

MRC-1 versus MRC-2-C

Some have suggested that the zoning for the sites adjacent to the Berkeley Park neighborhood should be MRC-1 in part by making comparison with sites north of I-75 along the east of Howell Mill Road. The following are reasons for having MRC-2-C rather than MRC-1 in the Southeast (Berkeley Park) Subarea:

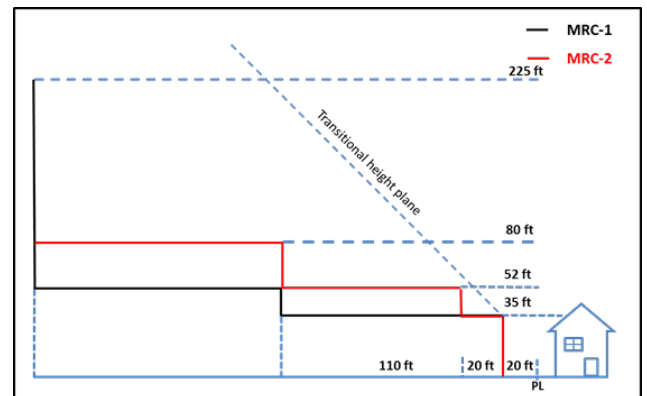
As background:

- The Berkeley Park Blueprint Plan suggested that many residents supported an “urban boulevard” along Howell Mill Road. This included resident oriented retail, with rear parking *and offices* and/or residences above, and efforts to replace low-intensity land uses that are inconsistent with the urban environment. *See #3 & #4 below.*
- The Beltline Subarea 8 Master Plan recommends that Howell Mill Road, “redevelop into medium-density *mixed-use* residential and retail uses”, “with active ground-floor commercial uses along the corridor”. Further, “Development should be residential in focus (*between 2-5 stories*), with *supporting office* and ground floor retail/activation along Howell Mill Road.” *See #3, #4, #5 & #6 below.*

More specifically:

- 1) The MRC-2-C proposal will create fewer non-conforming properties, particularly in regards to drive-thrus (i.e. Jimmy Johns and Fidelity Bank) (Sec. 16-34.011(5)).
- 2) The MRC-2-C proposal requires less parking for restaurant uses (1 space per 300 s.f.) compared with MRC-1 (1 space per 100 s.f.) (Sec. 16-34.021(7.f)). This hinders building size and site placement possibilities as well as an increase in paved surfaces which contribute to greater water runoff and heat island effects, among others.
- 3) The MRC-2-C proposal lacks the MRC-1 prohibition of non-residential uses to the street level or below (Sec. 16-34.026(1.c.i)). This deters redevelopment and the mixing of uses.
- 4) The MRC-2-C proposal compared with MRC-1 provides more incentives to mix uses due to the floor-to-area ratio (FAR) bonus for ground-floor non-residential uses (Sec. 16-34.027(1.b.vi)). This incentivizes the mixing of uses.
- 5) The MRC-2-C proposal has less risk (and time) considerations for redevelopment due to the likely additional need of Board of Zoning Adjustment (BZA) decisions if not meeting MRC-1 criteria as described above.
- 6) The MRC-2-C proposal does not require the same level of height mitigation due to topography as parcels zoned MRC-1 north of I-75 along the east of Howell Mill Road. Those particular MRC-1 parcels have significantly more topography (20-40 ft. grade change from Howell Mill Rd.) requiring more building height mitigation.

Proposed MRC-2-C Building Height Explained →



- 7) The MRC-2-C proposal creates consistency with all other potentially rezoned sites along the Howell Mill Road corridor compared with MRC-1 for only the Southeast (Berkeley Park) subarea.