and primarily provide transit for people who live near the station. The proximity of transit allows residents to get to work, school, entertainment, shopping, and other destinations accessible through the transportation network. The area closest to the station would be able to accommodate higher-density housing or neighborhood scale mixed-use development. Neighborhood stations are local stations where people most often arrive on foot or by bicycle. Examples of neighborhood stations include the Edgewood-Candler Park MARTA station and the Martin Luther King, Jr. Drive BeltLine station.

Special Regional Destination:

Special Regional Destinations are not traditional TODs as they have a single dominant use. These most often times are sports and entertainment venues, educational or medical campuses, airports, and large commercial or industrial complexes. Since these areas are trip generators, transit alignments are often created to serve as many of their users as possible. Some examples are the Dome/GWCC MARTA station and the Piedmont Park BeltLine station.

POLICIES

Land Uses and Intensity (see Table 3-4)

- Support a complementary, well-integrated mix of land uses within ½-mile walking distance of the transit station.
- Provide a range of relatively higher intensity uses that are transit supportive.
- Encourage retail and service establishments that serve users daily needs.
 - Predominantly residential station areas should offer neighborhood commercial services such as dry cleaning, prepared dinners, grocery stores, and child care.
 - Predominantly employment station areas should offer daytime services such as coffee shops, restaurants, and business service establishments.
- Provide uses that attract and generate pedestrian activity, especially at the ground-floor level.
- Consider special traffic generators – such as educational, cultural, entertainment, and recreational uses.
- Encourage multi-use and mixed-use developments that include a mixture of uses on the same site or build-

Table 3-4: Transit-oriented Development Policies by Station Type

	Urban Core	Commuter Town Center	Town Center	Transit Community	Neighborhood	Special Regional Destination
Target Minimum Gross Res Density	25	15	20	15	9	N/A
Target Min Mean Net Res Density for Infill Development	75	50	65	60	45	N/A
Height (in stories above grade)	None	20	20	15	9	N/A
Target Nonresidential FAR	3.0+	2.0+	2.0+	1.0	0.5	N/A
Parking	No min	Ample	No min	No min	Limited	N/A

ing.

- Encourage a mixture of transit-supportive housing types and prices.
- Encourage development and preservation of workforce and affordable housing and a mixture of income-levels within each station area.
- Protect existing, stable single family residential neighborhoods.
- Encourage retrofitting and improving existing uses to improve their pedestrian and transit orientation.
- Discourage automobile-dependent uses such as automobile sales lots, car washes, drive-through service windows
- Discourage low-density and land consumptive uses such as junkyards, telecommunications equipment storage centers, self- or mini-storage centers, urban agriculture, and warehouse-distribution centers.
- Discourage new single-family or townhome developments on properties suitable for denser development.

Pedestrian and Bicycle System

- Establish a thorough pedestrian system throughout the station area which will minimize the walking distance for pedestrians.
- Provide pedestrian and bicycle connections between the surrounding neighborhoods and the station areas.
- Primary and secondary pedestrian routes should be identified in the TOD station area.
- Group buildings together to allow for easy pedestrian access between buildings and to frame the pedestrian network.
- Eliminate gaps in the station area pedestrian networks, make sure the pedestrian network is short, continuous, and barrier free.



Community Agenda - 3. Character Areas

- Bring sidewalks up to the building line and prohibit parking between the sidewalk and the building.
- Provide an accessible and safe pedestrian system that is attractive for all users; make sure routes are easily navigable.
- Insure that the pedestrian network will be able to accommodate large groups.
- Require the provision of bicycle parking facilities, and other bicycle amenities.
- In developments with secure, structured parking, locate bicycle parking in a premium location in the secure area.
- Encourage the use of planting strips/street trees, on-street parking, and/or bicycle lanes to separate pedestrians from vehicles.

Street Network

- Within a ½ mile radius of the station areas, design the streets to be multi-modal with an emphasis on pedestrian and bicycle circulation.
- Set vehicular levels of service to reflect an emphasis on pedestrian and bicyclists.
- Expand street connections by creating intervening streets to break up large blocks.
- Block faces should not exceed 600 feet in length.

Parking

- Reduce parking requirements within the station area.
- Establish parking maximums.
- Parking facilities should accommodate retail or other active uses at the ground floor.
- Reduce large surface parking lots within ¼ mile of the station.
- Well-designed structured and subterranean parking is preferred over of surface parking lots.
- Encourage shared parking facilities where different uses require parking at different times of the day.
- Proximity to Park n' Ride sites which could possibly accommodate parking during off-peak hours.

Building and Site Design

- Make each station area a “place” - Make each station a unique environment, with distinctive design features that can be easily identified.
- Design buildings to face open spaces or public streets, with minimal setbacks and with windows and doors at street level, avoid the use of expansive blank walls.
- Minimize the walking distance between the transit station and buildings, by locating building entrances on the street.
- Locate all surface parking, with the exception of on-street parking, to the back of buildings and where necessary, provide pedestrian paths through surface parking to the station.
- Locate the tallest and most intensely developed structures near the station, have buildings that are adjacent to established neighborhoods limited to low-rise structures.

Community Agenda - 3. Character Areas

- Screen and limit unsightly elements (i.e. dumpsters, service entrances, outdoor storage, loading docks) from the public streets.
- Take into account safety and security concerns during the design process.

Streetscape

- Place utilities underground whenever possible.
- Design streetscape to encourage pedestrian activity.
- Include pedestrian scale lighting, benches, and street trees in streetscape design.

Open Space

- Establish public open spaces that serve as focal points around transit stations as well as development catalysts.
- Develop open space to complement the transit stations.
- Design open spaces to be centers of activity that include items such as public art, benches, and fountains.
- Design buildings to open into the open spaces.

IMPLEMENTATION STRATEGIES FOR STATION AREAS

- Develop or complete master plans for all BeltLine and MARTA station areas.
- Prepare a TOD Strategic Plan.
- Focus sidewalk, bicycle, and connectivity improvements in station areas.
- Amend BeltLine Overlay district and improve zoning around the transit stations that do not have Quality of Life zoning districts in place.
- Work with MARTA to redevelop excess surface parking around MARTA stations.
- Improve ADA accessibility within a ½ mile of transit stations.
- Expand street network by private developers in conjunction with redevelopment projects.
- Utilize tax allocation district funds to finance transit supportive development and area infrastructure improvements.
- Target financial, economic development, and regulatory incentives.
- Support efforts to use land banking for affordable housing and transit oriented development.



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Community Agenda - 4. Implementation Strategies

Implementation Strategies

The Comprehensive Development Implementation Program includes the overall strategies for achieving the Vision and for addressing the Issues and Opportunities. The implementation program has two components: the Short Term Work Program and the Policies. The 2012-2016 Capital Improvements Program (CIP) and Short Term Work Program (STWP), a component of the Comprehensive Development Plan is updated annually and submitted to the Atlanta Regional Commission and the Department of Community Affairs for review.

The City of Atlanta's Capital Improvements Program (CIP) is an implementation plan for the construction, maintenance, and renovation of public facilities and infrastructure. The CIP shows the allocation of projected expenditures for capital projects expected over the next five years. The CIP includes those items typically considered as "infrastructure"—streets, sewer lines, bridges, etc., as well as facilities through which city government provides services directly to citizens or in support of city operations. The Short Term Work Program (STWP), also known as the Comprehensive Development Plan (CDP) Project List, is a key implementation tool of the Comprehensive Development Plan. It is a list of the major actions to be undertaken by the City of Atlanta to implement the CDP recommendations over the next 15 years.

The STWP/CDP Project List includes a description of community and economic development initiatives, programs, major capital improvements, infrastructure expansions, regulatory measures, and land development regulations to be adopted or amended. The STWP/CDP Project List includes capital projects that are fully funded (these are also in the five year Capital Improvements Program), partially funded, as well as unfunded projects. A project must be in STWP/CDP Project List for it to move to the CIP.

For each item listed in the STWP/CDP Project List, the project name, a description of each project as well as the time frame for completion, party responsible for implementation, estimated project cost, funding sources, Council Districts and Neighborhood Planning Units (NPU) are listed, as provided.

Listed below are implementation strategies development by City Departments and Agencies to address the Issues and Opportunities identified through the comprehensive planning process as well as other planning initiatives. Additional implementation strategies are listed in the Short Term Work Program.

Economic Development Implementation Strategies

New Century Economic Development Plan

- Create a five-year plan for promoting job creation and economic growth. Capitalize on the City's assets/opportunities, address the challenges and create an innovative approach and the appropriate strategy/strategies for building a sustainable economy.
- Address global trends affecting Atlanta's economy to ensure global competitiveness key to long term economic success of businesses

Center for Global Health

- Capitalize on the presence of several premier national and international organizations, medical facilities, universities, health-related companies and non-profits. Top on Atlanta list is the Center for Disease Control and Prevention (CDC), a federal agency that is based near Emory University. There is also the Carter Center, CARE, Emory Rollins School for public health, the American cancer society, the Morehouse School of Medicine, Georgia Institute of Technology, University of Georgia and Georgia State University among others
- Strengthen the City's reputation and recognition as an international center for global health by bringing national/international organizations collective power/scope to the attention of the international health/science community



Community Agenda - 4. Implementation Strategies

Neighborhood Business Vitality

- Explore small business with high growth potential such as urban agriculture. Urban agriculture is a type of infill development that fits into growth strategy for Atlanta and the region, by adding a missing element of livable communities and stimulating small-scale economic development. There is a tremendous opportunity to develop local sources of healthy food by turning existing lawn and garden space into productive agricultural plots. Small-scale urban agriculture can help create livable, walkable and sustainable communities, and implement Atlanta goals of sustainability and economic development.
- Preserve and enhance neighborhood commercial districts while preserving its character. Commercial districts play a central role in the life of urban neighborhoods. A strong business sector promotes growth, attracts new investments, reduces crime, and enhances the physical structure and value of residential and commercial buildings. The condition of the commercial district shapes a neighborhood's image and signals its desirability as a place to live, work, play, and invest.
- Utilize the Main Street Program. Use the four-point comprehensive approach to commercial revitalization: integrating design and physical improvement to enhance the districts attractiveness; promotion and marketing to strengthen the district's image and attract more customers; economic restructuring to identify the district's economic potential, build on existing assets, and attract new business and capital; and organizational development to create a strong volunteer-driven organization that engages all major concerned parties in planning and executing commercial district revitalization.

Retention, Expansion and Attraction of Industrial Businesses

- Industrial sector is an important part of Atlanta's economy and needs to be encouraged to continue. Atlanta is considered to be one of the major "inland" ports in the USA
- Expand the Atlanta and the Southside Industrial Parks created in the 1980s as City's Urban Enterprise Zones. Explore the possibility to establish State Urban Enterprise Zones in these two zones as the City's UEZs expires.
- Utilize Urban Enterprise Zones and Opportunity Zones to retain/expand/attract industrial businesses as well as other appropriate incentives for industrial development
- Provide financial incentives to redevelop/retrofit existing old industrial buildings
- Explore the possibility to provide 100% Freeport exemption citywide as provided by the surrounding counties/cities
- Create a City-wide industrial land Use policy to promote, attract and retain industrial businesses
- Create the Atlanta Industrial Council
- Develop a Mixed Use Industrial District that will allow for industrial, commercial and residential uses including zoning incentives to provide dense industrial and mixed-use new development; targeting "New Economy" clean industrial uses; including design standards that support compatibility of mixed and adjacent uses
- Amend the Industrial Zoning District to eliminate some allowed uses not compatible with industrial uses.
- Adopt design standards for industrial areas to address screening and buffering.

Community Agenda - 4. Implementation Strategies

Grocery Stores

- Support existing grocery stores to finance healthy, affordable nutritious food. The healthy food financing initiative would leverage private investment through federal loans and grants to create fresh food outlets in “food deserts” in underserved communities
- Establish a joint venture with Food Trust. The Food Trust strives to make healthy food available to all and has developed a comprehensive approach that combines nutrition education and greater availability of affordable, healthy food by working with neighborhoods, schools, grocers, farmers and policymakers.
- Together with local partners the Food Trust will successfully address the lack of supermarket access. The Food Trust combines rigorous research and policy advocacy to forge innovative public/private partnerships that bring supermarkets and other fresh food retail markets to areas in need.
- Explore the possibility to provide tax exemptions utilizing the urban enterprise zones and business license fee reduction/ exemption for grocery stores located in the City’s priority development areas
- Utilize the New Markets Tax Credit (NMTC) to finance retrofit existing stores to add fresh produce and/or to finance new grocery stores or other initiatives.
- Explore the possibility to provide zoning incentives such as additional development rights when the grocery store is part of a mixed use development. Reduction in required parking when grocery store is in mixed-use district with ground floor retail while located in the City’s priority development areas

Urban Agriculture

- Develop policies and programs to promote and finance urban agriculture and food entrepreneurship
- Encourage urban agriculture by providing green planning and policy initiatives to support it, including the creation of green overlay zones as part of the zoning ordinance.
- Need to use incentives as well as regulations to fight for healthy food choices. Enlisting mobile vendors in the effort, seeking spaces for community gardens in produce-deprived areas and expanding farmers markets locations-all of this while urging corner stores to carry healthier foods and providing tax incentives for green roofs
- Work with the City of Atlanta to explore opportunities to open up scraps of underused public land for urban gardening/urban agriculture, including lawns of public buildings, utility rights -of-way, and even parts of underused parks.
- Partner with Access to Capital for Entrepreneurs (ACE) for Healthy Food Financial Initiative. ACE was created in response to the lack of available start-up capital. ACE is an SBA Microloan Intermediary and a certified Community Development Financial Institution creating jobs and opportunities for low income and underserved populations

Commercial Corridor Revitalization

- Continue building capacity on commercial corridors to support the stabilization and growth of property values and to provide the foundation for future investment
- Continue revitalization of major corridors with concentration on activity nodes and attracting catalytic development to major activity nodes while promoting transit oriented development.
- Utilize the Commercial Tax Allocation Districts (CTADs) The commercial tax allocation districts create financial



Community Agenda - 4. Implementation Strategies

incentives that support public/private partnerships to facilitate the resurgence of the areas by encouraging new substantial private, commercial, industrial and retail investment in the Campbellton Road, Metropolitan Parkway, D. L. Hollowell/M.L. King and the Stadium neighborhoods.

Green Business

- Partner with the Office of Sustainability to support development of green business and eco-industrial parks.
- Capitalize on opportunities to attract renewable energy businesses to Atlanta.
- Work with the Office of Sustainability and Public Works to find opportunities for green businesses to support the zero waste plan.

Business Creation /Expansion

- Partner with the Atlanta University Center to promote and support the creation of a business accelerator
- Leverage initiatives from Georgia Institute of Technology, Georgia State University, Morehouse School of Medicine and Emory University efforts to fund companies that emerge/graduate from Innovation Centers and to attract large companies with R&D requirements.
- Facilitate the creation/expansion of employment centers utilizing tax allocation districts funding, to help provide job opportunities such as expansion of the Technology Enterprise Park.

Capitalize on Lakewood Fairgrounds and Fort McPherson

- Explore possibility to submit application for Screen Gems LCI designation as an emerging activity node.
- Explore possibility to request grandfather designation for Campbellton road East including Fort MacPherson.
- Implement Fort Mc Pherson Redevelopment: Master plan calls for a multi-phase, mixed-use development on 488 acres. Upon completion his development will include approximately 3.5 million square feet of office, research, medical, hotel and retail facilities, approximately 1,700 residential units and over 130 acres for parks, recreation and greenspace. This multipurpose development is estimated to create 10,000 jobs. Campbellton Road TAD will provide funding to support redevelopment activities on this site

Housing Strategies

- Improve Code Enforcement : Collaborate with other COA community based programs and quality of life services for more effective and strategic and service delivery The vision is to enhanced performance and proactive enforcement as well as effective workload measures, increase staffing and City Ordinance Re-evaluation. The collaboration of City Departments in Strategic & Proactive Enforcement includes
 - o Integrated Data Mapping (crime & code data)
 - o Team Approach / Coordinated Details
 - o Collaborative Court Testimony
 - o Research Training Resources
 - o Structured Para-military Environment
 - o Enhanced Crime Prevention through Environmental Design
 - o Improved Public Relations
 - o APD Support Partnership
 - o Improved Constituent Response

Community Agenda - 4. Implementation Strategies

- Create a 5-10 year Neighborhood Transformation plan focused on community stabilization through effective and equitable redistribution of vacant homes. Provide dedicated resources, specific benchmarks, and aggressive but realistic goals. Synchronize investments and programs strategically to create revitalized hot spots from which future market-based revitalization can pick up and continue.
 - Intentionally streamline inter-departmental and partner communications, and remove barriers to implementation to maximize efficiency and impact of partnerships. Begin with strategic interventions that leverage existing community assets or amenities, to ignite market activity.
 - Specifically link Code Enforcement and Office of Housing work to the Fulton Atlanta Land Bank Authority's ability to acquire and bank land for future stabilization and affordable housing development. Support this work with a Vacant Property Registration Ordinance.
 - In response to the current fiscal environment, pursue strategic public and private partnerships to broaden investment and accelerate stabilization. Partners should include Fulton Atlanta Land Bank Authority, the city's Community Housing Development Organizations (CHDOs) and community-based organizations, the Atlanta Land Trust Collaborative, Enterprise Community Partners, NeighborWorks America, banks, philanthropy, and private sector stakeholders.
 - Collaborate with Atlanta's functioning CHDOs and Community Development Corporations (CDCs) which represent an important component of the City's stabilization response. They have the knowledge to leverage and layer important resources, and are intimately familiar with conditions on the ground in some of the most challenged neighborhoods. They are grass-roots mission-based organizations with a vested interest in improving quality of life in Atlanta neighborhoods, and bring a comprehensive approach to addressing the housing crisis.
- Target the preservation of existing affordable housing units Market conditions have left many existing affordable units in default or in danger of it, many of which are multi-family rental units, and difficult to produce. Redouble efforts to work in coordinated fashion with the GA Dept. of Community Affairs, intermediaries (Enterprise, NeighborWorks) and private investors to reduce losses of these units to the market or vacancy, retaining them or re-programming them for supportive housing needs.
- Prioritize affordable housing in new transit oriented developments. Ensure a strong, equitable economic development infrastructure in transit corridors and nodes by supporting the symbiotic relationship between affordable housing and transit. Put policies and resources in place, and assert political will to ensure that the two are developed together. Target a minimum of 20% of TOD residential units for affordability, including for very low incomes.
- Community Land Trusts (CLR) are a tool for providing long-term affordable housing with a single investment, and a track record of sustainability and success across the country, when properly supported. New to Atlanta in the last year, this model of land stewardship for housing is currently recognized within the City's NSP as an affordable housing option, and is actively supported in NSP work in the Pittsburgh neighborhood. To reap maximum benefit of the CLT model, it should be fully recognized within all applicable City policies and programs, and become an integral part of them. CLT units should become an important component of the City's stabilization, preservation and TOD housing strategies.
- Housing Investment commitment. Recognizing that housing is a critical component of economic development, pass legislation requiring a minimum 15% of all future economic development initiatives to fund affordable housing, similar to the commitment within the BeltLine TAD.
- Supportive / homeless housing and care. The State of Georgia has signed a Settlement Agreement with the Department of Justice to provide approximately 9000 new supportive housing units by July 1, 2015. Homelessness continues to be a problem for many families and individuals in Atlanta. It is far more cost effective



Community Agenda - 4. Implementation Strategies

to provide housing and care for these populations than to rely on emergency services. A recent study for the Partnership to End Homelessness shows that the per-person cost for supportive housing in Atlanta averages \$33 a day, compared to \$53 for jail, \$335 for mental hospital care and \$1,637 for a day's hospital stay. AHAND proposes that the City work with supportive housing providers to design specific policy and financial investment commitments to support the agreement and reduce needless overspending and chronic homelessness. This initiative that could also often align well with preservation activities described above.

- **Employer Assisted Housing.** Currently only about one third of city employees live in the city of Atlanta. To meet goals to increase the number of city employees living in the city, AHAND proposes collaborating with the City to create an Employer Assisted Housing program that would provide incentives for city employees to buy or rent homes in the city. Consultants with the Metropolitan Planning Council from Chicago have been engaged by AHAND and our partner Association, the Georgia State Trade Association of Non-profit Developers, to begin assessing possibilities for such a program.
- **Build upon the upcoming inventory of housing by creating a system or mechanism for continually tracking the affordable housing inventory in Atlanta.** Include annual production data from all public housing subsidy resources including the AHA, Office of Housing, HOME and CDBG recipients, ADA and DCA financing recipients, as well as data from the Office of Buildings, to track the number, location, and availability of affordable housing in the City.
- **Integrate community benefits agreements into the City's, the ADA's, and the AHA's developer incentives and financing agreements for large development projects, to maximize beneficial economic development impacts.**
- **Create a 5-10 year resource-reduction or net-zero strategy for residential utility use in the City of Atlanta.** Collaborate with the Office of Sustainability and Southface to set aggressive, attainable goals.

To support these goals, also include the following:

- **Create a \$100 million (minimum) Transformation Trust Fund which leverages City of Atlanta bond funds to draw additional private investment.** Dedicate the use of this fund to the work of the Neighborhood Transformation Plan.
- **Revise the City's CDBG guidelines to support homeownership counseling.** The federal budget no longer will fund this service by non-profits, which has a track record for reducing mortgage delinquency and producing responsible homeowners.
- **Create an affordable housing fund specifically for TOD projects (i.e. Denver TOD fund).** Seek leveraging from potential financing partners to build a fund for integration of low-income housing.

Natural Resources Implementation Strategies

- **Future Condition Floodplain Mapping:** Mapping the future flood potential in all sub-watersheds less than 640 acres throughout the City's jurisdictional area. This is a requirement of the Metropolitan North Georgia Water Planning District Watershed Protection Plan.
- **Watershed Protection Plan:** Plan analyzing existing watershed conditions within the City of Atlanta and identifying plans, programs, projects, activities and outreach needs to mitigate existing impacts and improve overall health of the City's urban watersheds. This is a requirement of the City's WRC NPDES Industrial Operations Permit.
- **Municipal Separate Storm Sewer System (MS4) Permit Program:** Ongoing implementation of stormwater management compliance requirements per the City's Municipal Separate Storm Sewer System (MS4) NPDES Permit.
- **Continue to implement Department of Watershed programs to include:**

Community Agenda - 4. Implementation Strategies

- o Public Education Program--Water Resources Protection
 - o Water Conservation Program
 - o Soil Erosion and Sedimentation Control Inspection
 - o Development of Elementary School Curriculum
 - o Greenway Property Habitat Conservation Plans
 - o Stream Bank Stabilization and Biorevetment Program
 - o Watershed Prioritization Study
 - o Watershed Improvement Project
 - o Greenway Property Management Program
 - o Stream Buffer and Wetland Mitigation Program
 - o Erosion and Sediment Control Program
 - o Stormwater Infrastructure Mapping
 - o Stormwater Management Implementation Plan
- Implement City of Atlanta 2010 Sustainability Plan
 - Implement Brownfield Programs

Historic Resources Implementation Strategies

The implementation strategy for Historic Resources consists of a three part approach that answers the following three questions:

- What and where are the historic properties and places in the City of Atlanta and what “stories” to they have to tell about the varied aspects of the City of Atlanta’s history? (Part 1 – Research and Information Gathering)
- Who can benefit from knowing this history and these stories, and what are the methods to best communicate that message such that the information can be acted upon in a meaningful way? (Part 2 – Outreach, Education, and Awareness)
- How can the City and its varied community and development partners retain, promote, revitalize, reutilize, and protect the physical markers of that history and of those stories for future generations? (Part 3 – Resource Protection, Revitalization and Regulation)

The three parts of the strategy can occur simultaneously creating an overlapping cycle of research, outreach, and action. This also allows the implementation strategy to be executed in a phased manner, take into account new information generated from previous cycles and scaled to fit particular themes or priorities.

Research and Information Gathering

- Partner with other public and private organizations to document, in a manner accessible to the general public, the City’s history, including all of its varied topics and themes.
- Graphically compile existing historic resource survey information to determine those areas in the most need of new survey work.
- While focusing on the City’s least known resources and historic themes, restart the “City-wide Historic Resource Survey” at a limited level to capitalize on the previous research work and move the project forward.



Community Agenda - 4. Implementation Strategies

- Through partnerships with other local organizations, increase participation in state and federal programs and processes.

Outreach, Education, and Awareness

- Partner with other public and private organizations to promote all aspects of the City's history, historic resources, and heritage tourism through websites, brochures and the tours.
- Integrate the City's existing historic resource information in a clear and useful way into the City's enterprise GIS system.
- Distribute historic preservation-related economic incentive program information at the City's economic development-related forums, open houses, and interagency workshops.
- Supply information and technical assistance to neighborhood associations, business groups, and advocacy organizations for their distribution about the City's historic preservation ordinance.
- Participate in efforts by other organizations that have interpretive panel / sign systems to expand those systems and at the same time incorporate lesser known themes from the City's history.

Resource Protection, Revitalization and Regulation

- Create a design guidelines "template" for new development and renovations in historic, but unprotected, neighborhoods and commercial areas that could be used by other organizations to create fully-developed design guidelines documents.
- Investigate regulatory and incentive tools to protect the few remaining rural areas within the City against incompatible development patterns.
- Using models from around the State of Georgia, develop a City ordinance to ensure potentially historic archeological sites and Civil War trenches are protected.
- Encourage and participate in all Master Planning efforts related to historic and/or significant City facilities and parks.
- Create long-term and sustainable strategies to prevent the demolition of abandoned and/or deteriorated (but salvageable) residential structures in City-designated districts.
- Research opportunities to update, expand, and strengthen the range of the City's regulatory tools and enforcement techniques that relate to historic properties.
- Strengthen communication with the City's zoning and building code enforcement personnel through training sessions and improvements in information sharing.
- Continue to create efficiencies and partnerships that would allow the City's limited resources to effectively implement (and potentially enhance) the City's historic preservation ordinance and programs. Including both designations and design review processes.
- Develop a simple, easily distributed document that explains the existing financial resources, technical assistance programs, and economic incentive programs available to the owners of historic properties in particular and those with an interest in potential historic districts.
- Partner with existing organizations to identify, revitalize and if need be protect operating or abandoned private or public cemeteries.

Community Agenda - 4. Implementation Strategies

Community Facilities- Implementation Strategies

Water/Wastewater/Stormwater System Implementation Strategies

The Department of Watershed Management (DWM) strives to maintain the highest possible level of service while maintaining affordable water and wastewater rates. Recognizing the decline in revenue available to address the Department's operating and capital needs, the DWM has modified its approach to implementing its Capital Improvement Program (CIP) to incorporate a pay-as-you go philosophy. The department has also revised its prioritization system to include a more a balanced approach to maintaining and upgrading the City's water and wastewater systems. At the present time, DWM's funding is restricted to the operation and maintenance of the City's water and wastewater systems. Funding to address the City's stormwater assets* is provided on an emergency-only basis and is being paid out of the General Operating Fund, which does not have sufficient resources to provide funding on an ongoing basis. As such, a dedicated and reliable funding source to address the City's municipal stormwater assets is needed.

The fundamental components of the Department's Implementation Program for its Capital Improvement Projects are as follows:

- Obtain EPA/EPD approval of a Schedule Extension for fully implementing the First Amended Consent Decree. (The requested schedule extension provides for a decreased level of expenditures over the next several years, and improves the balance between maintaining and improving the City's water and wastewater systems, including both its facilities and its pipelines.)
- Based on projected revenue, move forward to implement DWM's top priority CIP projects.
- Continue to identify project needs.
- As new projects are identified, re-evaluate the prioritization of the existing projects to appropriately incorporate the new projects into the project queue.
- Continue to update revenue projections.
- Based on projected revenue, move forward to complete the highest priority projects.
- Repeat bullet point #3 through #6 above.

In addition moving forward with pay-as-you go project financing, the DWM's strategy for moving its CIP program forward includes the following:

- Capital improvement projects will be managed from project initiation through construction by a single project manager.
- Project evaluation and prioritization will be performed by both technical and executive committees spanning a broad range of disciplines (e.g. operations, engineering, communications, finance, procurement, human resources, etc.)
- Re-evaluation of the timing and sequencing of CIP projects based on the reduction in demand over the last several years.
- Continued emphasis is placed on improving coordination within DWM and across City Departments to improve business knowledge and to share information so as to maximize the benefits created from resources provided to the City.
- Ongoing development of an asset management approach to capital project planning which focuses on the ongoing collection and analysis of existing data, for the purpose of streamlining and prioritizing projects and which incorporates both rehabilitation and replacement technologies.



Community Agenda - 4. Implementation Strategies

*The City's municipal stormwater assets include approximately 35 percent of the stormwater system located within the limits of the City of Atlanta. The remainder of the stormwater system is owned by private entities.

Public Safety – Atlanta Fire and Rescue Implementation Strategies

The implementation strategy for Atlanta Fire Rescue Department (AFRD) would provide a safer city by:

- Enhancing firefighting services
- Strengthening emergency medical capabilities
- Increasing special operations and hazardous materials response capabilities
- Improving facilities, fleet and working conditions
- Enhancing firefighters' health and wellness

Consequently, these strategies would culminate in reducing loss of life, property and harm to the environment while providing a safe, wholesome atmosphere for AFRD personnel to grow and thrive, both personally and professionally. More information can be found in the Atlanta Fire Rescue Department's FY 2012 – FY 2016 Atlanta Fire Rescue Strategic Plan Version 2.0—All Hazards Edition.

Enhancing Firefighting Services

- Increase of prevention-driven mandates such as installation of residential fire sprinklers, smoke alarms, and greater requirements for analysis and documentation of current trends and practices.
- Homeland Security requires partnerships with government, private industry and other emergency management entities, as well as community involvement. As a result of these partnerships and community involvement, AFRD will increasingly be seen as a Homeland Security resource for the Metropolitan Atlanta Region.
- AFRD will seek and maintain partnerships with Federal, State and Local agencies to maximize all funding opportunities.

Strengthening Emergency Medical Capabilities

- Enhance the level of Emergency Medical Services in the City of Atlanta by 2016. It is recommended that AFRD re-implement the dedicated field medical supervisor program to enhance the Federal/State compliance and delivery of EMS to the City of Atlanta. The Paramedic supervisors would be responsible for appropriate Unit Response Management and would be capable of serving as a rehabilitation resource and safety officer on working incidents, as needed, by the incident commander to support Operations, and monitor the appropriate response for both dispatched advanced life support (ALS) and basic life support (BLS) units.
- Increased advanced life support (ALS) engines strategically placed to achieve the nationally recognized standards for ALS intervention.
- Continue to explore alternate methods of EMS delivery in high call-volume areas. There are several options for service delivery that can be employed during peak times and high call-volume to increase "in-service" time apparatus and thus increase ALS response coverage.
- AFRD will place greater emphasis on shared responsibility, collaboration, coordination and decision making between the Department of Homeland Security, FEMA and with the U.S. Fire Administration for prevention, preparedness, response, and recovery.
- As a part of emergency preparedness, AFRD will play a greater role in citizen awareness and public education

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to enhance readiness and community-level survival.

- In an effort to provide training and programs to our EMS partners, there will be greater commitment to engage Federal, State, Regional, and Local EMS organizations. These efforts will support local community's life safety strategies and educate the public on emergency medical services.
- Increase staffing for the AFRD Fire Training Academy for EMS in-service training to maintain a sufficient number of instructors capable of delivering the appropriate number of training hours to meet all training needs.

Increasing Special Operations and Hazardous Materials Response Capabilities

- Ensure that AFRD is effective and efficient in its Emergency Preparedness and Response System as it relates to Domestic Preparedness including, but not limited to, all Hazards, natural or man-made, and any terroristic-type disasters.
- Expand the AFRD Homeland Security Unit (HSU) in order to deal with event planning, intelligence gathering, and conduct domestic preparedness exercises. Expansion allows for HSU to assist Field Operations in actively preparing for natural, man-made, and terroristic attacks, in addition to the City's non-emergency events such as the Peach Drop, King Day Celebration, or other occurrences.
- Properly staff and organize special operations.
- Develop a strategy to re-commission heavy rescue/hazardous-material Squad 4.
- Develop a command infrastructure to include an Assistant Chief and a battalion command team.
- Implement a plan for activation of a second heavy rescue.
- Develop support task forces
- Implement and support budget and infrastructure
- Build a system which is robust enough to support our departmental needs for deployment, command, administrative, training, and logistical support.
- Develop depth within the community to ensure upward mobility, professional development and sufficiency for succession planning.
- Pursue potential cost recovery avenues or grant funding initiatives.

Improving Facilities, Fleet and Working Conditions

- Greater emphasis on appropriate maintenance and adequate space will be required to meet the increasing needs of our stakeholders.
- Improve all current facilities conditions for fire services in the City of Atlanta by 2016. AFRD must build support among its stakeholders for a successful public safety bond referendum necessary to fund a comprehensive program to replace or renovate its backlog of aging facilities and to add new facilities necessary to improve training, response coverage and Insurance Service Office (ISO) ratings.
- Establish a replacement schedule for engines, aerial apparatus, specialty apparatus (heavy duty trucks) and staff / support (light duty cars and trucks) vehicle fleet. AFRD must develop and implement a staggered replacement plan based upon age for those engines most in need of replacement with priority given to heavy fire apparatus followed by specialty apparatus and support staff vehicles.
- Continue the replacement cycle on an annual basis beginning in FY 2012, so that the fleet remains in depend-



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able condition and that a large number of engines are not due to be replaced at the same time in the future.

Enhancing Firefighters' Health and Wellness

- Prevention will become the focus of occupational safety and health programs. AFRD will play a pivotal, advocacy role for a culture of health, fitness and behavior that enhances emergency responder safety and survival.
- The introduction of annual health physical examinations for all personnel to develop baseline information for personnel and develop programs to enhance their overall fitness.
- To manage such programs would also require the purchase of software that could record information needed to identify trends and establish a database for future queries. The training and development of twenty-five Peer Fitness Trainers is essential with the overall goal impacting all personnel in the development of personal fitness programs.
- Create a dedicated Health and Safety Officer (HSO). The HSO position provides a direct point of contact addressing departmental needs related to safety and focuses on the department's greatest asset- human resources. The HSO identifies, develops, manages, maintains and implements a comprehensive department health and safety program.

General Government Implementation Strategies

- Atlanta Police Department needs to expand police presence in neighborhood. Office of Enterprise Asset Management is working with the APD to identify possible new precinct locations that would be better situated for their service delivery. They are currently investigating new locations for both Zones 3 and 6, and are ready to acquire and prepare new sites and facilities as they are identified and funded.
- The designed life cycle of at least (50%) of city owned building designs have become obsolete for the intended purpose. OEAM plans on making various building, cosmetic and landscaping changes to update the City facilities. The facilities will undergo changes in the form of: interior & exterior painting, waterproofing, roof replacement, HVAC upgrades, glass cleaning, lighting replacement, parking lot maintenance, carpet cleaning, security upgrades, sign replacement and CCTV upgrades.
- Fire Stations are aging beyond useful life, needing multiple base building repairs and (in some instances) cannot accommodate current equipment. The City needs to design and build adequate stations to fit the needs for future decades. Two new stations are planned. The design for station 28 is complete and construction should begin in FY12. A site search is underway to identify a suitable location to replace station 22. Several large repair projects are planned for FY12.
- ADA accessibility needs to be improved at all City locations. The City has signed a Consent Decree with the Department of Justice to correct several noted issues. A complete list of all issues is reviewed weekly, with assignments for corrective actions. To date, a large number of the issues have been repaired and work continues on the remaining issues.

Parks and Recreation Implementation Strategies

Recreation

- Complete Concept Development, Programming and Implementation Plans for Centers of Hope.
- Develop and Implement Staffing changes, and training to support better facility maintenance and the more robust programming inherent in the Centers of Hope vision.
- Develop a more robust quality control program covering both facilities and programming.

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- Implement security features to secure indoor and outdoor recreation facilities from vandalism and copper theft.
- Undertake Provision Level/Service Distribution analysis for recreation facilities and parks.
- Conduct market analyses and feasibility studies for new facilities and programs.
- Invest in strategically located artificial turf football/soccer fields to expand capacity through more intensive use.
- Continue to explore and work with private sector non-profit entities to rationalize service provision, expand program breadth and maximize user experience at recreation centers.

Parks, Open Space, & Greenways

- Design and anticipate preliminary basic development of a special events venue(s) at Fort McPherson.
- Acquire additional neighborhood and community parkland as opportunities come on the market and funding allows. Acquisitions should focus on sections of the City that are currently underserved and in increasing accessibility, visibility and the ability to provide needed facilities in existing parks.
- Investigate the feasibility of utilizing other City owned land assets as parkland.
- Undertake or facilitate Master Planning for parks as resources permit. Ensure all Regional Parks have Master Plans or Vision Plans.
- Continue partnering with Park Pride to create Vision Plans and rehabilitate existing parks.
- Work with Atlanta BeltLine Inc and Atlanta BeltLine Partnership to continue land acquisition, planning, design and development of parks and trails associated with the Atlanta BeltLine corridor, including but not limited to: Enota Park, Perkerson Park, Lang Carson, Historic Fourth Ward Park, the Benoit site, Chosewood Park, Four Corners, Westside Park and Boulevard Crossing.
- Continue working with the Atlanta Development Authority on the assemblage, interim development and long range planning for the Memorial Drive Greenway (Mall) from Oakland Cemetery to the Capitol.
- Continue working with the Buckhead CID on the implementation of the 2011 Buckhead Greenspace Action Plan
- Undertake Provision Level/Service Distribution analysis for parks and facilities.
- Continue development of city-wide Multi-use Recreational Trail system in conjunction with partners such as the PATH Foundation, Atlanta BeltLine Inc, and others

Maintenance and Management

- Improve staff capacity by providing technical, supervisory and managerial training.
- Increase staff and equipment as new park land and facilities are acquired to ensure adequate, sustainable and consistent maintenance levels.
- Hire a Parks & Trails Planner in the Office of Park Design.
- Develop an Asset Management system for all Park and Facility assets, develop life cycle replacement programs and proactive preventative maintenance schedules.



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- Develop and adopt uniform design guidelines or standards for park and facility planning, design and construction.
- Continue to develop and utilize web-based data base repositories such as Sharepoint, for plans and other documents to facilitate easier, more efficient access
- Develop clear, cohesive sign standards for parks and natural areas including identification, wayfinding, regulatory and interpretive sign typologies.
- Develop management plans for nature preserves, parks and other greenspaces with significant natural and/or cultural resources. Cascade Springs Nature Preserve, Herbert Taylor, Herbert Greene and Swann Nature Preserve would be candidate sites.
- Continue evaluating prototype efforts for “green” management materials and techniques including organic turf management and goat kudzu removal started in 2010 at Boulevard Crossing Park.
- Identify park areas for “naturalizing”, in order to reduce maintenance costs, and overall carbon foot print generated through maintenance activities.
- Produce park management plans that include staffing, maintenance schedules, equipment, training, quality control, and annual cost.
- Identify underutilized, underperforming parks with safety challenges such as Midtown’s Central Park, to incorporate trails, spray pads, playgrounds, athletic fields and other activity generating facilities, to increase activity and visibility.
- Work with the Atlanta Police Department with respect to the establishment a Park Ranger or similar program. Continue support for the Graffiti task force and efforts to minimize removal times. Limit vehicular access in parks where “cruising” has become a problem. Continue to investigate housing of APD officers on sites where appropriate and feasible.
- Continue building relationships with private sector and non-profit partners for the development, maintenance and programming of facilities.

Funding

- Work with the Atlanta Development Authority and Atlanta BeltLine Inc to facilitate acquisition of open space which can be redeveloped in projects including a portion as parkland that could be financed through sale of remaining land for residential or mixed use development. Continue to use tax allocation districts (TADs) to increase the quantity of parks and public open space.
- Pursue city objectives to acquire and manage land adjacent to streams for both water quality and outdoor recreation. Utilize conservation easements for greenway preservation.
- Pursue separate independent tax levy funding stream(s).

Transportation Implementation Strategies

Transit

The City must take charge of the transit environment within its borders. A system that is attractive, functional, safe and convenient is a necessity for Atlanta’s economic future. The City’s purview over transit will fall into two categories:

- City-managed: The City may consider entry into a transit development role. This is particularly likely for systems which are wholly within the City such at the Atlanta Streetcar and Beltline Transit. The City clearly re-

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quires staff that is knowledgeable and competent in advancing the City's agenda in constructing these systems and managing the ultimate operators of the systems.

- **Managed by others:** Even with systems that are wholly managed by other entities, the City has a vested interest in the physical design and operation of the system. The City's economic interests are impeded by bad rapid station designs such as those at Civic Center and King Memorial. Bus stops and signage are a highly visible element of the City's public realm and should not be left under the control of others. Poorly conceived bus operating schemes such as the express bus layovers on West Peachtree Street cannot be tolerated. Atlanta requires staff whose role it is to identify these issues and seek remedies that are in the economic and social interest of the City.

Streets

The City currently owns and maintains a significant amount of public right-of-way in the form of streets. Within the City's boundaries are also numerous streets managed and maintained by the Georgia Department of Transportation and State Road and Tollway Authority. In recent years, developments such as Atlantic Station have also engaged in the practice of constructing private streets. The disjointed nature of the policies and practices of the different entities have harmed the function and image of the City in numerous instances. City responsibilities and policies for all of the following conditions need to be clarified and escalated.

- **City-owned/maintained:** The City must do a better job of maintaining both the condition of its streets and the work flow of those streets under repair. Interminable placement of metal plates and long-term closures of streets and sidewalks cost residents time and money and erode confidence in the City's staff. Maintenance of traffic signal infrastructure such as the repair of broken detection loops must be a funded and managed priority.
- **GDOT-owned/maintained:** The City must take a more proactive role in the design and operation of state routes within the City. The destructive, high-speed designs of streets like Spring Street and West Peachtree Street and unbalanced traffic signal timing favoring vehicle movement on state routes substantially harms the City's livability and economic vitality.
- **Private:** The City must adopt policies that do not allow the closure of private streets that are a part of the functional street system. As the City enacts policies that require new developments to build parts of the City's street network, any streets that are to be closed at various times should not be considered responsive to these City requirements for network and street redundancy.

Quality of Life

The City should fundamentally rethink how it builds, finances and maintains the elements of its system that are the lifeblood of a successful urban place.

- **Sidewalks:** The City's current policy assigning responsibility for sidewalks to the adjacent property owners is ineffective and is, therefore, poor public policy. The result has not been a shift of costs, but a degradation of the public realm, the results of which fall disproportionately on citizens with disabilities or transit dependency. Atlanta must fund a program of construction and maintenance of its sidewalks if it wishes to be viewed as a livable, desirable City.
- **Neighborhood Solutions:** The City's traffic calming program has achieved admirable results in mitigating high vehicle speeds in neighborhoods, but could still be refined. Tools that detract from neighborhood value such as speed humps and unwarranted stop signs should be eliminated. The City should also consider a set-aside budget (perhaps 10%) for neighborhood traffic solutions to accompany major vehicle capacity projects adjacent to single-family neighborhoods.
- **Bicycles:** Implement the bicycle network identified in the *Connect Atlanta Plan* using the *Connect Atlanta*



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Street Design Guide to add bicycle facilities during all roadway projects (including resurfacing).

- **Prioritization:** The bicycle component of the *Connect Atlanta Plan* is based on a core system of routes with supporting secondary connections. The core system should be the City's first focus, and routes that need to be added through roadway widening should be programmed as separate projects.
- **Construction:** Construction of bicycle facilities should be carried out in conjunction with other projects on the same street or as other projects developed in the same general area of the city serving a similar purpose are implemented.
- **Maintenance:** The City should adopt as policy a maintenance priority for bicycle streets. Any street with a constructed bicycle facility should receive higher priority in street sweeping, debris removal and maintenance of drainage facilities.

Maintenance and System Management

- **Bridges:** The City's bridge infrastructure is aging and in need of substantial repair. If any of these structures becomes so deficient as to be decommissioned, a substantial loss of mobility and increase in congestion can be expected. If any of these structures were to fail, the results could be more catastrophic. The City should partner with the State of Georgia to undertake a proactive program of bridge modernization and repair. The City should be a full participant in this partnership in both design and funding. Prioritization should consider not just bridge condition, but the relative importance of the link to drivers, pedestrians, transit users, residents and business owners. Each case should also consider whether the bridge is still required or whether an at-grade solution could serve today's needs and lower future infrastructure obligations.
- **Traffic Signals/Intelligent Transportation Systems:** The City should identify funding to adequately maintain and time traffic signals. The timing of these signals should consider modifications that not only better manage vehicle flow, but that account for the needs of pedestrians; particularly in the development nodes.
- **Travel Demand Management:** The City should undertake and oversight and gap-filling role that seeks to coordinate the efforts of the existing Transportation Management Associations (which are business-based) and supplements them with neighborhood-based initiatives. A City coordinator position should be funded and staffed.

Transportation Management and Cross-Department Coordination

Even if revamped, the City's transportation staff will not be able to effect the needed changes alone. Fundamental physical changes in Atlanta will require clear alignment and teamwork among all of the City's departments. That alignment can be formalized in organization and policy as follows.

- **Development Response Teams:** Atlanta could implement an idea that has worked well for the City of Charlotte, North Carolina. Before a property owner within one of the priority development nodes submits plans for redevelopment, a cross-departmental team of City staff is assembled for a work session to clarify objectives and reconcile differences. The advantage to the City is alignment of departmental objectives and lower levels of dispute or acrimony with the applicant. The advantage to the developer is faster approval and better time certainty.
- **Staffing:** The City's transportation responsibilities should be split into groups with core competencies that are likely to reside in people that can be found on the labor market. In other words, if the City is unlikely to find one person skilled in both transit station area development and street drainage, these functions should be separated. Most likely, this means that the responsibilities for maintenance should generally be managed in a different division of the City services than Planning. Elements of design should probably span the two groups.

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Transportation and Land Use Integration

The integration of transportation and land use is more involved than simply placing the correct land uses around the appropriate transportation investments. The true integration of transportation and land use involves incorporating all the elements of community building that influence land use, as well as those that place demands on the transportation infrastructure. This integration framework identifies four key elements of city building and the many sub-areas that influence Atlanta's ability to create a sustainable community with a balanced transportation system.

- **Land Use and Community Character:** A review of the currently allowed land uses within 2500 feet of each transit node should be conducted. It is encouraged that automotive dependant land uses such as large format retail, industrial and low density residential not be encouraged within walking distance of the existing and proposed transit nodes.
- **Mixture of Uses:** Mixing land uses should be encouraged in areas expecting the highest density and intensity of development. In areas where the market is weak, allowing a mixture of land uses will provide needed flexibility to the development community.
- **Residential and Commercial Densities:** Encouraging new development to concentrate the highest densities closest to the transit station and transitions to lower densities adjacent to existing single-family neighborhoods is recommended. It is recommended that the City consider establishing density minimums rather than maximums in areas within walking distance of transit corridors and maintaining maximums in areas under-served by transit.
- **Transitions between New and Existing Neighborhoods:** Every effort should be made to intensify development while preserving the existing residential communities.
- **Block Dimensions:** Block dimensions within transit nodes should be small (300 to 500 foot block faces) to promote human scaled development. The block dimensions should include a maximum block-face length as well as a maximum block perimeter for each of the development conditions.
- **Building Heights:** It is recommended that densities outside the city core be influenced by building heights.
- **Parking:** It is recommended that the City modify its parking regulations to shift away from parking minimums and establish parking maximums in areas served by premium transit. These maximums should be aggressively low in upcoming years to help drive down the oversupply of parking and allow the market to raise costs. The City should also consider policies such as decoupling parking from residential development; allowing those who choose not to drive to avoid the cost of a mandatory parking space which makes homes less affordable.
- **Surface Parking:** Given that Atlanta currently has an over-supply of parking, the City should remove surface parking as a permitted use. Further, the methods for assessing the improved value of existing surface parking facilities should be revisited to assess whether they can be taxed at rates in line with other retail uses.
- **Floor Plates:** It is important that building floor plates are smaller in rapid transit zones than areas more dependent on the automobile.
- *Mass and Scale, Building Orientation and Architectural Design Guidelines:* Architectural design elements should not dictate architectural styles, but instead should inform fundamental architectural elements based on human proportions and the quality of the pedestrian experience at the street level. These design guidelines should be based on a street typology, or hierarchy based on desired pedestrian activity serving the proposed development. The *Connect Atlanta Plan Street Design Guidelines* links these elements together and should be the guiding document for the development and design of new streets.



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Mobility and Access

The surrounding and desired land use context should inform the quality of the transportation system's design even if it means transportation efficiency is compromised because of adjacent development opportunities.

- **Station Amenities:** For system identification and customer comfort, station amenities should remain constant within the various development conditions within Atlanta. This is too large an issue to be left solely to the discretion of an outside party such as the transit operator. The City must take a proactive role (possibly including funding) to assure that transit facilities add to the value of communities.
- **Transit Interchange.** The placement and design of the potential transit interchanges at rail stations should be guided by the context of its surroundings and be enabled by flexibility in the City's design criteria to allow for inventive solutions that encourage private development adjacent to the rail stations, not separated by an inappropriately designed transit interchange. The City should not allow outside agencies to decide that all express buses will terminate at one location such as Arts Center Station or that buses will layover on a city street such as West Peachtree Street. The City's local needs and policies should be preeminent with regard to the location of such activities. Areas of high property and community value and economic development potential such as the Arts Center Station area, should be designated with livability and community value as the primary goals.
- **Park and Ride Lots:** Every park and ride lot's viability should be tested against immediate development prospects. If the parking need is greater than the immediate development opportunities, then the facility should be designed to transition overtime to structured parking and eventually transit-oriented development. Given that Atlanta is the region's central City, it is likely that there are very few stations that are appropriate for long-term use as a park and ride lot.
- **Right-of-Way and Transit Operation:** The various development conditions and development opportunities along the corridor should be additional factors that influence future rapid transit operations.
- **Traffic Signal Cycle Lengths/Pedestrian Buttons/Pedestrian Phases:** The City should eliminate pedestrian push buttons in the core city and pedestrian phases concurrently during every cycle. The City should proactively pursue shorter traffic signal cycles in pedestrian areas to help balance movement of different modes.
- **Police Traffic Control:** To the extent the practice of private contracting of police traffic control is allowed to continue, it should require temporary permits issued by the City's Department of Public Works after careful consideration of the public good. The City should also consider funding dynamic signal timing equipment that could more effectively serve some of the same needs such as special events.
- **Roundabouts:** The use of roundabouts as traffic control devices should be strongly considered where appropriate in the City. It is recommended that the City adopt a policy of "roundabouts first" outside of the core city. The use of a roundabout should be eliminated as a possibility before the installation of a traffic signal is considered.
- **Right-of-way Manual:** The City should strictly enforce the new *Department of Public Works Right-of-way Manual*.
- **Preserve Network/Walkable Blocks:** Continue to follow policy opposing the abandonment of City right-of-way and streets in order to preserve short walkable blocks.
- **Traffic Calming Toolbox:** The City should adopt a set of acceptable calming tools that add, rather than detract, from the value and character of communities. Punitive tools such as speed humps and unwarranted stop signs should no longer be among the tools the City uses.
- **Minimum Level of Service (LOS) Standards:** It is recommended that the City work with the Georgia Regional Transportation Authority to develop a flexible level of service standard for Developments of Regional Impact

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(DRIs), by allowing a lower motor vehicle level of service within transit station areas

- **Connectivity Index:** The City should develop a connectivity index as it reviews private development proposals, especially within areas served by premium transit.
- **On-street Parking:** It is important in transit-oriented development areas that on-street parking be allowed and encouraged regardless of a street's function and classification.
- **Sidewalks:** Sidewalk design dimensions should vary with anticipated pedestrian volumes and changing contexts as outlined in the Connect Atlanta Street Design Guidelines.
- **Bicycle Facilities:** The City should encourage the construction of bicycle infrastructure to and from transit nodes, including: off-road multi-use paths, on-road bicycle lanes, and more innovative facilities and solutions. In addition, the City should encourage the provision of bicycle amenities, including bicycle parking, within activity centers and within transit station areas.
- **Freight and Goods Movement:** The City's overriding policy should be to preserve freight rail corridors and capacity and to incentivize rail freight movements, including maximizing throughput in existing corridors. The City should continue to support goods movement along freeway corridors and to and from industrial properties in accordance with an updated truck route map. This updated map should seek to balance the livability and goods movement needs of Atlanta in a comprehensive way.

Parks, Public Spaces and Civic Infrastructure

The policies and actions of the City in the development of parks, public spaces and civic infrastructure need to be incorporated into the integrated transportation and land use framework.

- **Parks:** The City's policies for the sizing and placement of parks should be consistent with the urban principles and investments described in this document. These policies should include consideration of public edges (streets) to parks and redevelopment of underused or unsafe park edges
- **Community Venues:** It is vital that these facilities be located in core city and served by premium transit.
- **Government Offices:** The placement and design of these facilities in the future must take into account their proximity to premium transit.
- **Libraries and Schools:** Libraries and schools should be placed within areas served by premium transit whenever possible. However, smaller branch libraries and elementary schools may be located in areas served by local bus service.
- **Public Housing and Assisted Living:** Public housing and assisted living facilities should be located near premium transit facilities.
- **Maintenance Facilities:** The facilities should not be located in areas served by premium transit.

Aviation Implementation Strategies

Hartsfield-Jackson Atlanta International Airport continues to be ranked as the "world's busiest" airport and is considered to be the economic engine for the metro Atlanta area and the State. However, Hartsfield-Jackson is also one of the smallest airports (in total acres) and is faced with growing demand. According to forecasts by the Federal Aviation Administration and the Department of Aviation, Hartsfield-Jackson Atlanta International Airport (Hartsfield-Jackson) will reach capacity by approximately 2025.

In response to the forecast the Department of Aviation has conducted three studies:



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- *The Atlanta Metropolitan Aviation Capacity Study Phase I* – This study investigated and identified airfield improvement projects that would increase the capacity of the existing airfield. This study was completed approximately three years ago and the projects identified have been implemented. However, while these projects provided some ability to provide for increased airfield traffic, additional capacity is still needed.
- *Comprehensive Development Plan Update* – In 2009 the Department of Aviation Bureau of Planning & Development undertook a study which incorporated several previous planning efforts in an effort to examine potential scenarios to meet a 2030 forecast. This study examined not only improvements to the airfield but also gate capacity solutions, landside and cargo improvements necessary to accommodate demand through 2030. At the request of the airlines the study included a review of the potential for a 6th Runway.
- *The Atlanta Metropolitan Aviation Capacity Study Phase II (AMACS 2)*– In the fall of 2010 at the request of and in partnership with the Federal Aviation Administration the Department of Aviation began an eight month study of the feasibility of a second commercial service airport to accommodate the increase in the Origin & Destination market that may not be able to be accommodated at Hartsfield-Jackson. The study investigated 29 potential sites and found that given present conditions, the estimated costs and benefits, there are currently no feasible sites.

The outcome of AMACS 2 places further importance for the Department of Aviation to investigate additional means by which to add capacity at Hartsfield-Jackson. Toward that end, Aviation plans to undertake a Master Plan Update. This effort will begin in the fall of 2011 and take approximately 18 months. The Master Plan Update will investigate opportunities to achieve full build out of Hartsfield-Jackson including adding additional airfield capacity, terminal/gate capacity, as well as cargo capacity to create a balanced facility.

Following the Master Plan Update it is anticipated that an Environmental Impact Study may be necessary prior to the implementation of the next development program.

In the interim, the Department will continue to focus on its customers by developing and implementing improvements which will enhance our customer's experience. The Department of Aviation will also develop a comprehensive asset management program which will assist in maintaining the existing facilities.

Hartsfield-Jackson Atlanta International Airport serves over 90 million annual passengers served by over 20 airlines including two hometown hub airlines, Delta Air Lines and Air Tran Airways. While the success and popularity of ATL is attributable to many factors, the leadership at the Department of Aviation is determined to continue to improve the busiest airport and make it the world's best airport by exceeding customers' expectations. Hartsfield-Jackson leadership is updating the strategic plan to refocus the airport's efforts to continue to improve. The aviation industry has seen unprecedented changes during the past few years beginning with the tragic events of September 11, 2001, the SARS epidemic threat, significant changes in security screening, the never-before-seen spike in oil prices, several airline bankruptcies and mergers and the economic downturn. Through these changes the Atlanta Airport has remained a vibrant hub of airline traffic and the largest economic generator in the Atlanta region. As recovery begins in the airline industry, H-JAIA will be positioned for success.

It is well documented that Hartsfield-Jackson Atlanta International Airport is a major asset for not just the region but the entire southeastern United States. As the region continues to grow the Airport must identify ways to keep up with the expected growth in the origin and destination market. However, in order to provide for this growth, significant coordination will be necessary between the Airport, the local jurisdictions surrounding the airport, and state and local agencies to address issues in a manner which will allow for the growth of this asset and encourages economic development in the neighboring jurisdictions.

In an effort to provide an avenue for better communications between entities, H-JAIA is spearheading the formation of the Southern Crescent Committee which will be comprised of elected officials from the surrounding jurisdictions as well as the Aviation General Manager and at least one elected official from the City of Atlanta. The purpose of this

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committee is to provide an avenue through which these entities may discuss not only airport related issues, but also regional issues such as transportation and water.

Intergovernmental Coordination Implementation Strategies

Independent Special Authorities and Districts

- Increase the number of Development Agreements with the Atlanta Development Authority to work in specific districts throughout the City.
- Assist the Atlanta Development Authority in seeking public-private funding that promote economic development.
- Assist the Atlanta Housing Authority in land identification throughout the City through the Atlanta Land Bank Authority to deed land to the Atlanta Housing Authority to make affordable housing less expensive to build.

Community Improvement Districts

- To form a blue ribbon commission to make recommendations to the Mayor and City Council.

Service Delivery Strategy

- Work closely with the Atlanta Regional Commission to resolve local issues that have now become regional issues.

Land Use Policies

See Character Areas

Urban Design Implementation Strategy

The implementation strategy for Urban Design consists of a three part approach to establish uniform development standards throughout the City, regardless of building scale and land uses, to address the following issues in the public and private realms:

- Building form and site layout
- Streetscape standards
- Block sizes and patterns
- Open Space (active and passive parks, urban plazas, greenways)

The three parts of the strategy can occur simultaneously to allow the implementation of a pedestrian-oriented built environment and usable open space to unify the City's urban fabric. This also allows the implementation strategy to be executed in a phased manner, taking into account new information generated from constant updates to City regulations, adoption of new community redevelopment plans, and also to address site context issues for different areas of the City.

Part 1 – Initial Action

- Implement zoning recommendations from adopted corridor studies and redevelopment plans to rezone properties to the City's design based, quality of life zoning ordinances.

Part 2 - Outreach, Education, and Awareness



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- Partner with other public and private organizations to promote good urban design throughout the City.
- Supply information and technical assistance to developers, neighborhood associations, business groups, and advocacy organizations for distribution of urban design principles.
- Participate in efforts by other planning and design organizations to increase knowledge and awareness of the importance of good urban design in contributing to sustainable communities.

Part 3 - Resource Protection, Revitalization and Regulation

- Create an urban design guidelines document to guide new development within neighborhoods and commercial areas that could be used by developers, business and neighborhood organizations. This document would serve as a companion piece to the City's Zoning Ordinance to illustrate zoning requirements and design principles.
- Update the City's zoning ordinance to streamline and clarify urban design requirements.
- Strengthen communication with the City's zoning and building code enforcement personnel through training and improvements in information sharing.
- Continue to create efficiencies and partnerships that would allow the City's limited resources to effectively implement (and potentially enhance) the City's urban design goals, through updated regulations and design review processes.

2011 Comprehensive Development Plan Policies

Economic Development Policies

- Support the growth of target industries such as transportation, distribution, logistics, higher education, health services, hospitality, arts & culture, tourism and entertainment.
- Emphasize and create business, retention, recruitment and expansion through connectivity with employers, corporate relocations, foreign direct investments, a global commerce center; industrial business, job creation incentives and workforce development.
- Increase the capital available for development and business growth through the Economic Opportunity Fund, New Markets Tax Credits, Small Business Loans and Urban Initiative Funds.
- Utilize federal grants, below market loans, loan guarantees and tax credits to attract private sector capital for investments in projects to create jobs and revitalize distressed communities.
- Aggressively pursue opportunities to expand the amount of New Markets Tax Credits available to attract private capital for commercial development in Atlanta's distressed neighborhoods.
- Expand the capacity of local community development entities to improve their ability to win awards of funding allocations and deploy the resources more effectively.
- Strengthen Atlanta as a convention and tourism center by increasing the number and improving the quality of visitor attractions and support facilities.
- Aggressively work for local, state and federal policies that enhance the relative advantage of Atlanta, and pursue local means of making the City a more desirable and competitive environment.
- Encourage the growth of minority business enterprises.
- Ensure the continued availability of technical assistance on business skills to small businesses, using private and public resources.
- Support policies to retain young professionals in the City.
- Champion Major Projects such as the Atlanta Beltline, the Peachtree Corridor, and Downtown Development.
- Capitalize on the redevelopment of Lakewood Fairgrounds and Fort McPherson.
- Increase the economic vitality of underdeveloped areas with development incentives, appropriate infrastructure capacity; transit oriented development; urban enterprise zones, renewal communities and enhancing the existing tools to revitalize vacant and abandoned properties.
- Facilitate quality development in the City by annually monitoring the permitting process, holding developer workshops, continuing to review and update current zoning codes through 2008.
- Increase the availability of affordable workforce housing through homeownership opportunities, inclusionary zoning; implementing a land bank authority, development incentives (URFA bonds and Opportunity Bonds), supportive housing, and establishing the Affordable Workforce Housing Trust Fund.
- Collaborate with the Public School System to facilitate improvements by continuing to support Atlanta Reads, providing cultural experiences to APS students; assisting APS in community-based health and science education programs.
- Encourage City and business leaders to work with local colleges, universities and public schools to address the growing imbalance between the education and skills possessed by residents and the education and skills



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required by employers.

- Enable lower-income residents to attain middle-income status by emphasizing job creation, job training and job placement for unemployed and under-employed City residents.
- Retain, grow and attract middle-income residents by promoting the development of middle-income housing within the context of mixed-income neighborhoods and the creation of jobs for City residents.
- Promote employment and job training efforts consistent with Atlanta's needs.
- Actively monitor and enforce the City's First Source Jobs policy legislation to reduce the high unemployment of City residents.
- Continue programs which support neighborhood commercial revitalization.
- Emphasize the preservation, maintenance, rehabilitation and reuse of existing facilities that are in sound condition.
- Pursue and encourage developments that recognize the mutually supportive roles of the Central Area, the neighborhood commercial areas, and the retail centers.
- Use federal funds to support programs and projects that provide decent housing and suitable living environments and expand economic opportunities, principally for persons of low and moderate income.
- Grow parks and protected greenspace through the update to the City-wide Project Greenspace Plan, utilizing Opportunity Bond funds for acquisitions, increasing funds for park maintenance, and inventorying and tracking public and private greenspace. Develop partnerships in an effort to take advantage of the premiums that can be expected for property near quality parks as well as providing a competitive advantage in retaining and attracting businesses.
- Create a City-wide Industrial Land Use Policy to promote, attract and retain industrial business
- Make Atlanta one of America's safest cities by providing affordable housing for police officers, improving emergency response, and increasing and retaining police officers.

Housing Policies

The City, through its principle policy documents (Comprehensive Development Plan and Consolidated Plan) has sought to address objectives that relate to an assortment of Federal requirements and local needs. The vision consists of revitalized, sustainable, urban village communities, populated with mixed-income households within the city's redevelopment areas.

In promoting housing opportunities, the City of Atlanta is committed to fairness toward all of its citizens and neighborhoods. As the City strives to preserve and revitalize its neighborhoods, it is committed to educating the public regarding fair-share housing. Fairshare housing is a policy that encourages proportionate and equitable distribution of a range of housing choices and types, including low-income housing throughout the City. Housing choices also include conventional, public, publicly assisted and special needs housing. The City's goal in this regard is to encourage the development and preservation of mixed-income residential areas.

General Housing Policies

- Promote opportunities for mixed-income housing developments throughout the City.
- Focus on rehabilitating and utilizing existing vacant housing stock.

- Increase opportunities for home ownership for low and moderate-income residents.
- Promote housing affordability in order to minimize the number of households that must pay more than 30 percent of their income in rent or mortgage payments.
- Promote the creation of new housing in appropriate locations.
- Increase public, private funds to help construct, acquire and rehabilitate housing.
- Promote full implementation of all fair housing laws.
- Promote a wide range of housing types to meet different housing needs and income levels within the Atlanta BeltLine corridors and along major employment centers: Downtown, Midtown and Buckhead.
- Promote in-town living for public sector employees and first responders by aggressively marketing down payment assistance programs and acquisition/rehabilitation loans.
- Utilize federal and private dollars to assist in the revitalization of neighborhoods affected by the heightened number of foreclosures.

Low/Moderate Housing Policies

The following policies legislate federally (CDBG, HOME, NSP, HOPWA etc.) financed housing projects. The policies support the Consolidated Plan, which is based on the needs of defined population groups (low/moderate income individuals, homeless persons, public housing tenants, etc.). The Policies establish priorities based largely on the conditions and needs of the City's housing stock. The Consolidated Plan's housing priorities are as follows:

- Assist "special needs" persons living in substandard apartments and rental units by making low or no cost acquisition and rehabilitation loans available.
- Assist extremely low- and very low-income homeowners living in substandard single- family units by making rehabilitation loans and grants available.
- Assist very low and low-income persons with home ownership by making acquisition and rehabilitation loans available to individuals.
- Promote new housing development through in-fill housing construction.
- Aggressively enforce Housing Code and Demolition to remove slum and blight.
- Encourage development of alternative forms of ownership, including cooperatives, mutual housing and lease purchase programs.
- Support housing opportunities for persons with special needs.
- Develop a program to provide equal access to credit and fair housing opportunities for low to moderate-income people.
- Diversify housing choice for low and moderate income persons by creating areas for targeted investment for affordable housing away from neighborhoods that already have a high concentration of affordable housing.
- Fund down payment assistance program that serve persons below 80% AMI.

These policies set priorities addressing the most serious problems with existing housing stock.



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Natural Resources Policies

Protection and Conservation of Natural Resources

- Include the protection of unique and sensitive natural resources in neighborhood open space framework plan.
- Support and promote opportunities for establishing conservation easements as authorized in the City of Atlanta Tree Ordinance.
- Continue data acquisition and implementation of the inventory, to include geographical informational system (GIS) data, of Atlanta's natural resources, in coordination with local, state, regional and federal agencies.
- Identify priority natural resources and methods to protect and enhance natural resources.
- Create a protected greenway along the Chattahoochee River from the northern city limits at the National Park Service Recreational Area to southern city limits at the Fulton County Airport.
- Evaluate the use of performance standards in the city-zoning ordinance to address impacts of commercial and industrial uses on the environment.
- Optimize educational opportunities related to natural resources protection.
- Preserve and enhance the City's environmental resources through the implementation of the Parks, Open Space, and Greenways Plan, the Clean Water Atlanta program and Project Greenspace.
- Preserve and enhance the City's environmental resources through the development and implementation of a City-wide Watershed Protection Plan.
- Permit development based upon the carrying capacity of available infrastructure and the natural environment.
- Integrate natural resource conservation and greenspace creation into the planning for and siting of City facilities.
- Establish consistent and coordinated environmental criteria for interdepartmental use for construction during all development, economic and facilities plans, land use policies and codes.
- Encourage and support all citizen participation and environmental education programs.
- Ensure that all development within the City complies with applicable Regional, State and Federal Environmental Policies.

Protection and Enhancement of the Function and Integrity of the City's Floodplains

- Continue to assist and support the Metropolitan North Georgia Water Planning District's development of watershed management guidelines.
- Develop map for current and future conditions floodplains for areas with 100 acres or more of drainage area.
- Preserve, enhance, and expand the undeveloped floodplain along the Chattahoochee River as public open space.

Protection and Preservation of the City's Wetlands

- Continue to comply with the Federal wetlands program under section 404 of the Clean Water Act.

- Strengthen protection of wetland areas.
- Identify significant wetland resources, both on public and private land.

Achievement of Water Quality Standards in Streams and Creeks

- Support and enforce the City's Erosion and Sedimentation Ordinance, the Riparian Buffer Ordinance, Floodplain Management, and the Illicit Discharge and Illegal Connection Ordinance.
- Continue to assist and support the Metropolitan North Georgia Water Planning District's development of watershed management guidelines.
- Implement the Long-Term Watershed Monitoring Program in coordination with the United States Geological Survey.
- Implement the Total Maximum Daily Load (TMDL) Monitoring Program.
- Develop a City-wide Watershed Protection Plan.
- Continue to implement the MS4 (Municipal Separate Storm Sewer) Stormwater Management Program that addresses non-point source pollution.
- Promote Green Infrastructure, Low Impact Development (LID) techniques and environmentally-sensitive site design to reduce the amount of impervious surfaces in a development.
- Continue to support Clean Water Atlanta and the regional Clean Water Campaign.
- Create a dedicated funding source for stormwater management

Protection and Enhancement of the City's Urban Forest

- Provide adequate City resources for the management of the urban forest.
- Provide adequate City resources for the enforcement and implementation of the City of Atlanta Tree Ordinance.
- Implement and enforce the parking lot landscape ordinance.
- Implement and enforce the City of Atlanta Tree Ordinance.
- Implement an up-to-date computerized tree maintenance program for parks and public rights-of-ways.
- Develop an urban forest management plan for the City including planting, maintenance, protection, promotion, and staffing levels. Protecting the urban forest, street trees, and landscape buffers to reduce stormwater runoff from impervious surfaces are key elements of the new tree ordinance.
- Expand the Bureau of Parks Forestry Division staff to implement and promote the urban forest management plan.
- Update the existing Arboricultural Specifications and Standards of Practice.
- Develop a citywide streetscape master plan, including tree planting details and prioritized streetscape projects.
- Develop citywide streetscape specifications and standards as part of the above master plan, include on-site stormwater management practices were applicable.



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- Continue to review proposed development projects for their provision of adequate vegetative buffering and their compliance with the City's Tree Ordinance to preserve trees and to plant replacement trees.
- Within the Special Public Interest (SPI) zoning districts in the central areas of the City, issue Special Administrative Permits (SAPs) only after adequate provision has been indicated on developers' site plans for the planting of street trees adjacent to City streets, among other requirements.

Protection and Enhancement of Wildlife and Native Plant Habitats

- Identify and protect adequate natural wildlife habitats and corridors.
- Identify and protect endangered, rare and native plant habitats.

Achievement of Air Quality Standards

- Continue to support all programs and projects at the state, regional and local level which reduce air pollution from stationary and non-stationary sources.
- Support the programs of the Clean Air Campaign.

Sustainable Development

Being more sustainable as a city not only protects and preserves the environment, it makes economic sense. It helps drive financial savings and efficiency and creates jobs. Becoming a top ten sustainable city will increase Atlanta's competitive advantage for economic growth by positioning the city as a magnet for talent and for like-minded companies looking to relocate.

For Atlanta citizens, the effort to become a top ten sustainable city will provide many benefits:

- Energy security will ensure multiple, reliable, affordable, local, and renewable energy sources.
- Improved air and climate quality will enhance citizens' health and stabilize contributions to climate change.
- Water conservation will ensure availability of high quality water.
- Land preservation will ensure plentiful natural lands and green spaces.
- Resource protection will eliminate wasteful resource uses and ultimately save the consumer money on utilities and other services.
- Improved transportation infrastructure and access to transit will relieve traffic congestion.
- Encouraging sustainable food systems and pedestrian and outdoor activity will combat obesity.

Historic Resources Policies

Since the early 1970's, it has been the policy of the City to delegate to the Urban Design Commission the responsibility for the protection of the City's historic resources and most other historic resource and historic preservation-related issues. The City's current policies regarding historic resources are embodied in several documents.

Policies of the Comprehensive Historic Preservation Program - 1988

The current preservation policies for the protection of historic resources in the City are based on The Atlanta Comprehensive Historic Preservation Program, adopted in 1988. This program incorporates eight technical papers as appendi-

ces. The program document and the following eight supporting technical papers are hereby incorporated by reference into this Comprehensive Development Plan:

- Freilich, Robert H. and Terri A. Muren, Growth Management and Historic Preservation.
- Howard, J. Myrick, Using a Revolving Fund for Downtown Preservation: Recommendations for Atlanta.
- Howell, Joseph T., Creative Financing Techniques to Facilitate the Renovation of Historic Properties in Atlanta.
- Petersen, John E. and Susan G. Robinson, The Effectiveness and Fiscal Impact on Tax Incentives for Historic Preservation: A Reconnaissance for the City of Atlanta.
- Roddewig, Richard J., Economic Incentives for Historic Preservation in Atlanta.
- Williamson, Frederick C., Atlanta and Historic Preservation.
- Winter, Nore' V., The Atlanta System of Definitions and Criteria for Designating Historic Preservation Resources.
- Winter, Nore' V., Design Guidelines for Historic Districts in the City of Atlanta.

Policies of the Historic Preservation Ordinance - 1989

This ordinance, adopted by City Council and signed by the Mayor in 1989, establishes and outlines the City's historic preservation program. The ordinance delineates the responsibilities of the Urban Design Commission and its staff, as well as outlines its procedures. The policies of the City of Atlanta Historic Preservation Ordinance are:

- Effect and accomplish the protection, enhancement and perpetuation of such buildings, sites and districts, which represent or reflect special elements of the City's cultural, social, economic and architectural history.
- Safeguard the City's historic aesthetic and cultural heritage, as embodied and reflected in such buildings, sites and districts.
- Stabilize and improve property values of such buildings, sites and districts.
- Foster civic pride in the beauty and noble accomplishments of the past.
- Protect and enhance the City's attractions to tourists and visitors and thereby support and stimulate business and industry.
- Strengthen the economy of the City.
- Promote the use of such buildings, sites and districts for the education, pleasure and general welfare of the people of the City.
- Promote attention to sound design principles in areas of new development and redevelopment.
- Raise the level of community understanding and expectation for quality in the built environment.
- Implement the City's comprehensive development plan.

Historic Resource-related Policies of the Parks, Open Space, and Greenways Plan

The City's most recently adopted parks, open space and greenways plan, called "Project Greenspace" includes the following:

Planning and Design Principle: "History, Culture, and Public Art The greenspace system should incorporate history,



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culture, and public art and connect Atlanta's rich heritage to the present and the future.”

Goal: “Integrate Atlanta’s history, cultural heritage, and the arts into the greenspace system to express community identity.”

Other Supporting Policies

The following historic preservation-related policies apply to all aspects of historic preservation topics in the City, as well as how City agencies and property owner relate to historic resources:

- Protect, promote, and revitalize currently recognized historic resources.
- Identify and research other potential historic resources particularly those that are currently under recognized.
- Regularly update the City’s official inventory of historic resources.
- Share all facets of the City’s history with a wide range of audiences.
- Utilize economic incentives to encourage historic preservation.
- Promote historic sites and corridors in order to enhance their economic benefits and contributions to the City’s future.
- Improve the nomination and regulation processes provided for by the Historic Preservation Ordinance.
- Utilize the Zoning Code and other regulatory tools to support historic preservation policies.
- Generate additional support for historic resources, historic preservation and heritage tourism through education, outreach programs, and partnerships with other agencies and organizations.
- Promote the development of Master Plans for all historic parks and other significant City facilities that will protect the resources and guide the enhancement of their appearance and recreational potential.
- Adopt suitable legislation to prevent the destruction or deterioration of currently under-protected historic resources, including: Civil Rights-related properties and Civil War-related trenches, properties, and/or archaeological sites.
- Develop mechanisms for supporting historic resource-sensitive development along the Beltline corridor.
- Develop historic transportation corridors, abandoned railroad and trolley lines similar to the Beltline for use as heritage corridor greenways and promote use of these corridors during cultural festivals.
- Expand working relations with other groups and agencies responsible for Atlanta’s historic resources, including the Atlanta Preservation Center, the Georgia Trust for Historic Preservation, the Atlanta History Center, the State of Georgia Division of Historic Preservation, the National Park Service, and citizen-based advocacy groups.

Community Facilities Policies

Water Supply and Treatment Policies

It is the policy of the Department of Watershed Management (DWM) to ensure that:

- All potable drinking water meets the requirements of the Federal Safe Drinking Water Act, and the U.S. Environmental Protection Agency lead and copper rule.
- The water pressure within the distribution system is adequate to meet fire protection requirements.
- The City's drinking water system and the associated construction sites are designed and operated so as to prevent accidents and property damage.
- All customers are treated fairly and respectfully.
- The cost and benefits of the construction and operation of the City's drinking water system are equitably distributed.
- A safe work environment and equitable treatment is provided for all DWM employees.
- The Department of Watershed Management maintains the highest possible level of service possible while maintaining an affordable water rate. Within these constraints the Department seeks to balance the following objectives in accordance with the desires of its customers and stakeholders:
 - Implement improvements to the City's water treatment and distribution facilities to assure that water quality, quantity and pressure are available to meet customer needs.
 - Protect the water system from failure or attack.
 - Effectively resolve customer needs.
 - Promote environmental awareness, conservation, and the protection of water resources.
 - Support the City's Economic Development Plan while protecting the City's watersheds.
 - Assure the availability of short-term and long-term water resources.
 - Provide for the construction and operation of DWM facilities and systems in a manner that appropriately protects the environment and minimizes nuisances, inconvenience, and business impacts.

Sewerage System and Wastewater Treatment

It is the policy of the Department of Watershed Management (DWM) to ensure that:

- The collection and treatment of its wastewater complies with all state and federal regulations.
- All Consent Decree requirements and deadlines are met.
- The industrial and commercial pre-treatment programs managed by the City comply with state and federal regulations.
- The City's wastewater system and the associated construction sites are designed and operated so as to prevent accidents and property damage.
- All customers are treated fairly and respectfully.
- That the cost and benefits of the construction and operation of the City's wastewater system are equitably distributed.
- A safe work environment and equitable treatment is provided for all of our employees.



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- The Department of Watershed Management maintains the highest level of service possible while maintaining an affordable sewer rate. Within these constraints the Department seeks to balance the following objectives in accordance with the desires of its customers and stakeholders:
 - Implement improvements to the City’s wastewater treatment and collection facilities to assure that capacity is available to accommodate current and future wastewater treatment, collection and conveyance requirements.
 - Protect the DWM wastewater system from failure or attack
 - Effectively resolve customer needs.
 - Promote environmental awareness and the protection of water resources.
 - Support the City’s Economic Development Plan while protecting the City’s watersheds.
 - Provide for the construction and operation of DWM facilities and systems in a manner that appropriately protects the environment and minimizes nuisances, inconvenience and business impacts.
 - Continue to expand the wastewater system to include areas currently served by septic tanks as the affected residents’ request that expansion.

Stormwater Management

It is the policy of the Department of Watershed Management to ensure that the municipal responsible stormwater system be operated in a safe manner that complies with all state and federal requirements. At the present time there is no dedicated source of funding for the stormwater program. As a result the program is limited to stormwater infrastructure maintenance activities that are required to maintain safety along with stormwater related activities that are required to comply with the City’s MS4 and wastewater permits.

At the present time, DWM is working to develop a Stormwater Utility which will provide a dedicated funding source for the maintenance and development of the City’s stormwater infrastructure, and the development of policies and programs to protect the City’s water resources, improve the management of the City’s watersheds, and facilitate compliance with the increasing requirements associated with managing the City’s watersheds and stormwater infrastructure.

Public Safety – Atlanta Police Department

- To reduce crime and the fear of crime, including domestic violence, gun related crimes and youth crimes.
- To further expand the Department’s community policing efforts.
- To address the needs and challenges of Atlanta youths.
- To maintain police visibility downtown.
- To enhance service through improvement in technology.
- To recruit aggressively to fill vacant positions.
- To develop working partnerships with other agencies.
- To properly regulate the City’s vehicles for hire.

Atlanta Fire Rescue - General Policy

The Vision: *“Atlanta Fire Rescue strives for excellence in emergency preparedness and response, to enhance our customer-focused, innovative role as industry leaders, while overcoming expanding risks.”* The AFRD vision statement is the focal point of the department. Through continuous environmental scanning, staff will analyze trends, programs, and services to provide to AFRD’s external and internal customers.

The Mission: *“Atlanta Fire Rescue shall provide prompt quality services to our stakeholders that promotes safety, security, enhances sustainability, and enriches quality of life through professional development and dedication to service.”* The AFRD mission statement is the roadmap. AFRD exist as an organization to serve the citizens of Atlanta. Ultimately, AFRD’s customers decide the services it delivers. AFRD personnel have an obligation to provide those services in the most professional and efficient manner.

The Atlanta Fire Rescue Department is organized to provide the community with the resources necessary to meet their needs at the highest level of proficiency and quality attainable. Responsive, quality public safety services provided by committed AFR personnel build community equity, which determines the degree of trust that stakeholders have in leadership to make decisions in their best interest. AFRD will continue to become more intimately involved with its customers by establishing stronger relationships, through meaningful interaction beyond emergency response. AFRD will always listen to their needs and develop a reputation of responsiveness. The Department will be marketed as a model for all-hazard response and other community services.

It is the policy of the Atlanta Fire Rescue Department (AFRD) to develop solutions and management plans which will enhance its ability to save lives and property and to increase service to the citizens by way of Atlanta Fire Rescue’s Strategic Plan for Cost Effective Fire Protection. It is the AFRD’s policy to assess and maintain the upkeep and safety of its capital facilities. Atlanta Fire Rescue Department has established the following policy statements:

- To provide responsive service to all emergency incidents.
- To provide quality customer service and a safe work environment for the employee.
- To exemplify and demonstrate professionalism and respect when conversing with citizens.
- To advise and educate citizens through community based programs and workshops.
- To monitor and enforce the state and city fire ordinances and mandates, and to inspect and permit those activities that will provide a safe and risk free environment.

Atlanta Fire Rescue Department- Impact Fee Policy

Fire rescue and emergency medical services impact fee policies presented in this section are a summary of policies provided in two source documents: (1) “Technical Analysis of Public Safety Facilities for Impact Fee Policy Purposes,” based on findings of the Impact Fees Study, City of Atlanta, Georgia, by James Duncan and Associates and others, and (2) a city Council resolution establishing policies for the use of public safety impact fees.

- Service Areas
 - One service area, encompassing the entire city is used for fire/EMS impact fees calculations.
- Capital Costs
 - There are three classes of capital facilities: stations, equipment and support facilities.



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- Only fire stations and equipment with a useful life of ten or more years are used in calculation of impact fees. Support facilities are excluded due to the uncertainty regarding future plans for them.
- It is City policy to routinely maintain current stations through renovations. When a station becomes obsolete, it is replaced.
- The cost of major renovations and station replacement is not used in calculation of development impact fees.
- Level of Service
 - The City uses square feet of fire station building space per 1,000 functional population as its level of service measure.
 - The City has adopted a level of service standard of 470 square feet of fire station space per 1,000 24-hour functional population.
- Use of Fire Rescue Fee Revenues
 - Recoupment based impact fees can be used to recover the cost of previous capital-facility investments that produced excess capacity. (The current level of service exceeds the standard 470 square feet of fire-station space per 1,000, 24-hour functional population.) Thus, until the existing excess capacity is consumed by population growth, Fire/EMS impact fees will be recouping previous investments.
 - It is the policy of the City to deposit Fire/EMS recoupment fees in an account to be used to finance Fire/EMS capital facilities. Such funds shall also be used as needed to reimburse other impact fee accounts for lost revenues due to waivers of qualifying development. Such recoupment fees may be waived for qualifying developments without reimbursement of the recoupment-fee account from other revenue sources.
 - To the extent that recoupment fees are not necessary to reimburse the City for transportation impact fee exemptions, the City shall only use public safety impact fee revenues to fund projects that (1) involve a capital improvement with a useful life of ten years or more, (2) is identified in the City's comprehensive development plan, and (3) will expand the service capacity of the City's public safety facilities so as to accommodate future development, and is identified as such in the City's Capital Improvements Program.
 - The City shall assign priority to projects for which City funds will leverage equal or greater amounts of state, federal and / or private funds.
 - The City shall reserve three percent of public safety impact fee revenues to fund administrative costs associated with the collection and use of those revenues.

Department of Corrections

The goal of the department of Corrections is to provide a safe, humane and efficiently managed correctional institution: to provide meaningful correctional programs which successfully reintegrate offenders into the community. To increase youth awareness about the importance of making quality life decisions. As well as forming partnerships with communities in Atlanta. Policies to promote this goal are as follows:

- Maintain a safe and secure facility that is in compliance with State and National Standards
- Maintain American Correctional Association Accreditation

- Continue to partner with educational institutions and community organizations to provide tours of the facility and presentations to civic, school and business organizations
- Continue to use Inmate Work Details to clean public spaces and remove graffiti from community structures.

General Government -Office of Enterprise Asset Management Policies (OEAM)

Security Policy

In the interest of ensuring the safety and security of City Hall OEAM delineates applicable sections of the Security Policy. The security measures and procedures are enforced at all times. In the event of a heightened security alert, additional precautions will be exercised if or when appropriate. The Office of Enterprise Assets Management strictly enforces these policies. These policies apply to both employees as well as members of the public utilizing City Hall's facilities. OEAM Security Policy includes the following :

- Employee Identification (ID)
- Sign In/Out Security Screening
- City Hall Loading Dock
- X-ray and Magnetometer Scanning
- Soliciting
- Loitering & Disruptive Conduct
- Be Alert & Report

Parking Facilities Policy

The Office of Enterprise Assets Management - Facilities Management Division has direct responsibility and oversight for the administration of the City of Atlanta's parking facilities, including enforcement of applicable laws, policies and regulations. Management includes providing data regarding employee's payroll deduction process, authorizing and allocating employee permit parking cards and hang tags, and maintaining the parking facilities infrastructure. This policy applies to COA-owned and leased parking facilities; and to the COA employees and general public who utilize these parking lot facilities.

City Facilities News Media Access Policy

This City Facilities Media Access Policy ("Policy") sets forth the policies and guidelines to be followed at all times by City of Atlanta employees in regulating and approving access to city facilities by members of the news media. The City of Atlanta is committed to effectively working with the news media to provide appropriate access to City facilities. The objective of this Policy is to establish rules for the receipt, review, approval and management of requests and visits from members of the news media seeking access to city facilities. This policy applies to all employees, city facilities, City of Atlanta departments and agencies and members of news media organizations.

Personal Appliance and Electrical Device Policy

This policy applies to all personal appliances and electrical devices used at the following locations: City Hall Complex, City Court, Municipal Court Complex, Atlanta Work Force Development Facility and the Birdine, Dunbar and Georgia Hill Neighborhood Centers. This policy is applicable to office environments such as individual or group offices and cubicles. It does not include common areas such as break areas, cafeterias or special events where such appliances are used on a temporary basis. This policy does not apply to normal small, non-heating-element, electrical products typically used at desks to support office activities, such as pencil sharpeners, task lights, hole-punchers, small desk fans,



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cell phone chargers, personal clocks, etc.

City Hall Facilities Meeting and Event Usage Policy

OEAM is responsible for providing coordination and oversight of public and private functions held within the Atlanta City hall Complex. This centralized responsibility ensures that all meetings and events held at City Hall facilities are appropriately scheduled and managed in an effective manner.

Parks and Recreation Policies

Recreation Polices

- Complete Concept Development, Programming and Implementation Plans for Centers of Hope.
- Develop and Implement Staffing changes, and training to support better facility maintenance and the more robust programming inherent in the Centers of Hope vision
- Implement security features to secure indoor and outdoor recreation facilities from vandalism and copper theft.
- Conduct market analyses and feasibility studies for new facilities and programs, especially high capital and operating cost facilities like pools, natatoria, centers and sports complexes.
- Spray fountains should be provided at strategic locations to offset the perceived need for outdoor swimming pools. Identify resources for completing conversions of closed, derelict outdoor pools to spray pads.
- Invest in provision of athletic facilities for which the City is underserved as resources allow:
 - A football athletic complex should be established to accommodate league play for adults and youth.
 - A basketball athletic complex should be provided to accommodate league play. Covered pavilions should be provided for smaller court facilities where possible.
 - A baseball/softball athletic complex should be established to accommodate tournament or league play for adults and youth. This complex should be located as close to the urban core as possible to accommodate leagues that organize after business hours.
 - A soccer athletic complex should be established to accommodate tournament or league play for adults and youth.
 - Multi-use fields dimensioned to allow for variable future use for different field sports(eg football, soccer, rugby etc), should be included in selected park master plans.
 - Skateparks and BMX bicycle facilities
- Invest in strategically located artificial turf football/soccer fields to expand capacity through more intensive use.
- Additional courts should be provided or courts relocated from neighborhoods with an identified surplus to serve underserved communities in the northwestern part of the City.
- Explore opportunities to work with private sector non-profit entities to rationalize service provision, expand program breadth and maximize user experience at recreation centers.
- Consolidate operations where feasible.

Project Greenspace Goals

Goal 1: Significantly increase the acreage of greenspace and improve its distribution throughout Atlanta.

- Protect a minimum of 20% of the City's land area as greenspace
- Provide a minimum of 10 acres of public parkland per 1,000 residents
- Provide publicly accessible greenspace within 1/2 mile walk of every resident

Goal 2: Establish connections between parks and greenspaces as part of the overall greenspace system, including Greenway Corridors, Multi-Use Trails, and Complete Streets.

Goal 3: Provide the highest quality of recreational facilities and programs within the greenspace system to meet citizens' needs.

Goal 4: Maintain parks and recreational facilities to "best-in-class" standards and ensure that parks and other greenspaces are safe and secure.

Goal 5: Protect environmentally sensitive lands as part of the greenspace system.

- Protect at least 75% of sensitive lands via ownership and/or development regulations
- Manage sensitive lands to maintain their environmental values

Goal 6: Protect and restore Atlanta's tree canopy in order to meet a target of 40% coverage.

Goal 7: Promote the use of greenspaces as community gathering places, including a major outdoor events site.

Goal 8: Integrate Atlanta's history, cultural heritage, and the arts into the greenspace system to express community identity.

Goal 9: Establish sustainable sources of funding for greenspace acquisition, development, and management.

Goal 10: Promote public and private partnerships to grow and manage the greenspace system.

Goal 11: Promote and coordinate the dedication of greenspace within new development and redevelopment projects.

Achieving The Vision: A 12-Point Program For Action

Grow the Greenspace System

- Develop a citywide greenway network.
- Establish new greenspaces to meet priority needs.
- Create a citywide trail system incorporating the BeltLine Loop Trail. The BeltLine will establish a trail system around Downtown and Midtown Atlanta.
- Revise Atlanta's development regulations and processes to promote greenspace dedication in new developments.

Manage the Greenspace System

- Implement a phased program to meet citizens' needs for recreational facilities and programs over time.



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- Continue to improve park maintenance and security to “best-in-class” standards.
- Integrate stormwater and greenspace management through the use of natural, multi-functional stormwater solutions.
- Increase Atlanta’s tree canopy to meet the goal of 40% coverage through a “Green City” initiative.

Build Capacity

- Identify a sustainable greenspace funding program, including funding sources dedicated to growing and managing the greenspace system.
- Increase city resources devoted to greenspace planning, design, and implementation.
- Build public and private partnerships to grow and manage the greenspace system.
- Initiate a communications and outreach program to inform and involve the Atlanta community in implementation of Project Greenspace recommended initiatives as they are undertaken.

Parks, Open Space, & Greenways Policies

- Unify the City by developing Multi-Use Recreational Trails.
- Preserve, enhance, and expand undeveloped flood plains as public open space.
- Identify greenspace opportunities to achieve multiple objectives such as flood control, water quality improvement, groundwater recharge, passive recreation, and connectivity
- Create a special events venue(s).
- Acquire additional neighborhood parkland, meeting the City’s adopted park design standards. Acquisitions should focus on sections of the City that are currently underserved and in increasing accessibility, visibility and the ability to provide needed facilities in existing parks.
- Provide park sites within a .5 mile travel distance.
- Provide incentives for the development of community open spaces within development projects.
- Evaluate existing park sites against park planning, design and CPTED guidelines.
- Protect Atlanta’s tree canopy through appropriate policies and procedures and enhance through planting. Aim for goal of minimum 40% coverage.
- Establish measurements and reporting for public open space within projects receiving city funding or incentives.
- Preserve and protect currently designated greenspaces, neighborhood parks and play lots.
- New picnic pavilions should be provided, sites consolidated or new ones created in appropriate parks, consistent with a hierarchy of picnic pavilions (i.e., small to large) that accommodate all ranges of gatherings from small family gatherings to large corporate picnicking events.
- Investigate the feasibility of utilizing other City owned land assets as parkland

Maintenance and Management Policies

- Improve staff capacity by providing technical, supervisory and managerial training.
- Ensure the efficient maintenance of existing park land and facilities by providing an adequate dedicated revenue stream.
- Increase staff and equipment as new park land and facilities are acquired to ensure adequate, sustainable and consistent maintenance levels.
- Adopt uniform design standards to simplify maintenance and create uniform visual identity.
- Develop and utilize Park Planning Guidelines in the design of all parks and public open spaces.
- Continue to develop and utilize web-based data base repositories such as Sharepoint, for plans and other documents to facilitate easier, more efficient access
- Develop clear, cohesive sign standards for parks and natural areas including identification, wayfinding, regulatory and interpretive sign typologies. Clearly post park identification, rules and regulations signs in all parks and facilities.
- Develop management plans for nature preserves, parks and other greenspaces with significant natural and/or cultural resources
- Adopt where feasible, “green” management materials and techniques and “naturalizing” areas of parks currently mowed, in order to reduce maintenance costs, and overall carbon foot print generated through maintenance activities
- Produce park management plans that include staffing, maintenance schedules, equipment, training, quality control, and annual cost.
- Utilize trails, spray pads, playgrounds, athletic fields and other activity generating facilities, to increase activity and visibility in parks and neighborhoods.
- Educate all police on park issues and regulations per the City Code, to increase enforcement and sense of ownership.
- Parks and Recreation Facilities need dedicated monitoring and enforcement presence. Consider establishment of a Park Ranger Program in cooperation with the Atlanta Police Department.
- Proactively seek partnerships and implement measures to mitigate or limit anti-social or criminal behavior and vandalism at parks and facilities. Support anti-graffiti programs. Limit vehicular access in parks where “cruising” has become a problem. House caretakers or APD officers on site where appropriate and feasible.
- Continue building relationships with private sector and non-profit partners for the development, maintenance and programming of facilities.
- Determine the true cost of services of all programs and special events, including direct and indirect costs, and align fees to better reflect cost recovery.

Funding Policies

- Work with the Atlanta Development Authority and Atlanta BeltLine Inc to facilitate acquisition of open space which can be redeveloped in projects including a portion as parkland that could be financed through sale of remaining land for residential or mixed use development.
- Utilize conservation easements for greenway preservation.



Community Agenda - 5. Policies

- Use special taxes and districts such as community improvement districts (CIDs), special tax districts (STDs), and tax allocation districts (TADs) to increase the quantity and improve the maintenance of parks and public open space.
- Utilize the existing Planned Development (PD) zoning regulations as a means to maximize public open space potential.
- Pursue city objectives to acquire and manage land adjacent to streams for both water quality and outdoor recreation.
- Pursue separate independent tax levy funding stream(s).

Arts and Cultural Affairs Policies

Policies that guide the Office of Cultural Affairs are included in the Municipal Arts Ordinance and the Public Arts Master Plan in addition to general policies. These are detailed below.

- **Municipal Arts Ordinance:** This policy, established in 1977 and amended in 2001 and 2008, stipulates that all city-funded construction projects must include an amount equal to one and one half percent of the estimated cost of the project for works of art.
- **Public Arts Master Plan:** The City's Public Art Master Plan recommends policies, procedures, administration, and funding for public art. In addition, the plan increases the ability of local artists to contribute in significant and beneficial ways to a broad range of matters involving aesthetics and public spaces, urban redevelopment and land use planning.
- Other policies include:
 - Foster public interest and participation in the arts.
 - Educate citizens and public officials as to the value and contribution that arts and cultural events have made and can make to the community.
 - Encourage private financial support of the arts.
 - Promote local artists and involve citizens of all economic and social levels in arts and cultural planning and programming.
 - Foster and support local artists and grass roots arts groups such as theater, dance, music, literary, and visual arts organizations.
 - Heighten Atlanta's image as one of America's cultural leaders.
 - Expand the base of support for the arts.
 - Provide technical assistance to artists and organizations for the purpose of enhancing their impact on the community.
 - Maintain a strong staff capability to nurture and support the arts.

Transportation Policies

Beyond the subject specific policy goals articulated below, the following concepts are overarching principles that guide City of Atlanta transportation planning and daily operations:

- Maintain and optimize existing transportation infrastructure
- Enhance accessibility and mobility within City
- Support regional access and connectivity
- Create a walkable city with affordable transit options
- Link development to transportation infrastructure
- Exceed standards for air, water, and environmental quality
- Ensure a balanced multi-modal transportation approach
- Link transportation strategies to jobs, land use, recreational, and environmental systems
- Identify funding, and other resources, to realize priorities
- Promote Economic Development

The primary goals of the *Connect Atlanta Plan*, the City's comprehensive transportation plan, are:

- Build transit infrastructure
- Improve existing transit service
- Promote sustainable travel modes
- Untangle "hot spots"
- Achieve a state of good repair
- Develop new funding sources

Bicycle and Pedestrian Facilities

Develop an effective sidewalk and bicycle program: If the City is to be truly walkable, existing sidewalks must be better maintained and more safely designed. Many areas that do not currently have sidewalks must be added to the network and existing sidewalks, network, rather than a few disconnected links, of bicycle facilities must be developed. This should include supportive facilities such as bike racks at key destinations.

- Provide a network of on-street bikeways and bike friendly streets that is accessible to all neighborhoods and serves residents, commuters and visitors.
- Include on-street bicycle facilities with resurfacing, reconstruction, and capacity-adding roadway projects on all arterials and collectors where feasible.
- Support the promotion of bicycle safety, education and awareness, and sponsor and engage in community bicycle programs for children and adults.
- Provide efficient and effective maintenance of all on-street bike facilities, thereby providing optimal commuting and recreational opportunities.



Community Agenda - 5. Policies

- Promote the provision of pedestrian and bicycle transportation facilities in redevelopments and new mixed use, commercial and residential developments.
- Develop a system of multi-use recreational trails within the open space and greenways system, for use by all ages.

➤ Pedestrian Facilities

Improve walkability: Continuing to improve pedestrian environments, including access to transit stations, not only serves existing residents (many of whom are transit dependent), but also increases the likelihood of attracting residential and office growth.

- Require sidewalks for all new development and sidewalk repair for new construction.
- Incorporate sidewalks into design plans for all transportation improvements where feasible and provide pedestrian crossing signals.
- Support the enforcement of posted speeds citywide through the use of appropriate traffic and speed control devices. Discourage pedestrian bridges and tunnels, except over limited access/grade separated highways, railway corridors and other public rights-of-way where pedestrians are prohibited, to emphasize pedestrian safety and encourage pedestrian activity at the street level.
- Minimize the number of curb cuts and encourage the use of private alleys or drives to access parking and loading areas

Centers, Corridors, and Transit

- **Continue to promote centers-oriented development:** As the City is projected to increase in population density, the opportunity exists to promote growth in appropriate activity centers, particularly those with existing transit infrastructure. This is particularly critical for areas surrounding the low-performing heavy rail stations.
- **Invest in activity centers:** The people expected to move into the City in the future can best be accommodated in areas that are able to redevelop at higher densities. Many of these areas will require additional connected street networks, sidewalks and high capacity transit service if they are to be able to support this growth. Failure to invest wisely could dim the prospects for the desired development.
- **Improve and coordinate transit service headways:** While overall transit coverage throughout the City needs improvement, service characteristics along growth corridors are particularly critical. Areas with high amounts of transit-dependent riders, projected population increases, and higher transit mode share are not only needed from a mobility perspective, but from an equity perspective as well.
- **Increase choice transit ridership:** Sustained growth within the City is not feasible with transit based solely on the movement of more automobiles. Atlanta has a low rate of choice transit riders when compared to cities of similar size. Better service, coverage and amenities are needed to increase fare-box revenues from choice riders, which helps create a balance in major transportation systems.
- **Increase premium transit service:** Given the redevelopment activities projected within the City, the need for premium transit services would be supported by the current and projected populations. This is particularly true for the redevelopment corridors. Moreover, current and projected employment would suggest the need to explore commuter rail. The provision of premium commuter services enhances the potential to increase choice ridership by providing a viable alternative to automobile travel to the City's employment centers.
- **Small bus service enhancements:** In areas with poor performing fixed-route service and those in need of neighborhood circulation service, there is a need to enhance the Small Bus Service as a much less costly alter-

native.

- Encourage and support restoration of MARTA rail and bus systems.
- Encourage and support development of regional transit.
- Support the accessibility of transit to city residents at a reasonable cost.
- Develop a grid of frequent surface transit including streetcars, arterial BRT, and enhanced bus services.
- Establish mixed-use zoning around all transit stations addressing minimum development density, maximum parking, bicycle and pedestrian facilities requirements, and urban design guidelines.
- Promote transit investments oriented to development of walkable communities around station nodes over transit in highway corridors that require a vehicle to access.

Driving and Parking

- **Build street network to support redevelopment:** Given the City's large block sizes and low street connectivity relative to future planned densities, a plan is needed for the construction of new streets and connections to existing streets as redevelopment occurs.
- **Modernize connections and transitions** – More urban-friendly transitions and connectivity to the large highway infrastructure legacy will be required if the City is to reach its development potential. Outdated designs in high intensity areas not only encourage anti-city, high-speed vehicular traffic, but they use up valuable land that could be put on the tax rolls.
- **Re-evaluate street designs:** Given the goals of creating more modal balance, safer environments and quality places, the practice of building streets that accommodate high vehicular speeds must be reconsidered. This will include consideration of narrower travel lanes, lane reductions, conversions of one-way to two-way streets, and various signalization policies.

➤ Surface Streets

- Support the efficient movement of traffic with sensitivity to all modes of transportation and neighborhood integrity.
- Support pedestrian activity as a preferred mode of transportation in densely developed areas with accommodation for the handicapped.
- Support on-street metered parking where feasible.
- Use traffic signalization improvements and intersection improvements to slow traffic and improve the safety and quality of the pedestrian environment.
- Assure compatibility of freight operations with existing neighborhoods and streets.
- Promote the paving of all unpaved city streets to control dust pollution and reduce city maintenance costs.
- Promote and plan for greater street connectivity in major travel corridors.
- Promote street repaving and expand street cleaning program to improve traffic operations and safety, and enhance the visual environment.
- Require final asphalt course for all new streets dedicated by new development



Community Agenda - 5. Policies

➤ Limited Access Highways

- Support essential highway improvements, which would improve safety, relieve traffic on City streets and contain provisions for neighborhood protection.
- Support provisions for high occupancy vehicles (HOV) in freeway design.
- Support the installation of Changeable Message Signs on all highways.
- Support projects to reconnect city streets across highways.

➤ Parking Facilities

- Encourage additional on-street parking throughout Downtown, Midtown and other centers as appropriate.
- Encourage the redevelopment of surface parking lots into higher-density, mixed-use developments , with shared parking amongst the different uses
- Encourage mixed-use developments with shared parking amongst the different uses.
- Encourage the construction of parking decks with retail/commercial, office, or residential uses at the ground level.
- Encourage participation in Transportation Management Associations to encourage alternative modes of travel, promote shared parking, and reduce traffic congestion and the demand for parking.
- Limit off-street parking ratios for certain uses within transit station areas.
- Reduce parking requirements for developments providing car sharing.
- Create a parking environment which encourages and supports the use of transit.

Equity, Efficiency, and Environmental Quality

➤ Transportation Equity

- Weigh costs vs. benefits in public decisions, including qualitative assessment of benefits and burdens or projects and impacts to directly impacted populations as well as secondary impacts.
- Promote projects that directly serve City residents as well as commuters coming into the City such as better sidewalks and bike paths, improving local bus headways, neighborhood parking programs, and installing pedestrian signals.
- Spread the cost of transportation services across all beneficiaries.

➤ Transportation Efficiency

- Collect data on all transportation systems and facilities in the City in order to measure multi-modal level of service (MM-LOS), to create improved infrastructure management systems, and to guide investment decisions.
- Improve linkage and transparency of infrastructure spending decisions with land use decisions and development permission.
- Use Intelligent Transportation Systems (ITS) and congestion management strategies to improve traffic flow on the arterial network in the City without adding roadway capacity.
- Promote an improved understanding of the full costs of the different development types and locations, includ-

ing identifying economic factors, considering infrastructure costs, and identifying service costs (police, fire, sanitation, etc).

Transportation Environmental Impact

Look for “Green” opportunities: In order to improve the City’s historically poor water quality practices as well as to send a message about environmental commitment, “green” streets should be developed where possible. This means not just the addition of trees to streets (though this is important), but finding sustainable ways to process water runoff.

- Provide alternatives to automobile dependency, such as prioritizing transit.
- Mitigate polluted stormwater runoff from impervious surfaces such as roadways and parking lots through sewer system modernization and stormwater infiltration (green infrastructure) techniques; encourage conservation and reduced water consumption in new development.
- Identify historical sites and sensitive environmental areas such as wetlands, parks, urban forests, and habitats for protection.
- Provide incentives for development in areas with existing infrastructure; preserve greenfield areas.
- Increase the number of City vehicles using clean fuel systems.
- Promote telecommuting to reduce vehicle emissions.

Funding Transportation Projects

Investigate innovative funding strategies: Not only are all travel modes underfunded in the Atlanta region, the trends of increasing population densities and elderly populations indicate a significant increase in the demand for transit services. However, funding shortfalls in recent years have led to cutbacks in transit service. Therefore, with no additional transit revenue sources in the foreseeable future, there is a clear need to investigate innovative strategies, such as public private partnerships, parking tax and other user fees, to meet its future demand.

- Seek and utilize a broad range of federal, state, regional, and local funding sources and financing mechanisms to plan, design, construct, operate, and maintain an effective and safe multimodal transportation network within the City and the Region.
- Support capitalization of a State Infrastructure Bank (SIB) to fund multimodal transportation projects.
- Increase the proportion of the 1-cent sales tax that can be used for transit operations and expand the participating jurisdictions.
- Promote a referendum on a regional sales tax eligible for spending on transit and other local priorities
- Study viability of joint public-private partnerships to expand rail capacity in and around Atlanta for the movement of people and goods.
- Add requirements for construction of sidewalks and bicycle facilities with new development in all zoning districts.
- Consider the use of parking fees, congestion pricing, and tolls to support public transit system operations and to discourage SOV driving.
- Revisit the impact fee ordinance and realign it to provide more resources for financing public projects to mitigate the impacts of new development.



Community Agenda - 5. Policies

- Establish area-specific benefit districts to accumulate development impact fees, tax increment financing, parking fees, grant funds, and community improvement district funds, to implement larger scale capital projects with greater impacts than incremental improvements.
- Support public investments in privately owned common carrier freight rail corridors to create expanded capacity for shared use with passenger trains.

Goods Movement

Update the City's 1952 freight plan: A comprehensive update of the City's truck route map that is responsive to a 21st century economy and compatible with the City's neighborhoods is greatly needed.

- Maintain and improve accessibility and connectivity for in-city and through-city freight traffic, provided that the City's residents and businesses are not unreasonably impacted by freight-related traffic, noise, or air pollution.
- Encourage seamless integration of freight movement across modes.
- Review appropriateness of existing designated heavy vehicle routes and disseminate updated truck map to the freight industry and the public.
- Create a maintenance and improvement program for designated truck thoroughfares.
- Ensure sufficient capacity on access roads for Hartsfield-Jackson Atlanta International Airport including the potential for dedicated truck-only routes for air cargo.
- Support grade separation projects and initiatives for railroad crossing safety enhancements.
- Ensure that locations of inter-modal terminals and truck-related facilities are environmentally acceptable.

High Speed, Intercity, and Regional Commuter Rail

- Support development of intercity and regional commuter rail and bus service centered on the downtown Multi-modal Passenger Terminal (MMPT) as the primary hub.
- Encourage implementation of north-south passenger rail alignments by adding platforms on the western side of the MMPT build-out design near Philips Arena.
- Link Atlanta to cities across the Southeast and Gulf Coast with a network of High Speed Rail in existing freight corridors.

Implementing Transportation Projects

- Maintain all capital project status information in a comprehensive interdepartmental database.
- Make information available to the community through the Internet on project location, design, schedules, budgets, and public involvement opportunities.

Regional Transportation Policies

Coordinate with regional and local activities: As noted herein, there are several existing and planned regional street and transit projects in and around the City that will impact the demand for transit services and traffic operations. As these projects are planned and implemented, regional coordination is imperative.

Airport Policies

- Enhance and Deliver Best-In-Class Customer Experience
- Support the airport's role as an economic generator for the Atlanta metropolitan area, Georgia and the South-eastern United States.
- Maintain high levels of customer service and satisfaction for our passengers and those that transport or meet/greet them in a safe and secure environment
- Ensure that the airport's focus on efficiency and customer service is supported by the business partners who provide services at the airport.
- Implement an on-schedule and on-budget capital development plan that focuses growth and environmental responsibility.
- Develop and implement a renewal and replacement strategy and support organization.
- Develop an on-going strategic planning process which maximizes ATL as a major air carrier hub and international service facility and supports long-term expansion of existing airport facilities and construction of new facilities to accommodate future demand.

Intergovernmental Coordination Policies

- Foster annual summits with the School Board to discuss issues and opportunities concerning maintaining a quality education for all City students.
- Use a dash board approach to measure the progress of economic development activities in the City on an annual basis.
- Promote best practices principles to City neighborhoods and communities to attract new residential and commercial development.
- Utilize the state and federal resources located in the City to promote enhancement of the quality of life of City residents.
- Continue to work with the Atlanta Regional Commission on Plan 2040 as it addresses regional issues that impact local governments.

Urban Design Policies

The vision for Atlanta is a City that is a humane and enjoyable place to live, work, play, grow and raise children. The following policies are grouped under eight major goals designed to realize that vision. These goals are:

- Preservation of neighborhoods.
- Preservation of cultural, historic and natural resources.
- Strengthening of Downtown Atlanta as a regional center.
- Expansion of Atlanta's role as an international city.



Community Agenda - 5. Policies

- Encouraging pedestrian, bicycle, and mass transportation.
- Providing opportunities for human association.
- Enhancing the visual quality of Atlanta.
- Implementation of the BeltLine

Neighborhood Preservation

Atlanta's greatest pride is found in its neighborhoods. They are not simply places to live, but communities for building friendship and mutual support. Safe parks, good schools, historic architectural character and vital neighborhood commercial districts create stable neighborhoods. Urban design supports these elements by enhancing them individually and improving their relationship with one another. Policies to promote this goal are as follows:

- Preserve the boundaries and architectural character of Atlanta's existing neighborhoods.
- Create stable neighborhoods by protecting and enhancing their historic character and enhancing neighborhood parks, schools and commercial areas.
- Discourage land speculation and disinvestment that lead to neighborhood buy-outs, demolition of significant buildings (historic or otherwise) or land vacancy (including surface parking lots).
- Protect and preserve existing boundaries between neighborhoods and commercial areas.
- Provide primarily single-family neighborhoods with nodal commercial areas, which are of such a size, that all uses are within convenient walking distance of one another.
- Protect existing neighborhood-oriented commercial areas from uses and building forms, which are incompatible with the scale, character and needs of the adjacent primarily single-family neighborhoods.
- Prevent encroachment of incompatible commercial uses and minimize commercial parking into residential neighborhoods.
- Promote the nodal form of commercial and multi-family development to relieve development pressure on existing neighborhoods and to avoid development or expansion of strip commercial areas.
- Alleviate development pressure on existing neighborhoods by placing reasonable controls on the development and expansion of strip commercial areas within primarily single-family neighborhoods.
- Place reasonable controls on the development of larger scale highway-oriented retail, service, office and dining uses which are intended to serve larger areas of the City than a single neighborhood or a small group of neighborhoods.
- Create new neighborhood commercial nodes, in areas so indicated in the Comprehensive Development Plan, which are pedestrian-oriented and provide uses, which primarily serve adjacent neighborhoods.
- Discourage the development of gated communities or those otherwise physically and symbolically separated from the surrounding urban social and physical fabric.
- Integrate new developments into the existing urban fabric, providing connectivity into and expansion of the existing street grid system.
- Encourage multi-family and neighborhood-oriented commercial development that is built up to the public sidewalk or respects historic setbacks, faces the public sidewalk, and has entrances to ground floor units directly accessible to the public sidewalk.



- Encourage the development of multi-family housing within commercial areas, along major corridors, and adjacent to transit.
- Discourage invasive or insensitive roadway projects and the land speculation that surrounds them. Minimize negative impacts of roadway projects on neighborhoods and encourage an interconnected street system to provide a variety of route choices and lessen pressure to widen arterial and collector streets.

Preservation of Cultural, Historic and Natural Resources

Cultural, historic and natural resources preservation and enhancement have become a priority that is woven throughout the City's development policies. Inclusion of these resources in the daily experience enriches the lives of all citizens and generates economic activity and investment in protected areas. Policies to promote this goal are as follows:

- Preserve and protect the city's historic buildings and sites.
- Enhance Atlanta's culture and sense of place by honoring notable citizens through creation of new public art and/or green space dedicated to these individuals.
- Preserve historic, cultural and natural resources by integrating them into new and existing developments, parks, greenways and special-event sites while protecting their distinctive qualities.
- Encourage retention and adaptive reuse of historic buildings to promote sustainability.
- Discourage land speculation and disinvestment that lead to neighborhood buy-outs, demolition of significant buildings (historic or otherwise) or land vacancy (including surface parking lots).
- Encourage infill and rehabilitation development within traditionally commercial areas that include proportionately significant residential uses.
- Improve the quality of air and water through provisions for the planting of trees, greenspace protection, bicycle routes and parking, and alternative fuel vehicle parking.
- Associate future development, both type and intensity, with environmentally sustainable locations and infrastructure.
- Conservation Area Boundaries policies:
 - Adopt conservation-area boundaries with guidelines and regulations to minimize the impact of adjacent development.
 - Support the principle of maintaining neighborhoods and conservation-area boundaries through the use of natural and man-made features, which act as barriers and buffers to protect areas that the City has identified for conservation, protection or preservation.
 - Support the use of transition areas as a buffering device where natural or man-made buffers do not exist.

Strengthening of Downtown Atlanta as a regional center

Atlanta provides a central place with which the region identifies and which unifies the region. New Downtown parks, plazas and streetscapes will become spaces where people of the region gather to share common experiences and special events. Increased housing Downtown will benefit the existing Downtown neighborhood and continue to promote vitality and safety at all hours. Support for an improved pedestrian environment throughout the City is growing as Atlanta strives to be a world-class city. Policies to promote this goal are as follows:



Community Agenda - 5. Policies

- Develop Atlanta as the central, unifying place for the region.
- Encourage a compatible mixture of residential, commercial, entertainment, cultural and recreational uses in Downtown that creates a vital and safe community at all hours.
- Encourage a greater intensity of land use in Downtown through the revitalization of underutilized buildings and the use of upper-story space, and the redevelopment of vacant lots and surface parking lots.
- Promote high density housing in Downtown to continue to strengthen and revitalize Downtown as a complete and sustainable community.
- Provide a range of housing types and prices to meet different housing needs.
- Ensure new development, including new cultural facilities, engage the street with buildings that are built up to the public sidewalk and provide active ground-floor uses and transparent ground-floor building facades and building entrances that face and are accessible to the public sidewalk.

Expansion of Atlanta's role as an international city

Atlanta's vision of its role in the 21st century includes expanding its role as an international city. Policies to promote this goal are as follows:

- Preserve and enhance Atlanta's sense of place and heritage expressed through its built environment and existing, notable public space names.
- Aspire for award-winning architectural design in all buildings, cultural facilities, parks, plazas and streetscapes.
- Encourage preservation and creation of existing and new signature streets that define the city's identity.
- Promote sustainability and the continued use of environmentally-friendly "green" building techniques.
- Promote the use of public art on the exterior of buildings and in parks, plazas and streetscapes.
- Enhance all modes of transportation by providing more opportunities for pedestrian, bicycle and transit usage and enhancing street grid connectivity.
- Expand way-finding signage to improve access, identification and connectivity within the City, and create a memorable experience that enhances Atlanta's business, cultural and historic attractions.
- Implement the BeltLine as a cultural ring, emerald necklace and a multi-modal transportation system to weave the City's urban fabric together.

Encouraging pedestrian, bicycle, and mass transportation.

A vision for the future of Atlanta includes improving the pedestrian environment and encouraging the use of mass transit and alternative modes of transportation, and reducing the dependency on the automobile. Policies to promote this goal are as follows:

- Promote multi-modal transportation, including rail, bus, airplane, bicycle and pedestrian modes.
- Elevate the status of the pedestrian by creating safe, enjoyable, accessible and usable parks, plazas, streetscapes and greenways.
- Develop a system of greenways throughout the City to connect all major parks, stream corridors, and public spaces.

- Develop a system of multi-use trails to link greenways and parks and streetscapes. Multi-use trails should be paved concrete and minimum of 12 feet in width.
- Provide for a pedestrian-scale environment on streets and sidewalks.
- Facilitate development of a pedestrian system with sidewalks, street lights, and street trees.
- Provide sidewalks along all public streets consisting of two zones: a street furniture and tree planting zone located adjacent to the curb, and a pedestrian clear zone.
 - Street Furniture Zone – a minimum width of five feet. Said zone is reserved for the placement of street trees and street furniture including utility poles, waste receptacles, fire hydrants, traffic signs, traffic control boxes, newspaper vending boxes, transit shelters, bicycle racks, benches and similar elements in a manner that does not obstruct pedestrian access or motorist visibility.
 - Pedestrian Clear Zone – a minimum width of six feet along local streets and 10 feet along arterials/collector streets. Said zone is reserved for pedestrian circulation and passage and shall consist of continuous hardscape that is unobstructed by any permanent objects for a minimum height of eight feet.
- Reserve the space between the building and the sidewalk for pedestrian related uses.
- Ensure pedestrian-oriented building forms with articulated facades and pedestrian entrances accessible from adjacent sidewalks.
- Promote public safety through the provision of pedestrian-oriented street-level active uses accessible from adjacent sidewalks.
- Encourage street-level retail activities adjacent to the sidewalk in commercial nodes and along major corridors, and ensure that nearby residents have pedestrian access to such uses.
- Encourage mixed-use developments with residential uses to promote walkable communities.
- Control and limit strip-commercial development along arterial roads oriented solely to the automobile.
- Facilitate safe and convenient bicycle usage by providing multi-use trails and on-street dedicated or shared-use lanes, and bicycle parking along bicycle corridors and at commercial nodes.
- Prohibit pedestrian bridges and tunnels, except over limited access/grade separate highways, railway corridors and other public rights-of-way where pedestrians are prohibited, to emphasize pedestrian safety and encourage pedestrian activity at the street-level.
- Facilitate safe, pleasant and convenient pedestrian circulation and access management:
 - Encourage a grid of connected streets to improve access and reduce congestion.
 - Encourage creation of pedestrian-scale block sizes to enhance circulation and connectivity.
 - Minimize the number of curb cuts and encourage the use of private alleys or drives to access parking and loading areas.
 - Limit the width of curb cuts to ensure safe pedestrian movement.
 - Minimize conflicts between pedestrians and vehicles by encouraging curb cut consolidation and shared driveways.



Community Agenda - 5. Policies

- Reduce vehicular congestion by encouraging a smooth, uninterrupted and low-speed flow of traffic.
- Establish maximum parking requirements, encourage shared parking and alternative modes of transportation.
- Maximize opportunities for on-street parking.
- Encourage the use of MARTA through the location of mixed-use development and regional entertainment and cultural facilities around MARTA rail stations.

Providing opportunities for human association

The growth and change that Atlanta has experienced over the past decade has attracted many newcomers, and has created a city of strangers. Urban design efforts are therefore aimed towards providing greater opportunities for human association. Pedestrian-friendly streetscapes, parks, greenways and plazas encourage social engagement by providing opportunities for interaction during recreation, special events and daily activities. Policies to promote this goal are as follows:

- Promote socialization and neighboring by knitting the City together with pedestrian and bicycle corridors and by providing a range of recreational, cultural and special event opportunities throughout the City.
- Promote a mix of land uses in Downtown, Midtown, Buckhead, and at a smaller scale in neighborhood commercial nodes to create a vital and safe community at all hours.
- Encourage a built environment that fosters mixed-uses where people can live, work, meet and play.
- Maximize opportunities for pedestrian amenities, including parks, plazas, greenways and public art.
- Provide safe and sufficient pedestrian-accessible streetscapes, plazas, parks and greenways for active and passive enjoyment.

Enhancing the visual quality of Atlanta

The visual quality of Atlanta affects all other goals. Visual quality helps to preserve and strengthen neighborhoods and civic identity, it contributes to Atlanta's sense of place and its image as an international city, it enhances the pedestrian and vehicular environment, it promotes economic development and stability, and attracts visitors to Atlanta. Policies to promote this goal are as follows:

- Create a more beautiful city by enhancing the visual quality of all public spaces.
- Enhance the visual quality and beauty of the City through landscaping, varied building and streetscape materials, placement of overhead utilities underground, greater sensitivity to building scale, and a clearer and less obtrusive system of signage.
- Aspire for award-winning architectural design in all buildings, cultural facilities, parks, plazas, bridges and streetscapes.
- Preserve high points where the city skyline can be viewed and enjoyed.
- Encourage the creation of visual focal points along corridors, parks and plazas.
- Encourage the installation of public art in corridors, parks and plazas throughout the City.
- Improve the aesthetics of street and built environments.
- Promote visual continuity and an enhanced street environment with street trees and street lights.

- Provide citywide streetscape standards to promote pedestrian safety and connectivity, efficiency of maintenance, continuity and beauty of design, and handicapped accessibility.
- Emphasize gateways with the use of architecture, landscaping and or public art.
- Encourage the underground placement of overhead wires along parade routes, visually and historically important streets, such as Peachtree Street and Auburn Avenue, and key retail areas, such as Downtown, Midtown, Buckhead and other neighborhood commercial nodes.
- Promote landscaping in surface parking lots, landscaped sidewalk areas and landscaped buffers as a means of lessening the negative visual impacts of strip development.
- Encourage site development that creates visual continuity and interest along streets and sidewalks by placing building facades and storefronts adjacent to sidewalks and locating parking to the rear of buildings.
- Preserve Atlanta's tree canopy and encourage on-site tree replacement as part of any new development. Create spaces appropriate and adequate for large shade trees.
- Establish an Urban Design Policy document as a framework for infill and new development to create pedestrian-friendly buildings, streets, streetscapes, and parks and plazas.
- Standardize the location and design of street signs and methods for promoting continuity in street names and street identity.

Implementing the BeltLine

The BeltLine will combine greenspace, trails, transit, public art and new private development within the boundaries of the BeltLine Overlay zoning district. Policies to promote the development of the BeltLine with all of these components are as follows:

- Preserve a continuous corridor along the BeltLine route of sufficient dimension for the implementation of transit, multi-use trails and greenspace.
- Preserve opportunities for connecting trails that reach out beyond the BeltLine to create a broad network of trails throughout the City.
- Encourage a grid of smaller blocks and connected streets to improve access to the BeltLine, reduce congestion, and further the urban character of the area.
- Preserve the historic physical character of the industrial districts that follow the BeltLine by promoting adaptive re-use of historic structures and encouraging new construction to be consistent with the size, scale and/or character of those buildings.
- Promote opportunities for parks, open space, and cultural and institutional buildings in the BeltLine district;
- Encourage opportunities for public art and promote the concept of a cultural ring to unify the City's cultural institutions.
- Ensure that new construction is compatible with the scale and character of adjacent single family neighborhoods.
- Create new mixed-use nodes at BeltLine station areas that are pedestrian and transit-oriented;
- Maximize air and water quality, including that which supports the planting of trees, greenspace and watershed protection, and bicycle parking.



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Land Use Policies

See Character Areas



NPU-A Policies

- A-1: Preserve the single-family character of NPU 'A', including the following neighborhoods: Paces, Mount Paran Northside, Chastain Park, Tuxedo Park, Moores Mill, Margaret Mitchell, Randall Mill, and West Paces Ferry Northside. Maintain the historic and residential character of West Paces Ferry Road.
- A-2: Maintain the boundaries of the I-75/West Paces Ferry commercial node. Incorporate pedestrian amenities and encourage street-level retail uses in order to maximize pedestrian activity. Treat low- and medium-density residential areas as buffers for surrounding single-family neighborhoods. Maintain the existing scale of the structures in the commercial district.
- A-3: Preserve the single family residential character of the neighborhoods surrounding Chastain Park, a unique single-family residential and historic area, as well as the only significant park and green space in North Atlanta. Maintain the boundaries of the Roswell Road commercial area as a medium density corridor. Maintain the maximum allowable density of the Chastain Park Civic Association neighborhoods at the current R-3 zoning. Recognize the historic Sardis Church and the Georgia Power substation as the established buffers between Roswell Road commercial area and the single-family residential areas surrounding Chastain Park. Preserve the current residential zoning of all gateway streets from Roswell Road to Chastain Park, including West Wieuca, Interlochen, Laurel Forest, Le Brun, and Powers Ferry Roads.
- A-4: Limit the development of office-institutional uses to the northwest quadrant of the I-75/Mount Paran Road/I-75 Interchange and prevent the development of additional commercial use property in this area.
- A-5: Preserve the single-family residential character of existing neighborhoods surrounding the I-75/Moores Mill Road Interchange.
- A-6: Protect the environment and preserve the character of the Paces neighborhood west of Nancy Creek by promoting single-family residential development having a maximum density of 0.5 units per acre.
- A-7: Limit multi-family uses on Northside Parkway from the Cobb County Line to Moores Mill Road.
- A-8: Preserve the existing zoning boundaries of the Paces Civic Association neighborhood.
- A-9: Maintain the existing zoning boundaries of the Randall Mill neighborhood in which the Paces West Town Homes and the Longcourte cluster housing development serve as the transitional use between the office/commercial center and the one-acre, single family housing along West Paces Ferry Road, East Beechwood Drive and Randall Mill Road.
- A-10: Establish a broader scope Chastain Park Trust or amend the existing Chastain Park Amphitheatre Trust- to be funded, in part, by additional event-based impact fees- for the additional purpose of mitigating event-related costs (park and adjacent neighborhood infrastructures, noise, traffic, safety and waste issues from more than 60 concerts in a six-month season) as well as supporting the full implementation of the Chastain Park Master Plan.
- A-11: Prevent the further degradation of the residential neighborhoods in NPU-A by opposing the conversion of residential properties to non-residential uses, except in those very limited situations where such conversion is required by applicable law due to the existing, established non-residential use of all surrounding property.
- A-12: Encourage the development of a trailhead at the Northeast Corner of Mount Paran Road and Northside Parkway so as to facilitate the extension of the Silver Comet Trail into this area.
- A-13: Preserve the existing residential and historic character of Tuxedo Park and maintain the existing zoning boundaries with a maximum density of R-3 zoning. Preserve the woodland and park-like character of Tux-



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edo Park. Promote the subdivision of land in accordance with conservation development standards. Preserve the residential character of all gateway streets from Roswell Road to Tuxedo Park and South Tuxedo Park including Blackland Road, Karland Drive and Lakeland Drive. Preserve the historical and residential character of Blackland Road.

NPU-B Policies

- B-1: Implement minimum standards for “open” space and “green space” in lieu of “open space” only. Minimum standards should be based on square feet of development in all categories except single family residential (R-1 through R-4).
- B-2: Protect the boundaries of the single-family and low density residential uses of the Brookhaven, Buckhead Forest, Chastain Park East, Garden Hills, North Buckhead, Peachtree Heights East, Peachtree Heights West, Peachtree Hills, Peachtree Park, Pine Hills, Ridgedale Park and South Tuxedo Park Neighborhoods.
- B-3: Preserve the historic integrity of the Brookhaven, Garden Hills, Peachtree Heights East, Peachtree Park, and Tuxedo Park neighborhoods, as well as the West Paces Ferry Road commercial district.
- B-4: Maintain the CSX Railroad and MARTA tracks as the firm southern boundary of the Lenox station development node. Do not allow non residential uses to encroach upon the Pine Hills neighborhood south of this boundary. Maintain current CDP zoning and land-use designation in Pine Hills (single family and multi-family). Protect single-family uses in the interior of the neighborhood and limit multi-family uses to those properties having frontage along Lenox Road.
- B-5: Maintain residential-only uses along both sides of the Roxboro Road corridor from Peachtree Road to East Paces Ferry Road. Permit only low-density development (O-8 U/A) on lots on the east side of Roxboro Road and medium-density development on the west side of Roxboro. Maintain the existing uses and densities along the Peachtree Road corridor from Roxboro Road to the Dekalb County Line. Permit no nonresidential use to encroach upon Ridgedale Park or Brookhaven neighborhoods.
- B-6: Maintain Lenox Road/Phipps Boulevard (also known as the Buckhead Loop/ Wieuca Road Connector) as the firm boundary between residential land use north of the boundary and mixed-use land use south of the boundary. Permit no non-residential uses to encroach upon the single-family uses of the North Buckhead neighborhood north of Lenox Road, also known as the Buckhead Loop/Phipps Boulevard/Wieuca Road Connector.
- B-7: Within the capacity of the existing sewer, transportation, and storm water systems, permit development of high-density residential and mixed-uses development in the development nodes that are associated with the Buckhead, Lenox, and Lindbergh MARTA stations. Encourage development that is located in designated mixed-use districts to consist of residential and commercial (office and /or retail) uses that have a ratio of at least 1:1 with development to be phased so that residential space is developed in advance or concurrent with, an equivalent amount of commercial (office and retail) space.
- B-8: Contain strip commercial use along Peachtree, Piedmont and Roswell Roads. Promote the redevelopment of existing commercial strips along these corridors so as to enable the reduction of curb cuts and turn-lanes, as well as the improvement and consolidation of points of automobile access to the development and the utilizing of Neighborhood Commercial Zoning. Maintain existing land use and densities along the Roswell Road corridor. Protect the integrity of R-LC (Residential-Limited Commercial) Districts on East Paces Ferry Road, east of the Buckhead Village and west of Piedmont Road, East Shadowlawn, Pharr Road at Hardman Court, Hardman Court, Lookout Place, Grandview Avenue, North Fulton Drive and Piedmont Road between Pharr Road and East Wesley Road from encroachment by commercial zoning districts. Encourage pedestrian connectivity and bicycle lanes along all major connections.
- B-9: Encourage all development in the area covered in the “Buckhead Greenspace Action Plan” (also known as “The Buckhead Collection”) to be in accordance with the guidelines set forth in the final adopted version of the

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“Buckhead Greenspace Action Plan” by incorporation appropriate elements into the CDP.

B-10: Implement the Buckhead Commercial District Policies included in the Regional Center Character Area.

NPU-C Policies

- C-1: Maintain the commercial development node at Howell Mill Road and Northside Parkway, with the inclusion of existing low and medium density designations surrounding it as buffers for single family neighborhoods.
- C-2: Protect and preserve existing single family land uses throughout NPU C. This includes, but is not limited to, the following single family areas: 1) the intersection of Howell Mill Road and Collier Road to the intersection of Howell Mill Road and Greendale Road; 2) eastward and northeastward from the intersection of Howell Mill Road and Collier Road to the intersection of Collier Road and Anjaco Drive; and 3) eastward and northeastward from the intersection of Moores Mill Road and the right of way of Seaboard Railroad to West Paces Ferry Road. Maintain the single family residential character of properties surrounding the Moores Mill Interchange on Interstate 75.
- C-3: Provide landscaped or architectural buffers that are of sufficient scale and depth between diverse land uses in order to minimize higher-density impacts on single-family residential areas.
- C-4: Prevent the intrusion of non-residential uses in established residential areas. This includes the commercial and industrial land uses which lie along and adjacent to the Peachtree Road, Collier Road/Howell Mill and Bolton Road/Moores Mill corridors
- C-5: Address the following needs for Peachtree and Tanyard Creeks:
- Enhance stormwater management to reduce runoff, prevent soil erosion, contamination and prevent flooding.
 - Find solutions to the odors emanating from the Woodward Way sewer chamber.
 - Eliminate sewer spills.
 - Pursue streambank restoration and protection.
- C-6: Encourage the redevelopment of the retail districts in the Howell Mill/Collier Road (“Collier Village”) and the Bolton Road/Moores Mill areas into pedestrian friendly and attractive retail areas serving surrounding neighborhoods rather than a larger service area. Comprehensive master planning should be undertaken for these areas in order to encourage unified, rather than parcel by parcel, planning and projects. New development in Collier Village should be consistent with the recommendations of the spring 2008 Blueprint for Collier Village sponsored by the Georgia Conservancy.

NPU-D Policies

- D-1: Protect the single-family and low-density residential areas in NPU-D, including the following neighborhoods: Underwood Hills Park, Bolton, Riverside, Whittier Mill Village, Hills Park, and Berkeley Park.
- D-2: Restrict commercial and further multi-family development on the East Side of DeFoor Avenue. Encourage residential land use on the west side of DeFoor Avenue as the industrial uses become obsolete.
- D-3: Maintain low-density residential land use in the area of the Berkeley Park Neighborhood that lies between Howell Mill Road and Northside Drive, pending clarification of MARTA’s plans for the Northwest Line and the proposed Northside Station.



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- D-4: Preserve the historic and single-family integrity of the Whittier Mill Village Historic District.
- D-5: Introduce a transitional buffer zone between single-family uses and industrial uses to help to protect the Whittier Mill Historic District from adjacent development.
- D-6: Encourage the re-designation of properties that are in proximity to the Whittier Mill site and the Chattahoochee River from industrial to open space to enable the development of a recreation and conservation district within the Chattahoochee River Corridor and floodplain.
- D-7: Review the industrially-classified properties to determine the potential for vacant and underutilized to be reclassified to residential.
- D-8: Where industrial uses are to remain, provide landscaped or architectural buffers to minimize their impacts on residential areas.
- D-9: Encourage the addition of a second roadway through Riverside to handle industrial and by-pass traffic.
- D-10: Encourage the development of James Jackson into a major commercial corridor in the NW quadrant.
- D-11: Encourage the utilization of undeveloped land along the Chattahoochee River for a park and bike trail.
- D-12: Encourage the re-zoning of the Riverside area from R-4A to R-4.
- D-13: Support the creation of neighborhood commercial zones within the Riverside community.
- D-14: Support improvements to Bolton Road with the addition of sidewalks and other streetscape measures.

NPU-E Policies

- E-1: Maintain Tenth Street as the boundary between the Georgia Tech campus and the Home Park Neighborhood.
- E-2: Promote the development of housing and accessory commercial uses in the Upper Midtown area in accordance with density, height, and design guidelines that serve to protect the character of Piedmont Park and adjoining residential neighborhoods. The Upper Midtown area is bounded by Fourteenth Street on the west. Promote low-rise, high-density residential development in the portion of the Upper Midtown area that is bounded by Piedmont Park, Tenth Street, and Piedmont Avenue; and mid-rise, high-density residential development along the western frontage of Piedmont Avenue (North of 10th Street). Promote residential development elsewhere in the Upper Midtown area at densities, heights, and scale that increase from Piedmont Avenue to Juniper Street. Protect views of and from Piedmont Park and Downtown Atlanta through design guidelines relating to setbacks and the orientation of buildings.
- E-3: Promote medium-density residential use (17-29 units/acre) in the area that is bounded by Piedmont Avenue, Westminster Drive, and the Southern Railroad.
- E-4: Preserve the historic integrity of the Ansley Park, Brookwood Hills, Georgia Tech, Midtown, Morningside, Brookwood, and Piedmont Park neighborhoods.
- E-5: Encourage mixed-use nodal development that is centered on the MARTA stations which are located within the Peachtree Road corridor. Promote the use of the Midtown Development Guidelines.
- E-6: Encourage street-level retail uses in order to maximize pedestrian activity and facilitate the development of a pedestrian system.
- E-7: Provide mixed-use development (with residential space at a 1:1 ratio with non-residential) in the area that is located west of the Southern Railroad between City Hall East (formerly known as “the Sears site”) on Ponce

de Leon Avenue and Midtown Plaza. Maintain the low-density residential (0-8-units/acre) character of the Midtown neighborhood along St. Charles Avenue and Greenwood Avenue.

- E-8: Preserve the single-family and low-density residential character of the Ansley Park, Sherwood Forest, Brookwood Hills, Ardmore, Loring Heights, Midtown, Brookwood, and Home Park neighborhoods.
- E-9: Protect the residential character of the Inwood Circle neighborhood.
- E-10: Support the long-range use of the Southern Railroad right-of-way that exists between Ansley Mall and Ford Factory Square for open space usage. Secure this right-of-way if or when the railroad use is abandoned.
- E-11: Provide landscaped or architectural buffers between diverse land uses in order to minimize impacts on residential areas.
- E-12: Preserve the existing light industrial character of Armour Drive Industrial District. Prohibit further industrial uses that require heavy industrial (I-2) zoning in this area due to the potential adverse impacts on the surrounding single-family residential neighborhoods.

NPU-F Policies

- F-1: Protect the historic integrity and single-family character of Virginia-Highland, Atkins Park, Morningside-Lenox Park, Piedmont Heights and Lindridge Martin Manor neighborhoods and the low density residential character of the St. Charles-Greenwood neighborhoods.
- F-2: Consolidate strip commercial uses in order to create unified development having a minimum number of curb cuts. Discourage the occurrence of further strip development on Ponce de Leon Avenue, Monroe Drive, Piedmont Avenue, and Cheshire Bridge Road.
- F-3: Contain the small commercial districts along North Highland Avenue and Virginia Avenue within existing boundaries. Discourage uses having parking requirements that would adversely impact adjacent single-family and low-density residential neighborhoods.
- F-4: Preserve the single family neighborhoods in NPU F and provide density, height, and design guidelines to act as appropriate buffers between diverse land uses that serve to protect the characters of existing single-family residential neighborhoods.
- F-5: Support low density residential land uses with a density of 1-8 units per acre along Ponce de Leon and Briarcliff where it is adjacent to single family residential uses.
- F-6: Encourage a balanced mix of uses to promote mobility and foster pedestrian access. Encourage development along NPU F arterial streets of Ponce de Leon and Piedmont Avenues and collector streets of Monroe Drive and Cheshire Bridge Road that is pedestrian-oriented and provides neighborhood services.
- F-7: Create appropriate connectivity between new mixed-use developments and surrounding neighborhoods and parks.
- F-8: Encourage pedestrian mobility by completing the sidewalks through the NPU and upgrading and adding crosswalks. Improve pedestrian amenities such as street trees and wide sidewalks to further encourage pedestrian travel. Encourage safe and responsible driving patterns throughout the NPU through implementation of traffic calming measures and enforcement of speed limits.
- F-9: Maintain commercial uses in areas designated as Low Density Commercial and not support High Density Residential uses in the areas designated Low Density Commercial.
- F-10: Preserve existing Open Space.
- F-11: Recognize that property purchased with public monies/funds should be kept in the public realm for the pur-



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pose of expanding public use.

- F-12: Provide for concurrent redevelopment along our transit corridors with respect to housing, commercial, and transit uses.
- F-13: Support the long-range use of the Southern Railroad right-of-way within NPU-F boundaries for open space use.

NPU-G Policies

- G-1 Support and promote the NPU-G Community Master Plan
- G-2 Preserve and protect the existing single-family and low-density residential character of NPU-G, including the following neighborhoods: Almond Park, Bolton Hills, Brookview Heights, Carey Park, Carver Hills, English Park, Lincoln Heights, Monroe Heights and Scotts Crossing.
- G-3 Prevent the encroachment of industrial and commercial uses into residential areas.
- G-4 Retain industrial uses (Atlanta Industrial Park and Inman Yard) and provide landscaped or architectural buffers to minimize their potential impacts on adjacent residential areas.
- G-5 Where industrial uses are to remain, provide landscaped or architectural buffers to minimize their impacts on residential areas.
- G-6 Create low-density commercial land use on the northeast side of Perry Blvd adjacent to the Inman rail yard.
- G-7 Introduce mixed-use medium to high-density land-use and zoning on Atlanta Housing Authority (former Bowen Homes Housing Project) site in the Brookview Heights neighborhood.
- G-8 Encourage the redevelopment of the Atlanta Housing Authority (former Bowen Homes Project) site to a mixed-use medium to high-density land-use and zoning to encompass multi-family housing, commercial, entertainment and hotel facilities. Additionally, introduce high-density commercial on the current industrial land-use surrounding Watts Road in Brookview Heights. Protect and preserve existing single family land uses in Brookview Heights along Northwest Drive.
- G-9 Contain strip commercial use along Donald Lee Hollowell Parkway. Consolidate strip commercial uses so as to create a unified development having a minimum number of curb cuts and turn lanes.
- G-10 Implement Special Public Interest (SPI) District regulations using recommendations by NPU-G Community Master Plan relating to land use, transportation, pedestrian safety and streetscape. Maintain the diversity of low-density commercial uses and promote a mix of multi-family residential housing types in the same building. Encourage the adoption of local design standards that would enhance the identity of the retail community.
- G-11 Encourage mixed-use medium density development along James Jackson Parkway bounded by the Brookview Heights, Carey Park, Lincoln Heights, Monroe Heights and Scotts Crossing neighborhoods. Promote transitional zones between mixed-use medium density developments along James Jackson Pkwy corridor to existing single family residential neighborhoods using mid to low-rise mixed-use development.
- G-12 Introduce medium-density residential or mixed-use medium density land-use and zoning on Atlanta Housing Authority (former Hollywood Courts Project) site in the Scotts Crossing neighborhood. Promote transitional zones between medium densities development along Hollywood Road corridor to existing single family residential neighborhoods using mid to low-rise mixed-use development.
- G-13 Encourage the utilization of undeveloped land along the Chattahoochee River for a park and bike trail.

