

Presentation Summary

Howell Mill Road Redevelopment Blueprint

1. The location of the study area is non-residential properties along Howell Mill Road bounded by Interstate 75 and Forrest Street.
2. Why is it being studied? Long-term vision for Howell Mill, its neighborhoods and Atlanta. We can (and should) do better!
3. What should we think about? Creating a strong identity and character for Howell Mill Road over next 25 to 50 years; using current economic situation to plan for future development; enhancing Howell Mill Road's role as neighborhood "Main Street".
4. Future public meetings
5. Previous plans and studies
 - a. Atlanta BeltLine Master Plan: Subarea 8 (2012)
 - b. Atlanta Comprehensive Development Plan (2011)
 - c. Berkeley Park Blueprints Plan (2004)
 - d. Collier Village Blueprint Plan (2008)
 - e. Connect Atlanta Plan & Cycle Atlanta Plan (2011)
 - f. Upper Westside LCI Update (2009)
6. Existing conditions
 - a. Demographic of Study Area
 - b. Existing Land Uses
 - i. Mostly commercial, some industrial.
 - c. Existing Zoning- C-1, C-1-C, I-1, I-1-C, R-LC & BeltLine Overlay District
 - d. Existing Businesses
7. Zoning
 - a. Mixed Residential and Commercial (MRC)
 - i. Provide balance of commercial uses which meet the needs of residents in the district as well as surrounding residential districts, and
 - ii. Encourage significant infill multi-family residential uses within areas that have traditionally contained a predominance of commercial uses
 - b. Types of MRC
 - c. Multi-family residential (MR)
 - i. Preserve and restore existing, traditional and pedestrian-scale buildings in established, historic multi-family residential districts
 - ii. 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

- d. Benefits and challenges of MRC & MR: Provide for small scale neighborhood-oriented commercial uses, pedestrian environment, and enhance property values, but more restrictive commercial, retail, and office use standards
 - e. Neighborhood Commercial (NC) and Residential-Limited Commercial (R-LC)
 - i. Limitations of NC include not exceeding more than 0.5 mile diameter & uses limited by size (typ. 2,000 s.f.)
 - f. Development controls
 - i. Floor area ratio
 - ii. Coverage
 - iii. Limitations on uses
 - iv. Limitations of parking
 - g. Zoning comparisons
 - i. Predominantly non-residential (C-1, C-1-C, C-2, C-2-C, I-1, I-1-C, MRC-3)
 - 1. C-1 (existing): FAR Commercial = 2.0, Residential = 0.696
 - 2. C-2 (existing): FAR Commercial = 3.0, Residential = 0.696
 - 3. I-1, I-1-C: FAR Non-residential = 2.0, Residential = None
 - 4. MRC
 - ii. Predominantly residential (MR)
 - 1. RG-3 (multi-family, existing): FAR 0.696
 - 2. MR-4A: 0.696 with 5% of floor area allowed for non-residential uses)
 - h. Beltline Overlay
 - Off-street parking, site limitations, transitional uses and yards, driveway configuration, loading and associated areas, security and maintenance
 - i. Conditional Zoning
 - i. Possible further limits on FAR, uses, parking, heights, setbacks, etc.
 - j. Grandfathering
 - i. Existing uses and structures remain and become “legally non-conforming” when the zoning changes and no longer allows for that use or structure
 - ii. Loss of non-conforming grandfather status may occur when there is a change from non-conforming to conforming use or the non-conforming use has been abandoned for more than a one (1) year period.
 - iii. Limited expansion of non-conforming uses and structures requires approval by Board of Zoning Adjustment (BZA)
8. Community Preference Activity
- a. Indicate what is good or positive
 - b. Indicate what is less desirable or negative.

9. Next Steps

EXECUTIVE SUMMARY - HOWELL MILL ROAD RECENT STUDIES FOR THE BERKELEY PARK & UNDERWOOD HILLS NEIGHBORHOODS

THESE STUDIES INCLUDE:

- BERKELEY PARK BLUEPRINTS PLAN (04')
- COLLIER VILLAGE BLUEPRINTS PLAN (08' / 13')
- UPPER WESTSIDE LCI UPDATE (09')
- BELTLINE MASTERPLAN - SUBAREA 8 (12')

BERKELEY PARK BLUEPRINTS PLAN (04')

ISSUES

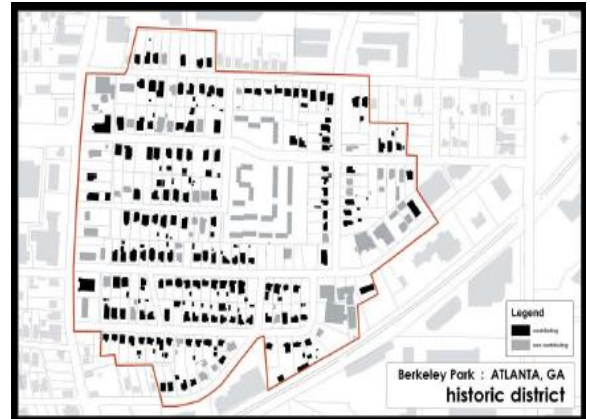
- HOWELL MILL HAS POOR PEDESTRIAN WALKWAYS
- LACK OF CONNECTIVITY OF HOWELL MILL WITH NORTHSIDE
- LACK OF GREENSPACE/PARK SPACE

GOALS

- TRANSFORM HOWELL MILL INTO AN URBAN BOULEVARD WHICH EQUALLY FAVORS WALKING, CYCLING & DRIVING
- INCREASE EAST-WEST CONNECTIVITY BETWEEN HOWELL MILL & NORTHSIDE
- ENHANCE THE INTEGRATION OF THE HOWELL MILL RIDGE APARTMENT WITH AREA

STRATEGIES

- EXTEND WHITE & TRABERT BETWEEN HOWELL MILL & NORTHSIDE
- WIDE SIDEWALKS & WALKWAYS THROUGH HOWELL MILL STATION
- ADD PEDESTRIAN CROSSINGS ON HOWELL MILL, FOSTERING THE DEVELOPMENT OF THE HOWELL MILL BELTLINE TRANSIT STATION & A MULTIMODAL PASSENGER TERMINAL
- DEVELOP MULTI-USE PATHS TO CONNECT THE NEIGHBORHOOD TO ACTIVITY CENTERS



COLLIER VILLAGE BLUEPRINTS PLAN (08' / 13')

ISSUES

- A LACK OF CONSISTENCY IN BUILDING SCALE & SETBACKS
- NEED FOR IMPROVED STORMWATER MANAGEMENT, SIDEWALKS & CROSSWALKS ON BOTH COLLIER & HOWELL MILL
- EXISTING ZONING ALLOWS HIGH DENSITY DEVELOPMENT & REQUIRES EXCESSIVE PARKING BUT NO HEIGHT LIMITS OR PEDESTRIAN AMENITIES
- LACK OF PUBLIC SPACE
- POOR CONNECTIVITY OF STREETS IN NEIGHBORHOOD AND SIGNIFICANT TRAFFIC ALONG HOWELL MILL

GOALS

- ALLEVIATE TRAFFIC DUE TO INCREASING DEVELOPMENT ALONG HOWELL MILL
- CREATE A RESIDENTIALLY-FOCUSED, PEDESTRIAN FRIENDLY ENVIRONMENT
- COMPLETE CONNECT ATLANTA PROJECTS THAT LINK HOWELL MILL WITH COLLIER

STRATEGIES

- ENCOURAGE A VARIETY OF TRAFFIC & SAFETY IMPROVEMENTS AT INTERSECTIONS TO FACILITATE THROUGH TRAFFIC ON HOWELL MILL
- RECONSIDER CURRENT ZONING SO THAT FUTURE DEVELOPMENT WILL NOT COMPROMISE TRAFFIC FLOW, RESULT IN EXCESSIVE PARKING OR NEGLECT PEDESTRIAN INFRASTRUCTURE
- ENACT "QUALITY OF LIFE" ZONING WHICH SUPPORTS CREATING MIXED-USE DEVELOPMENT AT A HUMAN SCALE, AND THE CREATION OF GUIDELINES TO REINTRODUCE NATURAL ELEMENTS OVER THE COURSE OF REDEVELOPMENT.
- IMPROVE STREET FURNITURE, PUBLIC ART & PUBLIC PARKS ALONG HOWELL MILL
- PROTECT TREES IN AREA TO IMPROVE AESTHETICS
- IMPROVE SIDEWALKS & CROSSWALKS AT HOWELL MILL



EXECUTIVE SUMMARY - HOWELL MILL ROAD RECENT STUDIES FOR THE BERKELEY PARK & UNDERWOOD HILLS NEIGHBORHOODS

BELTLINE MASTER PLAN - SUBAREA 8 (12')

ISSUES

- THERE NEEDS TO PLANS FOR THE FUTURE INTEGRATION OF THE BELTLINE WITH THE HOWELL MILL STATION

GOALS

- UPDATE & IMPROVE ATLANTA BELTLINE PLANNING PROCESS
- IMPROVE THE STREET RECOMMENDATIONS IN THE STREET FRAMEWORK & BELTLINE OVERLAY ZONING DISTRICT
- IMPROVING THREE ELEMENTS OF THE COMMUNITY: LAND USE & URBAN DESIGN, TRANSPORTATION, MOBILITY, COMMUNITY CHARACTER & GREENSPACE. THERE ARE SEVERAL GOALS FOR EACH OF THESE ELEMENTS DESCRIBED IN THE SUBAREA PLAN.



STRATEGIES

- DEFINE COSTS OF ROADWAY PROJECTS & ASSOCIATED COST ESTIMATES TO SUPPORT FUTURE DEVELOPMENT OF REDEVELOPMENT PLAN & STREET FRAMEWORK PLAN
- REDEVELOP LIGHT INDUSTRIAL USES ALONG HOWELL MILL INTO MEDIUM-DENSITY MIXED-USE RESIDENTIAL & RETAIL
- CAPACITY IMPROVEMENTS ALONG HOWELL MILL AT BELLEMEADE & CHATTAHOOCHEE THAT IMPROVE CAPACITY & ENSURE ADEQUATE SIDEWALK WIDTH
- CREATE A HOWELL MILL BICYCLE CORRIDOR
- MORE CLEARLY DEFINE STREETScape, PEDESTRIAN, & ROADWAY PROJECTS & DETERMINE COST ESTIMATES FOR THESE PROJECTS

UPPER WESTSIDE LCI UPDATE (09')

ISSUES

- LARGELY DESIGNATED INDUSTRIAL LAND USE, WITH SECTIONS ON MARIETTA STREET & BETWEEN HOWELL MILL & NORTHSIDE BEING MOSTLY DEDICATED TO COMMERCIAL
- INDUSTRIAL USES WERE INAPPROPRIATELY ISOLATED FROM ONE ANOTHER & MANY INDUSTRIAL OPERATORS LEFT DUE TO ENTERPRISE ZONE PROGRAM REQUIREMENTS THAT WERE UNFRIENDLY TO INDUSTRY

GOALS

- HOWELL MILL AS A TRANSIT & PEDESTRIAN FRIENDLY, MIXED USE CONTEMPORARY "MAIN STREET"
- DEVELOP PROJECTS THAT ADD OPEN FEATURES & PEDESTRIAN AMENITIES & IMPROVE ACCESS TO TRANSPORTATION SYSTEM
- PROMOTE ENVIRONMENTAL SUSTAINABILITY

STRATEGIES

- LAND USE FLEXIBILITY FOR REDEVELOPMENT
- PROMOTE LAND USE & ZONING TO THE SUPPORT THE QUALITY OF LIFE ZONING DISTRICTS
- USE EXISTING TOOLS SUCH AS THE RENEWAL COMMUNITY, URBAN ENTERPRISE ZONE, & THE TAX ALLOCATION DISTRICTS TO PROMOTE ECONOMIC DEVELOPMENT
- PROMOTE ENVIRONMENTAL SUSTAINABILITY & ENCOURAGING LEED CERTIFICATION IN NEW DEVELOPMENT

