Atlanta’s Westside Neighborhoods Prepare for Development: A Land Use and Zoning Case Study
Agenda

1. Overview
   1. APD Urban History
   2. The Westside

2. From Plan to Law of the Land
   1. Vision and Goals
   2. Land Use Framework Plan History
   3. Community Engagement and Zoning Recommendations

3. Lessons Learned (thus far)
• Client
• Technical Expert
• Legal Expert
• Historical Custodian
• Implementation Expert

• Consultant
• Technical Advisor
• Community Engagement Coordinator
• Conflict Resolution

• Community Quarterback
• Client
• Fiduciary Responsibility
• Food Provider
The Westside: Neighborhoods

1. Ashview Heights
2. Atlanta University Center
3. English Avenue
4. Vine City
5. Just Us
6. Historic Booker T. Washington
History

• Established Between the Late 1800’s and Early 1920’s
• Streetcar neighborhoods connected to Downtown
• First Planned Black Neighborhood
• First Public High School for African Americans
  • Booker T. Washington High School
• Alonzo Herndon Home built 1910
• Atlanta University Center began in 1929
• 1960’s Center for Civil Rights
  • Home to Martin Luther King Jr., Maynard Jackson, Julian Bond, and other instrumental individuals
Today

- 16,000 residents live in an area that once housed 50,000
- Median household income $24,778
  - City of Atlanta’s $48,405
- 18% of parcels are investor-owned
  - (3+ properties)
- 8% of households own their own homes
  - (499 homeowners)
- 6 colleges/universities and 2 historic districts represent over 150 years of recorded history and culture
Resurgence

- Recent Developments
  - Mercedes Benz Stadium
  - Morehouse School of Medicine
  - YMCA Regional Headquarters
  - Scholars Landing
  - Herndon Square
  - English Yards
  - Friendship Baptist Church campus
  - The Gulch – *Centennial Yards*

- Area has 4 federal designations:
  - Promise Zone
  - Choice Neighborhoods
  - Urban Waters Federal Partnership
  - Opportunity Zone
Westside Land Use Framework Plan

From Plan to Law of the Land
Why the Westside

Geographic Scope

WFF focus areas were established as a combination of two major investments.

English Avenue + Vine City:
Invest Atlanta investment set aside by former Mayor Reed from Westside Tax Allocation District (TAD)

Ashview Heights, ATL University Center, Villages at Castleberry Hill:
Within the boundaries of U.S. Department of Housing and Urban Development’s Choice Grant
Vision and Goals
Goals

• Acknowledge and Strengthen Neighborhood Assets

• Reinforce each community’s Unique Neighborhood Identity

• Invest in Infrastructure

• Enhance Quality of Life with Improved Resident Access to Parks and Green Space
Westside Land Use Framework Plan History

• Commissioned in 2013 by the City of Atlanta and the Westside Future Fund

• Synthesized work of previous plans

• Proposed changes to the City of Atlanta Comprehensive Development Plan

• Held series of community engagement meetings over the course of two years

• Framework Plan was unanimously adopted by City Council
Community Engagement

Land Use Action Plan & Framework

• Met with over 1000 individuals and stakeholders over an 18 month period

• Attended a total of 28 community meetings

• Obtained approval for all 5 neighborhood associations and 2 NPUs

• Adopted December 2017

Zoning Update

• Four rounds of community meetings with each of the four neighborhood leadership groups

• Over a dozen individual stakeholder meetings and Land Use and zoning committee meetings
Community Engagement and Empowerment

Rounds of Meetings

Four rounds of meetings were held with each of the four neighborhood groups

- Round 1: Introduction of Subareas
- Round 2: Permitted Uses
- Round 3: Development Controls
- Round 4: Design Guidelines
Community Engagement

Zoning Changes
- Creation of Subareas
- Permitted Uses
- Development Controls
- Amendments to zoning code

Feedback Community Organizations
- Series of Neighborhood Leadership Meetings

Draft Legislation
- City Staff Drafts Legislation
- Introduction of Legislation to Council

Neighborhood Approval
- Land Use Committees
- Neighborhood Associations
- NPU

Public Notice
- Property Owners
- Properties within 300 ft.

Adoption
- Zoning Review Board Committee
- City Council
Community Engagement + Empowerment

Round 1: Introduction of Subareas

• Outlined the process

• Reviewed existing zoning regulations

• Introduced proposed SPI boundaries and subareas
  • Avenues for Historic Preservation
Community Engagement + Empowerment

Round 1:

- Example of educational exercise for participants
### Community Engagement + Empowerment

#### Round 2: Permitted Uses

- Reviewed existing Permitted Uses
  - Guided by existing and desired uses as well as location
- Introduce proposed changes

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<thead>
<tr>
<th>Permitted Uses</th>
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22
Community Engagement + Empowerment

Round 2:

• Example of educational exercise for participants

- Shelters
  - Intended for those that are homeless
  - May require daily registration
  - All require SUP
  - All require a distance of 2,000 ft from other similar facilities
  - May provide case management and supportive services (education, skills training, etc.)
  - Not intended to provide assistance with essential daily activities (bathing, feeding, etc.)

- Personal Care
  - Intended for those that need assistance with essential daily activities (bathing, feeding, etc.)
  - Should be licensed/registered by the State (not required for SUP)
  - Also includes child care, and group homes

- Supportive Housing
  - Low barrier housing that is cost effective
  - For those at risk of homelessness
  - All require a distance of 2,000 ft from other similar facilities
  - May provide case management and supportive services (education, skills training, etc.)
  - Not intended to provide assistance with essential daily activities (bathing, feeding, etc.)
Community Engagement + Empowerment

Round 2:

- Example of educational exercise for participants

<table>
<thead>
<tr>
<th>Urban Gardens</th>
<th>Market Gardens</th>
<th>Farmers Markets</th>
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<tbody>
<tr>
<td><strong>Purpose:</strong> growing and harvesting</td>
<td><strong>Purpose:</strong> growing, harvesting, selling</td>
<td><strong>Purpose:</strong> selling</td>
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<td><strong>Allowed as an accessory use in residential zoning districts</strong></td>
<td><strong>Allowed as an accessory use in residential zoning districts only for institutional uses.</strong></td>
<td><strong>Allowed in commercially zoned property</strong></td>
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<td><strong>Allowed as principal use by SAP in vacant lots</strong></td>
<td><strong>Permitted use in all other zoning districts</strong></td>
<td><strong>Food does not have to be grown onsite</strong></td>
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<tr>
<td><strong>Permitted principal and accessory use in all other zoning districts</strong></td>
<td><strong>Limited to only the sale of produce grown on site</strong></td>
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<td><strong>Do not allow on site sales</strong></td>
<td><strong>Parking Requirements</strong></td>
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</table>
Community Engagement + Empowerment

Round 3: Development Controls

- Reviewed what current controls allowed
- Identified the predominant lot patterns of the historic neighborhoods
- Crafted development controls to influence future development to conform to historic lot pattern
## Changes to Medium Density Residential & Mixed Use Subareas

### Round 3:
- Example of educational exercise for participants

<table>
<thead>
<tr>
<th>Development Controls</th>
<th>Vive City - Medium Density Residential Subareas</th>
<th>Boone Mixed-Use Subareas</th>
<th>Magnolia Low Density Mixed - Use Subarea</th>
<th>Vive City Neighborhood Low Density Mixed Use Subareas</th>
<th>Maple and Electric Avenue Medium Density Mixed Use Subarea</th>
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<td>None</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td><strong>Minimum Side Yard</strong></td>
<td>Non-Dense</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Dense</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td><strong>Minimum Rear Yard</strong></td>
<td>Non-Dense</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Dense</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
</tbody>
</table>

**Notes:**
- Lower-case text indicates requirements.
- Upper-case text indicates guidelines.

**Additional Information:**
- Refer to Section 19-26 for more details.
- See Supplemental for additional requirements.

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**Diagram:**
- Diagram showing zoning and development controls for Vive City and neighboring areas.
Community Engagement + Empowerment

Round 3:

- Example of educational exercise for participants
  - FAR
  - Lot Coverage
  - Set Backs
Round 3:

• Example of educational exercise for participants

Example:
Lot Size: 7,500 s.f.
Max Lot Coverage 85% : 6,375 s.f.
Max Lot Coverage DC: 5,200 s.f.
Max FAR **6.20**: 46,500 s.f.

Max SF allowed w/ Height Restrictions:
1 story – 6,375 s.f./floor
2 stories – 6,375 s.f./floor
3 stories – 6,375 s.f./floor

8 stories – 5,813 s.f./floor
9 stories – 5,167 s.f./floor
10 stories – 4,600 s.f./floor
Community Engagement + Empowerment

Round 3:

• Example of educational exercise for participants
Community Engagement + Empowerment

Round 3:

• Example of educational exercise for participants
Community Engagement + Empowerment

Round 4: Design Standards

- Use of Design Standards in the district protects neighborhood character.

- Current zoning did not include design guidelines
Community Engagement + Empowerment

Round 4:

• Example of educational exercise for participants
  • Fenestration

DO’s & DONT’s
Duplex Typologies
Zoning Recommendations

Mixed-Use Subareas (SA)

- SPI-3: English Avenue
  - SA 4, 5, 6, 7, 8, 9
- SPI-4: Ashview Heights / Atlanta University Center
  - SA 3, 4, 7, 8, 10, 13
- SPI-11: Vine City
  - 1, 2, 3, 4, 9, 10, 11, 12

Allows the most development potential between Low, Medium and High Density Mixed Use zoning districts.

F.A.R. Range = 1.5 – 7.2
Avg. Height Range = 40’ – 105’
Zoning Recommendations

Urban Residential Subareas (SA)

• SPI-3: English Avenue
  • SA 2 & 3
• SPI-4: Ashview Heights / Atlanta University Center
  • SA 1, 2, 6, 9, 11
• SPI-11: Vine City
  • 5 & 8

Allows only residential developments in Low and Medium Density Residential zoning districts.

F.A.R. Range = 0.5 – 1.5

Avg. Height Range = 35’ – 55’
Zoning Recommendations

Single Family Residential Subareas (SA)

- SPI-3: English Avenue
  - SA 1
- SPI-4: Ashview Heights / Atlanta University Center
  - SA 1
- SPI-11: Vine City
  - SA 6 & 7

Allows only single family residential developments in this zoning districts.

F.A.R. Range = 0.5
Avg. Height Range = 35’
Zoning Recommendations

Urban Residential Subareas (SA)

- SPI-3: English Avenue
  - N/A
- SPI-4: Ashview Heights / Atlanta University Center
  - SA 17
- SPI-11: Vine City
  - N/A

Only Office/Institutional zoning district in Westside Neighborhoods. Serves the Atlanta University schools

F.A.R. = 6.2

Avg. Height Range = none
Lessons Learned
(Thus Far)

Opportunities
• Community Ownership
  • English Yards Development pushback
• Political Support
• Education and Training
• Preserve Existing Multi-Family

Challenges
• Change from 1 SPI to 3 SPIs
• Political Support
• Accommodating Existing Development plans
  • English Avenue Yards
  • Friendship Church Campus
Questions & Comments