



Howell Mill Road Redevelopment Blueprint

*City of Atlanta
Councilmember Felicia Moore
&*

*Department of Planning & Community Development
Office of Planning
Charletta Wilson Jacks, Director*

Kick-off Meeting

March 30, 2015

Welcome

Councilmember Felicia A. Moore - District 9



City of Atlanta

Department of Planning and Community Development

Office of Planning

NPU-D



**Howell Mill Road Redevelopment Blueprint
Kickoff Meeting – March 30, 2015**

Sponsored by: Felicia Moore, Atlanta City Council District 9
Prepared by: City of Atlanta, Department of Planning and Community Development – Office of Planning



Howell Mill Road Redevelopment **Blueprint** Overview



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What is being studied?

- Commercial or Industrial or Multi-Family Residential Sites along the Howell Mill Road Corridor
- Boundaries
 - North: Interstate 75
 - South: Forrest Street
- Total Area
 - 49 acres or .07 Square Miles
 - +/- 80 parcels



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Why is it being studied?

- A guide for development
 - Describing what should happen and where
- A guide for the City
 - Future Land Use & Rezoning Activity
 - Operational Projects (i.e. APD, code enforcement, etc.)
 - Capital Improvement Projects (i.e. streetscapes, traffic calming, etc.)
- A guide for other agencies
 - MARTA, Georgia DOT, etc.
- A guide for the neighborhoods!



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What should we think about?

- What can we do to create a Howell Mill we want to see in 25 or 50 years?
- How can we make our streets serve everyone, not just drivers?
- How can we encourage a diverse and sustainable mix of uses?
- How can we accommodate and encourage smart growth while protecting the neighborhood's existing character, businesses and residents?
- What can we do to improve the neighborhood's visual character?
- How can we create a strong character and identity for Howell Mill Road?
- Can we enhance Howell Mill Road's role as the neighborhoods' "Main Street"?



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Previous Plans & Studies

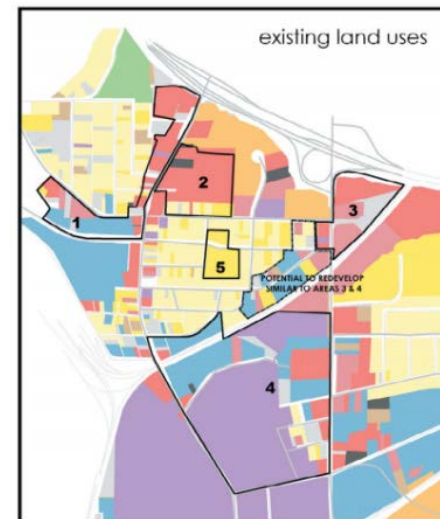


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Previous Plans & Studies

- Atlanta BeltLine Master Plan: Subarea 8 (12')
- Atlanta Comprehensive Development Plan (11')
- Berkeley Park Blueprints Plan (04')
- Collier Village Blueprint Plan (08'/13')
- Connect Atlanta Plan (08') & Cycle Atlanta Plan (13')
- Upper Westside LCI Update (09')



For further information on these studies please visit:

www.howellmillroad.weebly.com



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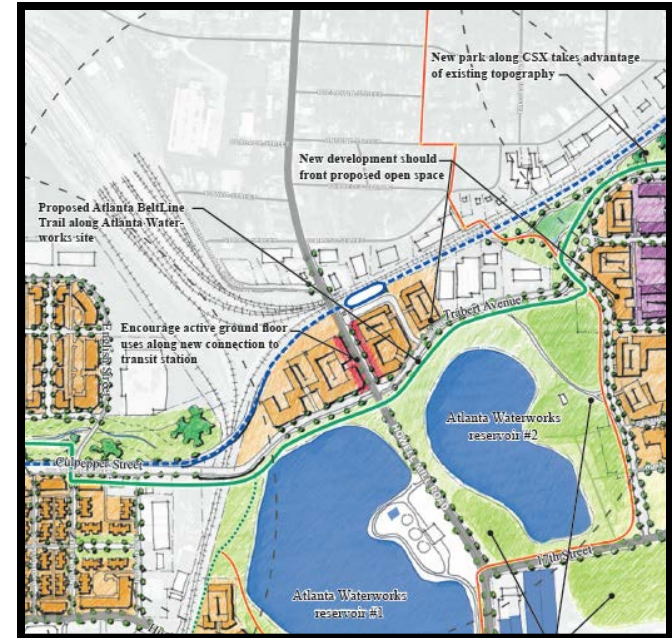
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Atlanta BeltLine Master Plan: Subarea 8*

Strategies & Recommendations:

- Transforming Howell Mill Road into an urban boulevard which equally favors walking, cycling, and driving
 - Adding pedestrian crossings on Howell Mill Road
- Foster the development of a Howell Mill BeltLine transit station and a Multimodal Passenger Terminal
- Implementing traffic calming and sidewalk improvements on Holmes Street
- Increasing east-west connectivity between Howell Mill and Northside Drive by extending streets (i.e. White Street, Trabert Street, etc.)



* Adopted 2012



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Comprehensive Development Plan*

Character Area (Intown Corridor) Policies:

- Corridors should be walkable and bikeable and be served by transit.
- Enhancing neighborhood connections to the corridors will improve pedestrian activity.
- Traffic calming measures such as on-street parking, roundabouts, and medians should be implemented to slow down vehicles and improve the pedestrian and cycling environment.
- 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.
- Curb cuts should be consolidated, and access to parcels should be provided from side streets.



* Adopted 2011



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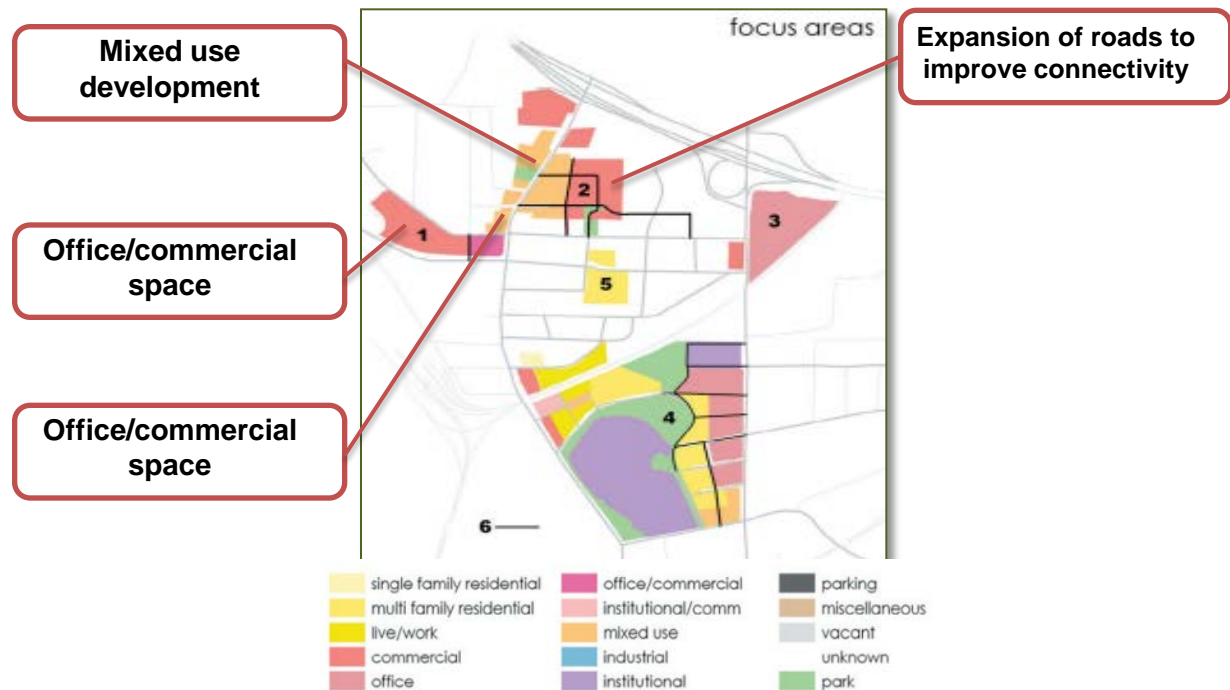
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Berkeley Park Blueprints Plan

Recommended 5 Focus Areas

(Including 3 along Howell Mill Road):

- **Area 1:** Refocus the development to cater equally to non-motorized and motorized forms of transportation.
- **Area 2:** Improve mobility and access through the creation of a more urban environment rather than strip-style commercial.
- **Area 4:** Promote mixed-use redevelopment and transform area into a vibrant destination with open views to the city and green space to enjoy.



Completed 2004



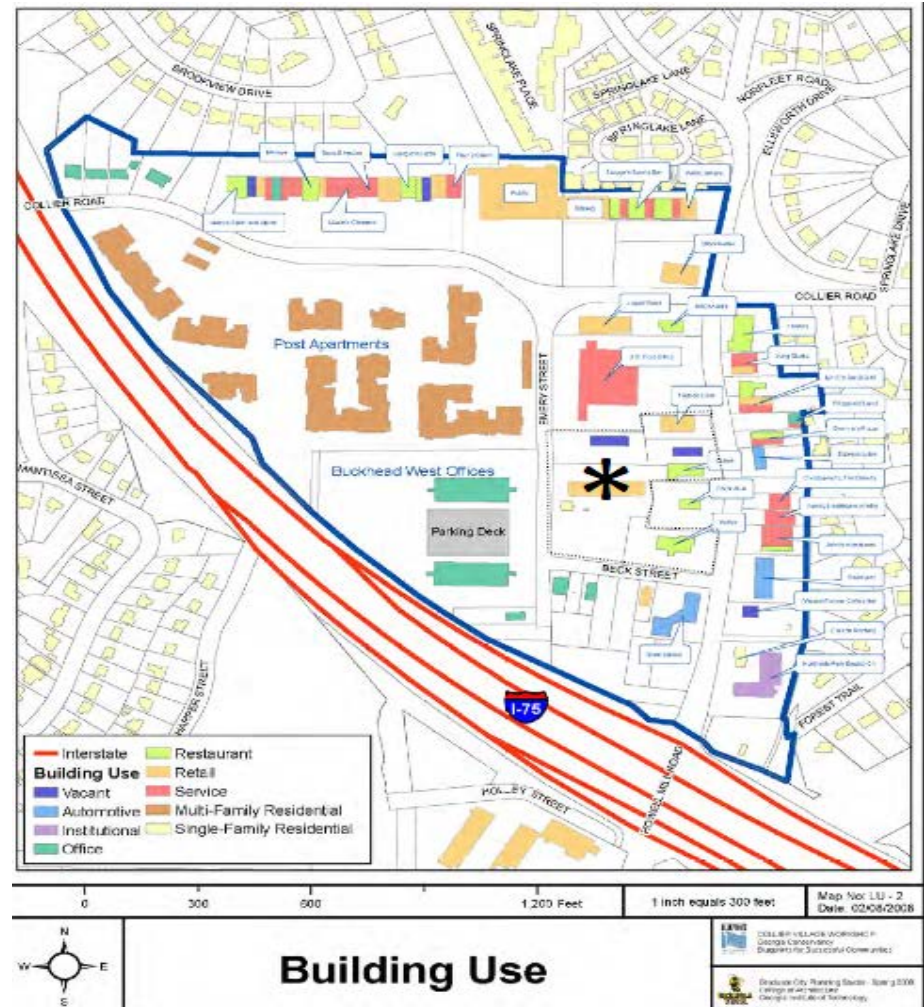
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Collier Village Blueprints Plan*

Recommendations:

- **Strategy 1:** Encourage a variety of traffic on existing through streets
- **Strategy 2:** Encourage addition of new public and private streets to improve circulation and facilitate connections (particularly cargo traffic on Howell Mill)
- **Strategy 3:** Pursue alternative transportation modes
- **Strategy 4:** Enact Quality of Life Zoning
- **Strategy 5:** Improve the public realm through street furniture, lighting, public art, public space and landscaping



* Adopted 2013



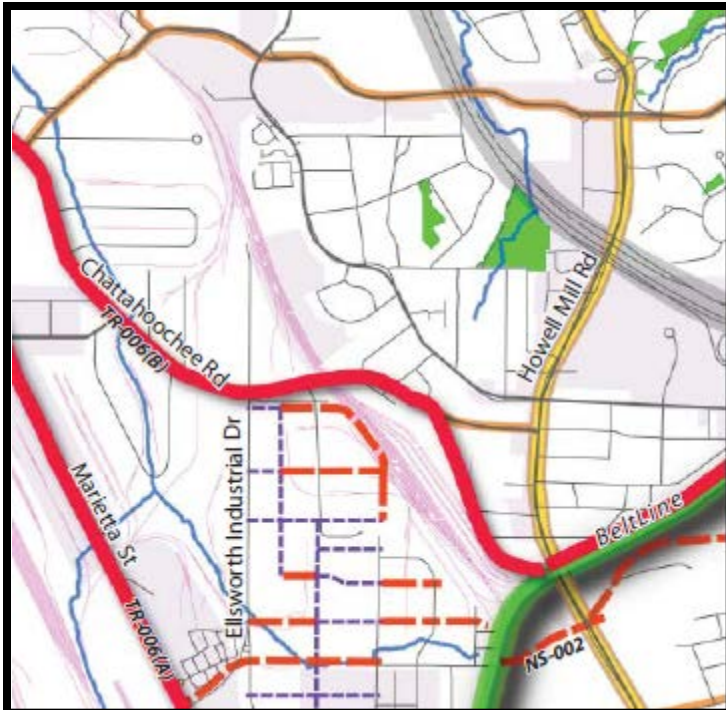
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Connect Atlanta Plan* & Cycle Atlanta Plan

Connect Atlanta Plan Recommendations:

- Core bicycle connection along Howell

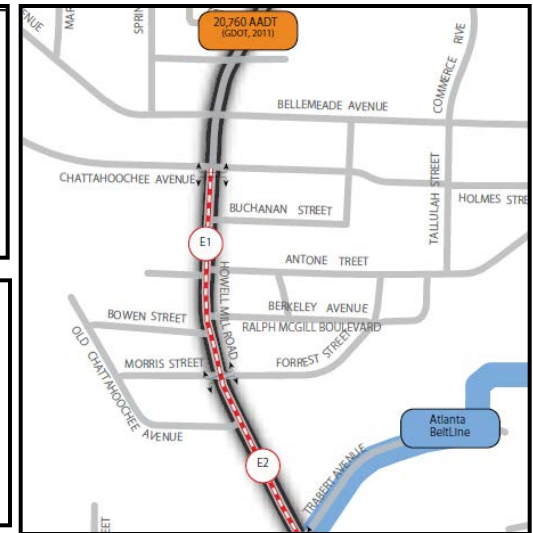
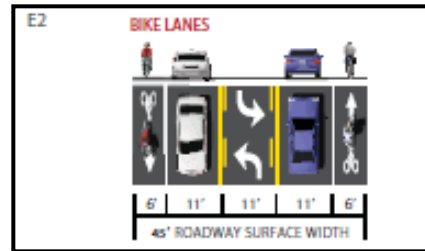
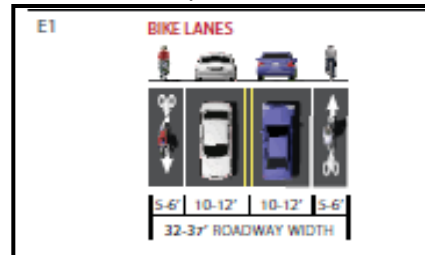


* Adopted 2008

Cycle Atlanta Plan Recommendations:

- Howell Mill would require a significant redesign to accommodate bike facilities.
 - Howell Mill from Chattahoochee to Collier is not ideal in its current configuration for cycling due to: multiple intersections, curb cuts, the interstate interchange & high vehicular volumes.

Completed 2013



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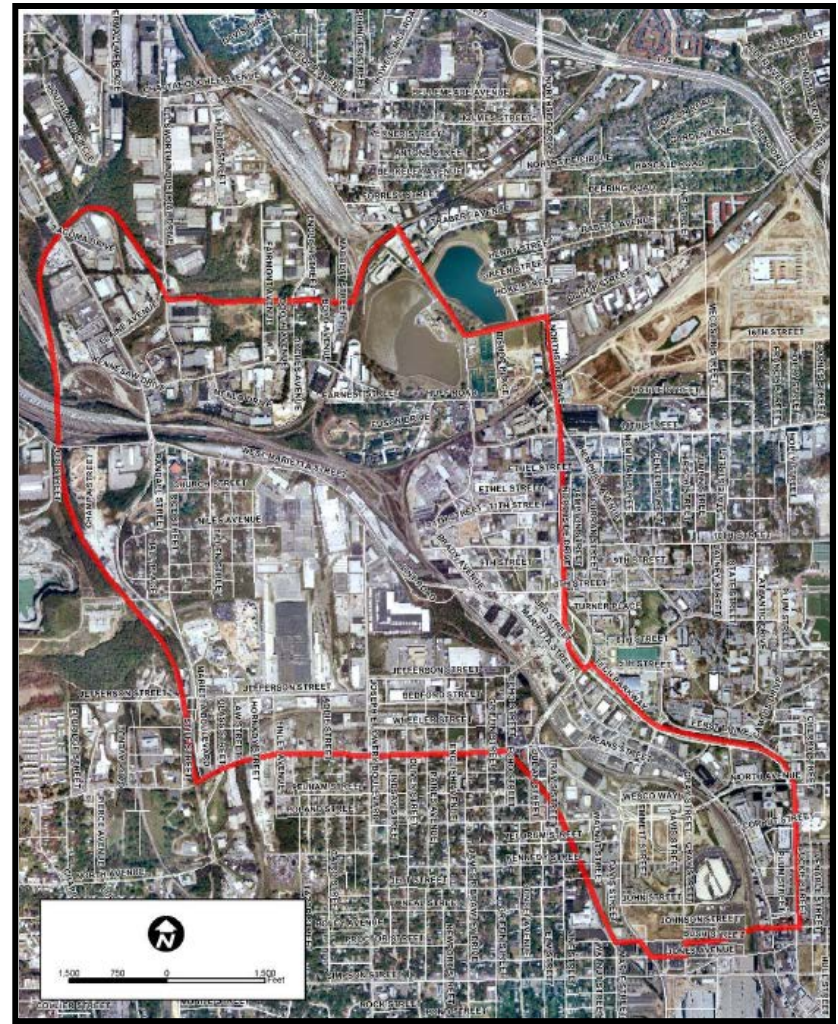
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Upper Westside LCI Update*

Recommendations:

- **Maintain land use flexibility for redevelopment** – promote land use and zoning that support Quality of Life zoning districts. Promote flexible zoning to promote housing, work space, recreation and retail in existing industrial and in new developments.
- **Maintain diversity** – Encourage housing diversity and retain and attract small scale non-profits and business uses.
- **Enhance the public realm** – Develop community spaces such as streetscapes, open spaces and parks, particularly along key corridors.
- **Promote environmental sustainability** – encourage LEED certification in new developments, promote sustainable development that incorporate things like green roofs, rainwater reuse, porous paving, etc.

* Adopted 2009



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Existing Conditions

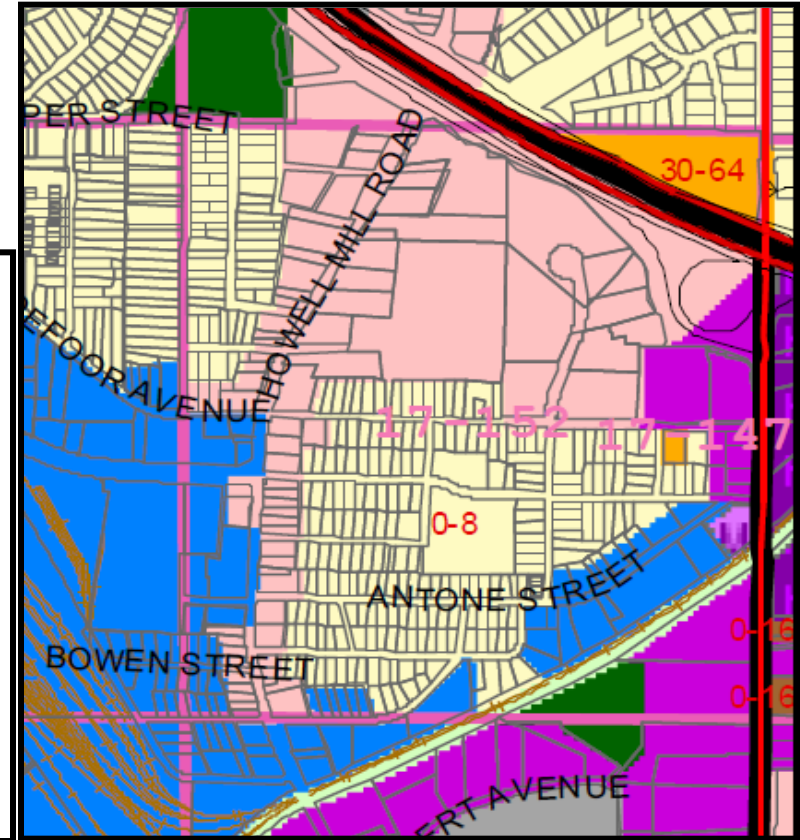
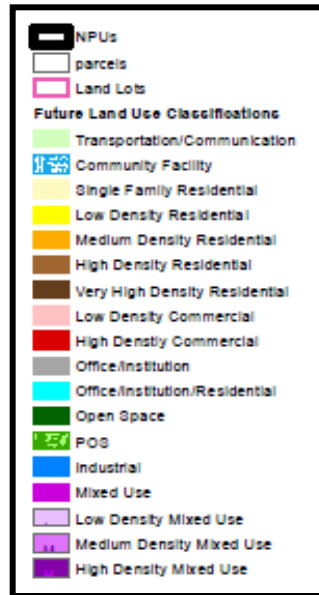


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Existing Land Uses

- Comprehensive Development Plan (CDP) Land Use Designation
 - Mostly ‘Low Density Commercial’
 - Some ‘Industrial’ along the west side and south of Defoor Ave.



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Existing Zoning

BeltLine Overlay District

What is it?

Establishes urban design regulations to anticipate, guide, and manage quality development within the BeltLine area

Where is it?

Covers all non-residential parcels south of Defoor Avenue and east of Howell Mill Road in our study area



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Existing Businesses

- 72 Separate Business Uses
 - 24 Retail
 - 9 Auto Repair*
 - 9 Vacant Buildings/Sites
 - 9 Restaurants*
 - 6 Prof./Personal Services
 - No more than 2 of other uses*

* Many of these have drive-up or drive-through components

- Largest Uses/Buildings
 - Piedmont Healthcare Center
 - Howell Mill Square (Kroger)
 - The District at Howell Mill (Wal-Mart)



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Existing Residential

- Residential
 - 1 Address (1516 Howell Mill Road) contains ~ 20 residential units
 - Berkeley Park and Underwood Hills neighborhoods outside the corridor consist mostly single-family residential



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Existing Transportation

- Transportation
 - I-75 at north end of corridor
 - CSX railroads to near south and east
 - MARTA bus lines: 12 & 37 with 9 bus stops along Howell Mill as well as Bellemeade / Defoor Avenue
 - Major intersections include: Bellemeade / Defoor Avenue Holmes / Chattahoochee Avenue



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Existing Transportation

- Traffic

- Howell Mill Road is a defined 'arterial' road in Atlanta varying from 7 to 3 vehicular lanes in our study area (with no bike lanes)

- Annual daily average: 33,020 vehicles (2013), at Station ID #1215676 (Howell Mill Road near the District at Howell Mill)



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Your Input So Far...



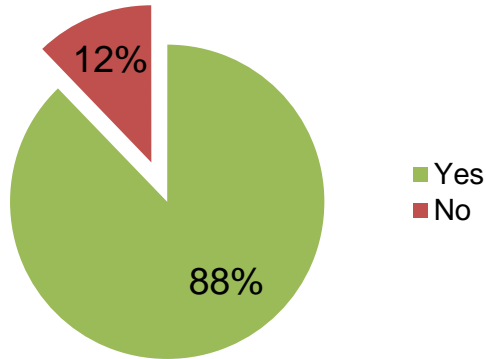
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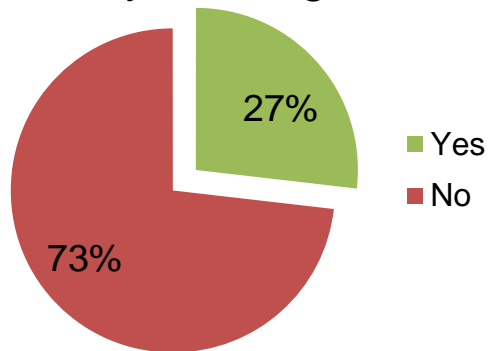
Thank You for Your Input So Far!

www.howellmillroad.weebly.com

Would you like to see more mixed residential and commercial?



Would you like to see more residential only buildings?



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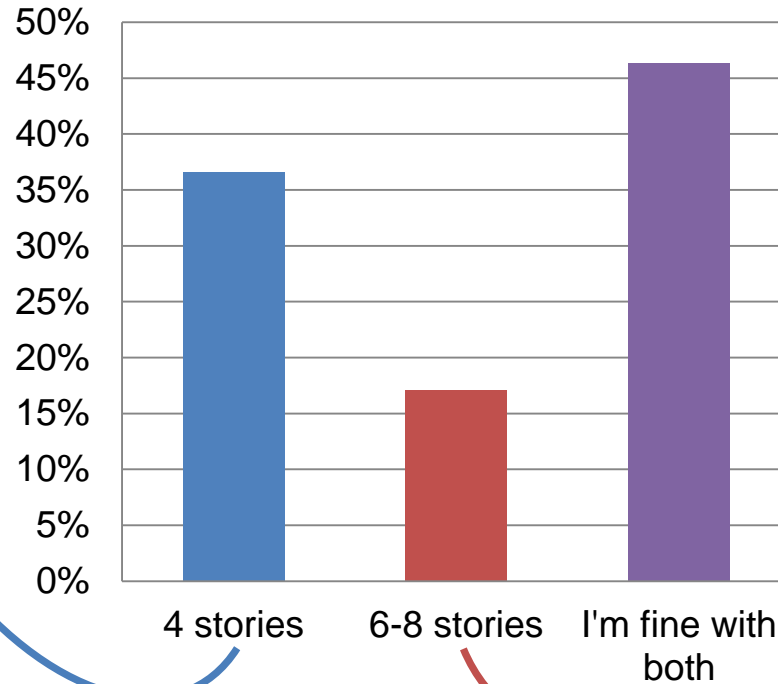
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How tall is TOO tall?



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“mixed-use developments”

“a district with character”

“a neighborhood feel”

“better security”

“fewer curb cuts”

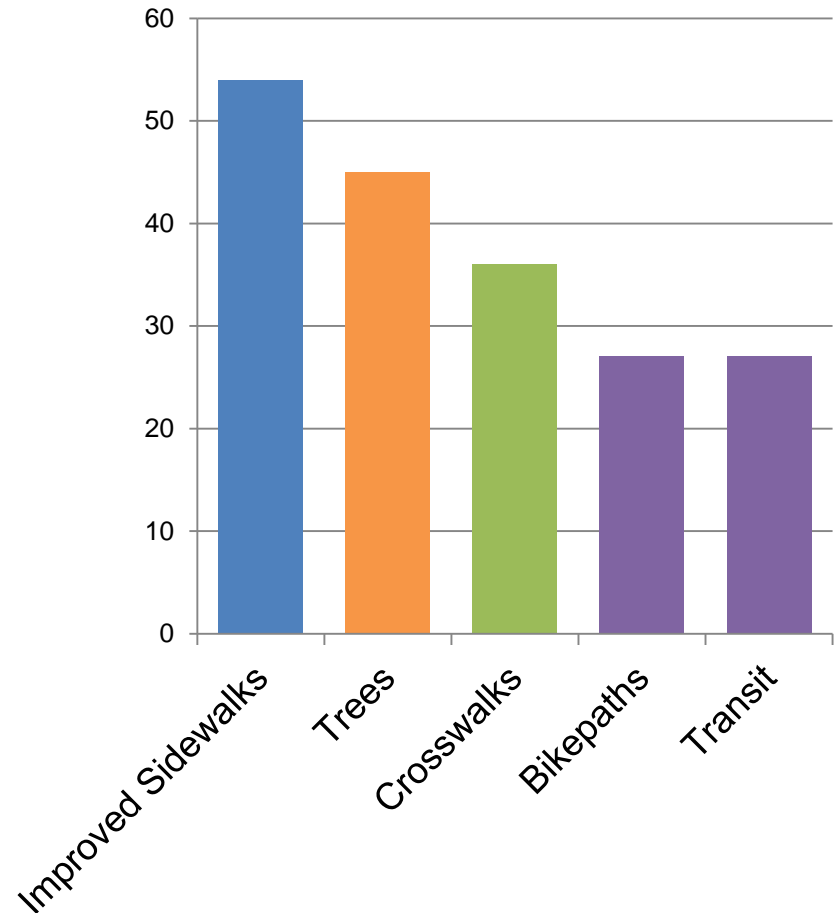
“pedestrian-friendly environment”

“mix of residential and industrial”

“widened sidewalks”

“safe for kids and calmer”

“more shops”



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The Planning Process



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Planning Process

- Public Meetings
 - Kickoff Meeting - March 30th
 - Open House - TBD
 - Follow-Up Meeting(s) - TBD
 - Neighborhood Meetings - TBD
 - NPU-D Presentation - April 28th
 - Zoning Review Board (ZRB) Meeting
 - Zoning Committee Meeting
 - City Council Meeting



Comments/Questions/Suggestions are welcome
anytime on the website below:

www.howellmillroad.weebly.com



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Howell Mill Road Redevelopment Website & Survey

- One-stop, 24/7 resource for meeting information, existing studies and related research
- Confidential opportunity to provide feedback at your convenience

www.howellmillroad.weebly.com

HOWELL MILL ROAD REDEVELOPMENT BLUEPRINT

WELCOME YOUR INPUT ZONING CLASSIFICATIONS PAST STUDIES MEETINGS CONTACT US

Contribute to Reshaping Howell Mill

The City of Atlanta Planning Office and Council Member Felicia Moore would like to hear from you!

EMAIL US

The City of Atlanta thanks you for your interest in the Howell Mill Road Redevelopment Blueprint Project.

HOWELL MILL ROAD REDEVELOPMENT BLUEPRINT

WELCOME YOUR INPUT ZONING CLASSIFICATIONS PAST STUDIES MEETINGS CONTACT US

We would like to hear from you!

What is your age?

Under 18
 18-24
 25-34
 35-44
 45-64
 65+

If you would like to join the Howell Mill Road project emailing list, please enter your email address below:

Submit

What would you like to see more of along Howell Mill Road?

Trees
 Crosswalks
 Amenities: benches, trash cans
 Improved sidewalks
 Businesses
 Dike paths
 Residences

Other: _____

Vote

View Results PollDaddy.com



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Zoning Standards



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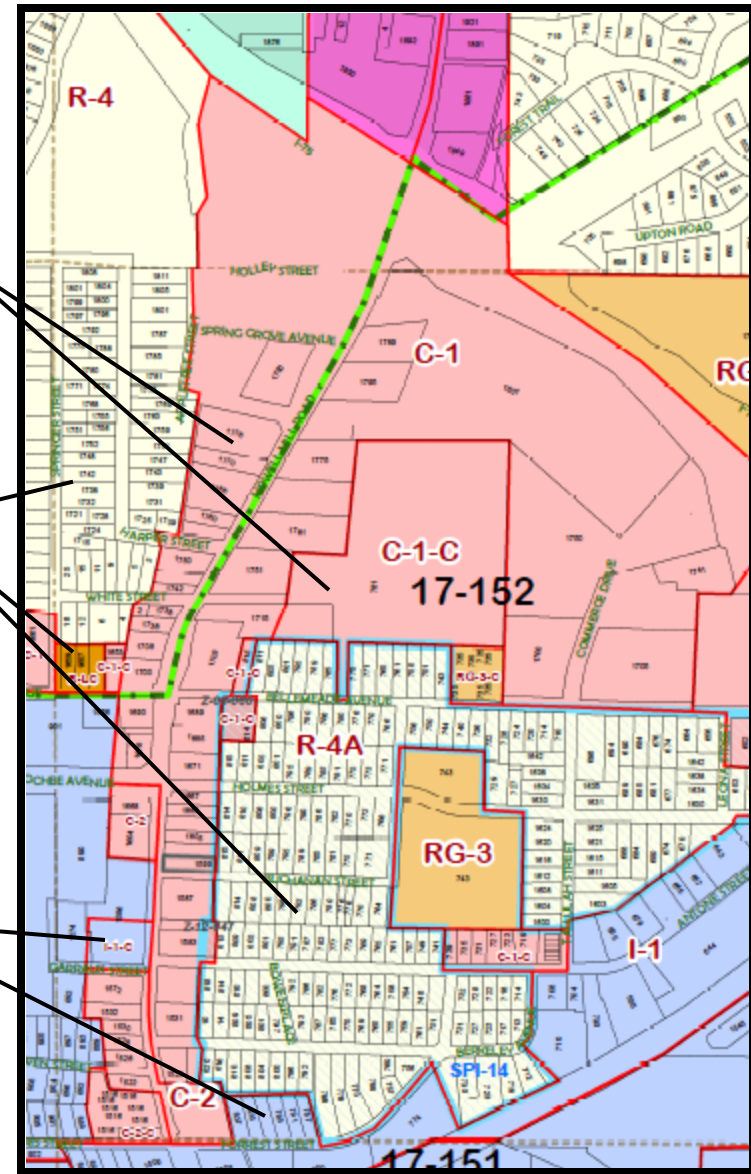
Existing Zoning

- C-1, C-1-C
- C-2, C-2-C
- RL-C
- I-1, I-1-C
- Surrounding Residential (R-4, R-4A) or Industrial zoning (I-1)

Commercial

Residential

Industrial



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Zoning Codes: Current and Potential



Commercial (C1, C-2)



MRC

(Mixed Residential Commercial)



Residential (RG)



MR

(Multi-Family Residential)



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MRC (Mixed Residential and Commercial)

Purpose:

- to provide an appropriate balance and scale of commercial uses which meet the needs of residents in the district as well as surrounding residential districts
- to encourage significant infill multi-family residential uses within areas that have traditionally contained a predominance of commercial uses.



Photo Credit: Luckie Street via City of Atlanta



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MRC (Mixed Residential and Commercial)

Types:

1. *MRC-1.* Low density residential and commercial uses intended to serve a single neighborhood or small group of adjacent neighborhoods.
2. *MRC-2.* Medium density residential and commercial uses along corridors and intended to serve a group of adjacent neighborhoods.
3. *MRC-3.* High density commercial and residential uses along major corridors intended to serve larger areas of the city, and provide larger commercial uses with a significant employment concentration.



Photo Credit: 10 Side Apt. via Google Streetview



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MR (Multi-Family Residential)

Purpose:

- Preserve and restore existing, traditional and pedestrian-scale buildings in established, historic multi-family residential districts
- To encourage a balanced mix of uses to include residential uses with small accessory retail uses and to facilitate safe, attractive and convenient pedestrian circulation



Photo Credit: Post Parkside via Google Streetview



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MR (Multi-Family Residential)

Types:

- *MR-1.* Primarily single-family dwellings which may have zero-lot-line along one side yard.
- *MR-2.* Two to three story multi-family dwellings.
- *MR-3.* Eight story, zero-lot-line multi-family dwellings.
- *MR-4A.* Eight story, multi-family dwellings.
- *MR-4B.* Five story, zero-lot-line single-family dwellings.
- *MR-5A.* 15-story multi-family dwellings along major corridors.
- *MR-5B.* Multi-family dwellings with a maximum height of fifteen stories with appropriate height controls adjacent to single-family neighborhoods.
- *MR-6.* Not applicable here.



Photo Credit: Post Parkside via Google Streetview

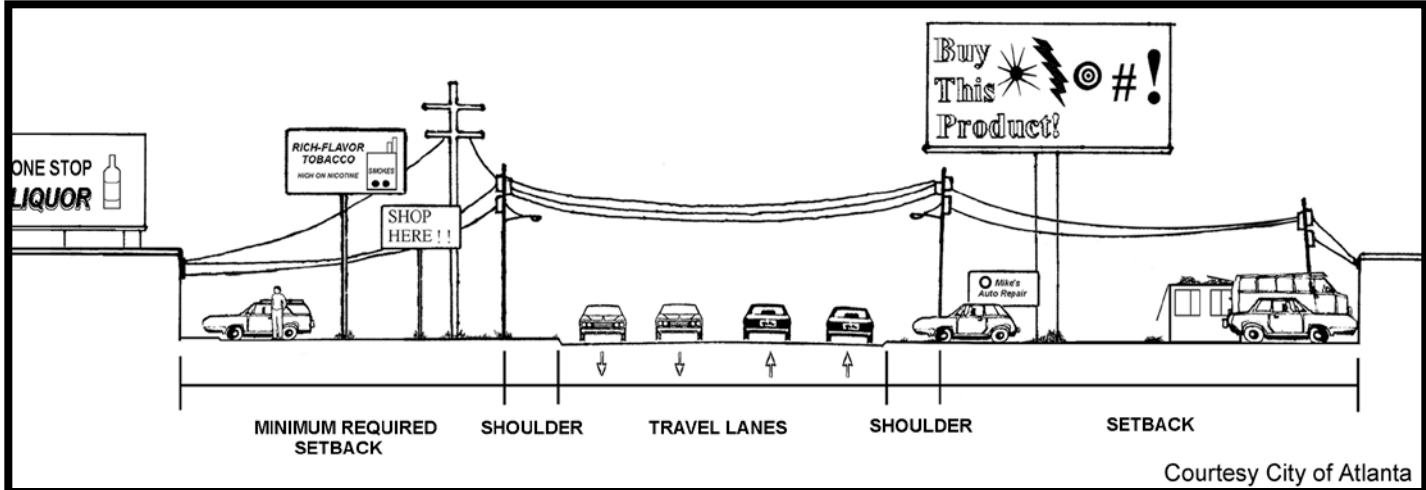


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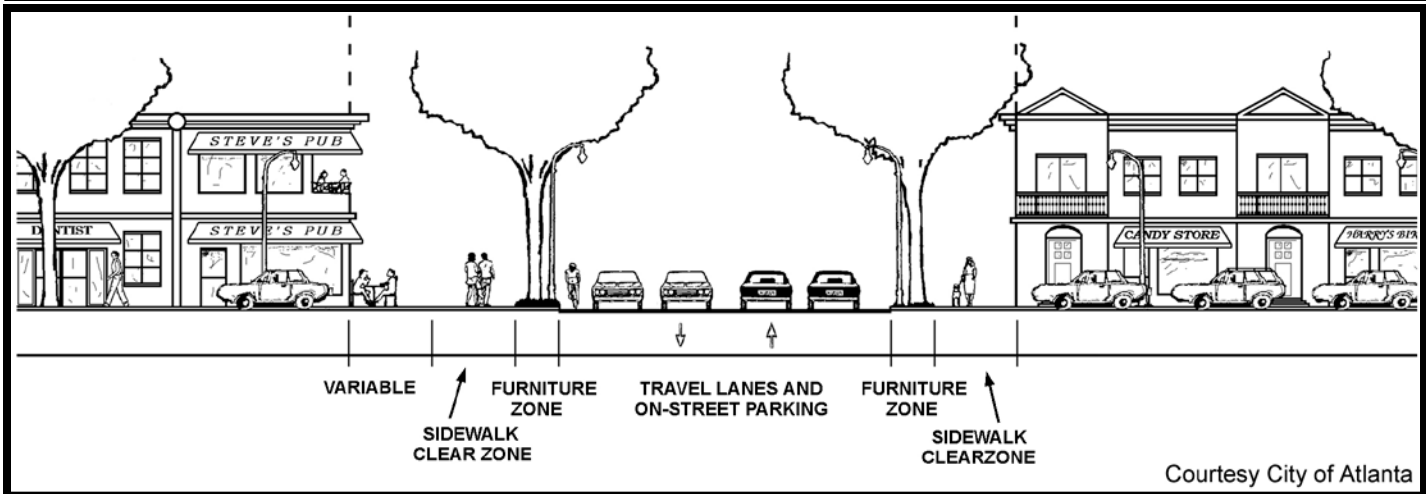
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MRC & MR Tools for Guided Development: Streetscape

Existing Typical Streetscape



Proposed Typical Streetscape



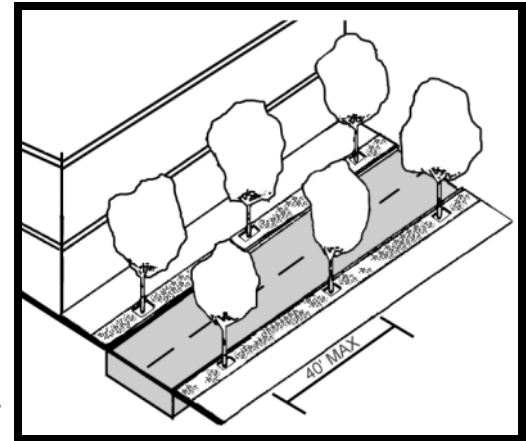
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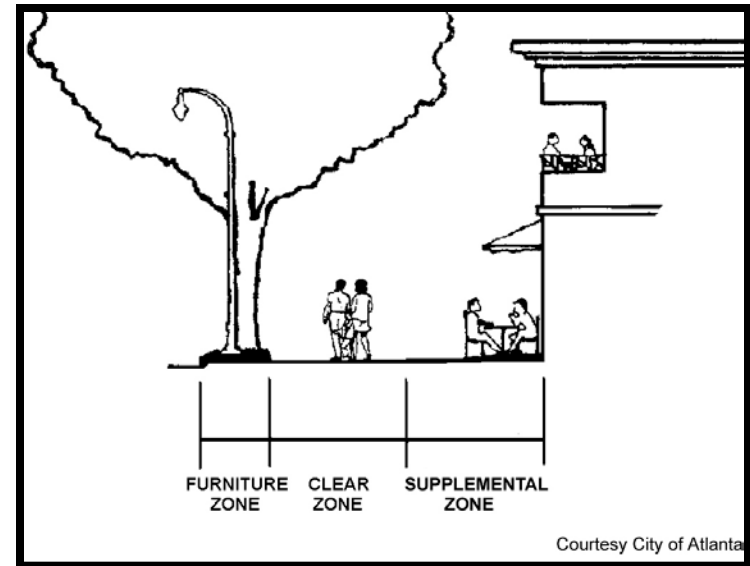
MRC & MR Tools for Guided Development: Sidewalks & Street Trees

Sidewalks and trees required along streets and shall consist of:

- *Street furniture & tree planting zone (5ft min. width)*
- *Sidewalk clear zone (10ft min. width)*
- *Supplemental zone (5ft min. – 15ft max width)*
- *Street trees planted a distance of 25 - 40 feet apart*



Courtesy City of Atlanta



Courtesy City of Atlanta

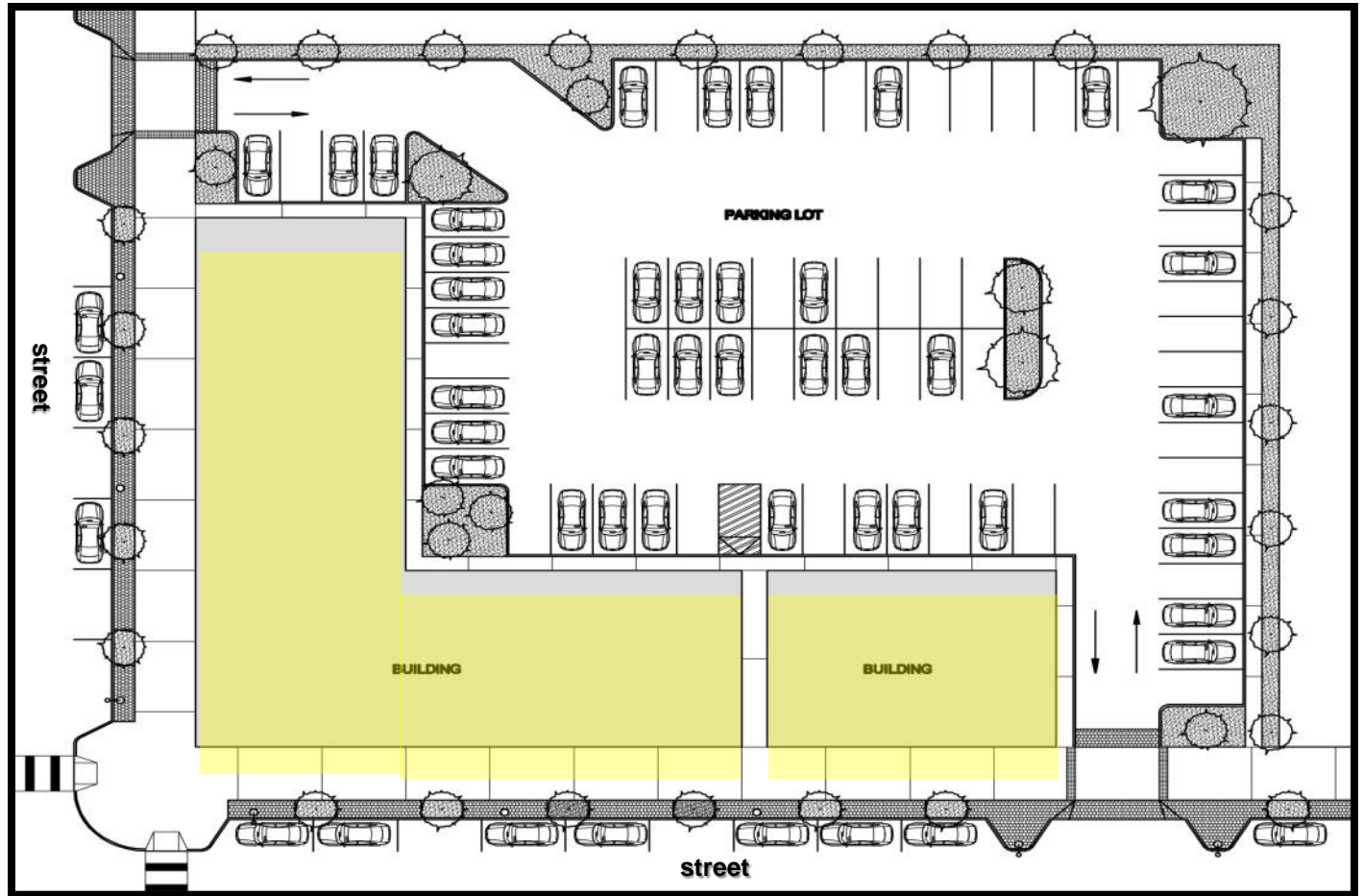


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MRC & MR Tools for Guided Development: Building Placement & Surface Parking

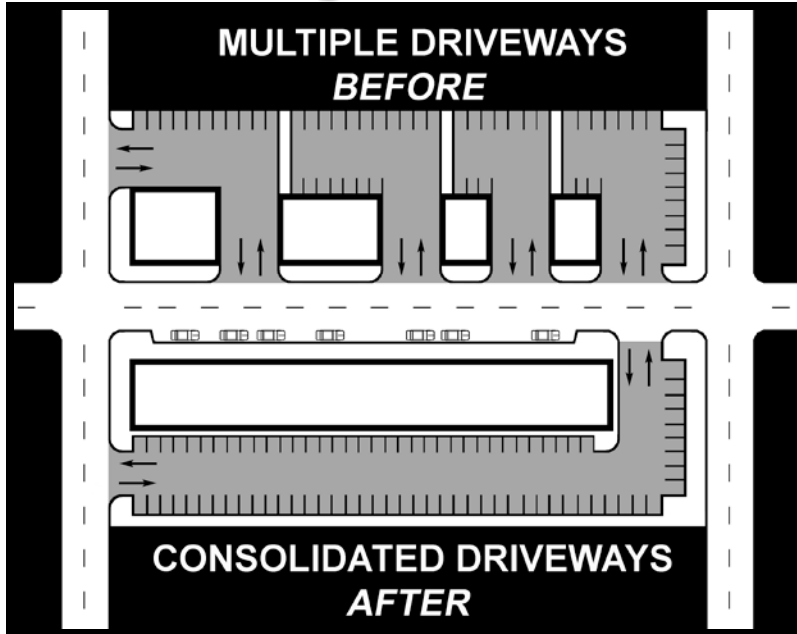
- **Buildings** are placed adjacent to the sidewalk
- **On-site parking** is placed to the side or rear



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MRC & MR Tools for Guided Development: Driveway Consolidation & Drive-throughs



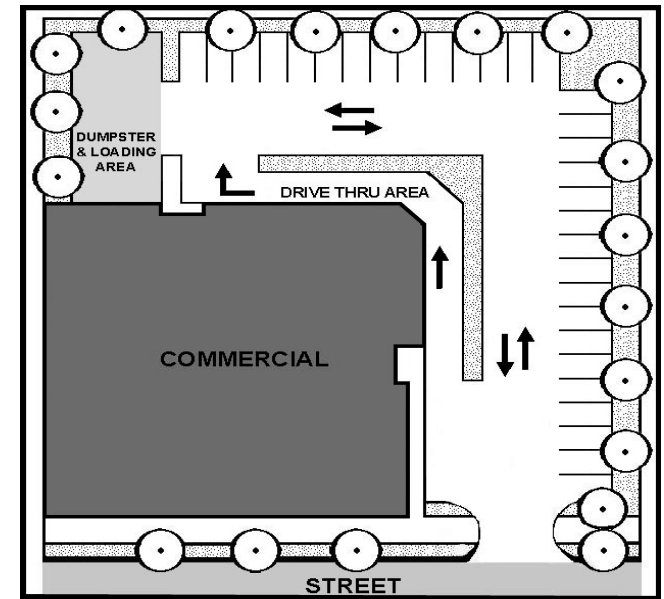
*Drive-through Services**

*Drive-through services, windows and facilities are **not** permitted between any building and the street or sidewalk*

**Drive-through services are not permitted in MR or MRC-1*

Driveway Consolidation

- *A common or joint driveway is permitted*
- *Driveway widths are 24 feet for two-way & 12 feet for one-way access*
- *Limitations on the # of driveways per development*
- *Pedestrian walkways connecting parking lots to the public sidewalk*



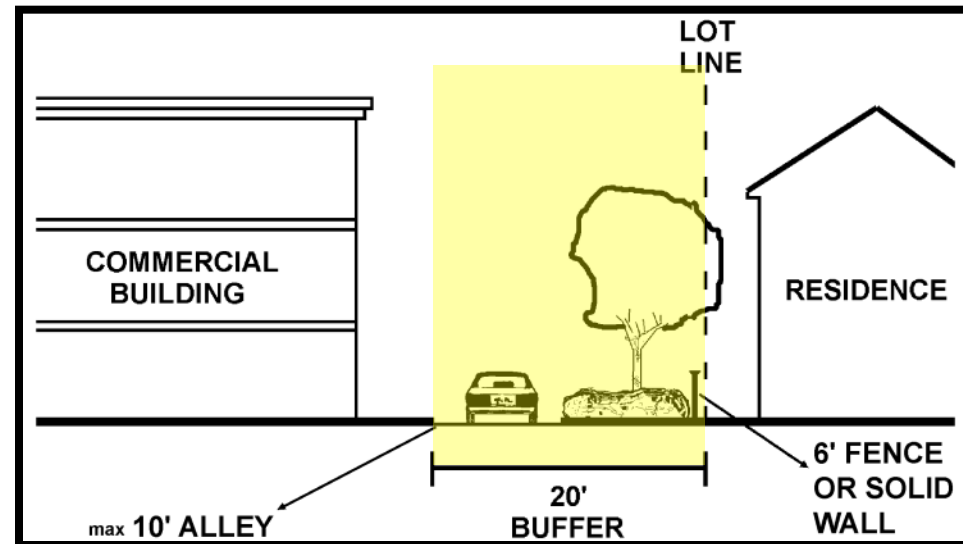
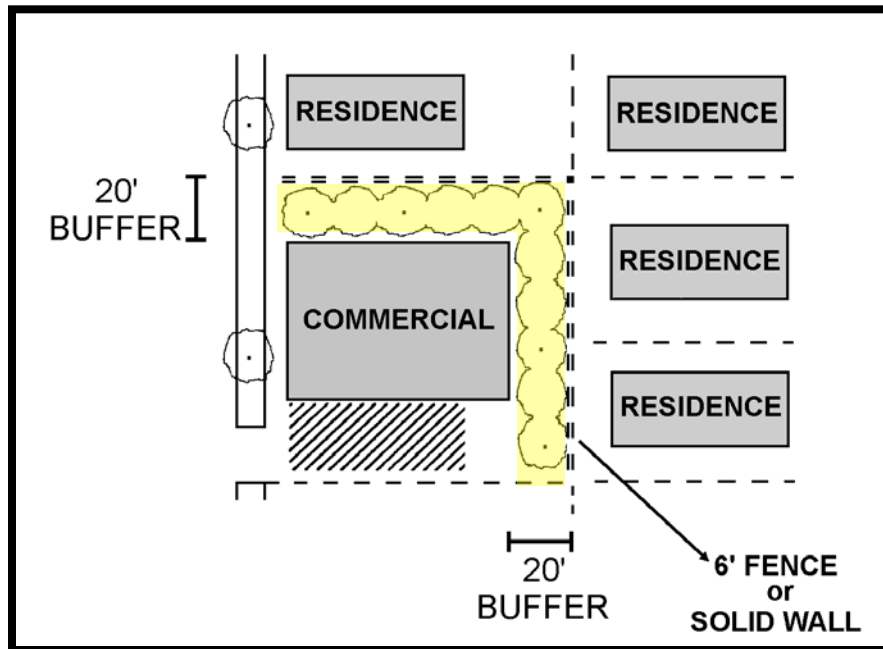
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MRC & MR Tools for Guided Development: Transitional Yards

Include:

- **Buffer:** Required 20 feet wide when adjacent to single-family (e.g. R-1 to R-5) properties. 10 feet of width must be landscaped. A 10 foot wide drive may be placed within the buffer area to access to rear/side parking.
- **Fencing/walls:** Required permanent opaque fencing or walls 6 feet in height.

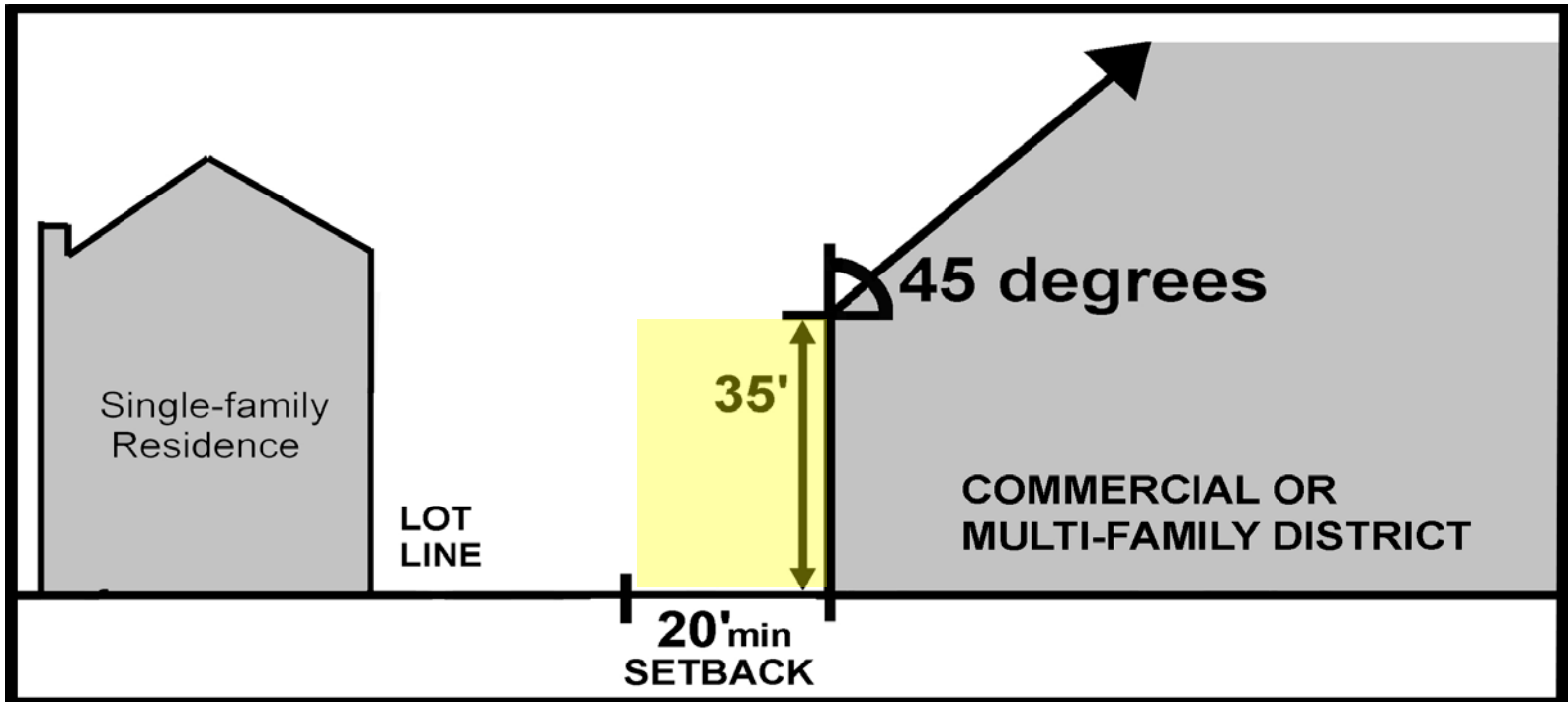


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MRC & MR Tools for Guided Development: Transitional Height Plane

- Set back 20 feet from property line, the height plane begins 35 feet vertically above the buildable area boundary and extends at an angle of 45 degrees away from a single-family residence.
- The height of a building on a commercial or multi-family property may increase as the distance from a single-family residence increases, however it can not penetrate the 45 degree angle height plane.



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MRC & MR Tools for Guided Development: Building Entrances & Facades

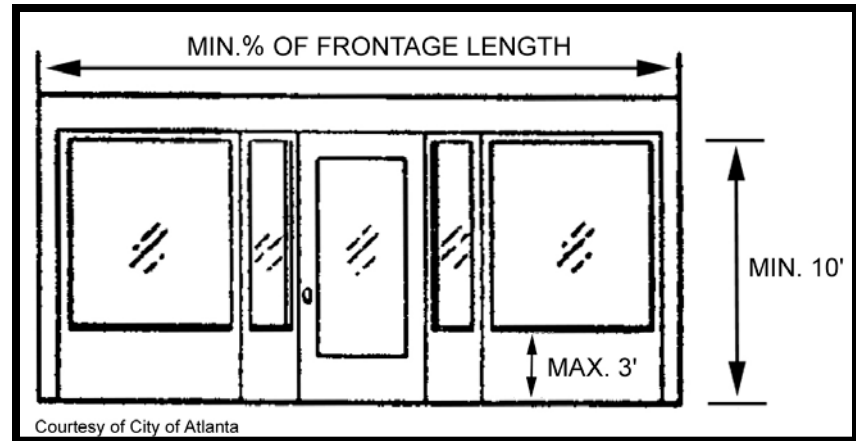
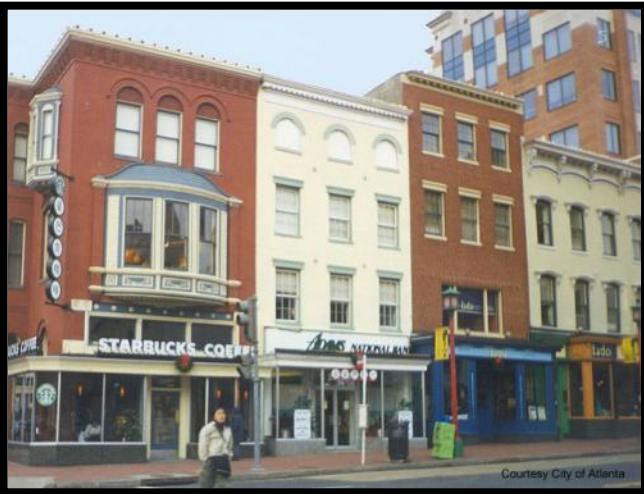


Entrances

- *Face, be visible & be directly accessible from the public sidewalk, supplemental zone or plaza*
- *Provide individual entrances when there are more than 4 ground floor residential units*

Fenestration (windows)

- *A minimum 75% of clear glass windows for nonresidential uses is required at the street-level, street facing building façade*



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Benefits & Challenges of Rezoning to MRC & MR

Benefits

- Uniform design standards (site layout, building scale, etc.)
- Sidewalks and street trees and a pedestrian-oriented built environment
- Compatible building scale with the surrounding residential neighborhoods
- Adequate screening and setback buffers of mixed-use adjacent to single-family
- Compatible mixture of commercial and residential uses in MRC districts
- Small scale neighborhood serving commercial uses
- Protection and enhancement of property values

Challenges

- More restrictive commercial, retail and office use standards (e.g. size (floor area 5% max)



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Benefits & Challenges of Rezoning to NC

Benefits:

- Uniform design standards (site layout, building scale, etc.)
- Sidewalks and street trees and a pedestrian-oriented built environment
- Compatible building scale with the surrounding single-family neighborhoods
- Small scale neighborhood serving commercial uses
- Protection and enhancement of property values

Challenges:

- Cannot exceed more than 0.5 mile diameter (e.g. would require multiple NC districts along Howell Mill Road)
- Neighborhood uses limited by size often to max 2,000 s.f.



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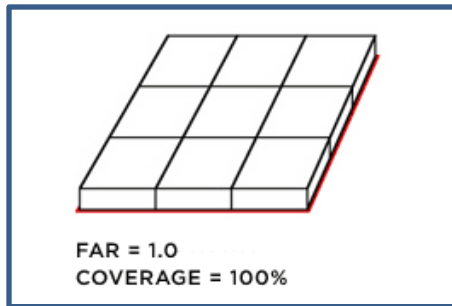
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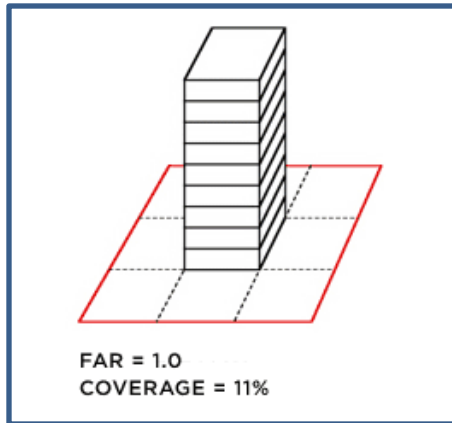
Development Controls

A few tools...

Floor Area Ratio = the ratio of built area (a building's total size) to the lot area (the property upon which the building is built)



Dharavi, Mumbai, India
FAR: 2.0
COVERAGE: 95%



Plan Voisin, Paris, France
FAR: 2.0
COVERAGE: 11%



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Zoning Comparison – FAR, Setbacks & Height Requirements

| Zoning District | FAR | Sidewalks | Front Setbacks | Side Setback | Rear Setback | Transitional Yard* | Building Height |
|---|---|-----------|---|--|--|--------------------|-----------------------------|
| Conventional Zoning Districts | | | | | | | |
| C-1, C-1-C (existing) | Commercial = 2.0 Residential = 0.696 | None | 10 ft* | None (corner lots: 5 ft)* | None, except trans. yards | 20 ft | None, except trans. heights |
| C-2, C-2-C (existing) | Commercial = 3.0 Residential = 0.696 | None | 10 ft* | None (corner lots: 5 ft)* | None, except trans. yards | 20 ft | None, except trans. heights |
| I-1, I-1-C | Non-Residential = 2.0 Residential = None | None | 40 ft* | None (corner lots: 20 ft)* | None, except trans. yards | 20 ft | None, except trans. heights |
| Quality of Life Mixed Residential/Commercial Zoning District | | | | | | | |
| MRC-3 | Commercial = 4.0 Residential = 3.2 | Yes | Local Street: 15 ft Arterial/Collector: 20 ft ** | Commercial: none Residential: 20 ft | Commercial: none Residential: 20 ft | 20 ft | 225 ft *** |

*Setback measured from property line

** Setback measured from street curb)

*** Height subject to minimum distance requirements from single-family and low density residential districts



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Zoning Comparison – FAR, Setbacks & Height Requirements

| Zoning District | FAR | Sidewalks | Front Setbacks | Side Setback | Rear Setback | Transitional Yard* | Building Height |
|---|--|-----------|---|-----------------|----------------|--------------------|--|
| Conventional Multi-Family Residential Zoning District | | | | | | | |
| RG-3 (multi-family) (existing) | 0.696 | None | 40 ft* | 7 ft or more*** | 7ft or more*** | None | None, except transitional height plane**** |
| Quality of Life Multi-Family Residential Zoning District | | | | | | | |
| MR-4A (multi-family) (proposed) | 0.696 with 5% of floor area allowed for non-residential uses | Yes | Local Street: 16 ft Arterial/Collector: 24 ft ** | 15 ft | 15 ft | 20 ft | 80 ft |

*Setback measured from property line

** Setback measured from street curb

*** SIDE & REAR YARD setback (measured from property line) = (4 + number of stories of the building) + (length of building ÷ 10)

**** Height subject to minimum distance requirements from single-family and low density residential districts



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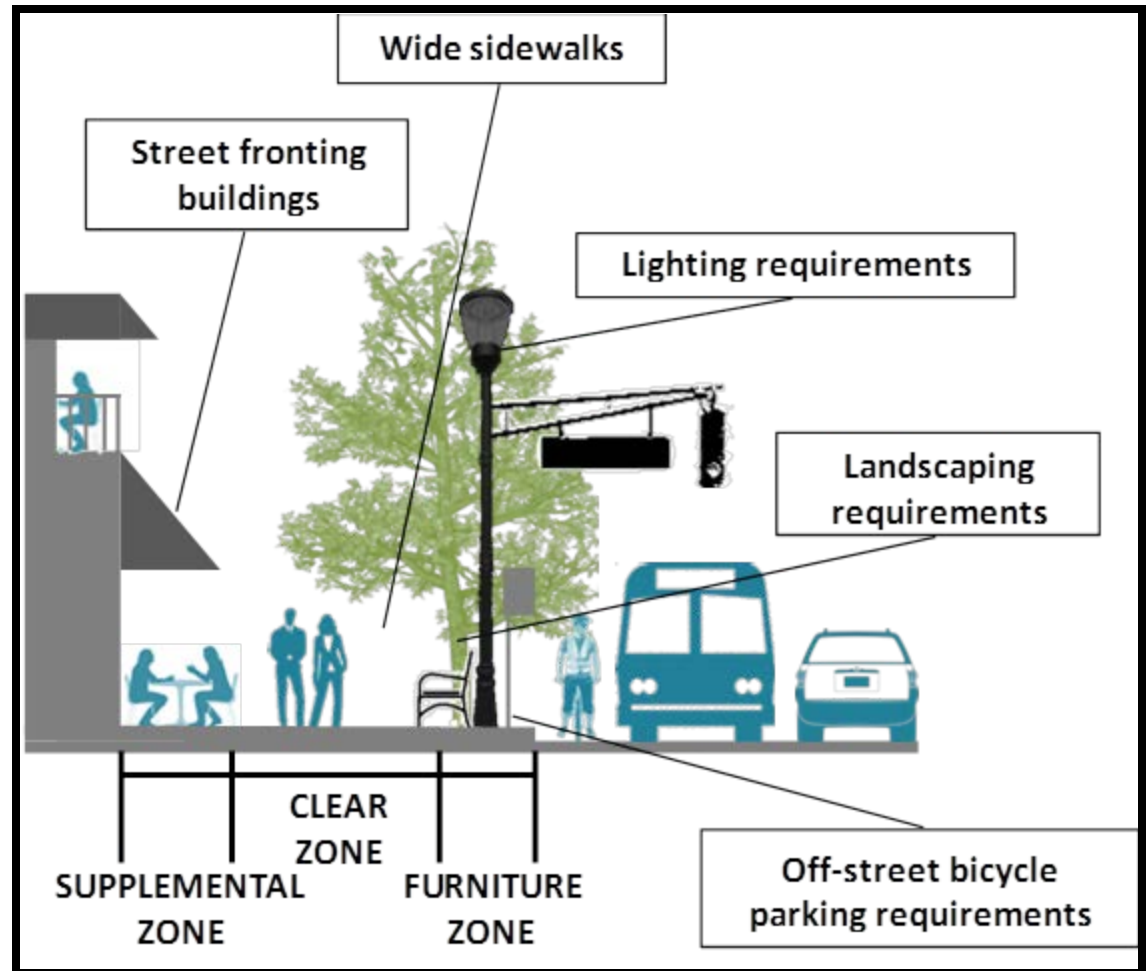
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Beltline Overlay District

What development control tools does it have?

- Transitional uses and yards
- Off-street parking
- Wide sidewalks
- Site limitations (i.e. location of parking areas)
- Driveway configuration (i.e. reduced number and size of curbcuts)
- Building requirements (i.e. fenestration)



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Development Controls: Conditional Zoning

- Additional zoning conditions may be placed on a property at the time of rezoning.
- Typical conditions usually includes the following:
 - Limitations on the **floor area (FAR)**
 - Limitations on **uses**
Such as prohibiting or limiting certain types of uses (i.e. auto repair, storage centers, etc.) or characteristics of uses (drive-thru businesses, fueling stations, etc.)
 - Limitations on **parking**
 - Limitations on building heights and setbacks



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Grandfathering

- “Grandfathered” uses and structures: existing uses and structures are allowed to remain and become “legally non-conforming” when the zoning changes and no longer allows for that use or structure.
- Loss of Non-conforming grandfather status may occur either:
 - Change in use: from the non-conforming use to a conforming use, or
 - Time: the non-conforming use on the property has been abandoned for more than a one (1) year period.
- Limited Expansion of non-conforming uses and structures requires approval by the Board of Zoning Adjustment (BZA)

For additional information refer to Section 16-24 of the Zoning Ordinance



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Questions?



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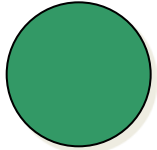
Community Preference Activity



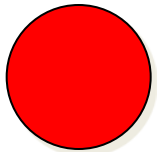
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Activity



Place a **green** dot where you think something good or positive is happening or on something you like or would like



Place a **red** dot where you think something less desirable or negative is happening or something you dislike or wouldn't like



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Next Steps...

Open House

TENTATIVE DATE

Friday, April 17, 2015

Afternoon Hours

Confirmation and Details to be Finalized

Thank you!



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