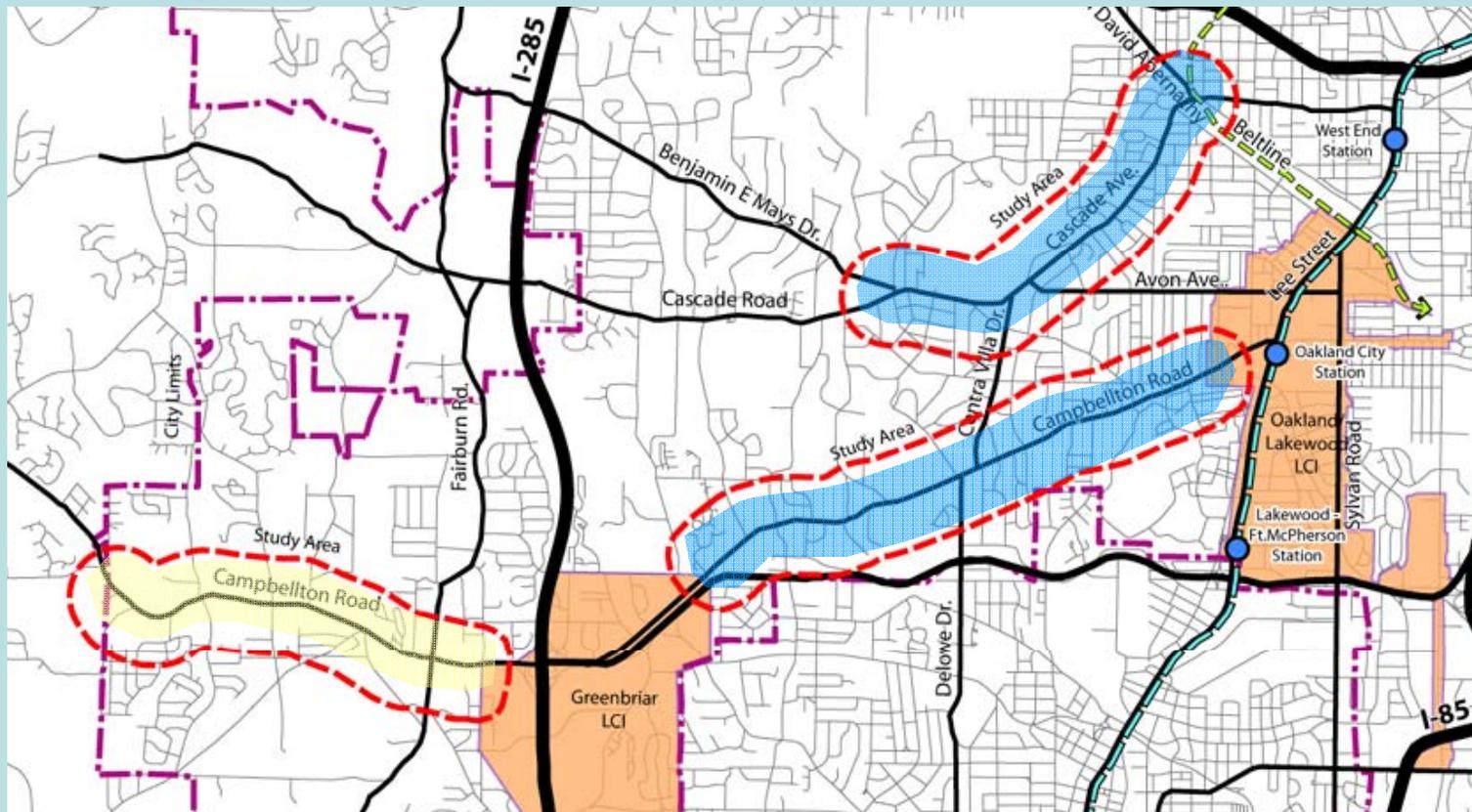


# Campbellton-Cascade Corridors Redevelopment Plan



## Proposed Zoning Changes Z-12-13, Z-12-14, Z-12-15 and Z-12-16

Council members Clela Winslow, C.T. Martin, Keisha Bottoms, and Joyce Shepherd,  
Council Districts 4, 10, 11 and 12

Department of Planning and Community Development

July 24, 2012



# Zoning Agenda Meeting Overview

- Welcome and Introductions
- Implementation Schedule
- Highlights of Campbellton-Cascade Redevelopment Plan
- Overview of General Zoning & Grandfathering
- Review of Proposed Zoning Legislation (Z-12-13, Z-12-14, & Z-12-15)
  - *Design Standards*
  - *Comparison of Existing and Proposed Zoning Districts*
- Next Steps



## Campbellton-Cascade Corridors Redevelopment Plan

### Implementation:

- **September 2006:**  
The Plan and Land Use changes were **adopted by the Atlanta City Council**
- **April 2012:** Zoning changes for properties located in NPU-R were **adopted by the Atlanta City Council**
- **Spring 2012:**  
Zoning Legislation introduced by Councilmembers Bottoms, Winslow, Martin and Sheperd to implement zoning recommendations for NPUs P, S and T
- **July 2012:** Zoning Meetings, Open House and Development Tour
- **August-September 2012:** NPU Review
- **Fall 2012:** Zoning Review Board public hearing

# Background Overview

The ***Campbellton-Cascade Corridors Redevelopment Plan*** was adopted by the Atlanta City Council in September of 2006. The ***Redevelopment Plan***:

- Involved an extensive collaborative public planning process with residents, property owners, business owners, and other community stakeholders.
- Focused on three study areas:
  - Cascade Avenue (NPU's I, R, S and T)
    - Cascade Circle/East Ridge area (NPU-S)
    - Beecher Street area (NPU's S and T)
  - Campbellton Road – East (NPU's R and S)
    - Honeysuckle Lane area (NPU-S)
    - Venetian Drive area (NPU-S)
  - Campbellton-West (NPU-P)
- Provided a vision for the future redevelopment of the Campbellton and Cascade corridors
- Included recommendations for:
  - Transportation improvements, housing & economic development strategies, and
  - Urban design concepts, and land use and zoning changes



# Redevelopment Plan Goals

Some of the goals of the ***Campbellton-Cascade Corridors Redevelopment Plan*** include:

- Improving the investment environment to attract a “fair share” of regional growth.
- Preserving and enhancing the residential neighborhood character.
- Improving the appearance of commercial areas by:
  - Concentrating retail at key intersections
  - Allowing mixed-uses in commercial areas to create additional vitality & demand for services.
  - Providing updated streetscape and pedestrian improvements.
  - Improving the curb appeal of the built environment with buildings that address the street.
- Attracting mixed-uses uses at key redevelopment locations along Campbellton Road and Cascade Avenue to provide housing, expand retail services and provide employment opportunities.
  - Delowe Road area
  - County Line Road area
  - Venetian Drive area
  - Cascade – Benjamin E. Mays area (Cascade Heights)
  - Cascade – Beecher area
  - Cascade – Ralph David Abernathy area
  - Cascade – Cascade Circle area
- Encouraging effective public-private partnerships to attract investment in the area.
- Creating more parks and open space.
- Creating new streets and make existing streets more pedestrian friendly with streetscape improvements.

# Proposed Zoning Changes

The **proposed zoning legislation** would change the zoning of certain properties along segments of the Campbellton and Cascade Corridors located in NPU-S and NPU-T.

The zoning regulations will set the framework in place to transform both corridors into pedestrian-oriented built environments with emphasis in the following areas:

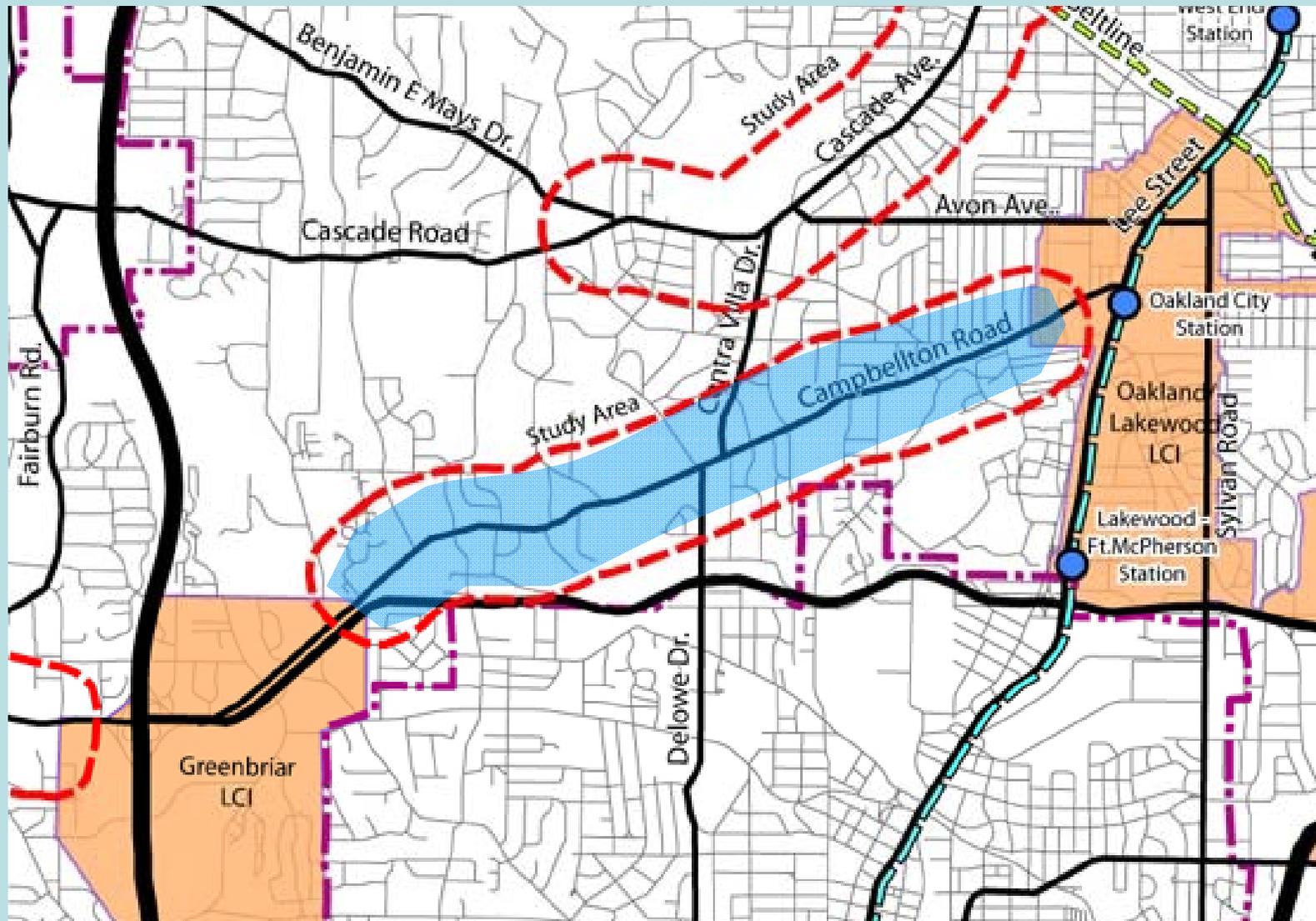
- Campbellton Road - Honeysuckle Drive area
- Campbellton Road - Venetian Drive area
- Cascade – Cascade Circle area
- Cascade Avenue – Beecher Street area

## Benefits of the zoning changes:

- Uniform design standards (layout, building scale, etc.)
- Pedestrian-oriented built environment.
- Multi-family residential development compatible with surrounding single-family neighborhood.
- MR (Multi-family Residential) districts with limited accessory groundfloor commercial uses to serve the neighborhood.
- MRC (Mixed Residential Commercial) districts to provide for a compatible mixture of commercial and residential uses.
- NC (Neighborhood Commercial) districts to allow for small scale neighborhood serving commercial uses.
- Protect and enhance property values

Refer to the maps for the proposed zoning changes along the corridor.

## Campbellton-East Study Area



### NPU-S

Keisha Lance Bottoms and Joyce Shepherd  
Council Districts 11 and 12  
Campbellton Corridor Rezoning



## A Campbellton-East Vision Statement:

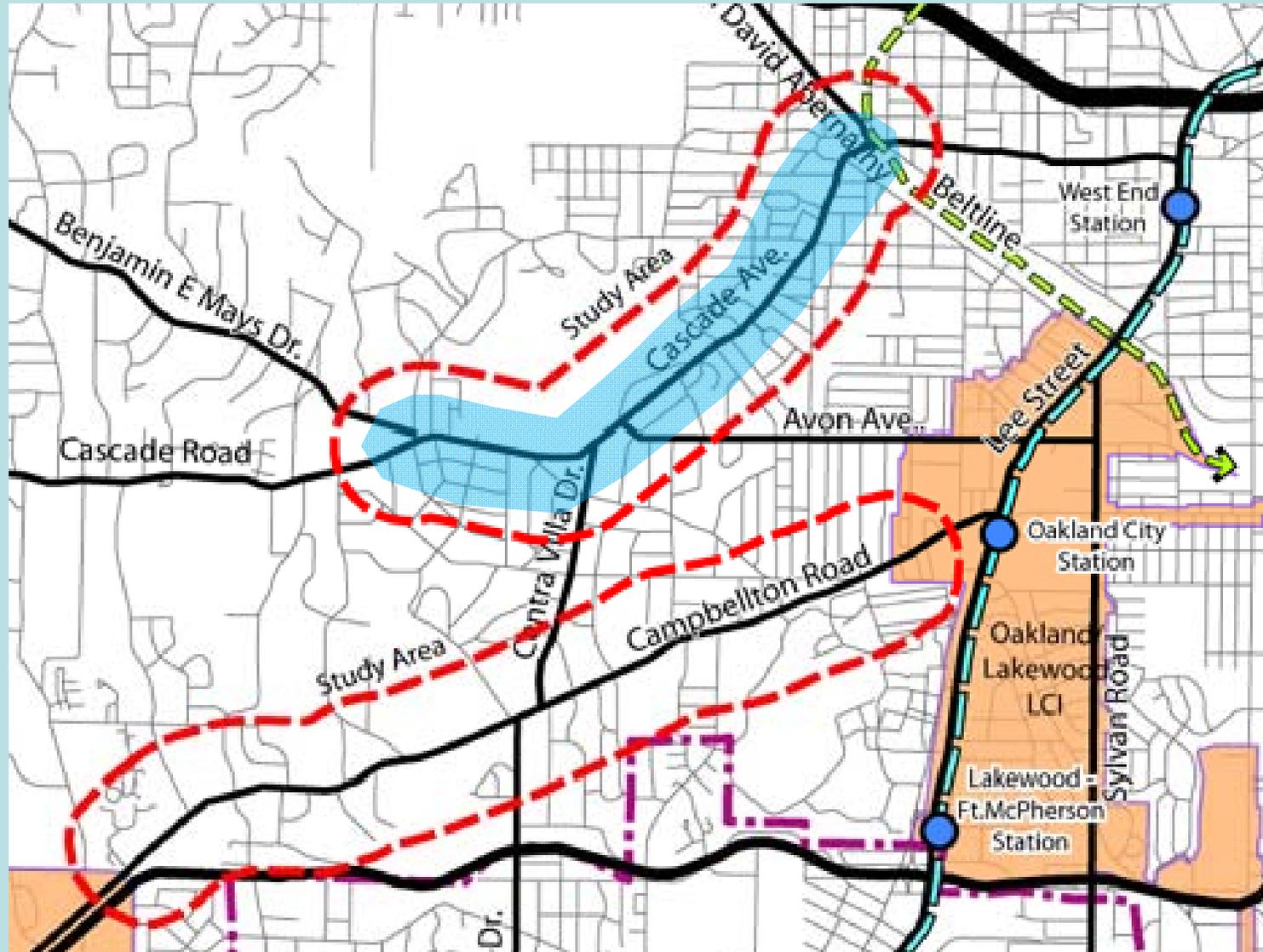
*Transform Campbellton Road back into Southwest Atlanta's "main street" & mixed-use corridor*

- Redevelop the Delowe area (including Honeysuckle Lane): *Create a urban village with new retail, employment and housing*
- Redevelop underutilized commercial: *into a mixed-use neighborhood*
- Make surrounding streets more pedestrian friendly:  
*New sidewalks, street lighting, and building placement to address the street*

## The Campbellton Road – East identified two areas for rezoning in NPU-S:

- Campbellton Road at Honeysuckle Lane
- Campbellton Road at Venetian Drive

## Cascade Avenue Study Area



**NPU-S and NPU-T**  
Council Districts 4 and 10  
Cascade Avenue Corridor Rezoning



## The Cascade Avenue Vision Statement:

*Strengthen Cascade Avenue as a “Neighborhood Avenue” that serves as the front door to the area’s homes, schools, churches, and parks. Revitalize Cascade Avenue’s neighborhood commercial nodes to better serve the community needs.*

- Strength and stabilize the surrounding neighborhoods
- Revitalize the neighborhood commercial centers to better serve community needs and enhance the visual quality of the corridor
- Make Cascade Avenue more pedestrian friendly (i.e. new sidewalks, street lighting, street trees, etc.)
- Calm and slow traffic through neighborhood streets
- Provide better pedestrian connections to the areas schools and parks

## The four areas for rezoning were identified:

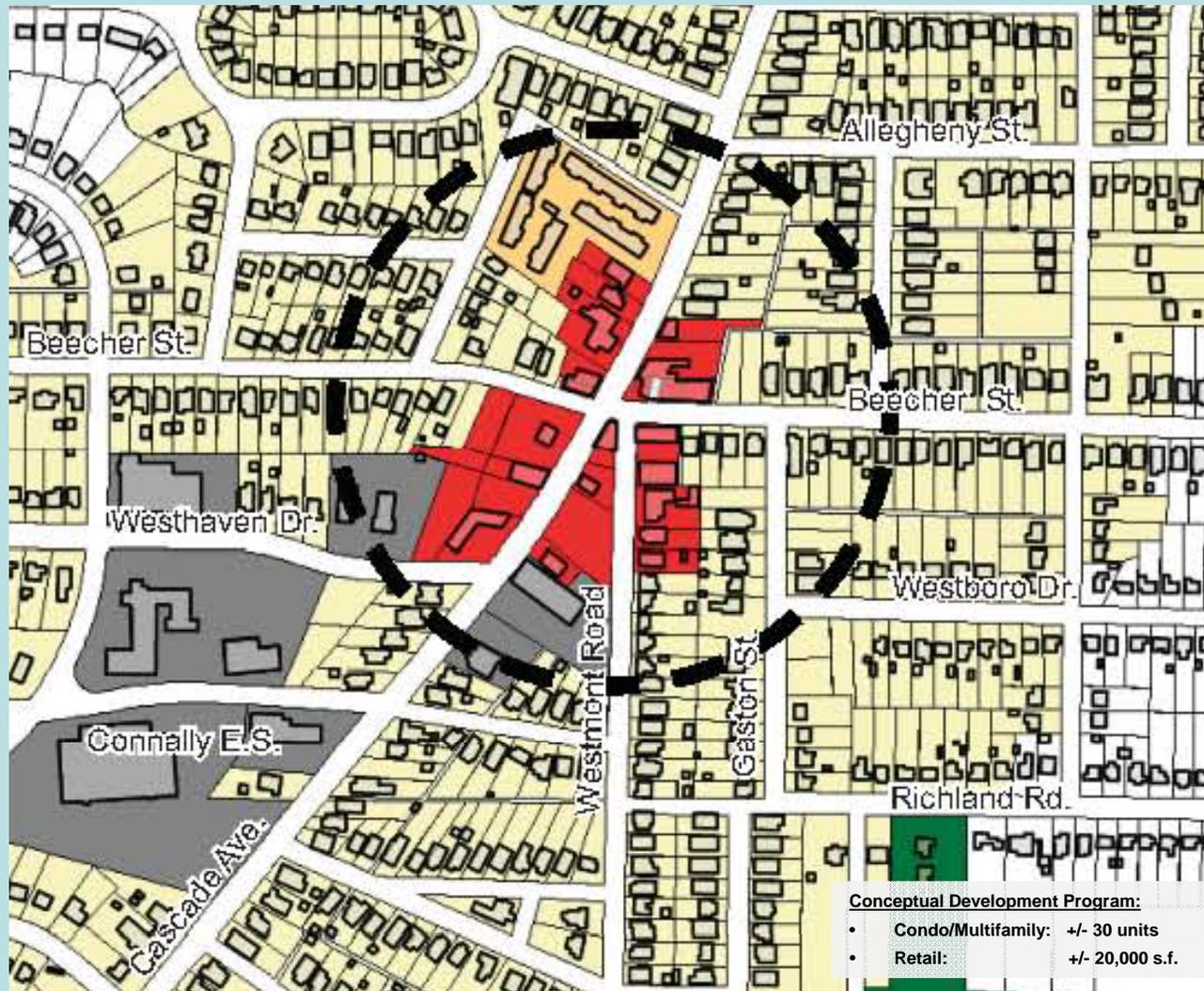
- Cascade Avenue /Benjamin E. Mays – Cascade Heights (NC-6 zoning district has been adopted)
- Cascade – Ralph David Abernathy area (NPU-T)
- Cascade – Cascade Circle/East Ridge area (NPU-S)
- Cascade – Beecher area (NPUs S and T)

Campbellton-Cascade Corridors Redevelopment Plan

NPUs S and T Proposed Zoning Changes

## Catalyst Project: Cascade – Beecher area

Plan Recommendation: Redevelop properties at the intersection of Cascade Avenue, Beecher Road, and Westmont Road into small-scale mixed-use with ground-floor commercial uses and residential above.



# *Existing Conditions along Campbellton Road*

## *At Honeysuckle Lane – Existing Conditions*



Campbellton-Cascade Corridors Redevelopment Plan  
NPU-S Proposed Zoning Changes – Campbellton Road

## At Honeysuckle Lane – Existing Conditions



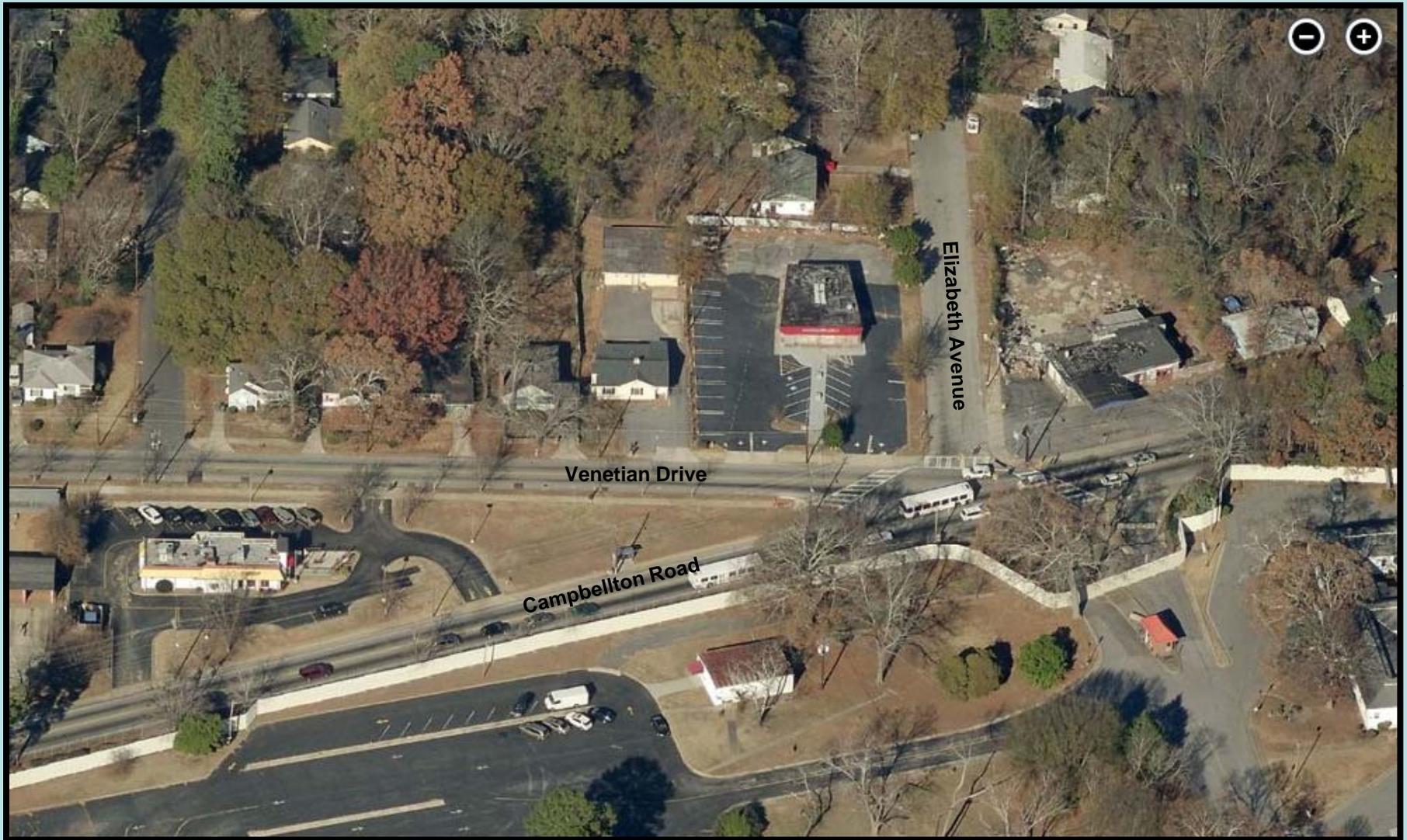
## At Honeysuckle Lane – Existing Conditions



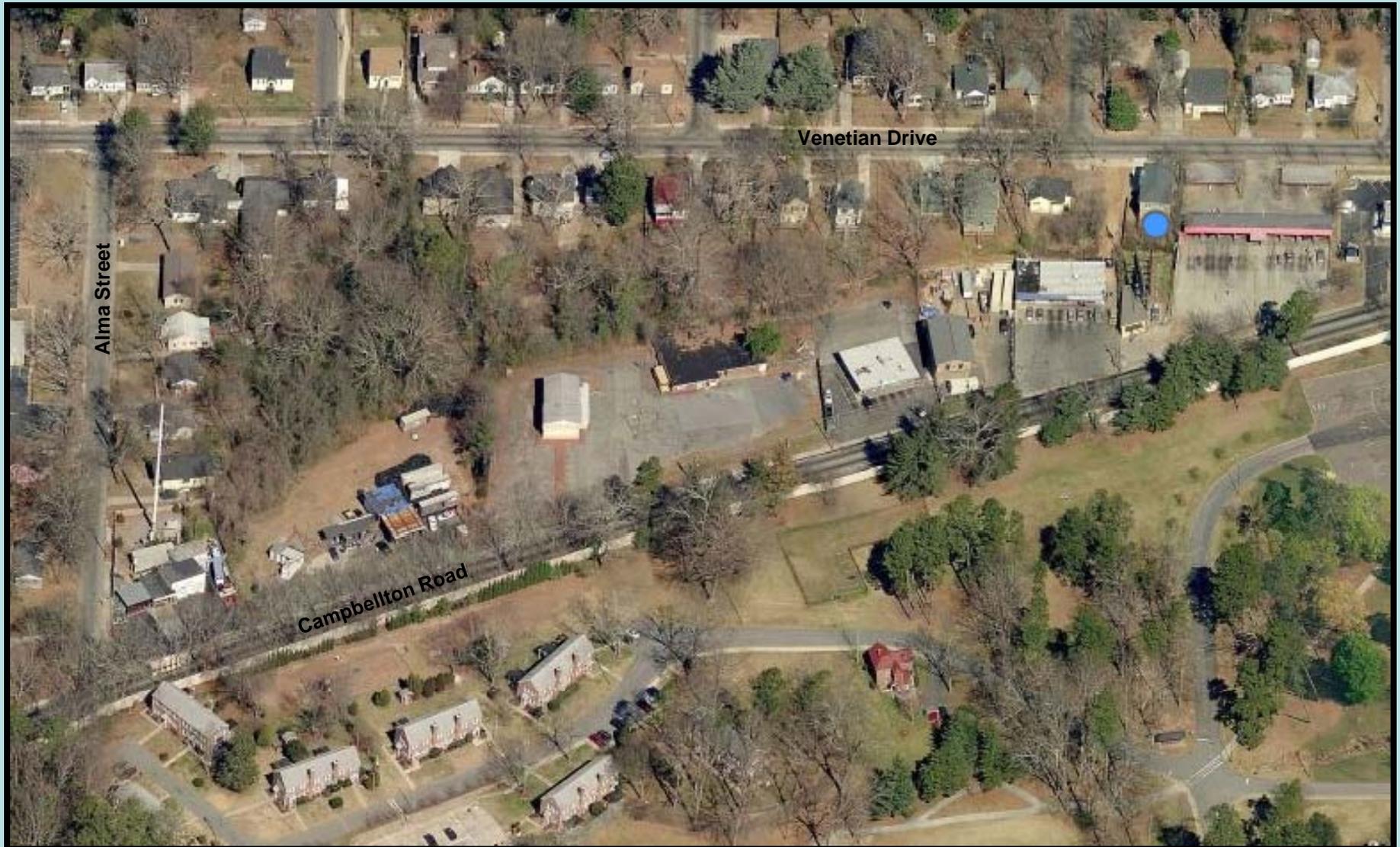
## At Honeysuckle Lane – Existing Conditions



## At Venetian Drive – Existing Conditions



## At Venetian Drive – Existing Conditions



Campbellton-Cascade Corridors Redevelopment Plan  
NPU-S Proposed Zoning Changes – Campbellton Road

## At Venetian Drive – Existing Conditions

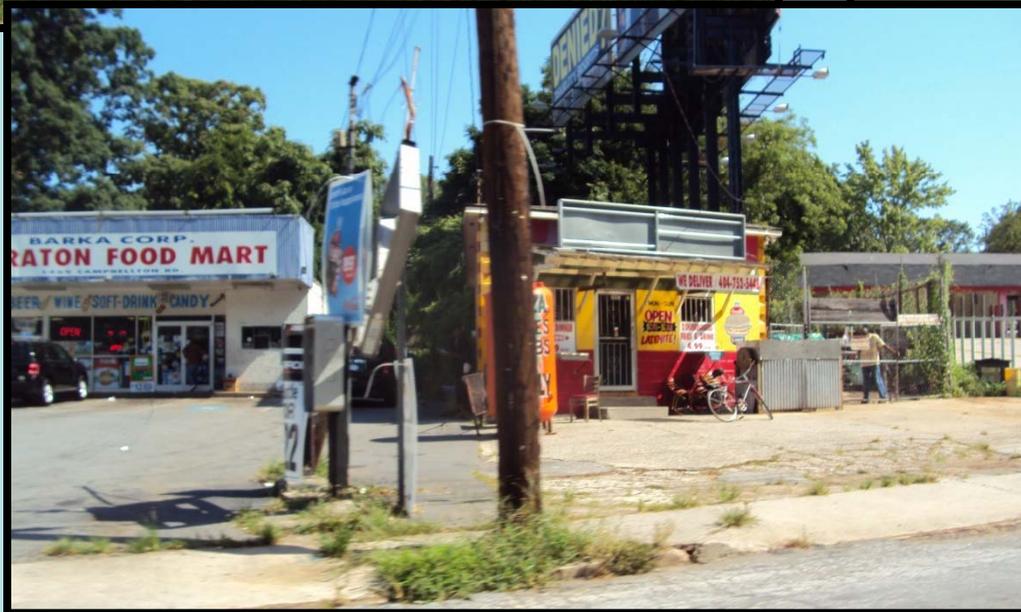


## At Venetian Drive – Existing Conditions



Campbellton-Cascade Corridors Redevelopment Plan  
NPU-S Proposed Zoning Changes – Campbellton Road

## At Venetian Drive – Existing Conditions



Campbellton-Cascade Corridors Redevelopment Plan  
NPU-S Proposed Zoning Changes – Campbellton Road

## At Venetian Drive – Existing Conditions



# *Existing Conditions along Cascade Avenue*

## *At Cascade Circle/East Ridge – Existing Conditions*



Campbellton-Cascade Corridors Redevelopment Plan  
NPU-S Proposed Zoning Changes – Cascade Avenue

## At Cascade Circle/East Ridge – Existing Conditions



## At Beecher Street – Existing Conditions



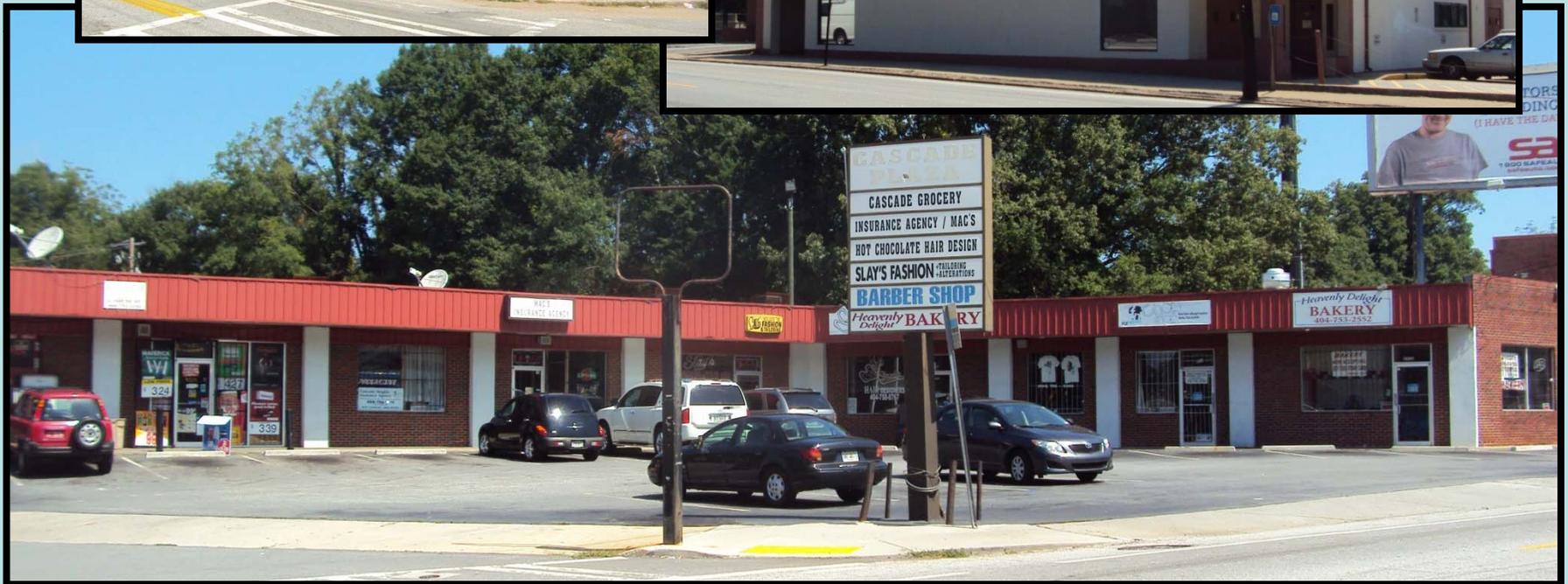
Campbellton-Cascade Corridors Redevelopment Plan  
NPU-S Proposed Zoning Changes – Cascade Avenue

## At Beecher Street – Existing Conditions



Campbellton-Cascade Corridors Redevelopment Plan  
NPU- S Proposed Zoning Changes – Cascade Avenue

## At Beecher Street – Existing Conditions



Campbellton-Cascade Corridors Redevelopment Plan  
NPU-S Proposed Zoning Changes – Cascade Avenue



**Envision the transformation of the  
Corridors...**

# Corridor Transformation



*This photo demonstrates a typical street environment along Cascade Avenue at the intersection with Beecher Street which has resulted from outdated zoning regulations that focus on a built environment centered around the automobile. The original “sense of place” has begun to erode as building setbacks increased and parking was placed in the front diminishing the quality of the pedestrian environment.*

Campbellton-Cascade Corridors Redevelopment Plan  
NPU-S Proposed Zoning Changes – Cascade Avenue

# Mix and Intensity of Use



- *Changes in the zoning regulations will require a built environment that addresses the street as was the case historically. As redevelopment occurs, Cascade Avenue can become transformed from an automobile-oriented environment into a pedestrian-oriented neighborhood again with a mixture of uses.*
- *The zoning regulations will set the framework in place to re-establish the pedestrian-oriented built environment with a sense of place”.*

# Corridor Transformation



*This photo demonstrates a typical street environment resulting from outdated zoning regulations that focus on a built environment centered around the automobile. There is little pedestrian infrastructure or any sense of “place”.*

*Adoption of new zoning regulations with design requirements will transform the Campbellton Road....*

Campbellton-Cascade Corridors Redevelopment Plan  
NUs S and T Proposed Zoning Changes

# Streets & Public Spaces



As properties are redeveloped, private development will be required to install new sidewalks and street trees....

## Site Design & Architecture



New buildings are required to front the street. A pedestrian-oriented urban environment begins to take form.....

## Mix and Intensity of Use



Buildings frame the street and create a sense of 'place'. A mixture of land uses (residential, office, retail, etc..) will lead to a vibrant and sustainable neighborhoods as Campbellton Road and Cascade Avenue are transformed.



**How do you implement the Corridors Vision?**

# Adoption of New Zoning Regulations

*Zoning is a tool that may be used to implement the goals of the Campbellton-Cascade Corridors Redevelopment Plan.*

## **What does Zoning do?**

- Regulates land uses on private property
- Establishes permitted densities (how much building square footage allowed)
- Establishes building envelope (i.e. building scale, heights, setbacks)
- Establishes placement of buildings and parking
- May establish architectural controls (i.e. building materials, etc.)

# Conditional Zoning

Zoning conditions may be placed on a property at the time of rezoning. The proposed legislation contains the following conditions:

- Limitations on the **floor area**
- Limitations on **parking**
- Limitations on **uses**
  - Such as prohibiting uses i.e. tattoo parlors & pawnshops, etc.
- Limitations on building heights and setbacks
- Limitations on building materials
- Limitations on fencing/screening
- Limitations on signage

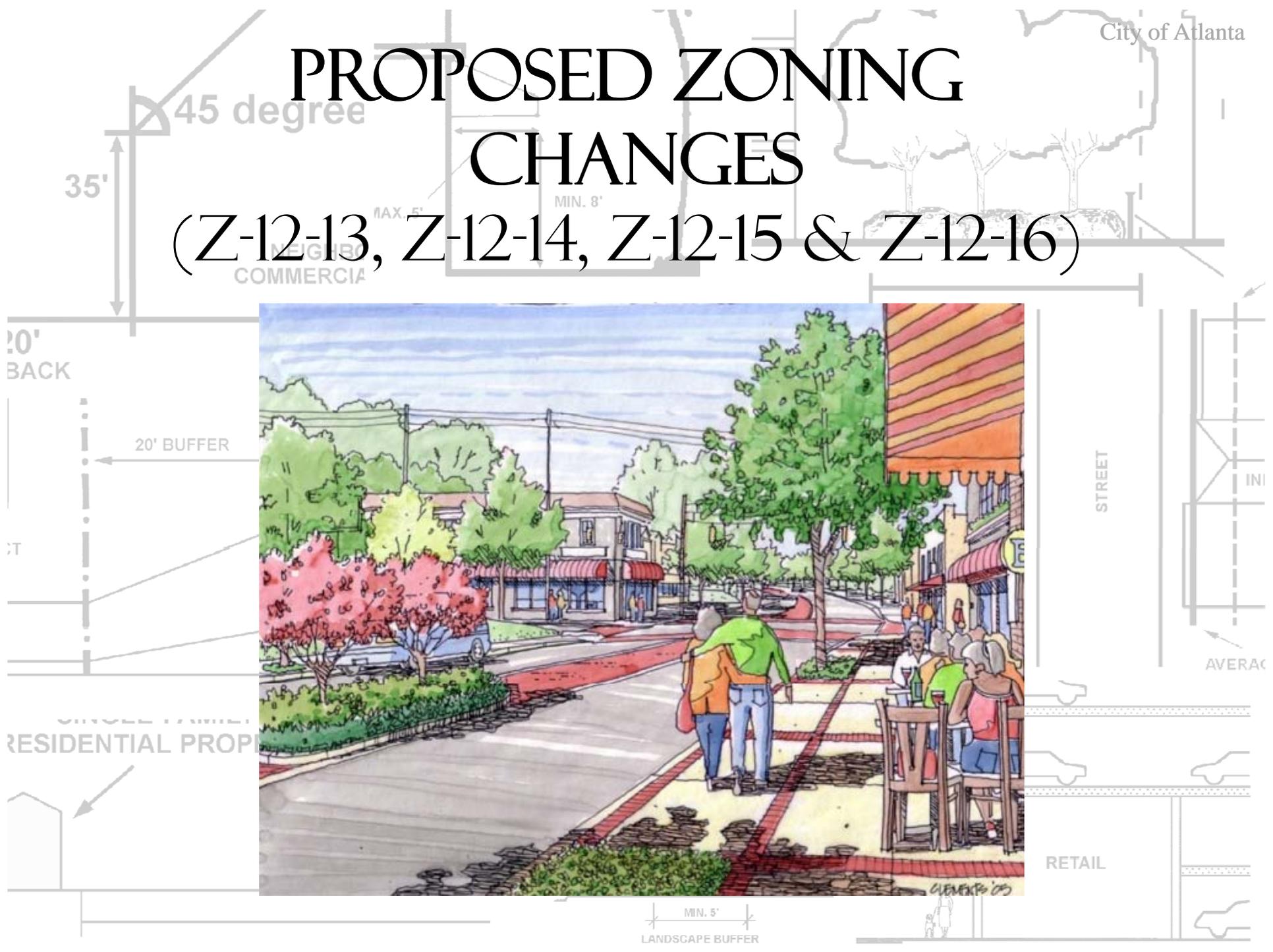
# Grandfathering

- “Grandfathered” uses and structures: existing uses and structures are allowed to remain and become “legally non-conforming” when the zoning changes and no longer allows for that use or structure.
- Duration of Legally non-conforming uses: these uses can remain as long as the use is not abandoned for more than a one (1) year period.
- Loss of Non-conforming grandfather status may occur when either:
  - Change in use: from the non-conforming use to a conforming use, or
  - Time: the non-conforming use on the property has been abandoned for more than a one (1) year period.
- Expansion of non-conforming uses and structures requires approval by the Board of Zoning Adjustment (BZA)

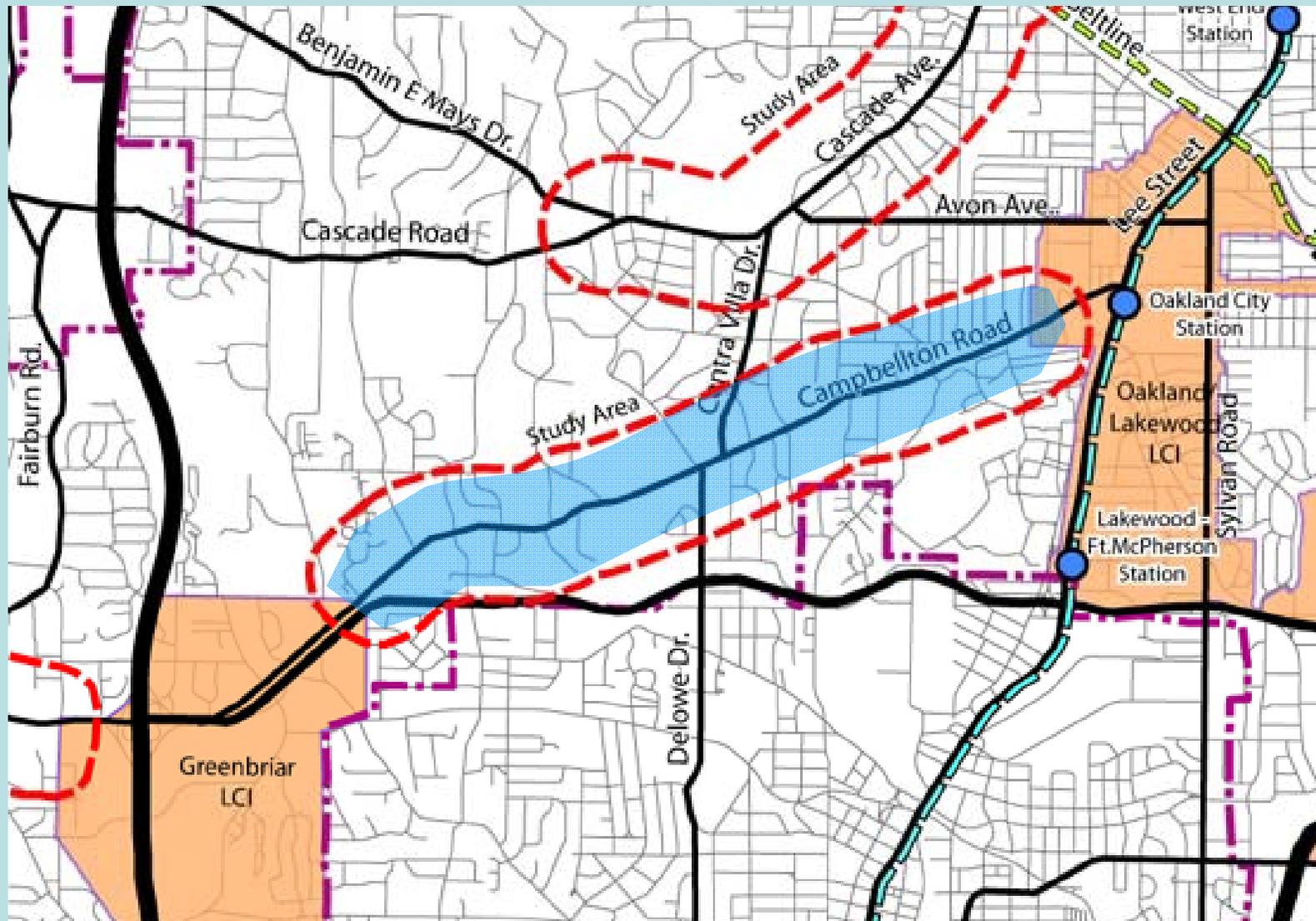
*For additional information refer to Section 16-24 of the Zoning Ordinance*

# PROPOSED ZONING CHANGES

## (Z-12-13, Z-12-14, Z-12-15 & Z-12-16)



## Campbellton-East Study Area



### NPU-S

Keisha Lance Bottoms and Joyce Shepherd  
Council Districts 11 and 12  
Campbellton Corridor Rezoning



## **Campbellton East – Areas for rezoning**

### **Campbellton at Honeysuckle Lane:**

From a combination of these existing districts:

- RG-3 (Multi-family Residential General)
- C-1 and C-1-C (Community Business)

To the following proposed districts:

- MR-3 (multi-family residential)
- MRC-2 (Mixed Residential Commercial)

### **Campbellton at Venetian Drive:**

From a combination of these existing districts:

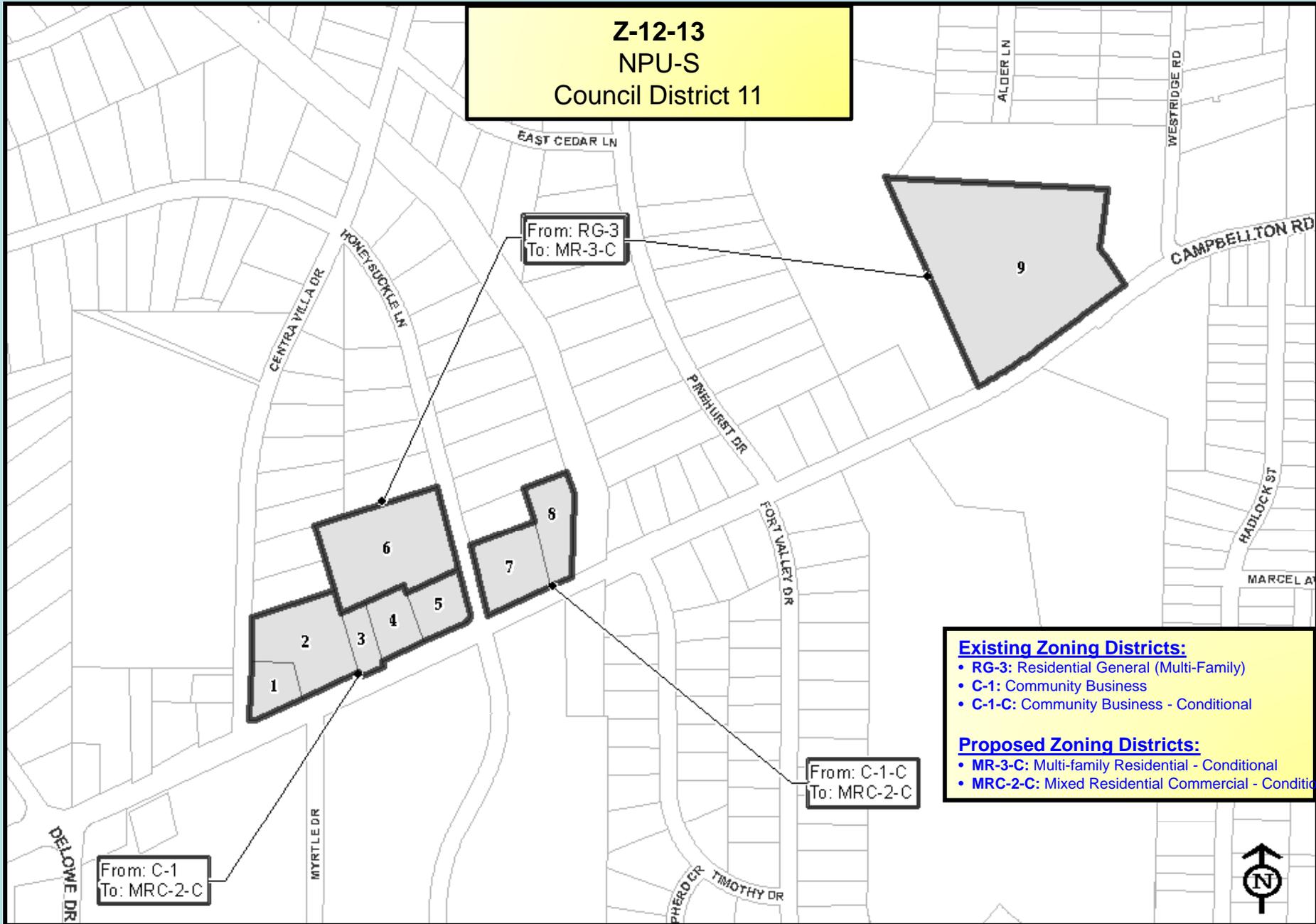
- C-1 (Community Business)
- C-2-C (Commercial Service)

To the following proposed districts:

- MRC-1 (Mixed Residential Commercial)



## Proposed Zoning Changes



# Zoning Comparison – FAR, Setbacks & Height Requirements

Zoning District	FAR	Sidewalks	Front Setbacks	Side Setback	Rear Setback	Transitional Yard*	Building Height
<b>Multi-family Residential Districts</b>							
<b>RG-3 (existing)</b>	0.696	None	40 ft*	7 ft min. or formula***	7 ft min. or formula***	None	None, except height plane
<b>MR-3-C (proposed)</b>	0.696	Yes	Local Street: 16 ft Arterial/Collector: 24 ft **	None or 10 ft with windows	15 ft	20 ft	54 ft (4 stories)
<b>Commercial/Mixed-Use Districts</b>							
<b>C-1 &amp; C-1-C (existing)</b>	Commercial = 2.0 Residential = 0.696	None	10 ft*	None (corner lots: 5 ft)*	None	20 ft	None, except height plane
<b>MRC-2-C (proposed)</b>	Commercial = 2.0 Residential = 0.696	Yes	Local Street: 15 ft Arterial/Collector: 20 ft**	Commercial: none Residential: 20 ft	Commercial: none Residential: 20 ft	20 ft	54 feet (4 stories)

\*Setback measured from property line

\*\* Setback measured from street curb

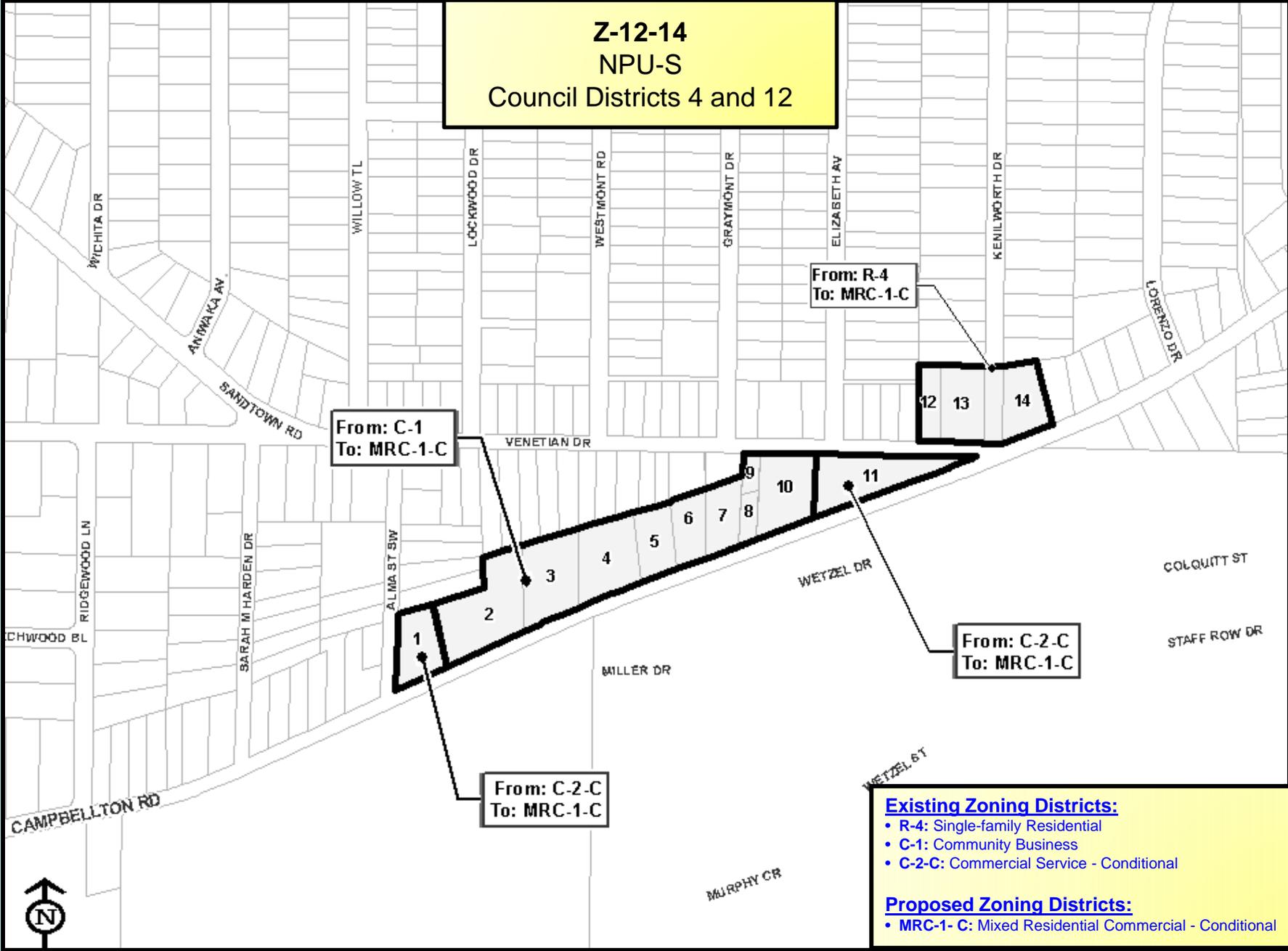
\*\*\* SIDE & REAR YARD setback (measured from property line) = (4 + number of stories of the building) + (length of building ÷ 10)

Campbellton Road at Honeysuckle Lane

NPU-S Proposed Zoning Changes

# Proposed Zoning Changes

**Z-12-14**  
NPU-S  
Council Districts 4 and 12



# Zoning Comparison – FAR, Setbacks & Height Requirements

Zoning District	FAR	Sidewalks	Front Setbacks	Side Setback	Rear Setback	Transitional Yard*	Building Height
<b>Single-family Residential Districts</b>							
<b>R-4 (existing)</b>	0.50	None	35 ft*	7 ft	15	None	35 ft
<b>Commercial/Mixed-Use Districts</b>							
<b>C-1 (existing)</b>	Commercial = 2.0 Residential = 0.696	None	10 ft*	None (corner lots: 5 ft)*	None	20 ft	None, except height plane
<b>C-2-C (existing)</b>	Commercial = 3.0 Residential = 0.696	None	10 ft*	None (corner lots: 5 ft)*	None	20 ft	None, except height plane
<b>MRC-1-C (proposed)</b>	Commercial = 1.0 Residential = 0.696	Yes	Local Street: 15 ft Arterial/Collector: 20 ft **	Commercial: none Residential: 20 ft	Commercial: none Residential: 20 ft	20 ft	<b>35 ft or 42 ft (3-4 stories)</b>

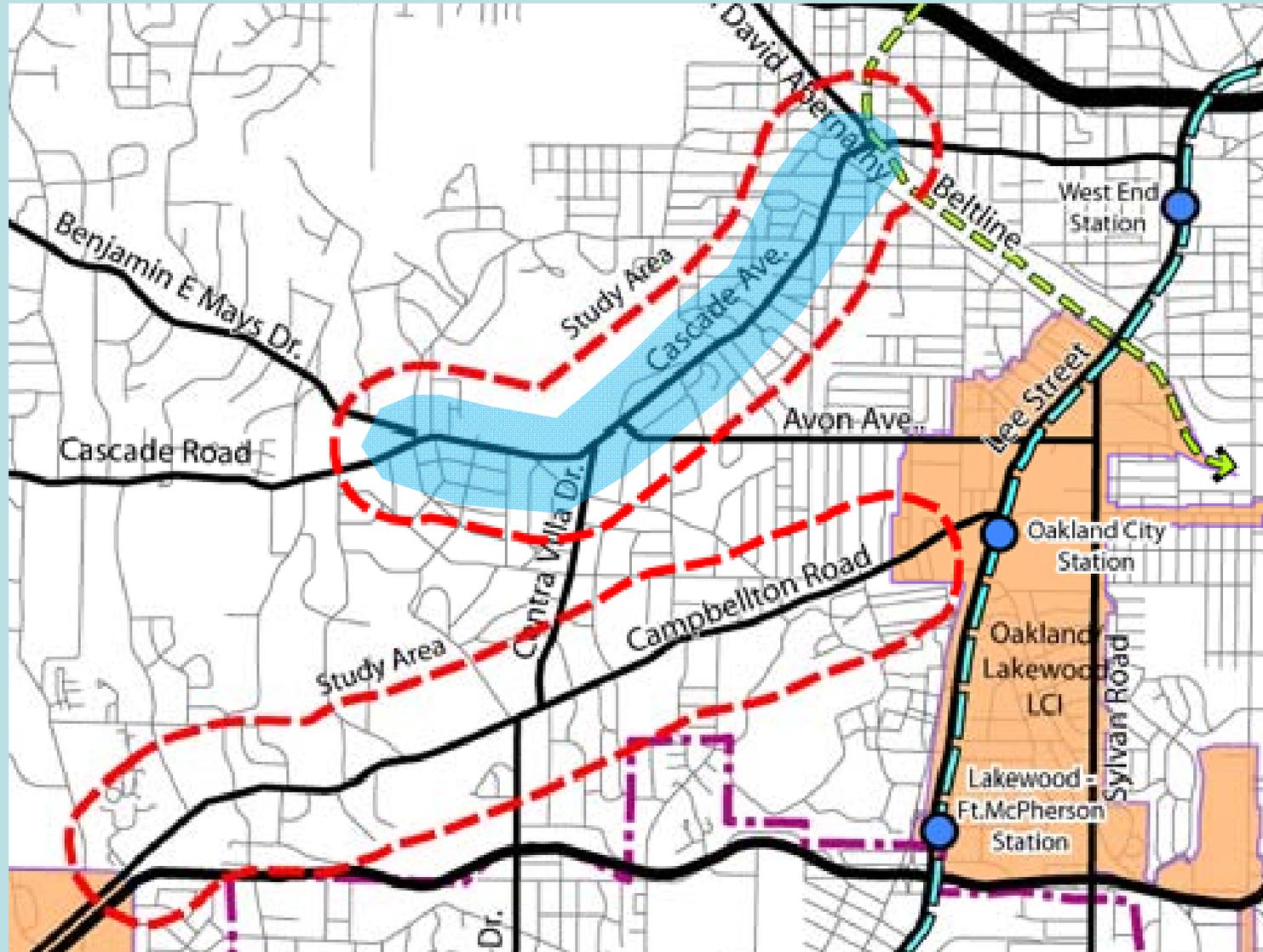
\*Setback measured from property line

\*\* Setback measured from street curb

Campbellton Road at Venetian Drive

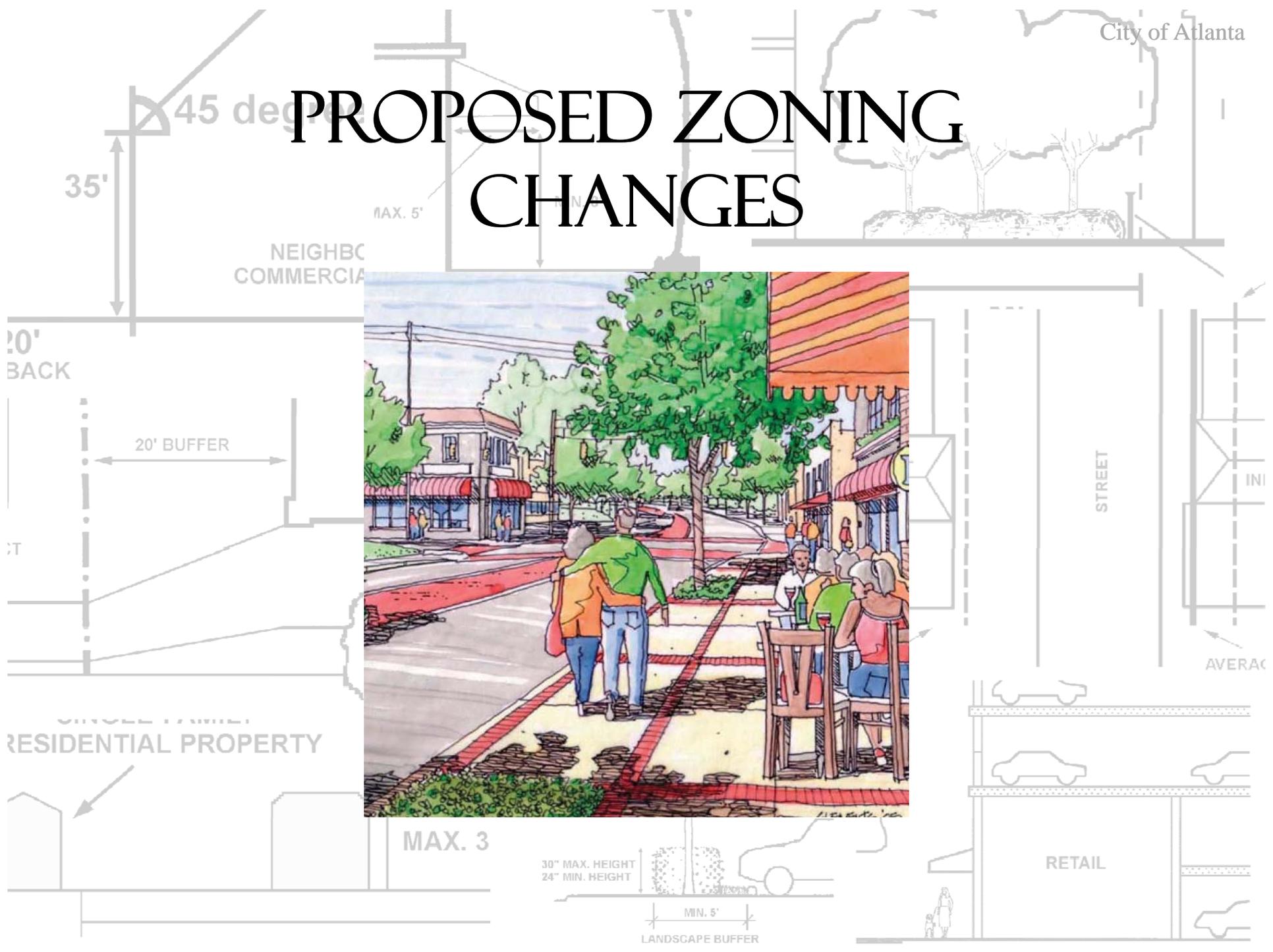
NPU-S Proposed Zoning Changes

## Cascade Avenue Study Area



**NPU-S and NPU-T**  
Council Districts 4 and 10  
Cascade Avenue Corridor Rezoning

# PROPOSED ZONING CHANGES





## Cascade Avenue – Area for rezoning:

### Cascade – East Ridge area

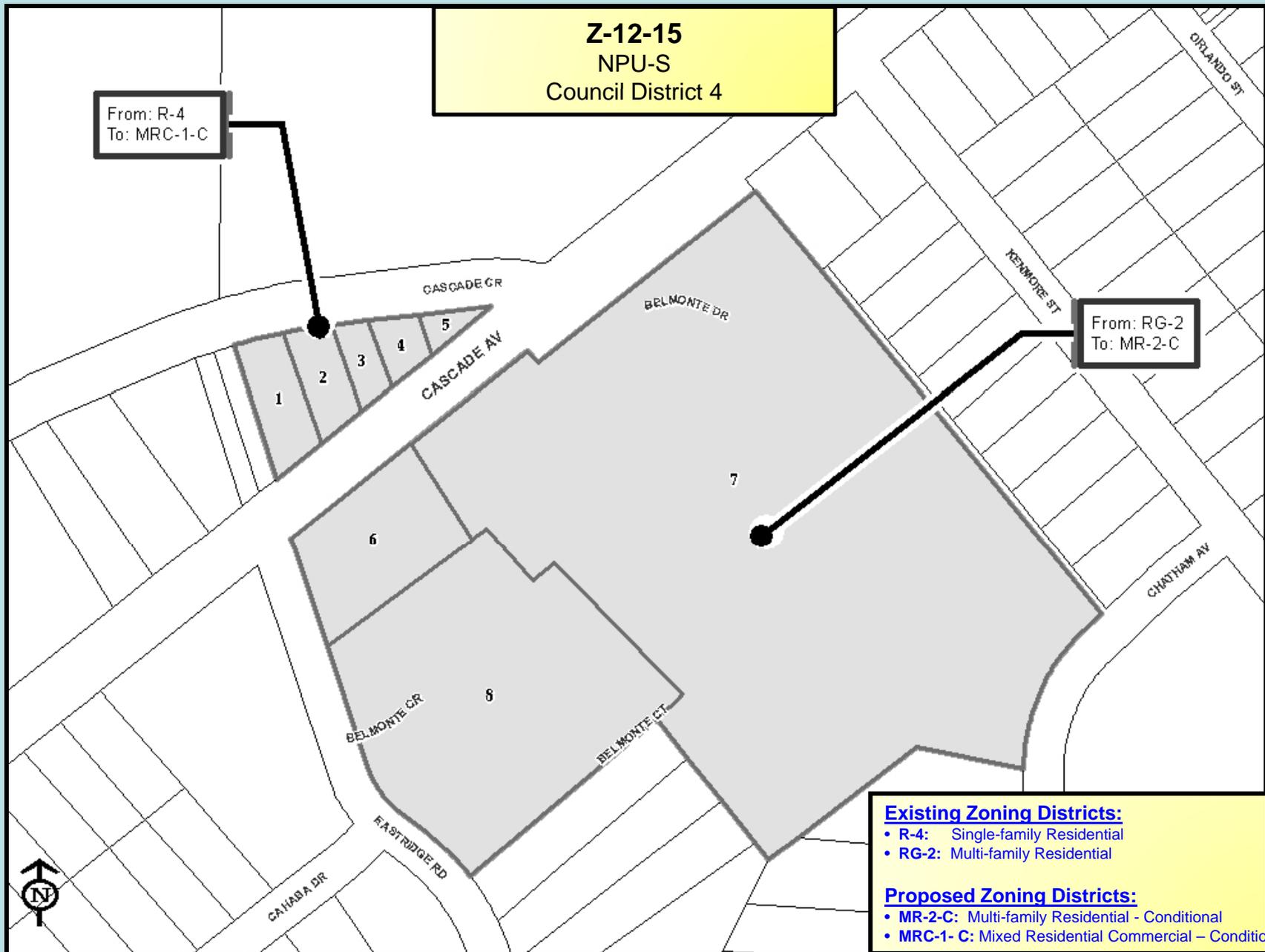
#### From a combination of these districts:

- R-4 (Single-family Residential)
- RG-2 (Multi-family Residential General)

#### To the following proposed districts:

- MR-2-2 (Multi-family Residential - Conditional)
- MRC-1 (Mixed Residential Commercial – Conditional)

## Proposed Zoning Changes



# Zoning Comparison – FAR, Setbacks & Height Requirements

Zoning District	FAR	Sidewalks	Front Setbacks	Side Setback	Rear Setback	Transitional Yard*	Building Height
<b>Residential Zoning Districts</b>							
<b>R-4 (single-family) (existing)</b>	0.50	None	35 ft*	7 ft*	15 ft*	None	35 ft
<b>RG-2 (Existing)</b>	0.348	None	40 ft*	7 ft min. or formula***	7 ft min. or formula***	None	None, except height plane
<b>MR-2-C (proposed)</b>	0.348	Yes	Local Street: 16 ft Arterial/Collector: 24 ft **	None or 10 ft with windows	10 ft	20 ft	<b>35 ft</b>
<b>Commercial/Mixed-Use Zoning Districts</b>							
<b>MRC-1-C (proposed)</b>	Commercial = 1.0 Residential = 0.696	Yes	Local Street: 15 ft Arterial/Collector: 20 ft **	Commercial: none Residential: 20 ft	Commercial: none Residential: 20 ft	20 ft	<b>35 ft or 42 ft (3-stories)</b>

\*Setback measured from property line

\*\* Setback measured from street curb

\*\*\* SIDE & REAR YARD setback (measured from property line) = (4 + number of stories of the building) + (length of building ÷ 10)



## Cascade Avenue – Area for rezoning:

### Cascade – Beecher area

From a combination of these districts:

- C-1 (Community Business)
- C-1-C (Community Business - Conditional)

To the following proposed districts:

- NC-14 Neighborhood Commercial District



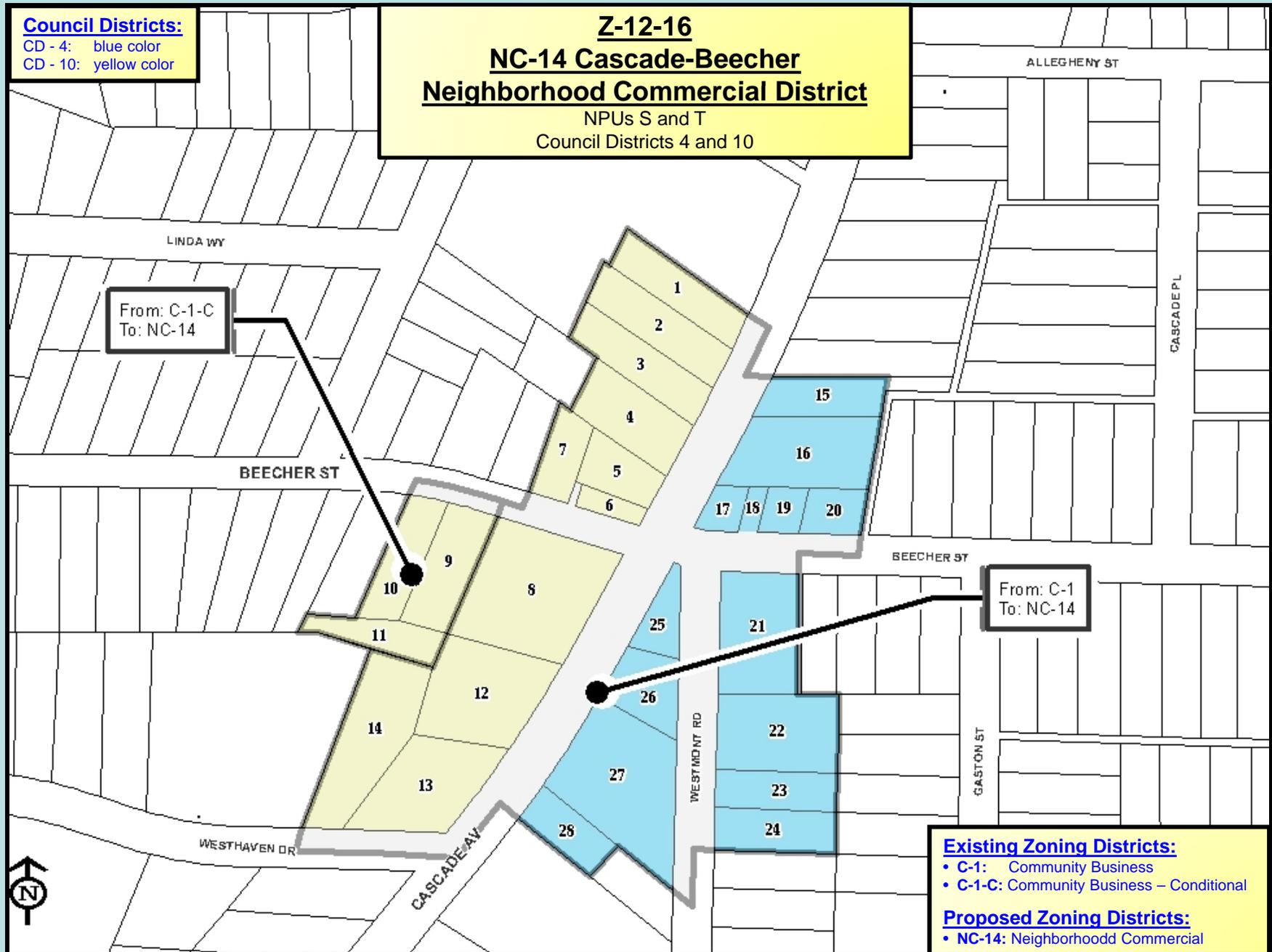
## Proposed Zoning Changes

### Council Districts:

- CD - 4: blue color
- CD - 10: yellow color

### Z-12-16 NC-14 Cascade-Beecher Neighborhood Commercial District

NUs S and T  
Council Districts 4 and 10



From: C-1-C  
To: NC-14

From: C-1  
To: NC-14

### Existing Zoning Districts:

- C-1: Community Business
- C-1-C: Community Business – Conditional

### Proposed Zoning Districts:

- NC-14: Neighborhood Commercial

# Zoning Comparison – FAR, Setbacks & Height Requirements

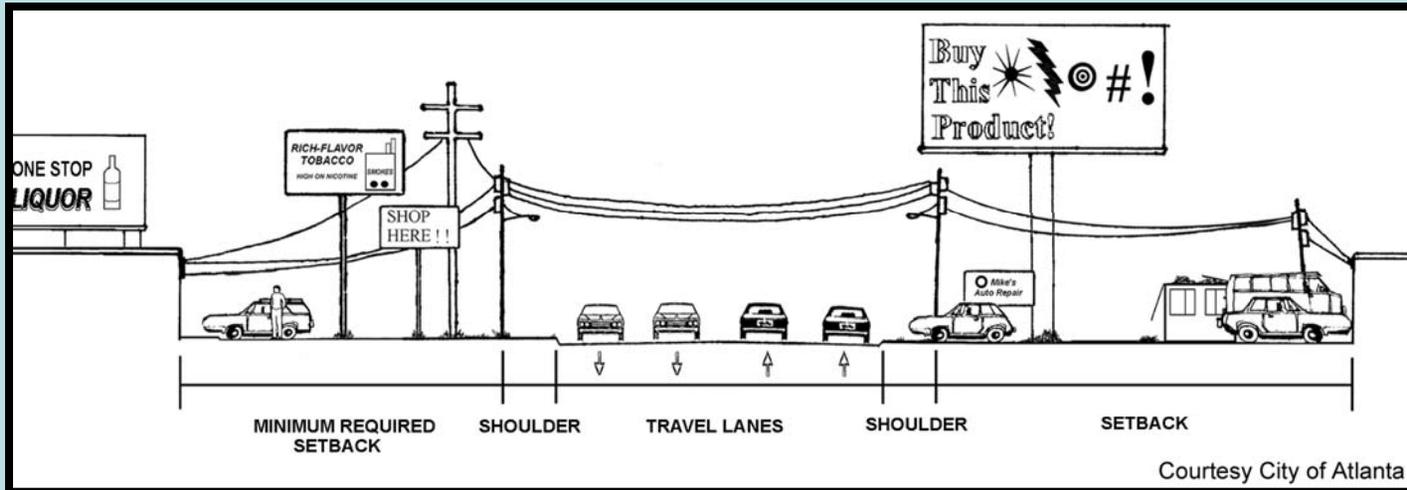
Zoning District	FAR	Sidewalks	Front Setbacks	Side Setback	Rear Setback	Transitional Yard*	Building Height
<b>C-1 &amp; C-1-C (existing)</b>	Commercial = 2.0 Residential = 0.696	None	10 ft*	None (corner lots: 5 ft)*	None	20 ft	None, except height plane
<b>NC-14 (proposed)</b>	Commercial = 1.0 Residential = 1.49	Yes	Local Street: 15 ft	Commercial: none  Residential: 20 ft or zero with no windows on façade facing such yard	Commercial: none Residential: 20 ft	20 ft	<b>42 ft or 66 ft (3-5 stories)</b>

\*Setback measured from property line

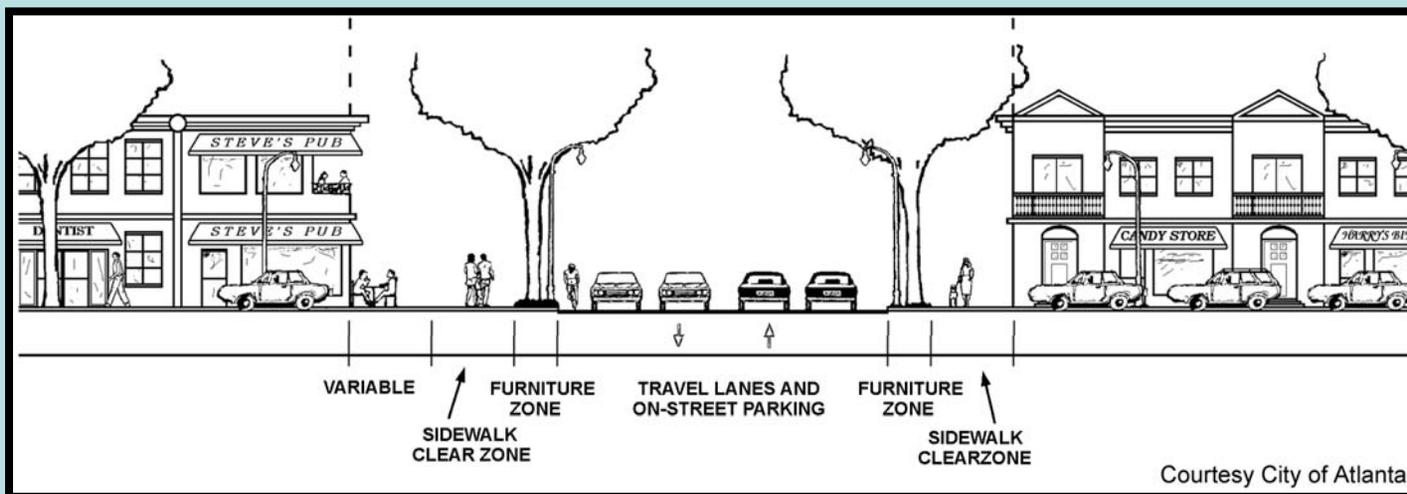
\*\* Setback measured from street curb



# Existing Typical Streetscape



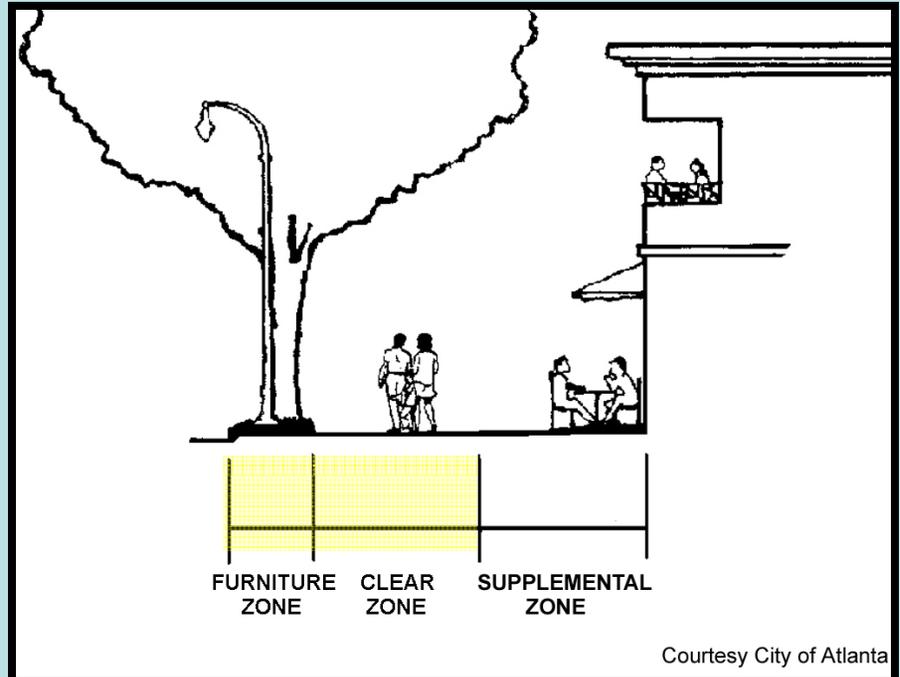
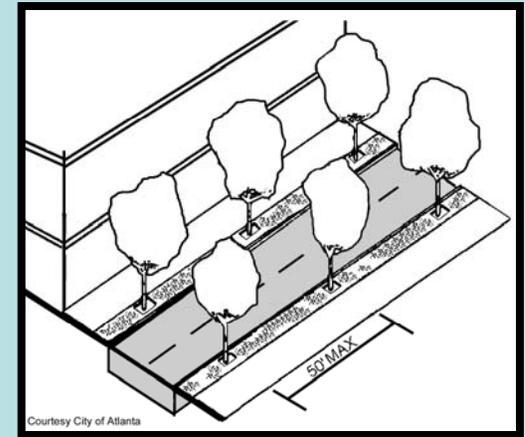
# Proposed Streetscape



# Sidewalks & Street Trees

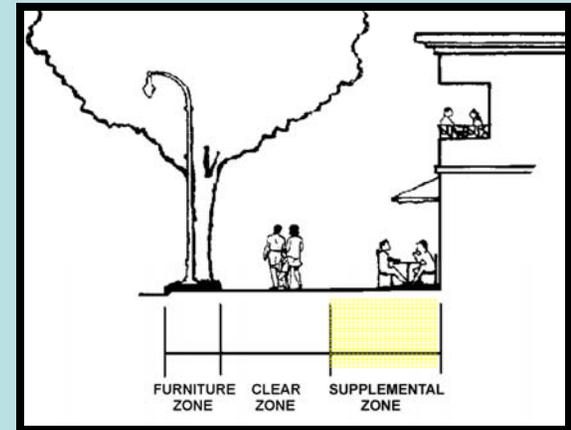
*Sidewalks and trees required along streets and shall consist of:*

- *Street furniture & tree planting zone (5ft min. width)*
- *Sidewalk clear zone (10ft min. width)*



# Supplemental Zones

- *Adjacent ground-floor Residential: accommodate landscaping, stoops, bay windows and other similar residential elements.*
- *Adjacent ground-floor Commercial: accommodate outdoor dining, retail merchandise display and additional plaza areas for pedestrians.*



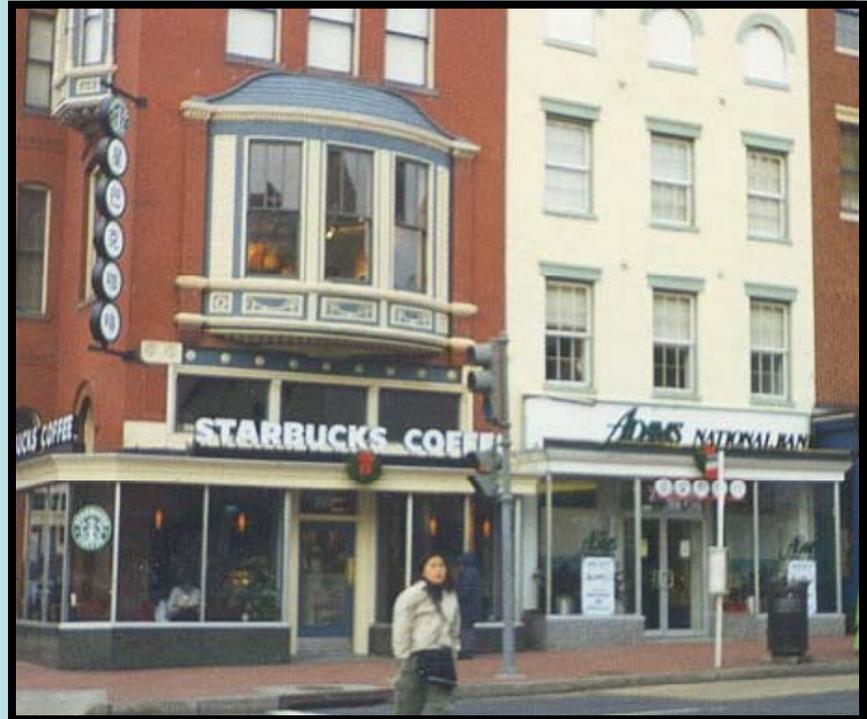
# Building Entrances & Storefront Facades

## **Building Entrances:**

- *Face and be visible from the street*
- *Directly accessible from the public sidewalk, supplemental zone or an outdoor dining area or plaza*
- *Provide individual entrances when there are more than 4 ground floor residential units*

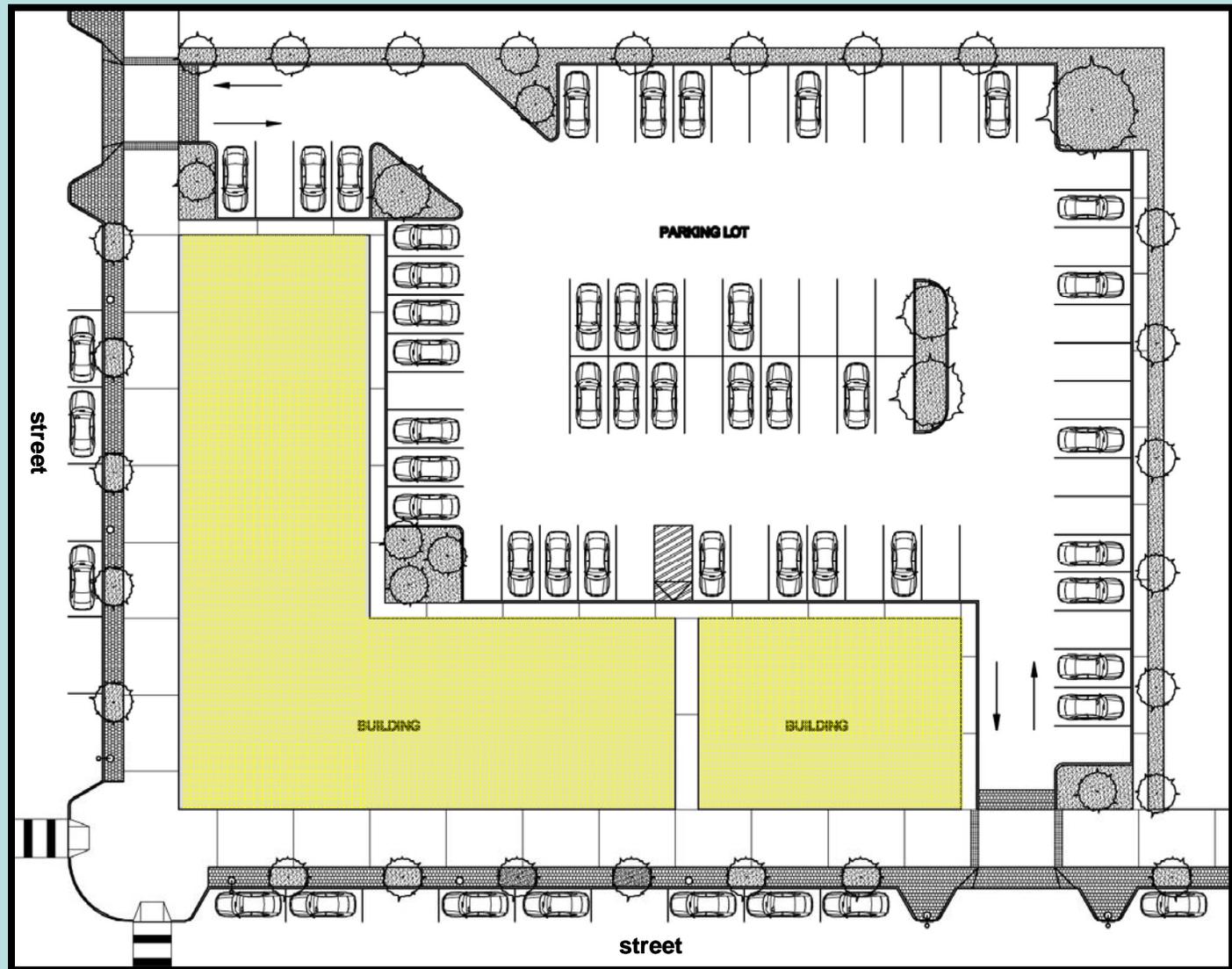
## **Storefront Facades:**

- *Clear glass storefront facades are required for ground-floor commercial*



# Building Placement & On-site Surface Parking

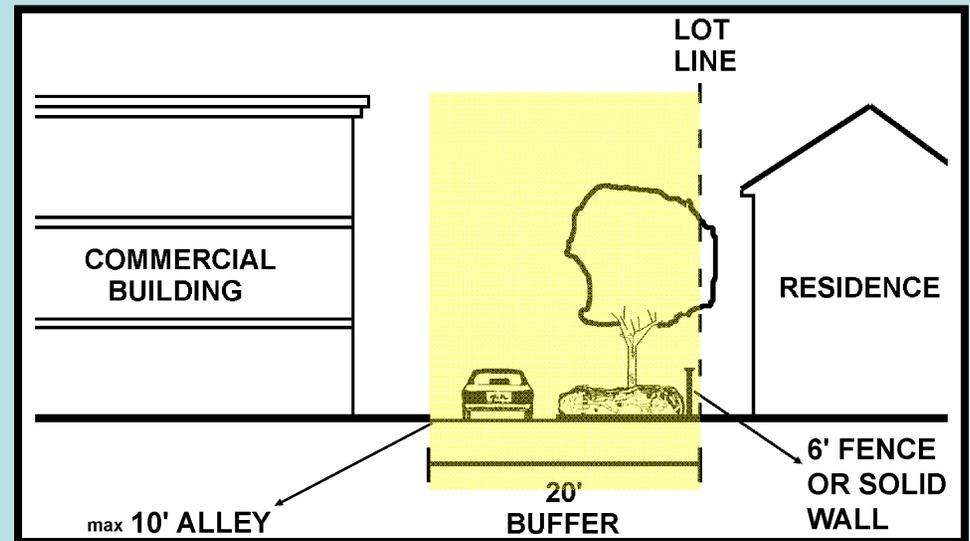
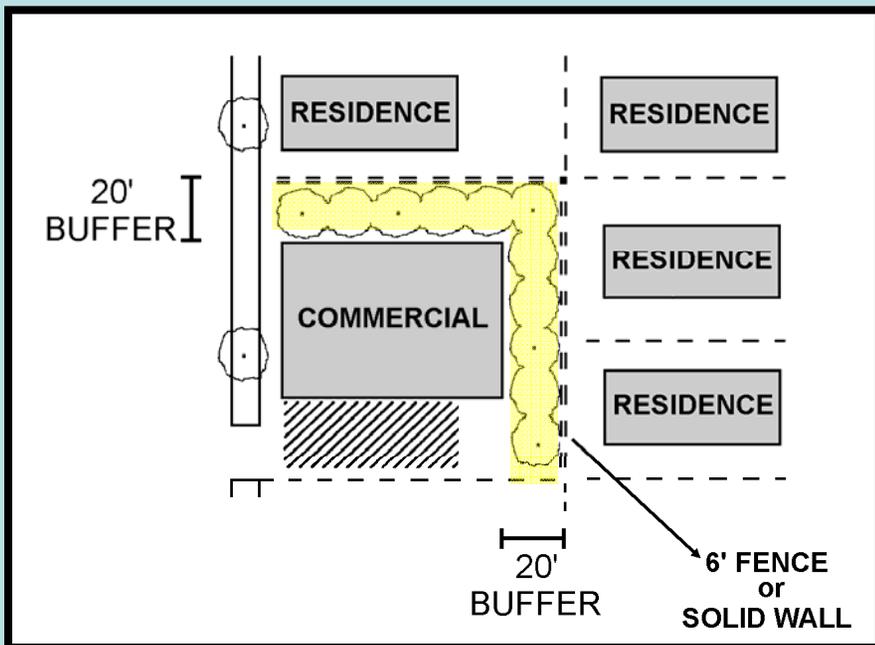
- **Buildings** are placed adjacent to the sidewalk
- **On-site parking** is placed to the side or rear



# Transitional Yards

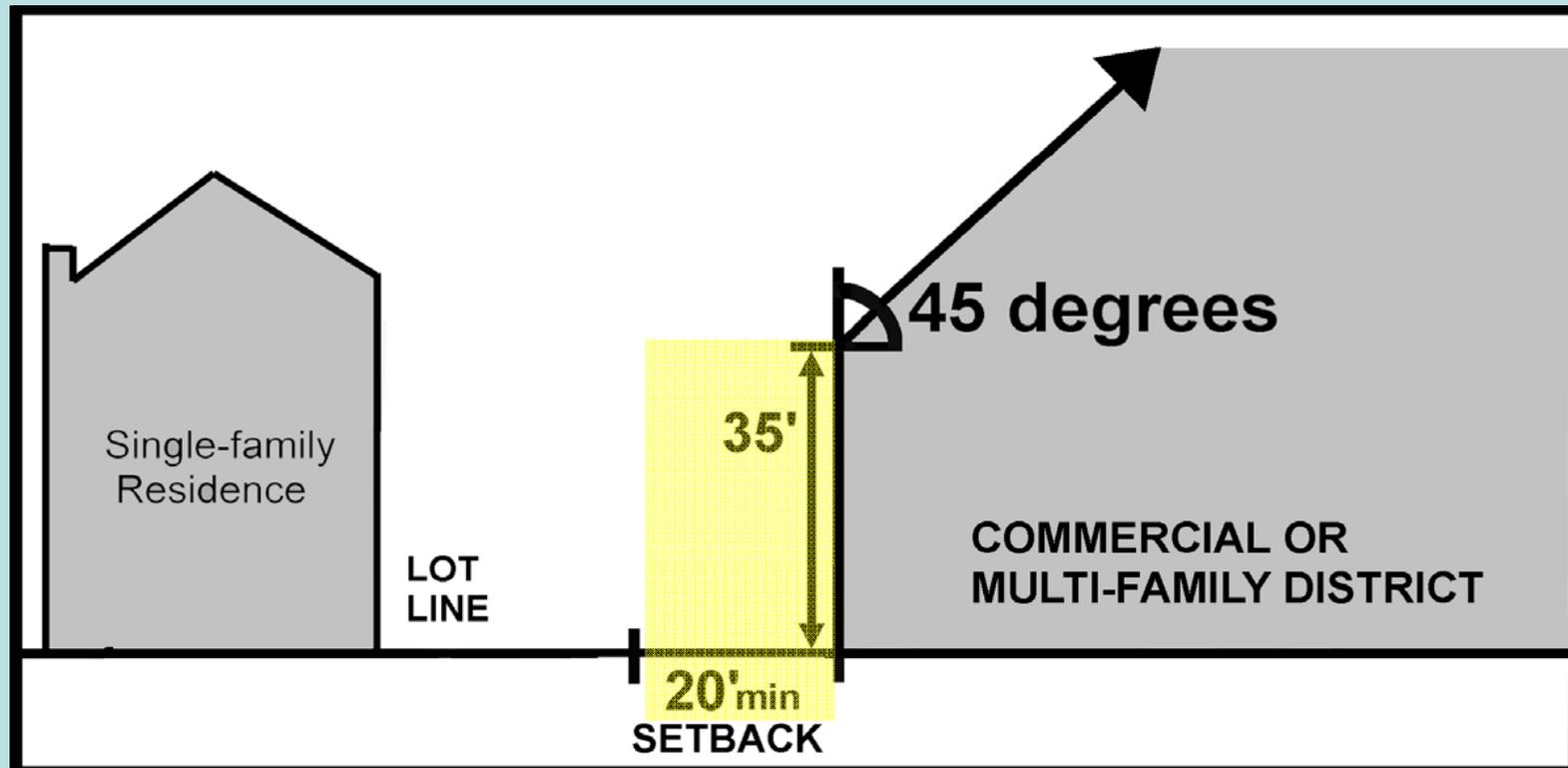
Include:

- **Buffer:** Required 20 feet wide when adjacent to single-family (R-1 to R-5) properties. 10 feet of width must be landscaped. A 10 foot wide drive may be placed within the buffer area to access to rear/side parking.
- **Fencing/walls:** Required permanent opaque fencing or walls 6 feet in height



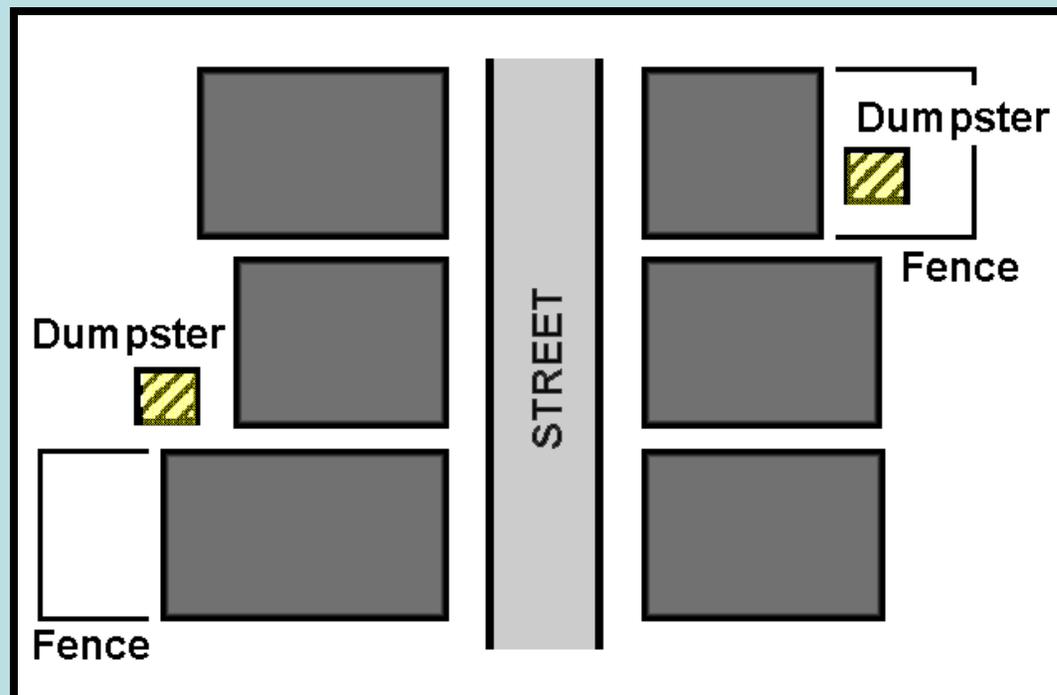
# Transitional Height Plane

- Set back 20 feet from property line, the height plane begins 35 feet vertically above the buildable area boundary and extends at an angle of 45 degrees away from a single-family residence.
- The height of a building on a commercial or multi-family property may increase as the distance from a single-family residence increases, however it can not penetrate the 45 degree angle height plane.



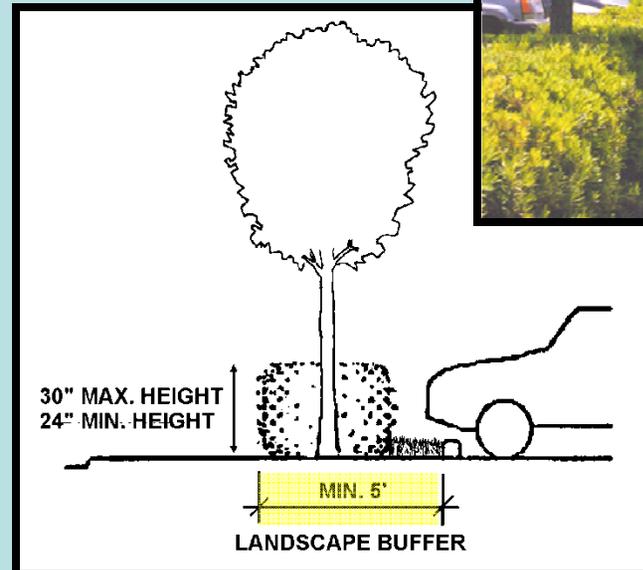
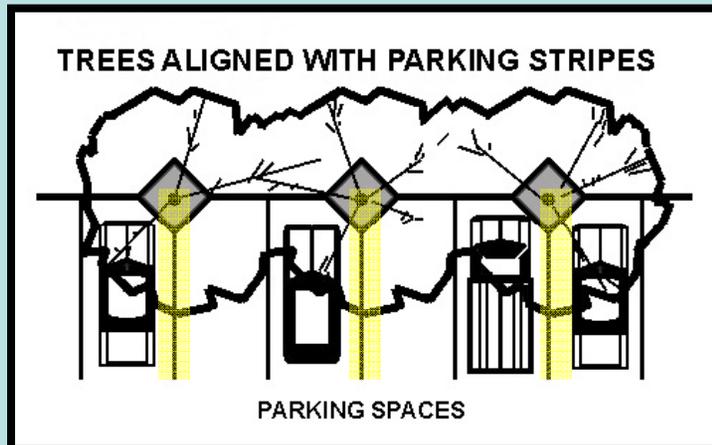
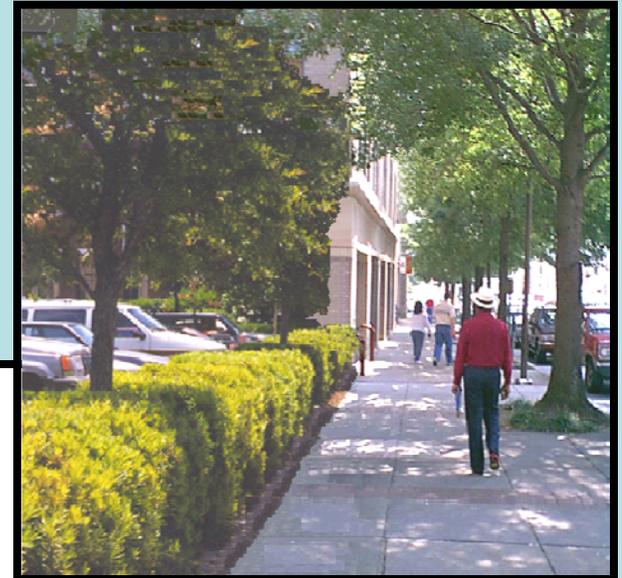
# Dumpsters, Loading Areas and Fences

*Screened with opaque fences or walls and positioned so as not to be visible from any ground-level public plaza, outdoor dining area, public right-of-way or residential area*



# Parking Lot Landscaping

- Landscape buffer: Parking areas have a continuous buffer adjacent to sidewalk planted with shade trees
- Shrubs: have a minimum mature height of 24 inches and a maximum height of 30 inches
- Vehicle Overhang: Parking spaces may be reduced in length by extending 2 feet into the landscape area
- Trees: planted in-line with the side stripes between parking spaces



# Corridor Transformation – Campbellton near Honeysuckle Lane



*Existing Campbellton Road*

*Mixed Residential  
Commercial  
(MRC -2-C)  
Zoning*



*Proposed Vision: future multi-family with ground-floor commercial*

# Corridor Transformation – Campbellton near Venetian Drive

*Mixed Residential  
Commercial  
(MRC -1-C)  
Zoning*

*Proposed Vision: future multi-family with ground-floor commercial*



*Existing Campbellton Road*

**Campbellton-Cascade Corridors Redevelopment Plan**  
**NPU S and T Proposed Zoning Changes**

## Corridor Transformation – Cascade near Cascade Circle



*Existing Cascade Avenue*

*Mixed Residential  
Commercial (MR-2-C and  
MRC-1-C) Zoning*



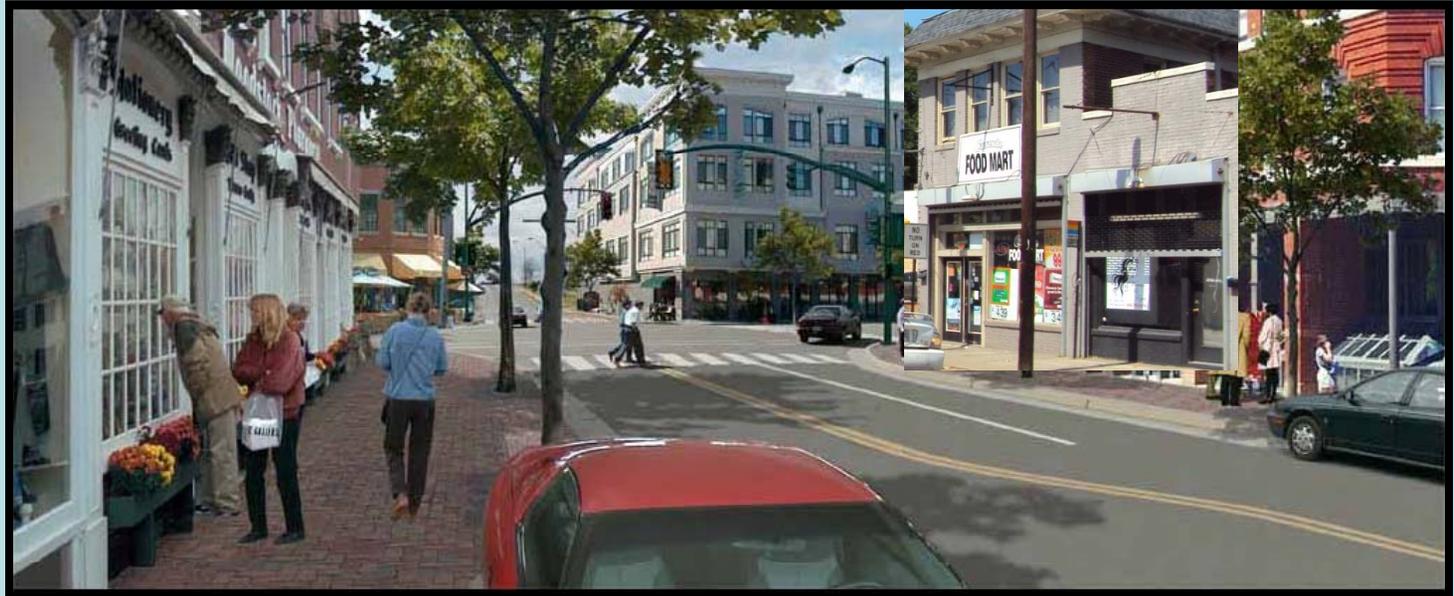
*Proposed Vision: future multi-family with ground-floor commercial*

## Corridor Transformation – Cascade near Beecher Street



Existing Cascade Avenue

*Neighborhood Commercial  
(NC-14) District*



*Proposed Vision: future multi-family with ground-floor commercial*

**Campbellton-Cascade Corridors Redevelopment Plan**  
NPUs S and T Proposed Zoning Changes

# Next Steps/Proposed Schedule

- **July:** *Conduct community zoning meetings, open house, and development tour for NPUs P, S and T*
- **August-September:** *NPU Vote*
- **Fall 2012:** *ZRB hearing and Council Action*

# Questions??

Visit the City's website to view the  
*Campbellton/Cascade Corridors Redevelopment Plan*  
and for more information:

<http://www.atlantaga.gov/index.aspx?page=389>