

2016 Comprehensive Development Plan

Character Areas: Corridor

Character Area: **In-Town Corridor**

Definition: Developed land along street or highway that is already or likely to experience uncontrolled strip development with on-site parking, moderate floor-area-ratio, high vehicular accessibility.

Location: Corridors such as Ponce De Leon Ave MLK Jr Drive, Ralph David Abernathy Blvd, Peachtree/Roswell Roads, North Ave, Moreland Ave, Boulevard, Memorial Drive among others.

Policies:

- Preserve, protect and enhance Downtown’s role as the civic and economic center of the Atlanta region.
- 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:

- 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.
- 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.

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Character Areas: Corridor

Character Area: Redevelopment Corridor

Definition: Corridor with declining, unattractive, vacant or underutilized strip shopping center.

Location: Corridors with Redevelopment Plans such as: DL Hollowell, Campbellton Road, Jonesboro Road, Metropolitan Parkway.

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.
- 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:

- 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.