

# 2016 Comprehensive Development Plan

## Character Areas: Centers

### Character Area: **Downtown**

Definition: Traditional central business district with surrounding commercial, industrial or mixed-use areas.

Location: Downtown Atlanta

#### Policies:

- Preserve, protect and enhance Downtown's role as the civic and economic center of the Atlanta region.
- Create a 24-hour urban environment where people can live, work, meet, shop and play.
- Encourage the development of major commercial uses and high density housing.
- Encourage a compatible mixture of residential, commercial, entertainment, cultural and recreational uses.
- Encourage a range of housing types and prices accessible for all ages to meet different housing needs. Encourage student housing.
- Improve the aesthetics of street and built environments.
- Promote pedestrian activity and safety by ensuring and revitalizing pedestrian-oriented buildings and street fronting areas which create a sense of activity and liveliness along their sidewalk-level façades.
- Facilitate safe, pleasant, and convenient sidewalk-level pedestrian circulation that minimizes impediments by vehicles.
- Encourage the use of public transportation with high-density mixed-use development near MARTA stations and other transit facilities.
- Enhance the efficient utilization of accessible and sufficient parking facilities in an unobtrusive manner including encouraging shared parking and alternative modes of transportation while discouraging surface parking lots.
- Provide safe and accessible parks and plazas for active and passive use including protecting Centennial Olympic Park as an Olympic legacy and a local and regional civic resource.

- Preserve and protect Downtown's historic buildings and sites through adaptive rehabilitation and re-use.
- Support sustainable development including greener buildings, roof top gardens, public green spaces and tree-lined streets.
- Recognize the special character of Fairlie-Poplar and Terminus through the administration of specific standards and criteria consistent with the historic built environment as recognized by the inclusion of several blocks and buildings on the National Register of Historic Places.

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.
- Promote the installation of temporary and permanent public art displays throughout the urban plazas and parks.
- Increase the amount of on-street parking throughout all streets.
- Revise the sign regulations in the Downtown SPI-1 district to identify entertainment areas and primary corridors to allow more vibrant signage opportunities.
- Develop urban design solutions to bridge the gaps over the I-75/85 connector to beautify and connect areas of Downtown to each other and Midtown.
- Create improved partnership with institutions such as universities to foster greater coordination and cooperative improvements.

# 2016 Comprehensive Development Plan

## Character Areas: Centers

### Character Area: **Neighborhood Center**

Definition: A neighborhood focal point with a concentration of activities such as retail, school, services, professional office, higher density housing. Their areas also have open space and are easily accessible to pedestrians. Many are NC zoned districts.

Location: Neighborhood commercial districts with Neighborhood Commercial zoning such as Kirkwood, East Atlanta Village, Little Five Points, Virginia Highlands, Cascade and Beecher, among others.

### Policies:

- Maintain and improve public safety.
- Preserve and restore existing, traditional and pedestrian scale and character of buildings in established neighborhoods.
- Promote a balance of retail, service, office, dining and residential uses serving the adjacent neighborhoods.
- Place controls on the development of larger scales strip development which are intended to serve larger areas than a single neighborhood or a small group of neighborhoods.
- Encourage integrate modes of transportation including pedestrian, bicycle, auto and the use of public transportation including MARTA by promoting “complete streets”.
- Require new infill development to be compatible with the scale, height and character of adjoining neighborhoods and discourage auto-orientated uses.
- Provide attractive pedestrian oriented storefronts and activities adjacent to sidewalks such as outdoor cafes/markets.
- Facilitate safe, attractive and convenient circulation with wide tree lined sidewalks that is part of an integrated transportation.
- Encourage the rehabilitation or development of neighborhood commercial areas to include proportionately significant residential uses.

- Protect existing commercial areas from uses and building forms which are incompatible with the scale, character and needs of the adjacent neighborhoods.
- Minimize the use of adjacent neighborhood streets for commercial area parking by establishing adequate parking requirements and encouraging shared parking arrangements.
- Encourage the adaptive re-use of existing building stock.
- Encourage public/institutional uses such as community centers and libraries that encourage community gathering.
- Encourage mixed-use vertical buildings providing residential uses above retail uses.
- Prevent the expansion of non-residential uses into residential areas.
- Provide diverse and more affordable housing opportunities accessible for all ages.

**Implementation:**

- Strengthen code enforcement.
- Improve public safety with a variety of means and technologies.
- Improve vehicular and pedestrian connectivity and ADA access.
- Employ additional on-street parking and traffic calming measures.
- Promote locally owned businesses.
- Encourage more small scaled grocery stores and or fresh food options.
- Provide for a wider variety of commercial uses that meets the needs of the neighborhoods.
- Provide means to improve balance of retail, services, and restaurants.
- Improve the pedestrian environment by having well maintained and wide sidewalks with street trees and street furniture such as trash receptacles and benches.
- Enhance opportunity for access to public transportation to minimize traffic.
- Allow shared parking opportunities for one-stop parking to serve multiple off-site uses.
- Allow for unique character of individual neighborhood centers including signage and gateway features as much as possible.
- Provide for stronger enforcement to maintain and improve dilapidated structures.
- Adopt Neighborhood Commercial zoning in Neighborhood Centers.

# 2016 Comprehensive Development Plan

## Character Areas: Centers

**Character Area: Regional Center**

Definition: Concentration of regionally marketed commercial and retail centers, office and employment areas, higher education facilities, sports and recreational complexes. High degree of access by vehicular traffic, high transit use, high floor area ratio, large tracks of land and campus or unified development.

Location: Buckhead/Lenox Square and Midtown

Policies:

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

- Implement adopted plans.

# 2016 Comprehensive Development Plan

## Character Areas: Centers

### Character Area: Town Center

Definition: A focal point of several neighborhoods that has a concentration of activities such as retail, commercial, professional office, higher density housing, open space, and accessible to pedestrians.

Location: Lindbergh, Northside Drive and the Buckhead Village.

### Policies:

- Enhance Regional Centers, encouraging their redevelopment as intense mixed use areas that serve multiple communities as well as the entire City with supporting land uses that create opportunities to live, work, shop and recreate.
- Improve the pedestrian environment and minimize conflict between pedestrians and vehicles.
- Improve pedestrian, bicycle and vehicular connectivity.
- Facilitate safe and convenient bicycle access.
- Provide appropriate pedestrian oriented uses and activities adjacent to sidewalks.
- Encourage the use of public transportation including MARTA with high-density mixed-use Transit Oriented Development near MARTA stations.
- Support shared parking and alternative modes of transportation options,
- Supply sufficient parking in an unobtrusive manner.
- Maintain and improve upon public safety.
- Encourage opportunities for economic development where there is a planned relationship between the transportation system and development;
- Encourage a compatible mixture of residential, commercial, cultural and recreational uses.
- Provide greater residential housing density for improved jobs/housing balance.
- Offer a range of housing types, including senior housing, and prices to

include affordable and workforce housing accessible for all ages to meet different housing needs.

- Preserve, protect and enhance single-family neighborhoods which surround the Regional Centers.
- Support sustainable living including greener buildings, public green spaces and tree lined streets.
- Improve the aesthetics of the built environment.
- Preserve and protect the City's historic buildings and sites thru rehabilitation and reuse.
- Provide expanded cohesive urban outdoor street level retail uses along strategic streets.
- Provide more publically accessible green spaces with shade trees.

Implementation:

- Strengthen code enforcement.
- Revise and update SPI-16 zoning regulations in Midtown that were adopted in 2001 based in part, upon Blueprint Midtown II
- Improve streetscape elements on major Midtown streets identified in the Midtown Cityscape project
- Expand and revise SPI-12 zoning regulations in Buckhead that were adopted in 1996.
- Implement the plans and policies in the 2011 completed 'Pedestrian Connectivity Study' and larger Buckhead area 'Greenspace Action Plan' for park and greenspace opportunities and 2008 'Piedmont Area Transportation Study' for area transportation improvements.
- Adopt the 2010 Fort McPherson Master Plan, land use and SPI zoning regulations.