10. CHARACTER AREAS and POLICIES

Character Areas - Neighborhood Center

Map 10-8: Neighborhood Center
NEIGHBORHOOD CENTER Character Areas

GENERAL CHARACTERISTICS

Neighborhood centers are focal point of a neighborhood or group of neighborhoods. They have a concentration of activities including neighborhood orientated commercial business almost always including retail, personal services and restaurants and don’t have big box retail. Many of these shops are locally owned. Other uses often include medium density housing, offices, schools and other institutions. The centers often are not more than a few square blocks near the intersection of well traveled streets with a relatively low travel speed. Also, they typically have historic or traditional building stock at a pedestrian scale of not more than three to four stories in height. The neighborhood centers are characteristically highly walkable with abundant sidewalks, street trees, street furniture, on-street parking, and nearby accessible public or green spaces such as plaza and parks. Over time, Neighborhood Centers have developed their own individual character and identity. Neighborhood festivals and markets are often held in Neighborhood Centers.

LOCATIONS

There are many neighborhood centers around the City. These include areas at the intersection of 10th St. and Piedmont Ave., Monroe Dr. and 10th St., Morningside, Morningside, Virginia-Highland, Atkins Park, Little Five Points, Kirkwood, East Atlanta Village, Georgia Avenue, Lakewood and Jonesboro Road, Dill Avenue, Cascade Heights, Westview, Capitol View and the Historic Westside Village, Pratt-Pullman yard, North Atlanta HS and Riverside and more (see Map 10-8).

PREFERRED DEVELOPMENT PATTERN

Transportation

The neighborhood centers often are located at or near the intersection of well traveled local or collector streets and State Roads in some cases. Many developed along street car routes and are the center of neighborhoods. These streets are usually only two or three lanes wide with two-way flow and a relatively low travel speed, on street parking and typically removed from major highways. With the exception of the Historic Westside village, these areas are not directly served by MARTA rail and instead are only served via local bus lines. Almost all of the neighborhood centers can be traversed entirely within a pleasant walking distance in comfort with abundant sidewalks and shade trees. Nevertheless, many of these existing sidewalks are in need of repairs. Neighborhood Centers should have streetscapes with wide sidewalks, street trees and street furniture. Good pedestrian connectivity between the neighborhood centers and surrounding residential areas is important to improve their walkability and patronage by nearby residents. Parking should be shared to the extent possible and should be located predominately to the side and rear of buildings.

Land Use

Neighborhood centers are a hub of activity and give a neighborhood a defining character. There is a concentration of uses including neighborhood orient-
tated commercial business almost always including retail, personal services and restaurants. Other uses often include medium density housing, offices, schools and other institutional uses. The school and institutional uses often serve as community gathering spots. Also, the neighborhood centers typically have historic or traditional building stock at a pedestrian scale of about three to four stories in height. They are usually surrounded by well established low density residential neighborhoods. Although the neighbor centers do not typically have large green spaces, there are often urbanized public gathering places such as plazas within them and are nearby to other accessible larger public parks.

Economic Development

Although the City’s neighborhood centers offer a concentration of neighborhood orientated uses and services, they still have a large number of either underutilized or vacant sites which offer the opportunity for infill redevelopment. Also, the charm of these neighborhood centers is at least in part due to the historic or traditional building stock. Therefore, it would be imperative that the existing character and building be maintained as much as possible through renovation efforts and adaptive re-use. Furthermore, public safety should be paramount utilizing a variety of means and technologies. The majority of these identified centers are zoned within the City of Atlanta’s Neighborhood Commercial (NC) District such that redevelopment and new infill construction would occur in a similar scale and higher design standard as any other readily identifiable historic neighborhood center and be reasonably protected from higher density and commercial externalities such as increased parking demands. Also, in some cases, certain neighborhood centers have had an overabundance of particular uses such as restaurants or personal services or have been burdened by prohibitive alcohol licensing requirements which does not allow for full diversity of neighborhood-orientated commercial uses as well as quality businesses to serve the surrounding residential neighborhoods. Locally owned businesses should be encouraged in Neighborhood Centers.

Primary Land Uses

- Commercial
- Office
- Residential- multi-family
- Institutional
- Educational

POLICIES

Neighborhood Centers have policies intended to maintain and enhance their vitality including:

- Maintain and improve upon 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 scale strip development which are intended to serve larger areas than a single neighborhood or a small group of neighborhoods.
- Encourage integrated 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 pedestrian circulation with wide tree lined sidewalks that is part of an integrated transportation network.
- Encourage the rehabilitation or development of neighborhood commercial areas.
- 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 STRATEGIES

All neighborhood centers are in continuous efforts to maintain and enhance for their respective neighborhood centers. These specific activities include:

- 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.
10. CHARACTER AREAS and POLICIES

- 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 Quality of Life zoning in Neighborhood Centers.

ADOPTED PLANS

The City of Atlanta has undertaken many planning studies and redevelopment plans that include recommendations for zoning and land use changes to support the maintenance of neighborhood centers and foster the creation of new centers which include:

- BeltLine Subarea Plans (2011)
- Campbellton/Cascade Corridors Redevelopment Plan (2006)
- East Atlanta Village Study (1999)
- Jonesboro Road Redevelopment Plan Update (2006)
- North Highland Avenue Study (1999)
- Pittsburgh Community Redevelopment Plan (2001)
- Westview Neighborhood Plan (2011)
- Lakewood LCI (2013)
- Turner Field Stadium Neighborhoods LCI (2016)
10. CHARACTER AREAS and POLICIES

Character Areas - Town Center

Map 10-9: Town Center
10. CHARACTER AREAS and POLICIES

TOWN CENTER Character Area

GENERAL CHARACTERISTICS

Town Centers are focal points of several neighborhoods that have a concentration of activities such as retail, big box retail, commercial, professional office, higher density housing, and open space. Other uses often include medium density housing, offices, schools and other institutions. They typically are accessible to pedestrians and are served by transit.

Atlanta’s town centers have a variety of development patterns, however many are developed with large blocks, a limited street network and a suburban/auto oriented development pattern dominated by large parking lots fronting the street and numerous curb cuts along sidewalks. The uses usually include commercial strip shopping centers or specialized large uses such as malls and hospitals. Some lack sufficient pedestrian accessibility and can often be traffic congested. Also, in some cases, Town Centers may have an overabundance of particular uses such as restaurants or personal services which does not allow for a full diversity of quality community orientated commercial uses to serve the surrounding residential neighborhoods.

LOCATIONS

Atlanta contains several existing and emerging Town Centers throughout the City which include: Lindbergh City Center, Buckhead Village, and Northside Parkway at I-75, Greenbriar Mall, the Edgewood retail district and other areas including Piedmont Hospital, Ponce City Market, Fort McPherson, and Turner Field area (see Map 10-9).

PREFERRED DEVELOPMENT PATTERN

Transportation:

Town Centers should serve all transportation modes including pedestrians, bicyclists, motorists, and transit users. The street design should be consistent with the Connect Atlanta Plan Street Design for Commercial Boulevards. The Plan recommends the redesign of existing corridors in order to create a more livable streetscape with complete streets and traffic calming while still providing mobility. There should also be improved signage and wayfinding signs along corridors to facilitate travel.

Town Centers should be accessible by transit, bicycle routes, highways and other major roads. Transit options should be increased as opportunity arises. Sufficient parking should be provided in an unobtrusive manner including new on-street parking. Streets having bus routes should include bus shelters.

Sidewalks should be ADA accessible, wide and in good repair with street trees to serve as buffers between travel lanes and pedestrians in addition to providing shaded areas for convenient walking. Intersections at wide streets should include medians to make street crossings safer. Streetscapes with street furniture including pedestrian lighting, benches and trash receptacles improve the pedestrian accessibility of the center. Streetscape improvements should be implemented along key sections of Town Centers. Good pedestrian connectivity between the neighborhood centers and surrounding residential...
areas is important to improve their walkability and patronage by nearby residents. Bike facilities should be provided particularly along roads designated as a Core Bicycle Connection and a Secondary Bicycle Connection in the Connect Atlanta Plan.

As large parcels redevelop the new development should include new streets to create smaller more walkable blocks. The new streets should provide connections to the existing street network. Driveway curb cuts should be minimized in number and size and access to parcels should be provided from side streets whenever possible. Traffic calming measured such as on street parking, roundabouts, medians should be implementing to slow down vehicular and improve the pedestrian environment.

Land Use:

Town Centers should provide services and facilities that serve surrounding areas. Building placement, mass and orientation should create a pedestrian-oriented urban form. The front building façade should be built to the back edge of the sidewalk and the main building entrance should open to the sidewalk to frame the streetscape and encourage pedestrian activity. Surface parking lots should be located to the side and/or rear of buildings, and when adjacent to the sidewalk should be screened with vegetation. Buildings should wrap multi-story parking decks. Public parking should be encouraged to be developed as attractive structures to support retail and prevent encroachment of parking in adjacent residential areas. Buildings should be sustainable and constructed of quality materials and design.

Multi-story buildings, high density and mixed use buildings/developments are appropriate in Town Centers. However, existing historic and potentially historic structures should be preserved. At the same time, there should be appropriate transitions and buffers to adjacent character areas, particularly in areas without an intervening street and surrounded by low-density residential neighborhoods. “Missing Middle” housing that is in scale with the neighborhood can provide a transition between the residential uses and Town Centers. Greater residential housing density should be encouraged to provide a range of housing types and prices accessible for all ages, particularly senior housing. Sustainable design should also be encouraged. Although Town Centers do not typically have large greenspaces, there are often more urbanized public gathering places such as plazas within them.

Economic Development

While Town Centers offer a concentration of uses and services, they still have a large number of either underutilized or vacant sites as well as vacant and underutilized big box retail which offer the opportunity for infill redevelopment. Town Centers should provide jobs and economic opportunities for the City residents surrounding them.

Primary Land Uses:

- Vertical Mixed Use
- Commercial
- Office
- Multi-Family Residential
- Institutional
- Cultural

POLICIES

Town Center policies are intended to maintain and enhance their vitality including:

- In Town Centers, the highest densities should be at the center and transition to lower densities at the edges to protect and buffer surrounding neighborhoods. Surrounding neighborhoods should be buffered from noise and lights.
10. CHARACTER AREAS and POLICIES

- Maintain and improve upon public safety.
- Preserve and restore the existing, traditional and pedestrian scale and character of buildings.
- Promote a balance of retail, service, office, dining and residential uses serving the adjacent neighborhoods.
- Place controls on the development of larger scale strip development which are intended to serve larger areas than a single neighborhood or a small group of neighborhoods.
- Encourage complete streets and integrated modes of transportation including pedestrian, bicycle, auto and the use of public transportation including MARTA.
- Provide attractive pedestrian oriented storefronts and activities adjacent to sidewalks such as outdoor cafes/markets and minimize surface parking lots.
- Facilitate safe, attractive and convenient pedestrian circulation with wide tree lined sidewalks, safe pedestrian crossings, on-street parking and minimize conflicts between pedestrians and vehicles.
- Minimize the use of adjacent neighborhood streets for commercial area parking by establishing adequate parking requirements and encouraging shared parking arrangements. Encourage well designed public parking to support retail.
- Promote a variety and diversity of uses and good quality businesses.
- Provide diverse and more affordable housing opportunities accessible for all ages.
- Promote the redevelopment of vacant sites, surface parking and underutilized big box retail and deteriorating buildings.

IMPLEMENTATION STRATEGIES

- Zoning Ordinance re-write
- Improve public safety with a variety of means and technologies;
- Improve vehicular and pedestrian connectivity with ADA access;
- Employ additional on-street parking and traffic calming measures;
- Promote locally owned businesses;
- Encourage more grocery stores and or fresh food options;
- Provide for a wider variety of commercial uses;
- Encourage mixed-use vertical buildings providing residential uses above retail uses;
- Provide means to improve balance of retail, services, and restaurants;
- Improve sidewalk conditions including well maintained and wider sidewalks with street trees and street furniture such as trash receptacles and benches; Improve sidewalk connectivity from surrounding areas to Town Centers.
- Enhance opportunities for access to public transportation to minimize traffic;
- Improve parking opportunities to allow 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;
- Encourage the adaptive re-use of existing building stock;
• Provide for stronger enforcement to maintain and improve dilapidated structures;
• Increase amount of accessible park space;

ADOPTED PLANS

• Beltline Subarea Plans
• Buckhead Pedestrian Connectivity Study (2011)
• Buckhead Greenspace Action Plan (2011)
• Connect Atlanta Plan (2008)
• District 2 Rail Corridor Study (2001)
• Greenbriar Town Center Livable Communities Initiative (LCI) Study and Concept Plan (2001)
• Edgewood Redevelopment Plan (2009)
• Lindbergh Transportation Area Development Study (2001)
• Old Fourth Ward Master Plan (2007)
• Piedmont Road Corridor Study (2008)
• Ponce De Leon/Moreland Avenue Corridors Study (2005)
• Turner Field Stadium Neighborhoods LCI (2016)
• Fort McPherson Oakland LCI (2016)
• Summerhill/Peoplestown Redevelopment Plan Update (2006)
10. CHARACTER AREAS and POLICIES

Character Areas - Regional Center

Map 10-10: Regional Center

2016 CDP
REGIONAL CENTERS Character Areas

GENERAL CHARACTERISTICS

Regional Centers have a concentration of regionally marketed commercial and retail centers, office and employment areas, high density housing, entertainment and attractions, cultural and institutional uses which may also include higher education facilities. These centers have a high degree of access by vehicular traffic and public transportation. They include properties with higher densities on large tracks of land developed as part of a campus or unified development plan.

The City of Atlanta has two primary Regional Centers in Midtown and Buckhead which are readily accessible from major highways- I-75/85 for Midtown and GA-400 for Buckhead.

In some instances, the highways and streets for these Regional Centers serve a physical barrier limiting auto access and severely limiting pedestrian access. These Regional Centers are also accessible by mass transit including Atlanta’s transit system- MARTA- which has three stations in Midtown and two stations in Buckhead. In addition, these areas are well served by MARTA bus and connecting local and regional commuter bus systems. Major streets in the regional areas typically run north-south and are at four to six lanes wide and classified as either state routes (such as Peachtree Rd. in Buckhead) or city arterial streets (such as 10th Street in Midtown). Secondary streets typically run east-west and are usually at least three to four drive lanes wide. In Midtown, some of these streets such as Spring St., West Peachtree St. are one-way and serve in tandem to access the adjacent highways. As a whole, Midtown is characterized by a standard street grid system with small block sizes and on-street parking options, but Buckhead has predominately large superblocks with limited connectivity and on-street parking options in comparison. This leads to congested streets, in particular during peak rush hour traffic and during special holiday seasons especially in Buckhead. The Regional Centers do not offer consistent dedicated bicycle lanes or routes. Pedestrian tree-lined sidewalks are provided on virtually all public streets in Midtown and along Peachtree Road and Piedmont Road in Buckhead, however, they are found less consistently overall throughout Buckhead. Moreover, the sidewalks are also broken by numerous driveway curb-cuts which make walking on the sidewalks less than desirable.

Land uses for Atlanta’s Regional Centers are medium to high density mixed uses including a blend of office, retail, institutional, hotel, residential, cultural, recreational, educational and research institutions. These uses are encouraged in vertical mixed-use structures. Industrial uses, adult businesses and independent surface parking lots are either discouraged or directly prohibited. These land uses allow these Regional Centers to provide a very high concentration of jobs in comparison to available housing. The greatest density of these uses is found along the Peachtree spine and along the adjacent highways; although there are still scattered areas of low density residential development on or adjacent to this spine. In general, development densities gradually decline toward adjacent single-family neighborhoods which surround the respective Regional Centers. Buckhead parcels are developed as larger tracks of land with uses being less residential and having more ori-
10. CHARACTER AREAS and POLICIES

entation towards financial and commercial uses due to the large regional malls of Lenox Square and Phipps Plaza. In comparison, Midtown is developed with smaller parcels with land uses more focused with institutional, cultural and entertainment uses including the visual and performing arts. This is characterized by the location of notable regional art institutions such as the Fox Theatre, the Woodruff Arts Center. However, it should also be noted that Atlantic Station, a large mixed-use master planned redevelopment project located on the west side of Midtown regional center has quickly become a significant retail center. The Regional Centers are well served by high rise office buildings serving as headquarters for major international companies. Atlanta’s most iconic park – Piedmont Park - is adjacent to the Midtown regional center, although Buckhead’s regional center has no large natural green spaces, ironically, the parking lots of Lenox Mall serve as regional public gathering spots to celebrate holidays such as the 4th of July. To improve connectivity within Buckhead, Livable Buckhead is spearheading the construction of Path 400, a 5.2 mile greenway. The Buckhead CID is working on a bold plan to create a 9 acre+ new park over a section of Georgia 400.

LOCATIONS:

Regional Centers in the City of Atlanta are located in the core portions of the larger areas known as Midtown, Buckhead. These Regional Centers are easily accessible and adjacent from the local highways or roads. Midtown’s regional center boundary roughly follows I-75/85 to the west and south, I- 85/Buford Highway to the north and one to two blocks east of Peachtree St. to the east. Buckhead’s regional center is focused upon major regional malls- Lenox Square and Phipps Plaza; and follows the major thoroughfares Peachtree Rd. which runs from southwest to northeast and Piedmont Rd. to the northwest from its intersection at Peachtree Rd (see Map 10-10).

PREFERRED DEVELOPMENT PATTERNS:

Transportation:

Regional Centers often serve the City and/or neighborhood within a reasonable driving distance or a 5-10 minute walk. Regional Centers should serve the needs of motorists, transit users, bicyclists and pedestrians. The street design should be consistent with the Connect Atlanta Plan Street Design for Commercial Boulevard. The Connect Atlanta Plan recommends the redesign of existing corridors in order to create a more livable streetscape and provide mobility for motorists, bicycles and pedestrians. There should be improved signage and wayfinding signs along corridors to facilitate travel. Transportation Management Associations should be integral element in promoting all modes of transportation and reducing congestion.

Regional Centers should be accessible by transit, highways, and arterial roads with transit options to be increased as much as possible. Bus stops should provide shelters, route information and trash receptacles. Sufficient parking should be provided, however, in an unobtrusive manner.

Sidewalks should be wide, free of obstructions and in good repair, and should be lined with street trees to serve as buffers between travel lanes and pedestrians in addition to providing shaded areas to walk. Intersections should be ADA accessible, clearly marked with crosswalks and for larger streets, medians to make street crossings safer. Streetscapes with pedestrian lighting, street furniture, trash receptacles and wide sidewalks improve the pedestrian accessibility of Regional Centers. Streetscape improvements should be implemented along key sections, and in concentrated activity areas (nodes), of Regional Centers. Bicycle facilities should be provided particularly along roads designated as a Core Bicycle Connection and a Secondary Bicycle Connection identified in the Connect Atlanta Plan.

As large parcels redevelop, new development should include smaller walkable blocks with frequent intersections. The network of streets should connect to the existing street network. Curb cuts should be minimized in size and number and access to parcels should be provided from side streets wherever possible. Overall, Regional Centers should entail a planned relationship between the development and public infrastructure, including the pedestrian-oriented environment and transportation network systems.
10. CHARACTER AREAS and POLICIES

Land Use

Regional Centers should provide services and facilities that serve the greater area. Building placement, mass and orientation should create a pedestrian-friendly urban form. The front building façade should be built to the back edge of the sidewalk, and the main building entrance should open to the sidewalk to frame the streetscape and encourage pedestrian activity. Surface parking lots should be discouraged. If present, they should be located to the side and/or rear of buildings, and when adjacent to the sidewalk should be screened with vegetation. Parking decks should be screened with liner buildings. Buildings should be constructed of quality materials and design.

Multi-story buildings, high density and mixed use buildings/developments are appropriate in Regional Centers. At the same time, there should be appropriate transitions in building scale and buffers to adjacent character areas, particularly in areas without an intervening street and surrounded by low-density residential neighborhoods. Existing historic and potentially historic structures should be preserved. Single-family neighborhoods which surround Regional Centers should also be protected. Greater residential housing density should be encouraged and should include a range of housing types and prices to include workforce and affordable housing accessible for all ages as well as senior housing. Sustainable living including greener buildings, roof-top gardens, greener streets and accessibility to public spaces should also be strongly encouraged.

Economic Development

- Provide jobs and economic opportunities for the City residents surrounding the Regional Centers
- Promote international businesses and headquarters to locate in the Regional Centers

Primary Land Uses

- Vertical Mixed-Use
- Commercial
- Office
- Residential
- Institutional (suchs a Government, Educational)
- Cultural (Museums, Visual & Performing Arts)

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;
10. CHARACTER AREAS and POLICIES

- 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.

Buckhead Regional Center Policies

- Preserve, protect and enhance the Buckhead Regional Center (aka Buckhead commercial district) as a local, regional and national premier destination for business, living and visiting
- Preserve and protect all adjacent single-family residential neighborhoods
- Ensure the overall aesthetic of the built environment is urban in nature and extremely high in quality
- Provide housing opportunities that reflect a rich diversity of incomes and ages
- Promote the Buckhead commercial district as a lifelong living community, providing residential opportunities for all stages of life
- Preserve and continue to facilitate the mixture and connectivity of commercial uses and residential uses in the district
- Significantly increase the amount of open space throughout the district
- Promote future development that is sustainable and environmentally sensitive
- Encourage development patterns that meet national green building standards and that incorporate alternative energy sources
- Ensure the planting of trees on all streets and in all open spaces
- Encourage the development of communal spaces through the use of public sidewalks, plazas, parks and public art
- Promote the development of a dense street network throughout the entire Buckhead commercial district
- Facilitate safe and convenient pedestrian circulation and minimize conflict between pedestrians and vehicles
- Encourage the creation of vibrant streets through the provision of active street uses and engaging streetfronting building design
10. CHARACTER AREAS and POLICIES

- Accentuate Peachtree Road as a marquis and prominent boulevard;
- Preserve and continue the Buckhead commercial district as a transit oriented district through the facilitation of high densities
- Encourage the use of various transportation alternatives including bus, rail, walking and biking
- Encourage the participation in and support of the local Transportation Management Association to further aid in the reduction of single occupancy vehicle traffic congestion
- Minimize parking requirements and encourage shared parking for compatible uses

Midtown Regional Center Policies:

- Coordinate with private development to deliver a high quality, pedestrian-friendly, urban environment that meets the needs and desires of the Midtown community.
- Continue to invest in Midtown’s infrastructure to make the district safer and more accessible, vibrant, and multi-modal. Undertake an integrated approach to transportation enhancements that provides safe access and mobility for all users, including pedestrians, bicyclists, transit riders of all ages and abilities, as well as motorists.
- Build out a network of permanent and temporary parks, plazas, courtyards, and multi-purpose spaces that are safe, well-designed, environmentally sensitive, and activated to provide for recreation, leisure, health, and human connections in this dense urban environment.

IMPLEMENTATION STRATEGIES:

Midtown and Buckhead work diligently and play an active role to implement their plans. This includes implementing transportation improvements and revising zoning regulations, such as the Special Public Interest (SPI) zoning districts, to turn their vision into reality. Recommendations include:

- Implement high priority transportation projects and policies identified in the 2016 Midtown Transportation Plan
- 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.
- Complete Buckhead reDefined, the 10 year update to the Buckhead LCI
- Complete 15 year update to the Midtown LCI
- Complete Blueprint Midtown 3.0.

Midtown Implementation Strategies

Land Use & Building Design:

- Continue to have a balance and mix of uses - office, housing, retail, and hotel - to make areas active at various times of day.
- Support anchor institutions and cultivate economic clusters like Tech Square, SCAD, EUHM, by fully leveraging these ecosystems. This may include things like more flexible office spaces where start-ups can grow and scale as they graduate from incubators or accelerators.
- Promote a diversity of housing types, including larger units that can accommodate growing families and smaller units/microunits.
- Explore affordable housing strategies in coordination with the City of Atlanta’s larger objectives.
10. CHARACTER AREAS and POLICIES

- Encourage residential development to achieve a better jobs-housing balance.
- Ensure consistent design quality of new development that embraces the public realm and provides an active, pedestrian-oriented environment.
- Organize active ground-floor uses to concentrate a supportable amount of retail space along designated corridors.
- Direct vehicular site access to designated corridors to minimize pedestrian and cyclist conflicts with vehicles turning into developments.
- Concentrate shopping and dining establishments on designated streets to develop a deliberate mix of shopping and services by corridor/node.
- Incorporate sustainable building design into new development and redevelopment to ensure resource efficiency and quality (water, energy, air).
- Continue to require that buildings graduate in height along Juniper Street and Piedmont Avenue to transition from the commercial district into the adjacent single-family neighborhoods.
- Develop new ground-floor space requirements

Transportation:

- Continue to improve walkability through investments in streetscapes and signalized and striped pedestrian crossings.
- Build out a safe and connected bicycle network.
- Improve local and regional transit connections and frequency.
- Address “hot spots,” conflicts and congestion through both physical improvements and policies.
- Improve connectivity through one-to-two way street conversions and building new streets and pedestrian connections where the street grid is disconnected or incomplete.
- Optimize all vehicular, pedestrian, and bicycle signals.
- Expand employer-commuter programs and customized support through the Midtown Transportation program.
- Accommodate service-based and technology solutions like on-demand ridesharing, car sharing and bike-share.
- Strengthen connections from Midtown to the rest of the region and build gateways into the district.
- Plan for technological innovations such as autonomous vehicles that may transform the nature of transportation.

Public Spaces:

- Coordinate with property owners to make better use of existing privately-owned, publicly accessible green spaces and plazas to make them more functional and accessible.
- Create permanent signature parks to serve the Midtown by purchasing property or repurposing and enhancing other publicly owned land.
- Incentivize developers to incorporate well-designed, publicly-accessible parks, plazas, courtyards, and multi-purpose spaces into their projects to add to a network of community parks of varying scales.
- Continue to develop and maintain temporary and permanent smaller open spaces or “pocket” parks in high
visibility locations.

- Ensure a clean, safe and highly attractive public realm through state of the art public safety, maintenance and landscaping operations.
- Build functional and attractive gateway elements at major entrances into the district that provide a sense of arrival, such as new transit station and lighting enhancements, and bridgescapes.
- Ensure appropriate programming to enliven and activate publicly accessible spaces (such as games, public art, kiosks, etc.)
- Design public spaces to be environmentally sustainable through materials selection and resource-efficient operations.
- Explore longer-term opportunities that include capping the interstate.

PLANS:

More specific information is included with the plans listed below:

For the Midtown Regional Center completed plans include:

- Blueprint Midtown II (2004)
- Midtown Retail Site Analysis (2006)
- Midtown Mile Market Overview & Retail Leasing Plan (2008)
- Midtown Mile Parking Assessment (2008)
- Connect Atlanta Plan (2008)
- Project Greenspace (2009)
- Midtown Mile Market Research Study (2011)
- Greenprint Midtown (2012)
- Blueprint Midtown 3.0 (2016)
- Midtown Transportation Plan (2016)
- Midtown Cityscapes

For the Buckhead regional center plans include:

- Buckhead reDefined (underway)
- Piedmont Road Corridor Study (2008)
- Buckhead Pedestrian Connectivity Study (2011)
- Buckhead Greenspace Action Plan/The Buckhead Collection (2011)
Character Areas - Downtown

Map 3-11: Downtown

Character Areas
Downtown

2016 CDP
10. CHARACTER AREAS and POLICIES

DOwNTOWN Character Area

GENERAL CHARACTERISTICS

Downtown Atlanta serves as the symbolic center of the Atlanta region and the state of Georgia. It has a high concentration of regionally marketed commercial, office and employment, entertainment and attractions, and also contains cultural, institutional uses and institutions of higher education. It is also the government center for federal, state, county and city government agencies.

Downtown is readily accessible from major highways- I-75/85 and I-20. In some instances however, the highways serve a physical barrier limiting auto access and severely limiting pedestrian access from other areas of the City. Downtown is also accessible by transit including metro Atlanta’s rail system, MARTA, which serves Downtown with six transit stations. In addition, Downtown is well served by MARTA bus lines, Greyhound, several regional commuter bus systems, and the Atlanta Streetcar lines. The extension of the streetcar system will increase transit options in Downtown as well as redevelopment opportunities. Downtown has nearly 5 miles of dedicated bike lanes, including two protected, two-way cycle tracks, as well as a number of shared bike lanes. Downtown also has 10 bike share stations. In the future, the Multi-Modal Passenger Terminal will directly connect Downtown to other cities in the state.

As a whole, Downtown is characterized by a standard modified street grid system emanating from Five Points and includes several primary corridors such as Peachtree Street, West Peachtree Street, Ted Turner Boulevard, Centennial Olympic Park Drive, Northside Drive, Courtland Street, Piedmont Avenue, Ivan Allen Boulevard, Baker Street, International Boulevard, Auburn Avenue/Luckie Street, Marietta Street/Decatur Street, Mitchell Street, Trinity Avenue, and Memorial Drive. These primary corridors are typically four to six lanes wide. Secondary streets are usually two to four lanes wide. Some streets such as Ted Turner Boulevard, West Peachtree St., Peachtree Center Ave., Piedmont Ave., and Courtland St. are one-way and serve in tandem to access the adjacent highways or to filter traffic quickly through Downtown. While traffic normally flows smoothly, it is congested during peak rush hours and during special entertainment or sporting events on streets adjacent to the interstate access ramps and those events.

Pedestrian sidewalks are provided on virtually all public streets, although in some locations sidewalks are in disrepair and lack of pedestrian amenities such as lighting and shade coverage. Downtown has some bicycling infrastructure, but dedicated bicycle lanes or routes are not distributed consistently. On-street parking is available primarily on secondary streets in the government center, Fairlie-Poplar, South Downtown and Centennial Hill areas of Downtown.

Land uses for Downtown are predominately medium to high density mixed uses including a blend of office, retail, institutional, hotel, residential, educational, cultural, and recreational. These uses are found and encouraged in vertical mixed-use structures. Industrial uses, adult businesses and independent surface parking lots are either discouraged or directly prohibited.
Due to the high proportion of commercial, institutional and entertainment land uses, Downtown offers a very high number of jobs in comparison to available housing in the immediate area. The greatest density of commercial uses is found along the Peachtree spine, in Fairlie-Poplar and adjacent to Centennial Olympic Park. There are scattered surface parking lots throughout Downtown.

Residential uses are also scattered and include lofts converted from former office buildings, new mid- and high-rise mixed-use predominately residential development adjacent to Centennial Park and the Civic Center MARTA station, and mid-density residential directly north of Centennial Park. New student housing is becoming more concentrated in the east side of Downtown around Georgia State University. Ground-floor accessory retail uses primarily serve nearby office workers and often close after 6 pm and most are not open on the weekends. Retail serving residents and students is limited.

Event spaces and cultural, visual and performing arts entertainment uses including the Rialto Performing Arts Center, Balzer Theatre, the Georgia Aquarium and Philips Arena are concentrated in Fairlie-Poplar and around Centennial Olympic Park. Nearby and in the southwest portion of Downtown are the Georgia Dome, Georgia World Congress Center and the future Mercedes Benz Stadium which serve local residents and international visitors. Educational facilities, anchored by Georgia State University, are concentrated east of Five Points, and government agencies are generally located south of Five Points in the Terminus area. There is an effort to rejuvenate the blocks on and around Broad Street south of Five Points with arts events such as Elevate and artist spaces. Peachtree Street, formerly Atlanta’s main retail shopping street and theatre district, has given way mainly to ground floor office uses and financial institutions, although in recent years new restaurants have opened along the corridor.

Downtown Atlanta also contains several City of Atlanta urban parks such as Woodruff Park, Hurt Park, Hardy Ivy Park, and the State owned Centennial Olympic Park. Throughout the year several musical events and festivals are held in Woodruff Park and Centennial Olympic Park.

LOCATION

Downtown Atlanta is located in the central part of the city and contains the central business district, which is generally bounded by North Avenue on the north, Piedmont and I-75/85 on the east, I-20 on the south, existing rail lines and Martin Luther King Dr. on the southwest and Northside Drive on the northwest (see Map 3-11).

PREFERRED DEVELOPMENT PATTERN

Transportation: Downtown is predominately comprised of small block sizes with an extensive street grid system that connects to other parts of the City. Downtown should not only serve the needs of motorists, but should also serve transit users, pedestrians, and bicyclists. The street design should be consistent with the Connect Atlanta Plan, which recommends the redesign of existing corridors in order to create a more liveable streetscape and...
provide mobility for motorists, bicycles and pedestrians. This includes: streetscape repairs and enhancements, upgrading crosswalk facilities, the conversion of one-streets to two-way traffic flow, increasing the amount of on-street parking, reopening Upper Alabama Street to traffic, adding new streets to break up the superblock created by the railroad Gulch, and increasing wayfinding signage along major corridors to facilitate all modes of travel.

Streetscape improvements should include ADA accessible and wider pedestrian clear zones (sidewalks), new pedestrian street lighting, and street furniture such as trash receptacles, to improve pedestrian accessibility and convenience. Street trees should also be planted to serve as buffers between travel lanes and pedestrians in addition to providing shaded areas for pleasant walking. As parcels redevelop, driveway curb cuts should be reduced in size and number to minimize pedestrian conflicts and improve safety and traffic flow. The interstates are a barrier between Downtown and adjacent neighborhoods. The connectivity between Downtown and these adjacent neighborhoods should be improved.

Bicycle facilities should be provided particularly along roads designated as a Core Bicycle Connection and a Secondary Bicycle Connection identified in the Cycle Atlanta Plan. These facilities should connect bike share stations to encourage usage and to enable ease of transit between stations.

Land Use: Downtown Atlanta should be a vibrant urban environment where people can live, work, meet, shop and play. It should serve not only the immediate area but also in the Atlanta region. Downtown has many of the city’s first skyscrapers and numerous historic commercial buildings such as in the Fairlie Poplar District and along Auburn Avenue. A survey of modern highrises has been recently completed that should be part of the future of Downtown. The many surface parking lots, blank walls and data centers should be redeveloped with active ground level uses.

The future vision of Downtown includes building new walkable, high density mixed-use developments on and around the MARTA transit stations, along the Atlanta Streetcar corridor, Centennial Hill, South Downtown and South of North Avenue (SoNo) neighborhoods, bridging gaps in Downtown created by the Interstate, re-affirming Peachtree as the premier street of the Southeast, connecting the region through a Multi-Modal Passenger Terminal, and supporting the Centennial Olympic Park district as a world-class destination with outstanding cultural and entertainment venues. Redevelopment in Downtown should focus on the adaptive reuse of historic structures, in order to maintain the historic integrity of these buildings and character of Downtown. Particular historic commercial neighborhoods of note include Sweet Auburn, Fairlie Poplar and South Downtown.

Building placement, mass and orientation should create a pedestrian-friendly urban form and engage the street. The front building façade should be built to the back edge of the sidewalk, and the main building entrance should open to the sidewalk to frame the streetscape and encourage pedestrian activity. Surface parking lots are discouraged. If present, they should be located to the side and/or rear of buildings, and when adjacent to the sidewalk should be screened with vegetation. Parking decks should be screened with liner buildings. Buildings should be constructed with quality materials and design methods. Active ground-floor uses and outdoor cafes/markets should be provided wherever possible adjacent to sidewalks to enliven the streets. Signage, particularly large-scale digital media, should be utilized to create light; vitality and activity in Downtown’s public spaces provided that aesthetic regulations ensure creative and innovative designs that are visually appealing and serve the public interest. More emphasis should be put on placemaking projects that enliven public spaces, including supporting current and forthcoming pedestrian-oriented efforts at Woodruff Park and the Five Points MARTA station.

Multi-story buildings, high density and vertical mixed-use developments are appropriate in Downtown. However, existing historic and potentially historic structures should be preserved and rehabilitated to maintain Downtown’s character and sense of place. Also, there should be appropriate transitions in building scale and buffers to adjacent character areas with low-density residential neighborhoods. Greater residential housing density should be encouraged and should include a range of housing types and prices accessible for all ages such as units for families, senior housing, affordable workforce housing, micro-housing, live-work housing, for sale units, etc. Special emphasis should be made to promote diverse and affordable housing. A greater opportunity to access neighborhood serving retail and entertainment uses should be provided that serve Downtown employees, visitors, residents and students. These should stay open later in the day and on the weekends to serve students, residents, people visiting the numerous attractions and
10. CHARACTER AREAS and POLICIES

Events and hotel guests. Sustainable measures including green buildings, green rooftops, streets and accessibility to public spaces are strongly encouraged. Portions of Downtown, mainly south of Five Points and particularly around the Garnett Street MARTA station, have suffered from neglect and disinvestment. Rehabilitation of existing buildings and development of the numerous surface parking lots should be a priority.

Much real estate development activity is underway or soon to begin, notably Mercedes-Benz Stadium, the expansion of Georgia State University’s campus and the redevelopment of Underground Atlanta and the Atlanta Civic Center. It is important that future development be compatible with these large-scale projects and serve to connect them with the rest of Downtown’s land use fabric.

Many of the large property owners in Downtown have adopted their own land use plans. It is important to create unity between these plans so that Downtown has a coherent “brand.”

Economic Development Policies

- Provide jobs and economic opportunities for the Atlanta region and City residents.
- Promote international businesses and headquarters to locate Downtown.
- Promote more cultural and entertainment facilities to locate Downtown.
- Promote more high-rise predominately residential development.
- Encourage accessible neighborhood-serving and destination-based retail uses.
- Encourage development that supports local businesses

Primary Land Uses

- Vertical Mixed-Use
- Commercial
- Office
- Multi-family Residential
- Institutional (Government, Hospital, Educational)
- Cultural (Museums, Visual & Performing arts)
- Large Special Entertainment (Sports and Events in Arenas)

POLICIES

- Encourage Downtown’s future transportation, land uses, and economic development that are driven by and respectful of Atlanta’s unique history and authenticity. 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.
- Emphasize placemaking strategies that aim to enliven public spaces with human activity and vibrancy.
- 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.
10. CHARACTER AREAS and POLICIES

- 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 green buildings, rooftop 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.
- Coordinate with a variety of agencies to address challenges posed by Downtown’s homeless population and support new Housing First initiatives.
- Encourage development of connections between disparate Downtown elements (e.g., between Castleberry Hill and South Downtown; between Civic Center and CBD; capping the Connector to connect Midtown and Downtown).

IMPLEMENTATION STRATEGIES

Recommendations for Downtown’s continued growth and redevelopment include:

- Implement the transportation projects outlined in The Connect Atlanta Plan and the 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.
- Encourage development in and around the Atlanta Streetcar corridor.
- 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 and 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 one another and to Midtown.
- Create improved partnerships with institutions such as universities to foster greater coordination and cooperative improvements.
- Encourage compatible development in historically neglected commercial districts such as Sweet Auburn...
10. CHARACTER AREAS and POLICIES

and South Downtown.

- Evaluate designation of identified historic buildings and districts.
- Improve connectivity between Downtown and adjacent neighborhoods.
- Partner with Sweet Auburn Works on revitalization initiatives.
- Complete the Downtown Atlanta Master Plan

ADOPTED PLANS

Several plans combining the findings, vision, and goals for Downtown’s redevelopment have been introduced by the City, Central Atlanta Progress, and Invest Atlanta in partnership with community stakeholders. These plans provide guidance for future private and public investment to create a more vibrant and vital Downtown. These include:

- Imagine Downtown- Downtown Atlanta Master Plan (underway)
- Atlanta Streetcar Implementation Plan (2015)
- Cycle Atlanta Plan (2013)
- Urban Redevelopment Plan (2010)
- Imagine Downtown and Imagine Encore (2004 and 2009, respectively)
- Connect Atlanta Plan (2008)
- Project Greenspace (2009)
- Northside Drive Corridor Study (2005)
- JSA-McGill Corridor LCI (2003)
- City Center LCI Plan (2001)
- Green Line Plan (2008)
- Central Area Action Plan (CA2P 2000)

The City of Atlanta has adopted several tax allocation districts (TADs) to provide financial assistance to eligible public and private redevelopment efforts within an officially designated TAD area. Increases in property tax revenues, which are generated primarily from new investment in each TAD district, are allocated to pay infrastructure costs or certain private development costs within each TAD. This is primarily done through the issuance of tax allocation district bonds. Approval to establish a TAD must be obtained from all governments with tax authority within the district (City, County, and school) in order to use all portions of property tax revenues. Adopted TADs in portions of Downtown include:

- Westside (1992, and expanded in 1998)
Character Areas - Intown Corridor
10. CHARACTER AREAS and POLICIES

INTOWN CORRIDORS Character Areas

GENERAL CHARACTERISTICS

Intown Corridor Character Area includes the land on both sides (and sometimes the land adjacent to the parcels fronting on a corridor) of a street that serves as an arterial, collector, State Highway or a railroad corridor. The road corridors are generally wide, with multiple lanes and no medians. They carry a high volume of fast-moving traffic. Bus service is often provided along the corridor. Facilities for pedestrians and bicyclists may be present but are often inadequate, in poor condition, unsafe or lacking and close to fast moving traffic. ADA ramps may be absent and may not meet ADA standards. Excessive curb cuts breakup the sidewalks and make walking along the corridors unsafe and unpleasant. At the time of redevelopment, streetscapes are installed as required by zoning. The proliferation of overhead power lines and billboards add to the unattractive appearance of the corridor. Some streets that have had streetscapes installed have wide sidewalks, street trees, medians, benches and lighting. In some instances, there is on-street parking. These streets provide important connections in the City of Atlanta. However, they are often a barrier between neighborhoods. In many cases, there is limited transition and buffer between the uses fronting an Intown Corridor and an adjacent residential use.

Land uses along Intown Corridors range from multi-family residential, to institutional, office and commercial uses. Many houses of worship are located along In-Town Corridors. Land fronting on Intown Corridors consists generally of an automobile-oriented strip commercial development pattern. Single use, generally one-story buildings separated from the street by parking lots with few shade trees tend to characterize individual properties along these corridors. In some other areas, development has a more urban form with buildings that front the street and offer a mix of uses. Older and potentially-historic apartments, homes, churches, and retail stores line Intown Corridors in many areas, particularly along Ponce de Leon Avenue and Peachtree Street. Although many of the commercial uses are franchises (i.e. national chains), the corridors also typically include a variety of locally-owned stores. Adult entertainment establishments are concentrated along some of the Intown Corridors. Many parcels along Intown Corridors are in need of redevelopment and over the past few years, there has been an increase in the construction of multi-family residential developments.

LOCATIONS

Intown Corridors include properties fronting Ponce de Leon Avenue, Martin Luther King, Jr. Drive, Ralph David Abernathy Boulevard, Peachtree Road, Roswell Road, North Avenue, Monroe Drive, portions of the Atlanta BeltLine, Moreland Avenue, Boulevard, Memorial Drive, Marietta Street and 14th Street (see Map 10-12).

PREFERRED DEVELOPMENT PATTERN

Transportation

Intown Corridors often serve as City and/or neighborhood gateways. Intown
Corridors should serve the needs of motorists, transit users, bicyclists and pedestrians. The street design should be consistent with the Connect Atlanta Plan Street Design for Commercial Boulevard, Commercial Avenue and Commercial Street. The Connect Atlanta Plan and the upcoming Move Atlanta Manual recommend the redesign of these existing corridors in order to create a more livable streetscape while still providing mobility. There should be improved signage and wayfinding signs along corridors to facilitate travel. On-street parking should be provided to the extent possible. Parking in adjacent neighborhoods should be minimized.

Intown Corridors should be walkable and bikeable. The speed of traffic should be slower in order to increase the use and safety of cyclists and pedestrians. Traffic calming measures such as on street parking, roundabouts, medians should be implementing to slow down vehicular and improve the pedestrian environment. Intown Corridors should be served by transit. Bus stops should have trash cans and bus shelters. Transit options, including express transit service, streetcar service should be increased as opportunity arises.

Sidewalks should be wide, free of obstructions and in good repair with street trees to serve as buffers between travel lanes and pedestrians. In addition to providing shaded areas to walk. Intersections should be ADA accessible, with crosswalks and, where possible, medians to make street crossings safe. Streetscapes with street trees pedestrian lighting, street furniture, trash cans and wide sidewalks improve the pedestrian accessibility of the corridor. Streetscape improvements should be implemented along key sections, and in concentrated activity areas (nodes), along Intown Corridors. Bike facilities should be provided particularly along roads designated as a Core Bicycle Connection and a Secondary Bicycle Connection in the Connect Atlanta Plan or the Cycle Atlanta Plan.

As large parcels redevelop the new development should include small walkable blocks with frequent intersections. The network of streets should connect to the existing street network. Curb cuts should be consolidated, and access to parcels should be provided from side streets.

Land Use

Intown Corridors should bring neighborhoods together by providing services and facilities that serve them and enhance connectivity. Existing historic and potentially historic structures (including homes, apartments, and institutional, commercial and religious buildings) should be preserved and renovated. Building placement, mass and orientation should create a pedestrian-oriented urban form. The front building façade should be built to the back edge of the sidewalk, and the main building entrance should open to the sidewalk to frame the streetscape and encourage pedestrian activity. Parking lots should be located to the side and/or rear of buildings, and when adjacent to the sidewalk should be screened with vegetation. Buildings should wrap multi-story parking decks. Buildings should have quality materials and design. Local stores and restaurants that give an area its identity and character should be encouraged.

Multi-story buildings, high density and mixed use buildings/developments,
10. CHARACTER AREAS and POLICIES

and multi-family residential (including senior and workforce housing) are appropriate along Intown Corridors. Businesses such as grocery stores and other retail uses are appropriate along these corridors. At the same time, there should be appropriate transitions and buffers to adjacent character areas, particularly in areas without an intervening street. Surface parking lots should be redeveloped. Although In-Town Corridors do not typically have large green-paces, there are often more urbanized public gathering places such as plazas within them.

Primary Land Uses

- Multi-family residential
- Commercial uses such as grocery stores, retail stores, restaurants and other entertainment
- Offices
- Mixed Use
- Institutional

Economic Development

- Promote locally owned businesses along Intown Corridors
- Provide jobs and economic opportunities for City residents
- Limit the number of gas stations, adult businesses and convenience stores
- Enforce grandfathering regulations in order to limit adult businesses

POLICIES

- Encourage nodal development
- 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-oriented 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 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 STRATEGIES

- Develop corridor plans for the following Intown Corridors such as:
• Memorial Drive from Moreland Avenue east to the City Limits.
• Roswell Road from Peachtree Road north to the City Limits.
• 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.
• Promote implementation of streetscape improvements along Intown Corridor intersections.
• Implement recommendations from adopted corridor plans
• Implement TOD Strategy.
• Zoning Ordinance re-write

ADOPTED PLANS

More information and specific recommendations for Intown Corridors are included in the adopted plans listed below.

• Campbellton/Cascade Corridors Redevelopment Plan (2006)
• Cheshire Bridge Road Study (1999)
• Connect Atlanta Plan (2009)
• Hamilton E. Holmes MARTA Station Area LCI (2002)
• Martin Luther King Jr. Drive Corridor Transportation Study
• Memorial Drive-MLK Drive Area Revitalization Study LCI (2003)
• Moreland Avenue Corridor LCI (2007)
• Northside Drive Corridor Plan (2005)
• Oakland City/ Lakewood LCI (2004)
• Ponce de Leon Avenue Corridor LCI (2007)
• South Moreland Avenue Corridor LCI (2008)
• Upper Westside LCI (2004)
• West End Historic District LCI (2000)
• The Piedmont Area Transportation Study— completed by Buckhead Community Improvement District (CID) and the Buckhead Area Transportation Management Association (BATMA) but not adopted by the City of Atlanta.
10. CHARACTER AREAS and POLCIES

Character Areas - Redevelopment Corridor

Map 10-13: Redevelopment Corridor
REDEVELOPMENT CORRIDORS Character Areas

GENERAL CHARACTERISTICS

Redevelopment Corridor Character Area includes the land on both sides of a street (and sometimes the land adjacent to the parcels fronting on a corridor) that serves as an arterial, collector, State Highway, or a railroad corridor as well as corridors with an adopted Redevelopment Plan. The corridors are generally made up of automobile-oriented strip commercial development that is scattered, declining, unattractive, in poor condition and/or vacant or includes underutilized strip shopping centers. Redevelopment corridor also includes land along a rail corridor that is in need of redevelopment because it is vacant, has vacant and underutilized buildings or has been identified as such in an adopted plan. In addition, graffiti and crime or the perception of crime is prevalent throughout Redevelopment Corridors. Overall, there is a lack of employment and services for nearby residents.

Redevelopment Corridors are characterized by single-use, generally low-density buildings that are separated from the street and sidewalk (though there generally is a lack of sidewalks) by surface parking lots. In addition, the majority of surface parking lots have excess parking and lack landscaped areas. The streets are generally one to two lane roads with no medians that carry a high volume of cars and may experience congestion during peak times. Bus service is often provided along the corridor; however, the number of bus shelters, trash cans and street lights are not sufficient to provide for pedestrian safety. A multitude of curb cuts break-up the sidewalks and make walking along the corridors unsafe and unpleasant. Facilities for pedestrians and bicyclists are often inadequate, in poor condition, unsafe or lacking. ADA ramps may not be present and may not meet ADA standards. Vacant buildings, poorly maintained buildings, litter, overgrown vegetation, the proliferation of illegal dumping activity, overhead power lines and billboards add to the unattractive, blighted and neglected appearance of the corridor. The streets provide important connections in the City of Atlanta. However, they are often a barrier between neighborhoods. In many cases, there is limited transition between the uses fronting a Redevelopment Corridor and an adjacent residential use.

Land uses along Redevelopment Corridors are typically commercial, personal service establishments (i.e. barbershops, beauty and nail salons), and could have some light industrial uses (auto salvage), automotive services (auto repair, used car sales, tire shops). Many of the businesses are struggling, buildings are underutilized or vacant. In many areas and particularly in the Southside and Southwest Atlanta areas, there is a lack of quality retail stores located along Redevelopment Corridors that serves the surrounding residents. Although many of the commercial uses are retail chain stores, some are locally owned stores. Many of the parcels along Redevelopment Corridors are in need of redevelopment to improve the quality of life and serve the needs of adjacent neighborhoods. There are often older multi-family residential buildings fronting Redevelopment Corridors.
10. CHARACTER AREAS and POLICIES

LOCATIONS

Redevelopment Corridors include many of the major corridors in the City of Atlanta, such as: Donald Lee Hollowell, Campbellton Road, Jonesboro Road, Metropolitan Parkway, Joseph E. Boone Boulevard, Boulevard (Between North Avenue and Highland Avenue) University Avenue, Perry Boulevard, and Whitehall Street. Several have adopted Redevelopment Plans (see Map 10-13).

PREFERRED DEVELOPMENT PATTERN

Transportation

Redevelopment Corridors often serve as City and/or neighborhood gateways. They should be convenient and accessible to the Downtown, Regional, and Town Center Character Areas. Redevelopment Corridors should serve the needs of motorists, transit users, bicyclists and pedestrians. The street design should be consistent with the Connect Atlanta Plan Street Design for Commercial Boulevard, Commercial Avenue and Commercial Street. The Connect Atlanta Plan recommends the redesign of these existing corridors in order to create a more livable streetscape while still providing mobility. The Redevelopment Corridors should provide streetscape enhancements such as landscaping, street furniture, sidewalks, and decorative streetlights to improve the overall appearance and pedestrian accessibility of the corridor. Streetscapes improvements should be implemented along key sections and in concentrated activity areas (nodes) of Redevelopment Corridors. There should be improved signage and wayfinding signs along corridors to facilitate travel. On-street parking should be provided to the extent possible. Parking in adjacent neighborhoods should be minimized.

Redevelopment Corridors should be walkable and bikeable and be served by transit. Transit options should be increased as opportunity arises. Bus stops should have trash cans and bus shelters. Enhancing neighborhood connections to the corridors will improve pedestrian activity. The speed of traffic should be slower in order to increase the use and safety of cyclists and pedestrians. Traffic calming measures such as on street parking, roundabouts, medians should be implementing to slow down vehicular and improve the pedestrian and cycling environment. Bike facilities should be provided particularly along roads designated as a Core Bicycle Connection and a Secondary Bicycle Connection in the Connect Atlanta Plan.

Sidewalks should be wide, free of obstructions and in good repair with street trees to serve as buffers between travel lanes and pedestrians in addition to providing shaded areas to walk. Intersections should be ADA accessible, with crosswalks and where possible medians to make street crossings safe.

As large parcels redevelop, the new development should include small walkable blocks with frequent intersections. The network of streets should connect to the existing street network. Curb cuts should be consolidated, and access to parcels should be provided from side streets. High-density development should be located at nodes/major intersections along the corridor.
Land Use

Redevelopment Corridors should bring neighborhoods together by providing services and facilities that serve them. Existing historic and potentially historic structures should be preserved. Building placement, mass and orientation should create a pedestrian-friendly urban form. The front building façade should be built to the back edge of the sidewalk, and the main building entrance should open to the sidewalk to frame the streetscape and encourage pedestrian activity. Parking lots should be located to the side and/or rear of buildings and when adjacent to the sidewalk, should be screened with vegetation. Buildings should wrap multi-story parking decks. Buildings should have quality materials and design.

Multi-story buildings, high density and mixed use buildings/developments, and multi-family residential (including senior and workforce housing) are appropriate along Redevelopment Corridors. However, along some corridors, residential uses may not be appropriate or desired. Businesses such as grocery stores, medical facilities and other retail, entertainment and service uses that meet community needs are appropriate along these corridors. At the same time, there should be appropriate transitions and buffers to adjacent character areas, particularly in areas without an intervening street.

Clear physical boundaries and transitions between the edge of the Redevelopment Corridor Character Area and adjacent character areas, in particular those that include residential uses should be included. Missing Middle housing could serve as a transition between corridors and residential character areas. There should be increased landscaping along the corridor, including along parking lots to provide shade, reduce impervious surfaces, shield parking areas, and improve the appearance of individual sites. Although Redevelopment Corridors do not typically have large greenspaces, there are often more urbanized public gathering places such as plazas within them.

Economic Development

- Promote revitalization of Redevelopment Corridors to include grocery store, more retail diversity, and restaurants.
- Promote locally owned businesses along Redevelopment Corridors.
- Provide jobs and economic opportunities for City residents.
- Limit the number of billboards, gas stations, auto service uses, convenience stores, and personal service establishments.
- Enforce grandfathering regulations in order to limit adult businesses.
- Revitalize multi-family residential uses along Redevelopment Corridors, as needed.
- Layer incentives such as Opportunity Zone designation and Urban Enterprise zone to attract and retain commercial and residential development.

Primary Land Uses:

- Community facilities,
- Commercial uses such as grocery stores, quality and diverse retail stores, restaurants and other entertainment,
- Institutional,
- Medium-density mixed use residential/commercial,
- Medium-density residential, High Density residential, as appropriate and senior housing, and
- Offices.
10. CHARACTER AREAS and POLICIES

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-oriented 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 STRATEGIES

• Demolish and redevelop abandoned, underutilized or vacant buildings in disrepair.

• Enforce zoning regulations, code enforcement and design guidelines.

• Implement TOD Strategy.

• Connect to trails and transit as 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.

• Implement streetscape improvements along Redevelopment Corridor intersections.

• Implement recommendations from adopted corridor plans.

• Implement strategies and projects that promote healthy living and walkability

ADOPTED PLANS

More information and specific recommendations are included in the adopted plans listed below:

• Bankhead MARTA Station Transit Area Livable Centers Initiative (2005)

• BeltLine Subarea Plans

• Campbellton/Cascade Corridors Redevelopment Plan (2006)
10. CHARACTER AREAS and POLICIES

- Campbellton Road Redevelopment Plan (TAD) (2007)
- Connect Atlanta Plan (2009)
- Cleveland Avenue Corridor Plan (2010)
- English Avenue Redevelopment Plan (2008)
- Greenbriar Mall Area Livable Centers Initiative (2000)
- Jonesboro Road Redevelopment Corridor (2006)
- Memorial Drive-MLK Drive Area Revitalization Study
- Metropolitan Parkway Redevelopment Plan (TAD)
- Northwest Atlanta Framework Plan (2000)
- NPU S Comprehensive Plan (2005)
- NPU X Comprehensive Plan (2005)
- NPU Z Redevelopment Plan (2007)
- Old Fourth Ward Master Plan (2008)
- Simpson Road Redevelopment Plan (2006)
- Southside Redevelopment Plan (2000)
- Southwest Atlanta Framework Plan (2000)
- Turner Field Stadium Neighborhoods LCI (2016)
- Lakewood LCI (2013)
- Fort McPherson LCI (2016)