



# CITY OF ATLANTA 2021 COMPREHENSIVE DEVELOPMENT PLAN

**DCP** DRAFT

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for updates or final files

Released October 2021

**PLAN A**



Department of  
**CITY PLANNING**



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**TIM KEANE  
COMMISSIONER**

**Memorandum**

**To:** Readers and Reviewers  
**From:** Atlanta’s Department of City Planning  
**Date:** October 1, 2021  
**Subject:** Revisions and Updates to Plan A – Draft #3

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The Department made over 100 revisions to *Plan A* based on comments and suggestions received during the public comment period starting in early June 2021. This memorandum documents the line-by-line changes made to Draft II by the Department based on these comments. This memo supplements a summary of all comments found in Appendix II.

The main revisions from Draft II to Draft III:

- Updating references to the city of Atlanta’s population based on the 2020 Census numbers that were published during Draft II’s review and comment period
- Revisions and additions of policy actions to Element 3: Transportation based on feedback we received from Atlanta Department of Transportation, Atlanta Bicycle Coalition, MARTA, Midtown Alliance, and Sierra Club’s Georgia Chapter
- Updates to Element 4: Housing and Community Development to provide some clarity and context for policies after discussion with neighborhood organizations, Atlanta Housing and the Department’s Community Development
- Inclusion of ARC and DCA’s approval and comments on Plan A as well as the Department’s staff report provided to City Council in Appendix II
- Updates to a couple of NPU’s policies and the addition of maps showing future land use changes between 2016 and the 2<sup>nd</sup> quarter of 2021 in Appendix III

## Revisions from Draft II to Draft III

\*page numbers are listed "Draft II"/"Draft III"

Draft II – the Plan A draft published on July 27, 2021

Draft III – the revised Plan A draft published on October 1, 2021

### Front Matter:

- a. The cover page was revised to read, "Released in October 2021".
- b. Mayor Transmittal Letter moved to be with other documentation of correspondences with ARC/DCA in Appendix II (p. ii/p. II-185).
- c. On p. viii/xii, the following dedication was added as required by the City Council resolution, 03-R-0631: **"The City of Atlanta 2021 Comprehensive Development Plan is dedicated to the life and memory of William Franklin "Bill" Kennedy, Jr., retired zoning administrator for the City of Atlanta."**
- d. On p. ix/xiii, the release date was revised to October 2021 and Draft III.
- e. The Public Leadership Group list on p. xii/xvi has been updated to reflect the correct organizational name, Atlanta Housing.

### Section 1: Atlanta's 2021 Comprehensive Development Plan

- a. On p. 17/21, the Department revised the first sentence based on the updated 2020 Census population number. **"Fifty thousand—that's how many residents Atlanta gained since the last comprehensive development plan. In 2019, Atlanta's population surpassed 500,000 residents for the first time in our city's history. The City of Atlanta is growing. As of the 2020 Census, Atlanta grew to a population of 498,715 people surpassing its original peak population of 495,000 in 1970."**
- b. On p. 24/28, Department revised the sentence in the first paragraph, "...that affect ~~over~~ a half million people," to be consistent with the 2020 Census population number.
- c. On p. 26/30, under the Citywide Plans table the release date for One Atlanta: Housing Affordability Action Plan was changed from 2018 to 2019.
- d. On p. 28/32, revisions in the second to last paragraph include, "meetings during the spring **and summer** of 2021." And, "The Department revised the particular policy actions based on the feedback ~~and response from the Department~~ and published a second draft of Plan A on July 27, 2021."
- e. On p. 29/33, Plan A Engagement Timeline was updated in the following ways:
  - Extended the period of NPU meetings and policy revisions through the end of September to reflect meeting requests from individual NPUs regarding Draft II.
  - Extended the period for Draft Public Review & Comment through end of September with a note to check online for the breakdown of each draft's review period.
  - Altered the time frame for "Plan review by DCA and ARC" to mid-July through mid-September based on when we submitted Draft II to DCA and ARC (July 27, 2021).
  - Added the presentation given by the Department to APAB on August 21, 2021.
- f. On p. 31/35, the year for One Atlanta: Housing Affordability Action Plan was changed from 2018 to 2019. Additionally, the following changes were made to plan's summary, "The City's housing



- c. On p. 91/95 of the Vision Zero needs and opportunities, the fourth sentence was revised: “Giving pedestrians more time to cross by improving signal operations and reducing vehicle speeds ~~will transform~~ **is one way we can start transforming** these high-crash corridors and intersections—and ultimately all of Atlanta’s streets.” Midtown Alliance suggested we revise this sentence so as not to imply that if we just fix signal operation and reduce vehicle speeds our streets will be safe.
- d. The following additions were made to TP 1.1 on p. 91/95: “Develop and implement the city’s Vision Zero Action Plan. **Pursue legislative amendments and modifications to state code that would allow jurisdictions more flexibility in changing speed limits and how the state list of roads is used.**” This change was recommended by Midtown Alliance to address the enforcement of speeding via cameras.
- e. Similar to the above revision, TP 1.3 has the following addition, “Reduce and implement, **via technology**, new speed limits on city streets.”
- f. We received comments from our agency partners asking to be identified as partners in redesigning high-injury corridors and intersections. Therefore TP 1.2 on p. 91/95 was revised to “Redesign high-injury corridors and intersections **with the community and agency partners.**”
- g. On p. 92/96, the following sentence was added to Micro-mobility’s needs & opportunities paragraph “**Micro-mobility (small, lightweight vehicles) infrastructure supports first and last-mile connectivity to mass transit.**” We received comments about renaming this subsection of policies and actions since walking falls outside of micro-mobility. We are keeping the title for now, but it warrants more discussion of mode definitions in Phase 2. We added another sentence about micro-mobility and the importance of connecting to mass transit as suggested by our MARTA colleagues.
- h. On p. 92/96, Midtown Alliance suggested TP 2.1 include ADA needs and opportunities. TP 2.1 now reads “Develop and fund a citywide sidewalk **and curb ramp improvement program that meet ADA standards and prioritizes removal of barriers.**”
- i. On p. 92/96, TP 2.2 changed from “Develop a policy for signal timing and incorporating leading pedestrian intervals (LPIs) at all high risk locations to improve pedestrian safety.” to “**Develop policies for adding new traffic signals, making signal timing adjustments, and evaluating traffic operations that encourages safe movement for all roadway users.**” We received various comments on how specific TP 2.2 should be and opted to keep the policy action broad to match the others. There are many strategies in addition to LPIs that would make intersections safer for people on foot.
- j. On p. 92/96, the following addition was made to TP 2.4 “Create Safe Routes to School (SRTS) **and Safe Routes to Transit programs.**” as recommended by MARTA colleagues.
- k. A new policy action, TP 2.6, was added on p. 92/96: “**Develop neighborhood greenways that prioritize walking and biking through residential areas.**” We added this after a suggestion from the Georgia chapter of the Sierra Club.
- l. On p. 92/96 under the Transit section, the third sentence of the needs and opportunities paragraph has been reworded to reflect the multiple regional transit operators the City works with to expand and improve transit access. New sentence: “**The City is committed to working closely with transit operators to improve and expand our transit network, and developing tools that can help transit riders move faster through traffic. The City has partnered with MARTA to**

deliver a once in a generation multi-billion program of high-capacity transit projects to the Atlanta community.”

- m. On p. 92/96, TP 3 was rewritten for clarity: “Build a ~~21<sup>st</sup>-century transit network for Atlanta~~ high-capacity transit network that supports Atlanta's communities.”
- n. On p. 92/96, the following revisions were made to TP 3.1: “Partner with MARTA ~~to improve bus routes and services to connect more Atlantans to jobs and services and~~ other regional transit operators to improve efficiency of bus routes, increase ridership, and to connect more Atlantans to jobs, services, and places. This includes continuing the partnership with MARTA and Atlanta BeltLine to deliver planned transit expansion projects.” This revision reflects recommendations by Midtown Alliance, ATLDOT, Atlanta Bicycle Coalition and MARTA that we clarify the objectives of policy action TP 3.1.
- o. We have combined Draft II’s TP 3.2 (Develop and implement bus-only lane program to make bus service faster and more reliable.) and TP 3.3 (Develop and implement a queue jump and transit signal priority program to reduce bus delay at stops and intersections.) after suggestions from Midtown Alliance and ATLDOT. TP 3.2 in Draft III reads, “~~Develop and implement programs for transit-only lanes, queue jump, and transit signal priority to make mass transit services faster and more reliable.~~”
- p. Since TP 3.3 from Draft II was combined with TP 3.2, a new policy action was added in Draft III. TP 3.3 now reads, “~~Increase transit access and comfort by improving sidewalk connectivity to transit stops, adding more bus shelters, and increasing seating, and transit information at transit stops.~~” These were recommendations from Midtown Alliance and MARTA that we are incorporating.
- q. On p. 93/97 the Parking section has been renamed to Curb Management to reflect the variety of uses within curb space not just parking.
- r. On p. 93/97, the following addition was made to the needs and opportunities paragraph: “By managing our valuable curb space for parking, ~~transit~~, new mobility options, delivery, and freight more efficiently, we can improve access and reliability for drivers while opening new opportunities for people on transit, foot, bike or scooter. ~~Curb management strategy within the city must evolve from being parking focused to allowing for more vibrant and productive uses.~~” We made these additions based on recommendation from Midtown Alliance, ATLDOT and MARTA.
- s. TP 4.1 “Evaluate and study the feasibility of a city parking tax.” was moved to the Transportation Financing policy actions (now TP 6.6 in Draft III on p. 98). Accordingly, all of the TP 4.x actions have been renumbered i.e. TP 4.2 in Draft II has become TP 4.1 in Draft III.
- t. On p. 93/97, the following addition was made to TP 4.6 “Design new parking management ~~strategy~~, program, or contract. ~~Improve enforcement of no parking zones established for transit stops.~~” This was recommended by MARTA and ATLDOT.
- u. On p. 93/97 the Access to Jobs & Services section has been renamed to Access to Jobs, Services & More to reflect the variety of trip types one can take by transit.
- v. The following additions were made to TP 5.1 on p. 93/97: “Launch citywide Transportation Demand Management (TDM) program. ~~This includes prioritizing access for vulnerable communities, such as improved and additional transit amenities, neighborhood shuttle services, and other programs that will make it easier to access jobs and services without a vehicle.~~” Further details were requested regarding the TDM by Midtown Alliance.

- w. On p. 93/97, a new policy action was added “TP 5.3 Support adoption of the Commuter Benefits Ordinance and require employers to implement various TDM measures.” as recommended by ATLDOT.
- x. On p. 94/98, under needs and opportunities the following sentence was added: “Coordination between city departments for funding opportunities include pursuing ARC grants such as Transportation Improvement Program (TIP) and Livable Centers Initiatives (LCI), in addition to TSPLOST and other funding mechanisms.” Atlanta Bicycle Coalition inquired what funding sources the City will be using so we added this sentence to begin the discussion of prioritizing funding opportunities.
- y. On p. 94/98, the following addition was made to TP 6 “Explore and create new opportunities for financing short- and long-term improvements, expansion, and maintenance of Atlanta’s transportation system.” MARTA recommended this amendment.
- z. The following revisions were made to TP 6.3 “Conduct inventory of the City’s existing assets, identify gaps and financing needs, and develop innovative financing strategies.” After feedback from Midtown Alliance about identifying the appropriate mix of funding sources, ATLDOT suggested the revisions to TP 6.3.
- aa. On p. 94/98, two policy actions were added to the Transportation Financing section:
  - TP 6.6 Evaluate and study the feasibility of a city parking tax. (previously TP 4.1 in Draft II)
  - TP 6.7 Partner with CIDs to fund the development and maintenance of transportation infrastructure. (suggested by Midtown Alliance and ATLDOT)
- bb. A new policy action has been added under the Project Delivery section on p. 95/99: “TP 7.5 Develop capacity and processes for ATLDOT to better design and deliver transportation and safety projects through internal staff. Identify opportunities to deliver projects faster, quicker and cheaper.” This was added due to a suggestion for a policy action related to completing small-scale projects in-house and exploring new project delivery methods from Midtown Alliance and MARTA.

#### Section 4: Housing and Community Development

- a. On p. 100/104 under Related Plans and Initiatives, the Department added a summary for the Analysis of Impediments to Fair Housing Choice (2020) which informed several of Plan A’s housing policy actions.
- b. On p. 103/107, policy action HC 4.5 “Continue Housing Innovation Lab prototyping of new approaches to design, construction, and financing to reduce the cost of housing, and integrate successful prototypes into the City’s regulatory process.” was removed as the Housing Innovation Lab is best aligned under the goal “Innovation in Housing Affordability”. It can now be found as a part of HC 8.2 on p. 105/109.
- c. On p. 103/107, HC 7.1 was revised in the following ways “Increase the use of community land trusts to better match existing patterns, including reducing lot size and setback standards expand options for homeownership.” This policy action was fixed to match the Draft I policy action, the text revision in Draft II was a copy error.
- d. On p. 105/109, HC 9 “Develop high quality methods and standards for publicly funded or otherwise supported affordable housing projects and programs.” was rewritten for simplicity



## Section 10: Public Safety Facilities

- a. The Department made the following changes to Element 10: added new photographs and map showing police precincts and fire stations within Atlanta.

## Section 11: Neighborhood Planning

- a. On p. 158/164 under Small Area and Neighborhood Plans the second sentence of the second paragraph was changed from “The table to the left” to “**The table to the right**”.
- b. On p. 159/165, the table of Small Area and Neighborhood Plans received the following updates:
  - The following four plans were added to the table, they either have been adopted recently or are going through the adoption process currently with estimated adoption by City Council in October 2021:
    - i. BeltLine Subarea 2 Master Plan, September 2021, 21-O-1772
    - ii. BeltLine Subarea 3 Master Plan, September 2021, 21-O-0094
    - iii. Peachtree Battle Neighborhood Transportation Study Master Plan, October 2021, 21-O-0598
    - iv. Tuxedo Park Transportation Plan, October 2021, 21-O-0660
  - NPU-G Community Master Plan’s ordinance number was updated: 21-O-0670, reflecting the plan’s current progress in the adoption process.
  - Little Five Points Mobility Plan’s ordinance number was updated: 21-O-0669, reflecting the plan’s current progress in the adoption process.
  - The Upper Westside Improvement District Masterplan’s ordinance number was updated: 21-O-0853, reflecting the plan’s current progress in the adoption process.

## Appendix I

- a. On the second page of Appendix I, under the broader initiatives and capital programs that are captured in the 2016-2021 Community Work Program we added the More MARTA Program and Atlanta BeltLine Inc., (with hyperlinks) to the bulleted list.
- b. A separate list of “long-term status” projects from the Report of Accomplishments has been added in response to feedback from DCA and ARC’s review of Plan A.

## Appendix II

- a. Seven pages were added after p.II-18 to include the public notice for the CD/HS public hearing on October 25<sup>th</sup> featuring 21-O-0671 the ordinance to adopt Plan A, the Department’s presentation for the hearing, and to summarize the public hearing.
- b. Pgs. II-41 – II-44: The attendance list for the January 27, 2021 stakeholder meeting was updated to include the affiliated organization for each attendee.
- c. The project team presented to APAB at their monthly meeting on August 21, 2021. The slides for the presentation as well as a short summary of the meeting have been added on p. II-45 – 47.
- d. Pgs. II-57 and II-58: The attendance list for the June 17, 2021 public meeting was updated to include the affiliated organization for each attendee.
- e. The Department added a summary of the public review and comment period for Draft II beginning on p. II-94. The section also includes emails and letters from stakeholders and residents regarding their thoughts and revisions for Plan A Draft II.

### Appendix III

- a. Density ranges on all relevant NPU future land use maps failed to print in Draft II. We corrected this print error in Draft III.
- b. On p. III-34 all NPU-H policies have been replaced with the updated 2021 policies submitted in August 2021. This has added an additional four pages to Appendix III in Draft III.
- c. On p. III-21 all NPU-E policies have been replaced with the updated 2021 policies submitted in August 2021. This has added an additional three pages to Appendix III in Draft III.
- d. On p. III-67, NPU-N requested a revision to NPU-N policy N-8 g.
- e. On p. III-76, additions were made to NPU-O's policy O-21.
- f. The following changes were made to NPU-V's policies beginning on p. III-105:
  - V-9 was revised after stakeholder and NPU feedback from the Pittsburgh Community Redevelopment plan needs to be updated to "The Preservation of Pittsburgh Plan (2017) updated the Pittsburgh Community Redevelopment plan (2001). Future growth and development in the Pittsburgh neighborhood should contribute to the values, principles, vision, and implementation of the Preservation of Pittsburgh Plan. Support the implementation of Pittsburgh projects identified in the Turner Field Stadium Neighborhoods LCI (2016)."
  - Peoplestown was added as a subheader above V-12
  - After discussion with NPU-V leadership a policy was added: "V-41 Continue to implement the Turner Field Stadium Neighborhoods Livable Centers Initiative (LCI) Plan (2016) in the Summerhill, Pittsburgh, Peoplestown, and Mechanicsville neighborhoods. And, ensure development and review processes contribute to the plan's implementation."
- g. The Department added maps showing future land use changes between 2016 and the 2nd quarter of 2021 after all the NPU policies.

### Appendix IV

- a. On p. IV-1 of Draft II, the duplicate glossary terms of Accessory Dwelling Unit and Affordable housing were deleted. The Affordable housing definition was rewritten. Originally it stated: "Is defined as a person paying no more than 30% of their income for housing costs/expenses. For an individual earning an annual salary of \$50,000, monthly costs should not exceed \$1,250 or \$15,000 annually." The new definition reads, "Affordable housing means a household spends 30% or less of gross income on housing costs. Each year, the US Department of Housing and Urban Development calculates and publishes area median income by household size. We use area median income and household size to address varying depths of affordability. Households earning 80% or less of the area median income are considered "low income". Households earning 50% or less of the area median income are considered "very low income". And households earning 30% or less of the area median income are considered "extremely low income". Affordable housing programs are designed to address the needs of residents earning these three main low-income levels. Most of these residents work full time plus jobs."

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*The City of Atlanta 2021 Comprehensive Development Plan is dedicated to the life and memory of William Franklin “Bill” Kennedy, Jr., retired zoning administrator for the City of Atlanta.*







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### **Acknowledgements to the staff of the Department of City Planning**

The 2021 Comprehensive Development Plan was prepared with the assistance of Department of City Planning staff mentioned below:

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**Office of Zoning and Development**  
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*Thank you for your tireless public service.  
And thank you for reading!*

## 2021 CDP Public Leadership Group

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#### Fulton County Commissioners

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## Section 1

# ATLANTA'S 2021 COMPREHENSIVE DEVELOPMENT PLAN

*Atlanta City Design* challenges us to design a city for everyone and build the Beloved Community. It articulates an enduring vision that requires a new approach to comprehensive development planning.

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## *Plan A* for a Growing Atlanta

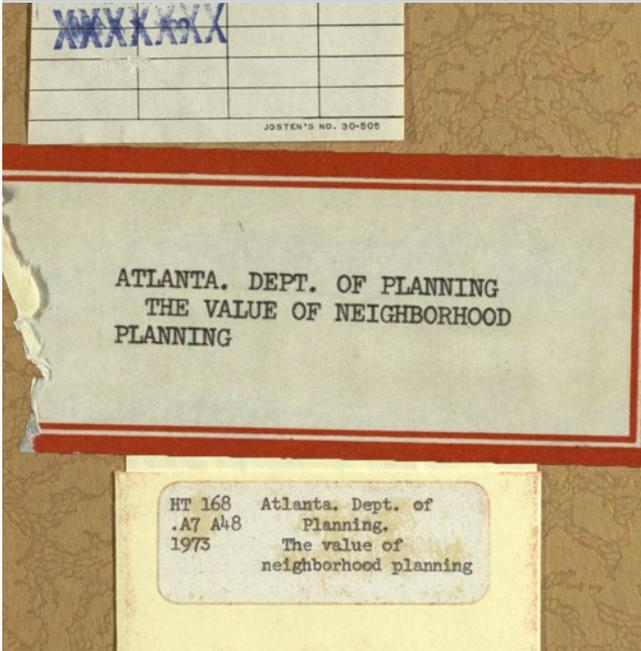
The City of Atlanta is growing. As of the 2020 Census, Atlanta grew to a population of 498,000 people surpassing its original peak population of 495,000 in 1970. More and more people are calling Atlanta home, and there is reason to believe this trend will continue.

Continued growth can allow Atlanta to become a more equitable, inclusive, and accessible city to live in. The recent population growth brings new jobs to the city, generates funding for transportation, and allows for more businesses and other amenities to open in neighborhoods throughout the city. Higher density neighborhoods can create the economic conditions necessary for small neighborhood businesses to thrive. It can also increase the resources available at the neighborhood level, creating conditions for greater walkability and improved access.

Growth can allow for improved transit, more frequent local bus service, and local amenities like neighborhood grocery stores. But without good design, this level of growth can also cause problems—particularly for the city's most vulnerable residents. Growth can bring renewed energy to a city, but it can also serve as a key contributor to community disruption and displacement. Significant growth often raises the cost of housing rapidly to levels that could cause long-time residents to struggle to stay in their homes.

*Plan A* is the City of Atlanta's 2021 comprehensive development plan; the first update undertaken after City Council adopted *Atlanta City Design: Aspiring to the Beloved Community* into the City Charter in 2017. *Plan A* starts to align several plans and initiatives using *Atlanta City Design* as a framework to design a future Atlanta with greater density and diversity while conserving the unique character and scale of our neighborhoods.

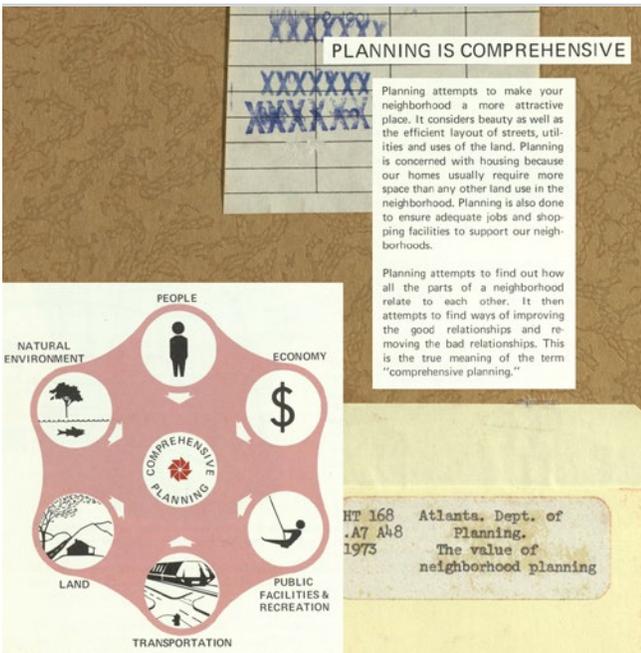
**“[THE OVERRIDING  
GOAL TO PLANNING]...  
IS TO DESIGN A CITY  
WHERE YOU CAN  
RAISE A CHILD”  
—LEON EPLAN**



# What is a Comprehensive Development Plan?

A comprehensive development plan, or “CDP,” shows the important relationships between land use, transportation, housing, economic development, nature, historic preservation, and other aspects to city building. A CDP is both a fact-based resource and a policy document which defines immediate and long-term priorities for a community. It’s planning done at the scale of the city with an emphasis on implementing change. When done well, comprehensive development planning is the foundation for predictable, well managed growth and development.

Atlanta’s comprehensive development plan articulates a citywide **Community Vision** for the next 15 years. That vision guides the city-building activities contained in every section of this CDP. Each section has its own **Vision** followed by a set of **Goals** stating desired near- and long-term outcomes. Together, these **Visions** and **Goals** let us know what we are working to accomplish. **Needs and Opportunities**, identified during the planning process, define the urgent issues to be addressed as we move towards realizing our **Vision** and **Goals**. A series of **Policies** related to the **Needs** and **Opportunities** in each element, along with a list of proposed **Actions**, point to the necessary steps for implementation.





# State, Regional, and City of Atlanta Planning Standards and Requirements

The Georgia Planning Act of 1989 calls for local governments to prepare a comprehensive development plan to guide local day-to-day decisions about growth and development for the next five, ten, fifteen, and more years into the future. To that end, the City of Atlanta is updating its CDP under the guidelines and procedures in the *Rules of the Georgia Department of Community Affairs: Chapter 110-12-1 Minimum Standards and Procedures for Local Comprehensive Planning* established and enforced by the Georgia Department of Community Affairs (DCA) and Atlanta Regional Commission (ARC).

The State also requires the Atlanta City Council to adopt Atlanta's updated comprehensive development plan by October 31, 2021 to maintain the City's Qualified Local Government certification. Qualified Local Government status allows Atlanta to continue collecting and using development impact fees and accessing several state funding and permitting programs.

Furthermore, the Charter of the City of Atlanta (Section 3-602) mandates updating the CDP every three to five years as well as the following:

*The Mayor shall have a comprehensive development plan of the City of Atlanta prepared and maintained to be used as a guide for the growth and development of the City and which will identify its present and planned physical, social and economic development. This plan shall:*

1. *Set forth the comprehensive development goals, policies, and objectives for both the entire City and for individual geographic areas and communities within the City.*
2. *In conformance with such development goals, objectives, and policies, identify the general location, character, and extent of streets and thoroughfares, parks, recreation facilities, sites for public buildings and structures, City and privately-owned utilities, transportation systems and facilities, housing, community facilities, future land use for all classifications, and such other elements, features and policies as will provide for the improvement of the City over the next 15 years.*



## The Atlanta Region's Plan

ARC is responsible for developing and updating *The Atlanta Region's Plan*, a long-range blueprint that details the investments needed to ensure metro Atlanta's future success and improve the region's quality of life. ARC's *Regional Transportation Plan* is one element to The Atlanta Region's Plan which prioritizes spending on transportation projects in the Atlanta region over the next two decades. Local governments are critical to the success of The Atlanta Region's Plan. ARC requires a local commitment to proactive planning, as well as the right set of planning tools, such as a current comprehensive plan.

### Georgia Planning Act of 1989



- Administered by Georgia Department of Community Affairs (DCA)
- Sets statewide policies and standards for CDPs
- Provides guidance for Atlanta's CDP
- Approves Atlanta's CDP

### The Atlanta Region's Plan (10 Counties)



- Prepared by Atlanta Regional Commission (ARC)
- Guides the region's growth and development
- Provides assistance for Atlanta's CDP
- Approves Atlanta's CDP
- Adopted in 2020

### Atlanta's Comprehensive Development Plan



- Prepared by Atlanta Department of City Planning
- Guides the city's growth and development
- The Atlanta City Design sets the framework for the CDP
- Adopted every 3 to 5 years by City Council



# Atlanta City Design

## Atlanta. By Design.

*Atlanta City Design* is not a plan. It is an honest look at who we are as a city and our collective work towards achieving Dr. Martin Luther King Jr.'s vision of the Beloved Community. *Atlanta City Design* is an aspiration for the future city that Atlantans can fall in love with, knowing that if people love their city, they will make better decisions about it. This view is one of a very different future premised on two ideas.

*Atlanta is going to change; that not changing is not an option; that our change will involve significant growth; and that if properly designed, growth can be a powerful tool for shaping the Atlanta we want to become.*

*Almost always, more people are better than fewer; that a diverse population is better than a homogeneous one; and that the most strategic scenario for growth includes everyone.*

*Atlanta City Design* is a framework for equitable, inclusive, and accessible growth. It reveals Atlanta's identity as a basis for designing a future city that can

accommodate a much larger population, and then proposes ways to improve and accentuate Atlanta's authentic character. This comprehensive development plan is the next step to implementing changes within the framework. *Plan A* is about being more intentional about how we grow, which means prioritizing people and places and putting infrastructure in service to our lives.

In preparing *Plan A*, we are bringing together the most crucial design and planning work Atlanta has recently undertaken.

This includes *Atlanta City Design*, *Atlanta's Transportation Plan* and Mayor Bottoms' *One Atlanta: Strategic Transportation Plan*. Both propose a number of actions for a more equitable, inclusive, and accessible transportation system—one where everyone can travel where they need to and trust that the roads, sidewalks, bike lanes, and transit will get them there safely, reliably, and efficiently. Atlanta's continued growth and quality of life depends on us shifting away from depending on cars and investing in other transportation infrastructure needs.



# How is Plan A Different?

## Multiyear Planning Process

*Plan A* started in 2020—not an ideal year to take on anything as ambitious and important as updating the CDP. In responding to the COVID-19 pandemic, we discovered new virtual tools and methods to engage with each other, but human interaction is still severely limited. This is a formidable situation when we’re discussing issues that affect a half million people. America is also in the midst of a historic reckoning on racism. The need to change is urgent locally as Atlanta grapples with increasing violence and injustice towards Black residents, Asian American Pacific Islanders, and other People of Color. While virtual platforms allow us to expand our reach and include more people, there is no substitute for in-person meetings.

This is just the beginning for *Plan A*. Rather than relying on virtual engagement, this CDP update is a snapshot of our work over the past five years and meets the requirements to keep Atlanta’s comprehensive development plan relevant. We will continue our planning process by building off our work and starting the second phase to *Plan A* in 2022. Completing the next CDP update will take a year or more, but the outcome will reflect Atlanta at its best and meet the needs of all Atlantans.

## Community Vision

In creating *Atlanta City Design*, we undertook a two-year process of engaging Atlantans and crafted a community vision for the city we want to become.

*“At our best, Atlanta is both a vibrant city and a verdant forest. Our core values—equity, progress, ambition, access, and nature—will guide our growth and change to create a future city that is designed for people, designed for nature, and designed for people in nature.”*

## Challenges to Building the Beloved Community

Comprehensive development plans typically set goals to fulfill community visions and describe pressing issues over housing, transportation, land use, and so on. Goals and issues are found throughout *Plan A*, but we’re also including a greater motivation for our work ahead—a series of five challenges, each related to one of our core values, that ensures all of the work we do is in support of *Atlanta City Design* and our aspiration to build the Beloved Community. Only through an honest commitment and accountability to our values can we leverage change to become a better version of ourselves.

**Our challenge for equity** is the continuous, contentious, and difficult work of ensuring that all the benefits of progress, ambition, access, and nature accrue fairly to everyone.

**Our challenge for progress** is to protect people and places with meaning from the market forces that will otherwise overrun them.

**Our challenge for ambition** is to leverage the disruption of change to unlock new opportunities for people to pursue their dreams in our city.

**Our challenge for access** is to update our hub of transportation for a new generation while also building a sense of community and place.

**Our challenge for nature** is to protect and expand the ecological value of our watersheds, forest, and habitat in the face of rapid urbanization and increased severe weather events.

Atlanta’s Department of City Planning is facing these challenges as part of our Planning for Change commitment, and we are holding ourselves accountable to addressing inequity and social injustice in *Plan A*.

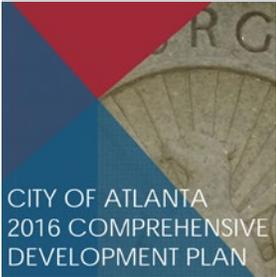
# PLANNING FOR CHANGE

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Historically, the Department of City Planning has used racist and other discriminatory practices on behalf of and against residents and communities in the city. These practices are part of our comprehensive development planning, zoning, code enforcement, and other planning activities. Many favored newcomers at the expense of those who truly built Atlanta or they ravaged neighborhoods in the name of “progress.” Furthermore, the inequities and biases perpetuated by our practices are not abstract notions read about only in books or screens—they can be seen, felt, and experienced all around the city, every day. They are manifested in our neighborhoods, housing, businesses, streets, and parks.

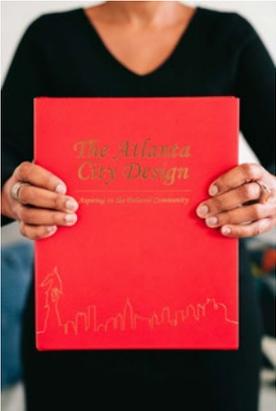
The Department of City Planning must take decisive and direct corrective action to address its role in the inequity and racism found in Atlanta and make the city the place we think it is. As a part of this difficult journey, the Department of City Planning must examine all its actions—from the seemingly mundane to the visionary and strategic—to correct past mistakes and assure we don’t repeat them. Our work must be guided by and responsive to all people who love Atlanta.

While this will be a long journey, the Department of City Planning has taken early steps down this road of reconciliation. To learn more about our Planning for Change commitment, read the full statement at the Department’s blog, [atlcitydesign.com/blog](https://atlcitydesign.com/blog).

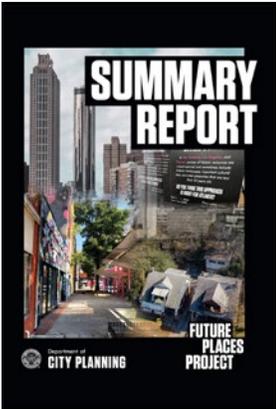
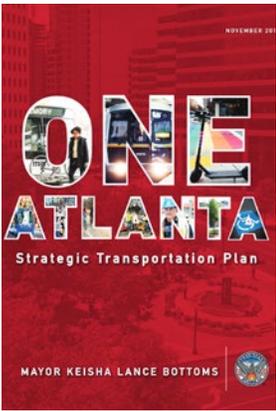


### Integrating Existing Citywide Plans and Initiatives

This is the first CDP update after *Atlanta City Design* was adopted by City Council in 2017. *Atlanta City Design* has shaped other plans and initiatives, both completed and in-progress. The goals, needs and opportunities, policies, and actions from these plans and initiatives are reflected in *Plan A*. Years of analysis, decision-making, and public engagement and outreach, exist within this update as we continue to align Atlanta’s comprehensive development plan with *Atlanta City Design*.



Citywide Plans	Release Date	Legislative Action
Atlanta City Design	2017	17-O-1706
Atlanta’s Transportation Plan	2018	18-O-1709
One Atlanta: Housing Affordability Action Plan	2019	
One Atlanta: Strategic Plan for Transportation	2019	
Atlanta Consolidated Plan	2020	20-R-3670
Atlanta City Design Nature	2020	
Atlanta City Design Housing	2020	
One Atlanta: Economic Mobility, Recovery, and Resiliency Plan	2020	20-R-4268
Future Places Project	2020	



# Public Outreach and Engagement

We are committed to public outreach and engagement. Over the course of the past several years, the City encouraged participation to gather meaningful public input across a range of plans and initiatives—all of which inform *Plan A*. The Department of City Planning also convened broad and inclusive groups of government leaders, community members, and technical experts from the beginning of the comprehensive development planning process.

The Department of City Planning launched *Plan A* in the fall of 2020 with an overview of the planning process at Atlanta City Council Community Development/Human Services Committee (CD/HS) quarterly CDP public hearing on September 28th and at the Committee's regular meeting the next day.



The Department also hosted a series of virtual meetings to convene three leadership and advisory groups:

- **Public Leadership Group (PLG)** - The Public Leadership Group is accountable for the comprehensive development plan. The State requires involvement of this group for all comprehensive development planning updates and includes elected officials and leadership from City departments and local economic development agencies. The PLG provides high-level direction and decision-making at particular points during the process.
- **Stakeholder Advisory Committee (SAC)** - The Stakeholder Advisory Committee represents the people who will live with the comprehensive development plan. The SAC includes community members, advocacy groups, Neighborhood Planning Units, and institutions with interest in Atlanta's future. SAC members volunteer their time and provide input and feedback on key concepts and ideas.
- **Technical Advisory Committee (TAC)** - The Technical Advisory Group is responsible for preparing the comprehensive development plan. Made up of City and local agency staff, the TAC provides expertise and assures close coordination between disciplines contributing to the analysis and writing of the CDP.

The Department of City Planning hosted all three groups at a virtual kickoff meeting for *Plan A* on October 28, 2020. The meeting brought together 145 people representing 99 organizations for an overview the CDP update and ways to include the public.

The PLG met on December 17, 2020 to discuss leadership roles during the planning process and the alignment of the comprehensive development plan with *Atlanta City Design*.

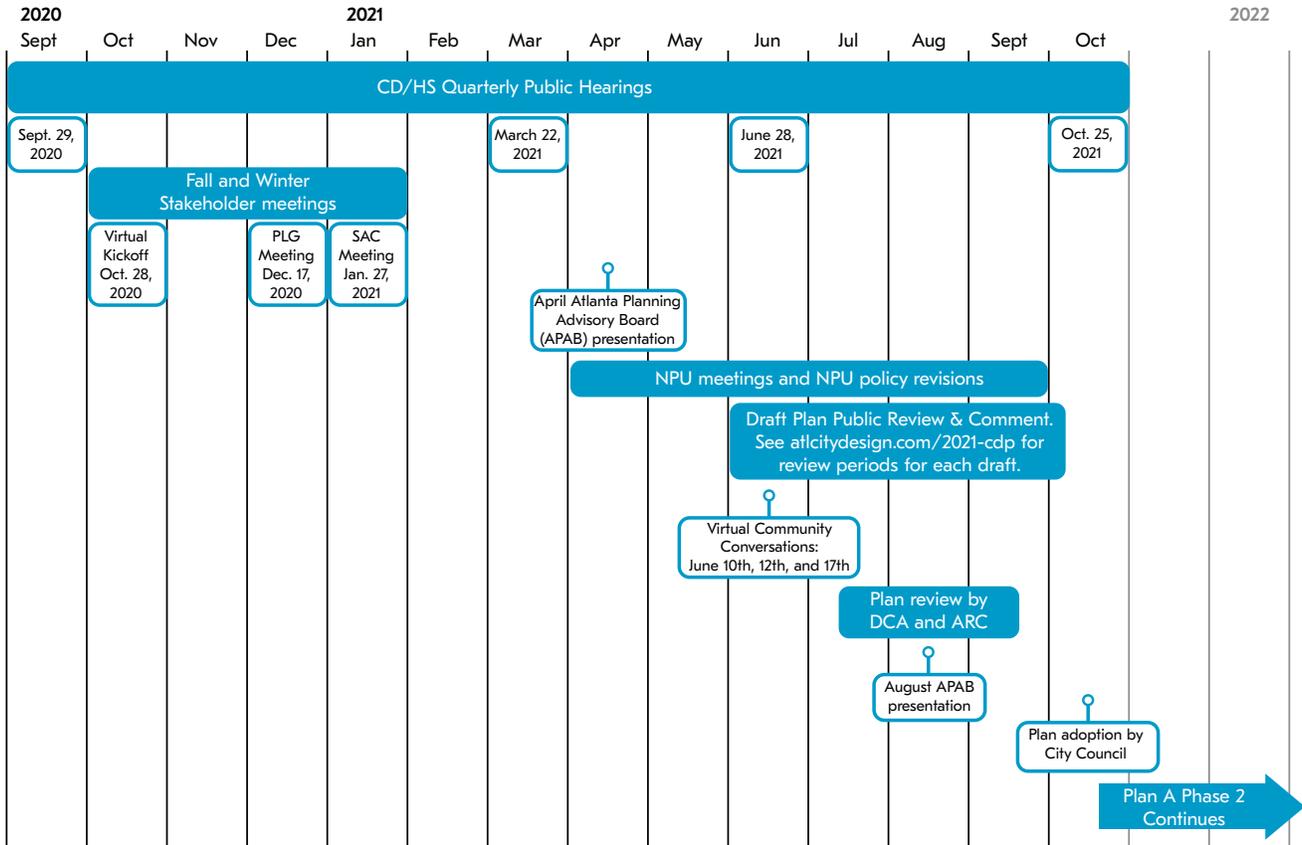
On January 27, 2021, nearly 190 people, representing several organizations, neighborhood associations, and NPUs met virtually to discuss community needs and opportunities and the challenges of public outreach and engagement during the pandemic.

After consulting with the PLG, SAC, and TAC members at the December and January meetings, the Department of City Planning decided to reset the comprehensive development planning process by only focusing on the required updates this year and begin a more robust process in 2022. The Department explained the decision and discussed opportunities for public participation and input at the CD/HS quarterly CDP public hearing on March 22, 2021.

The Department of City Planning gave updates on the process at regular NPU meetings and at the Atlanta Planning and Advisory Board meetings during the spring and summer of 2021. Several NPUs also met in individual small group discussions with Department staff. The Department posted a draft of the plan on its website in early June. Shortly after, the Department hosted three virtual meetings on June 10th, 12th, and 17th to brief the community on the plan's content, provide opportunities for suggestions, additions, and revisions, and notify the public of when the City will submit the plan for State and ARC review. To bookend this portion of outreach and engagement, the Department of City Planning gave an update at the CD/HS quarterly CDP public hearing on June 28, 2021. The public comment for the June 28, 2021 hearing included 1,050 voice messages from residents concerned about policy actions within the CDP draft. The Department revised the particular policy actions based on the feedback and published a second draft of *Plan A* on July 27<sup>th</sup>, 2021.

The Department presented a fourth time at the CD/HS quarterly CDP public hearing on October 25, 2021 (rescheduled from September 27<sup>th</sup>) after the State and ARC completed their review of the plan, and while Atlanta City Council reviewed the final document. The Department incorporated public input received during the summer months in the final plan presented to City Council. See Appendix II for further documentation of the engagement and outreach process.

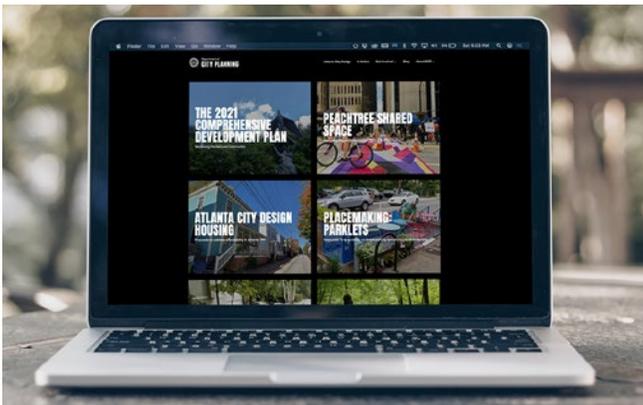
## Plan A Engagement Timeline



## Goals for Continuing Engagement

When the next phase of *Plan A* resumes next year, the Department of City Planning will ensure that the following public outreach and engagement objectives are met during the planning process:

01. Listen to the voices of those who have not been heard.
02. Leverage the NPUs for renewed transparency in government, civic dialogue, and action.
03. Reflect our Planning for Change commitment in all moments of outreach and engagement.
04. Demonstrate how public input directly translates into tangible and actionable policies.
05. Recognize the balance between transparency and the protection of personal privacy.



## Plan A Online

The *Plan A* website at [atlcitydesign.com](http://atlcitydesign.com) will remain the digital hub containing all relevant data, documents, and engagement tools for public access. Participants of the planning process can use the website to find answers about the plan, contact the Department of City Planning, and follow the plan's progress. Anyone can sign up to receive updates, including notifications about events and document releases.

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## Public Outreach & Engagement for Related Plans and Initiatives

### Atlanta's Transportation Plan (2018)

*Atlanta's Transportation Plan* defines the challenges our City's transportation system faces and that the new ATLDOT (Atlanta Department of Transportation) is setting out to solve. It is the roadmap to achieving a transportation future when everyone will enjoy better access without having to rely so heavily on cars; when everyone will travel safely; and, when transportation options are affordable and available to all Atlantans and visitors. Over 4,500 people met in person or completed surveys to share their experiences of transportation in Atlanta. Department staff participated in over 20 pop-up events, 10 creative outreach activities, and 4 traditional public meetings throughout the city. This outreach and engagement informed the plan's key principles and recommendations.

### Atlanta City Design Nature (2020)

*Atlanta City Design Nature* is the first complete urban ecology framework that identifies specific ways to improve access nature, address environmental and climate justice, and better protect, restore, and enhance Atlanta's natural resources. Local experts and self-nominated enthusiasts have been advising the work and meeting over a dozen times since early 2018. Over 800 people attended 7 public meetings and provided hundreds of comments in 2018 and 2019. This work is now supporting the ongoing revisions to the City of Atlanta's Tree Protection Ordinance.

### Atlanta City Design Housing (2020)

*Atlanta City Design Housing* tells a story about the past, present, and potential future of land use and zoning and its impact on housing in Atlanta. Its proposals are a result of over two years of research and analysis aimed to eliminate the structures of racism and discrimination that limit housing affordability and exacerbate inequality. Over the past year, DCP presented *ACDH* to all 25 NPUs and at NPU University. The Department conducted unique engagement activities to delve into the history of housing policy in Atlanta including virtual panel discussions, a *Storymap*, and a book club series using Richard Rothstein's *The Color of Law*, which reached over 100 community members. The Department's Office of Housing and Community Development frequently presents to City Council to lead engagement between community members and elected officials in drafting and implementing legislation.

### Future Places Project (2020)

*Future Places Project* is an effort to ensure that Atlanta is well-positioned to champion and enact a wide range of historic preservation-related initiatives for years to come. In creating the Future Places Project, our team of researchers, preservationists, and city officials conducted windshield surveys, 12 public engagement meetings, 9 pop-up events in different neighborhoods, and surveys to better understand what historic preservation means to Atlantans. Creative outreach, such as a professionally produced video, panel discussions during Atlanta's Preservation Week, and the annual Atlanta Urban Design Commission's Urban Design Award, helps spread the word about the project.

## One Atlanta: Housing Affordability Action Plan (2019)

*One Atlanta: Housing Affordability Action Plan* outlines a pathway to affordable and equitable housing opportunities for all who desire to call Atlanta home. The key target is to create or preserve 20,000 affordable homes by 2026 and increase the overall supply of housing. The City's housing leaders—Department of City Planning, Department of Grants and Community Development, Atlanta Housing, Invest Atlanta, Metro Atlanta Land Bank, and Atlanta Belt-Line—are committed to implementing the 13 initiatives and 45 actions to achieve the goals laid out in the plan by 2026. These groups routinely communicate with elected officials and the community about progress. New tools and reports, such as an inter-agency-Housing Affordability Tracker, provide real-time information, transparency, and accountability.

## One Atlanta: Strategic Transportation Plan (2019)

*One Atlanta: Strategic Transportation Plan* sets the goals, strategies, and benchmarks for implementing Atlanta Transportation Plan and for ATLDOT. Organized around the Mayor's pillars of resilience, equity, diversity, and inclusion, the plan shares a vision for an equitable Atlanta where every family can access city services; everyone has fast, efficient, and affordable options going to and from school and work with or without a car; and everyone using our streets, from our children to our seniors, knows they can get to their destination safely. Staff from RENEW Atlanta and the Departments of Public Works and City Planning, who are now part of the new ATLDOT, hosted several works sessions in 2018 and 2019 and continue to work with elected officials, community organizations, and other City departments and agencies across the region to carry-out the plan. ATLDOT often uses Twitter and other social media to engage the public and keep people informed.

## One Atlanta: Economic Mobility, Recovery, and Resiliency Plan (2020)

*One Atlanta: Economic Mobility, Recovery, and Resiliency Plan* is the City's economic development strategy. The plan incorporates the policies of the *One Atlanta: Housing Affordability Action Plan* and identifies additional actions to provide people and place based economic pathways. It unites the pursuits of Atlanta's two primary development agencies, Invest Atlanta and WorkSource Atlanta, into one intentional force that establishes clear objectives to achieve better economic and social outcomes for Atlanta residents, primarily for people of color living in neighborhoods where low household income and high rates of poverty and unemployment persist. The plan addresses the impact of COVID-19 and a post-pandemic economic recovery. Invest Atlanta consulted extensively during the planning process and intentionally included diversity of thought, experiences, and expertise. More than 20,000 residents, community leaders, and business owners were invited to provide input both online and in person. Outreach was done via websites, social media and email. Over 120 people attended four town halls (one virtual). And nearly 200 people participated in one-on-one or group interviews and others provided feedback through two online surveys (English and Spanish).

## Atlanta's Consolidated Plan (2020)

*Atlanta's Consolidated Plan* prioritizes the City's affordable housing, homelessness, assisted housing, community development, and economic development needs and the use of federal Housing and Urban Development (HUD) funds over the next five years. Hundreds of people attended meetings, participated in focus groups and interviews, and completed surveys and detailed questionnaires preparing this plan. These stakeholders represent diverse viewpoints from elected officials to City staff, Atlanta Housing staff, developers, nonprofit organizations, homeless housing and service providers, mental health service providers, agencies serving people with disabilities, senior services, workforce development organizations, and mortgage lenders.



## Atlanta BeltLine (2005–Present)

The Atlanta BeltLine is an ambitious revitalization project codified by Atlanta City Council in 2005. It is one of the largest, most wide-ranging urban redevelopment projects currently underway in the United States. The project is repurposing an old rail corridor encircling Atlanta’s intown neighborhoods to connect 45 neighborhoods with 22 miles of transit, 33 miles of multi-use trails, 1,300 acres of greenspace, 5,600 units of affordable workforce housing, and billions of dollars in economic development. The project will serve as a last mile connection to MARTA’s rail and bus network and the Atlanta Streetcar system. The Atlanta BeltLine is a catalyst for making Atlanta a global beacon for equitable, inclusive and sustainable city life. This vision ensures that new and legacy residents and businesses enjoy the vibrancy and connectivity of the Atlanta BeltLine.

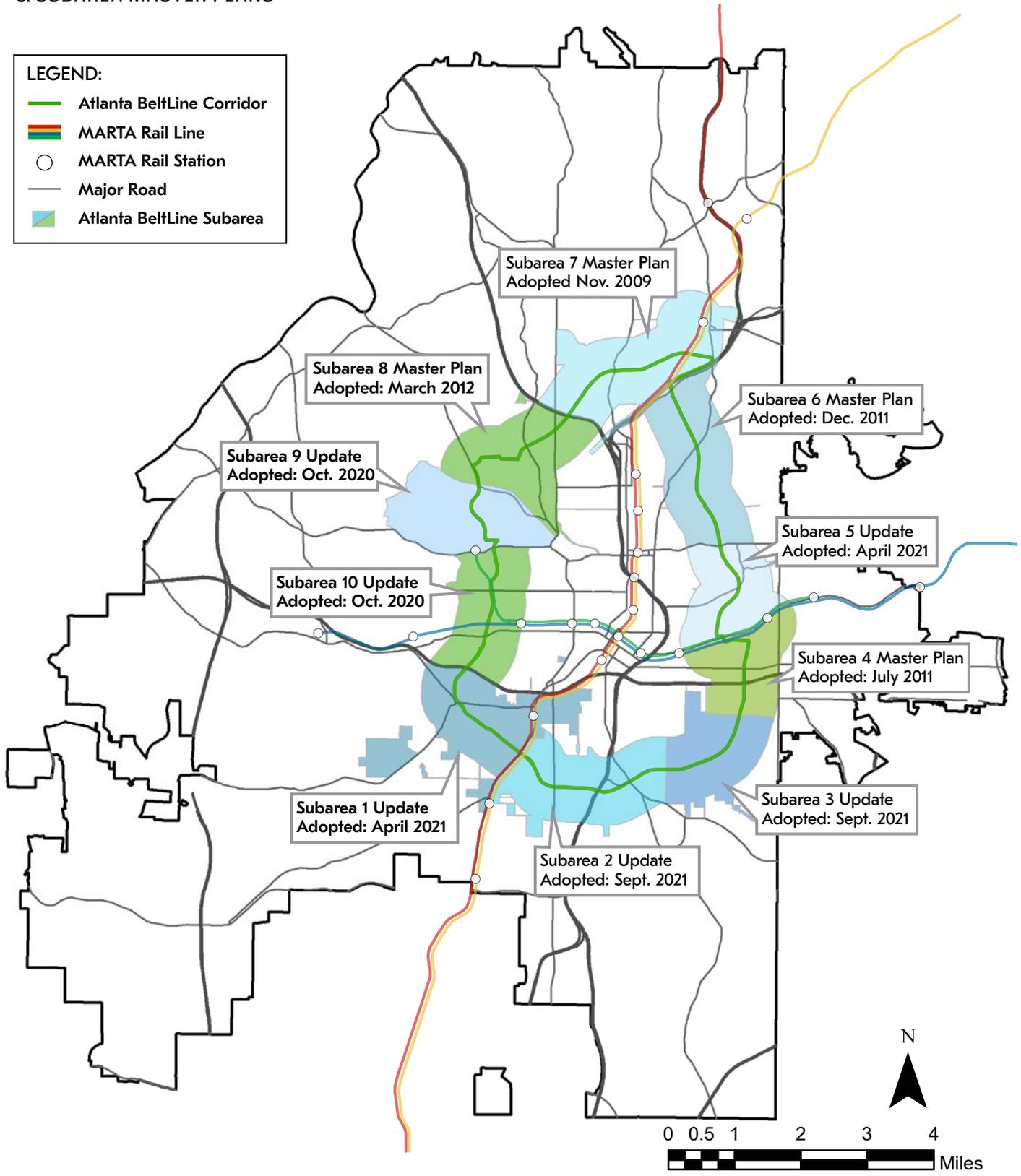
The Atlanta BeltLine links comprehensive land use planning with transit-oriented development to produce a framework for long-term implementation. The BeltLine Tax Allocation District Redevelopment Plan (2005), BeltLine Equitable Development Plan (2009), Strategic Implementation Plan (2013), and 10 Subarea Master Plans (2009-present) capture the framework for planning the Atlanta BeltLine through 2030. Planning is led by Atlanta BeltLine, Inc. (ABI) who works closely with Atlanta BeltLine Partnership, the City of Atlanta, other stakeholder organizations, consultants, and community members.

The Atlanta BeltLine Subarea Master Plans follow best management practices for planning equitable, inclusive and vibrant neighborhoods. These plans are updated to align with other small area and neighborhood plans. Each plan focuses on a specific geography within one-half mile on either side of the Atlanta BeltLine corridor, referred to as the Atlanta BeltLine Planning Area. The 10 subarea master plans, by their nature, are subject to periodic review and revisions to reflect changing local conditions, refined neighborhood visions and city policies, demographic shifts, and other factors. Plans are based on a variety of data, including projections of population and employment growth, economic conditions, travel patterns and behaviors, and existing physical constraints and opportunities. From time to time, with appropriate community and technical input, these plans may be revisited and adjusted. The map to the right shows the Atlanta BeltLine Planning Area and the status of updating the 10 subarea master plans. To learn more about the project, visit [beltline.org](http://beltline.org).

# ATLANTA BELTLINE PLANNING AREA & SUBAREA MASTER PLANS

**LEGEND:**

- Atlanta BeltLine Corridor
- MARTA Rail Line
- MARTA Rail Station
- Major Road
- Atlanta BeltLine Subarea



# NEIGHBORHOOD PLANNING UNITS (NPUs)

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The City of Atlanta is divided into twenty-five (25) Neighborhood Planning Units (NPUs), which are voluntary citizen advisory councils who make recommendations to the Mayor and City Council on zoning, land use, and other planning-related matters. The NPU system was established in 1974 by the late Mayor Maynard Jackson to provide an opportunity for all residents to participate in comprehensive development planning. The Department of City Planning's support to the NPU system is evolving to reflect new priorities and changing demands. Aside from an active website, the Department is carrying out the following NPU initiatives.

Participate! is a citywide outreach campaign which includes mailers, banner ads, social media campaign, event tabling, vinyl banners, mobile chalkboard programming and text notifications to raise awareness of the NPU system. Our goal is to reach 100k residents in FY2022 and all residents by FY2027. NPU attendance has increased by over 30% from April 2020 to April 2021..

NPU University (NPU-U) is a tool used to promote equity by ensuring that all NPUs have access to the same knowledge base and can strengthen their influence in the City's processes. In 2020, nearly 6,000 Atlantans participated in NPU-U over 16 classes. Our goal is to increase NPU-U participation over the next five years by 25%.

Hybrid meetings may support NPUs who wish to meet both virtually and in-person. Up until 2019, NPUs met in person at various community facilities and other buildings around the city. In 2020 and 2021, NPUs only met virtually because of the global pandemic. As we move towards safe public gatherings, the Department of City Planning is launching a hybrid meetings pilot to support NPUs post-pandemic.



# How to Use *Plan A*

*Plan A* sets forth the vision, goals, policies, and actions for future growth and development in Atlanta. From City officials and staff to property owners and developers to business operators, community groups, and residents, *Plan A* will influence decisions impacting lives across the city. People with many different needs and perspectives will read this plan, reference it, defend it, or critique it. While *Plan A* will surely evolve over the next few years, the document itself must always remain clear, well-organized, and reflect our shared values, ongoing technical analysis, and public input.

*Plan A* consists of the following sections, or elements, required or suggested by Georgia Department of Community Affairs *Minimum Standards and Procedures for Local Comprehensive Development Planning*.

Section 1 introduces comprehensive development planning and sets the *Atlanta City Design* framework for our bold **Community Vision** and the challenges motivating our work ahead.

Section 2 explains the City's **Land Use Planning** approach using both **Future Land Use Planning** and **Character Area Planning**. The descriptions, policies, and maps in this element serve as the City's official guide to future growth and development. The 2021 *Plan A* only features changes to the Future Land Use map representing routine amendments made quarterly since 2016 - this draft reflects future land use amendments as of the second quarterly CDP public hearing in June 2021. No changes were made to Character Area geographies. A break from past plans is listing the small area and neighborhood plans City Council adopted since the 2016 CDP in another section, Neighborhood Planning. We also moved the NPU policies, revised by each NPU, to Appendix III. These changes along with new graphics and streamlined text reflect public input received during the planning process.

Sections 3 through 11 are elements addressing a range of city-building activities. Each element, like the Land Use Planning element, is organized around a **Vision and Goals, Needs and Opportunities, Policies, and Actions**. We kept the same elements found in the 2016 CDP, but we spread the discussion of community facilities over multiple elements, including one dedicated to Public Safety Facilities Planning. The State-required Broadband Internet Planning element is also new.

The **Community Work Program** is a required element, and it summarizes the specific actions, responsible entities, estimated costs, and potential funding sources needed to implement *Plan A* over the next five years. The Community Work Program is not meant to be the City's complete list of capital improvement projects, but it does include the proposed activities, initiatives, programs, legislation, and administrative changes to be put in place while steadily making progress to realizing our Community Vision and Goals.

Another new requirement to comprehensive development planning in Georgia is including a **Report of Accomplishments** which gives a brief status update on progress implementing actions listed in the previous Community Work Program. Note, the Report of Accomplishments, Community Work Program, and the 2022-2026 Capital Improvement Element (CIE) are included in Appendix I.

Finally, Appendix II provides supplemental information, including correspondences with ARC/DCA plan reviewers, and documentation for considering State-required Regional Water Plan and the Environmental Planning Criteria as well as public engagement and outreach. Appendix III includes NPU policies and maps. Appendix IV provides a glossary of terms and an acronym list.



## Section 2

# LAND USE PLANNING

*Atlanta City Design* challenges us to be exceptional in our design of the physical growth and development of Atlanta. It also introduces a different framework to Land Use Planning in this comprehensive development plan, one that, for now, doesn't replace existing Future Land Use and Character Area Planning, but rather suggests additional design considerations.

### Vision

In 2017, the City of Atlanta adopted *Atlanta City Design* into the City's Charter (Ordinance 17-O-1706). *Atlanta City Design* is primarily a vision for the physical growth and development of the city and is based on two core premises about Atlanta and our future use of land.

- The first premise of *Atlanta City Design* is that the city is going to change; that our change will involve significant growth; and, that if properly designed, growth can be a powerful tool for reshaping the Atlanta we want to become.
- The second premise is that more people are better than fewer; that a diverse population is better than a homogenous one; and, that the most strategic scenario for growth includes everyone.

### Goals

01. **Design for People.** Focus on already-urbanized areas that are well-suited for growth and leverage the results of that growth to create a dynamic urban environment for everyone.
02. **Design for Nature.** Limit growth in Atlanta's less-developed areas to protect existing neighborhoods and activate communities in ways that support human scale, wildness, and a rich natural environment for everyone.
03. **Design for People in Nature.** Design and cultivate intimate relationships between people and nature in Atlanta's future physical growth and development.

# Context for Land Use Planning

## Growth in Atlanta

*Atlanta City Design* considers the many needs and opportunities for designing Atlanta to accommodate growth and development so that people of all income ranges, generations, races, and education levels can thrive. Atlanta is at a new population peak with 498,175 residents. This growth is bringing new businesses and jobs to the city, raising incomes, generating funding for transit, and revitalizing neighborhoods. Development around the city is happening at an unprecedented pace. The City issued over 16,000 building permits over the past two years with a record construction value permitted in 2019 of over \$5 billion. Construction value topped over \$5 billion again in 2020 during the pandemic.

The Department of City Planning believes that the process for permitting and entitlement should be simple, transparent, and accountable. We are constantly striving to improve our processes and services to better serve the public. DCP provides a series of metrics and dashboards on development trends at [www.atlantaga.gov/dcp-reporting](http://www.atlantaga.gov/dcp-reporting)

This level of growth and development is expected to continue. The Atlanta Regional Commission projects that the Atlanta region will grow by 2.9 million people, ballooning to a metro population near 9 million people by 2050. *Atlanta City Design* proposes the share of the city's regional population to be much larger and suggests that the city of Atlanta could more than double its population to 1.2 million residents in a generation.

While growth can bring renewed energy to a city, it can also serve as a key contributor to community disruption and displacement. Significant growth often rapidly raises housing costs and businesses can be forced to relocate. The development we are experiencing puts significant pressure on the city unless we embrace growth by designing for it.

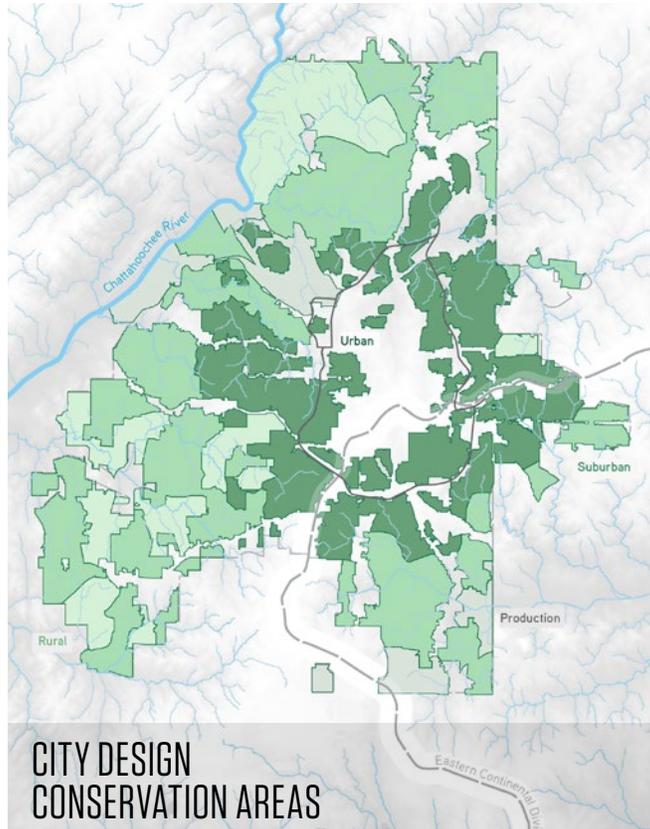
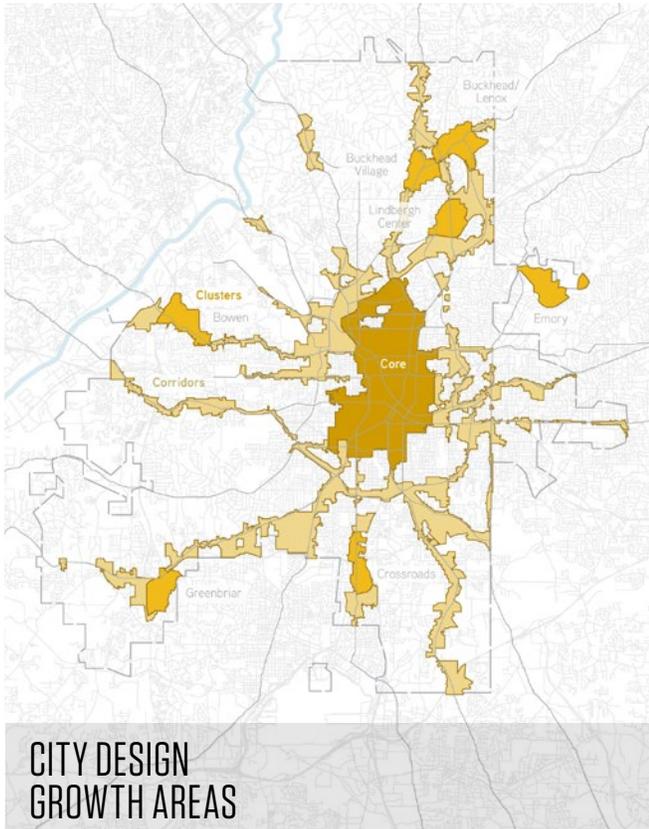
Design is a term broadly invoked in *Atlanta City Design*. Cities take shape through diverse interactions of people making decisions using a variety of design tools and producing many types of design products. Design tools and products range from financial to architectural to legislative. Design impacts our quality of life in many ways from safety and beauty in the public realm to quality architecture of buildings, job and educational opportunities for young people, and grocery store locations.

*Atlanta City Design* introduces a different framework to Land Use Planning in this comprehensive development plan, one that, for now, doesn't replace existing Future Land Use and Character Area Planning, but rather suggests additional design considerations.

## Two Types of Land Use Planning in Atlanta

**Future Land Use Planning** is the process of designating preferred, compatible land uses in each Character Area. It serves as the basis for preparing and adopting Zoning that regulates the physical development and limits the specific uses allowed on properties.

**Character Area Planning** focuses on distinguishing characteristics to better understand and encourage future development across Atlanta. It guides the designation of Future Land Use and Zoning Districts of properties.



**Growth Areas vs. Conservation Areas**

Atlanta City Design identifies two distinct design approaches to Land Use Planning:

**Growth Areas:** These areas of the city have a built environment that is most conducive to dense, urban development. Atlanta’s Growth Areas are already places where many of the city’s densest residential neighborhoods and commercial districts are, but there is significant room for additional density.

**Conservation Areas:** Much of Atlanta is comprised of residential areas that are currently dominated by low-density residential areas. Adding density in these areas looks very different from the Growth Areas. The key here is to add subtle density that maintains the character and form of the neighborhoods.

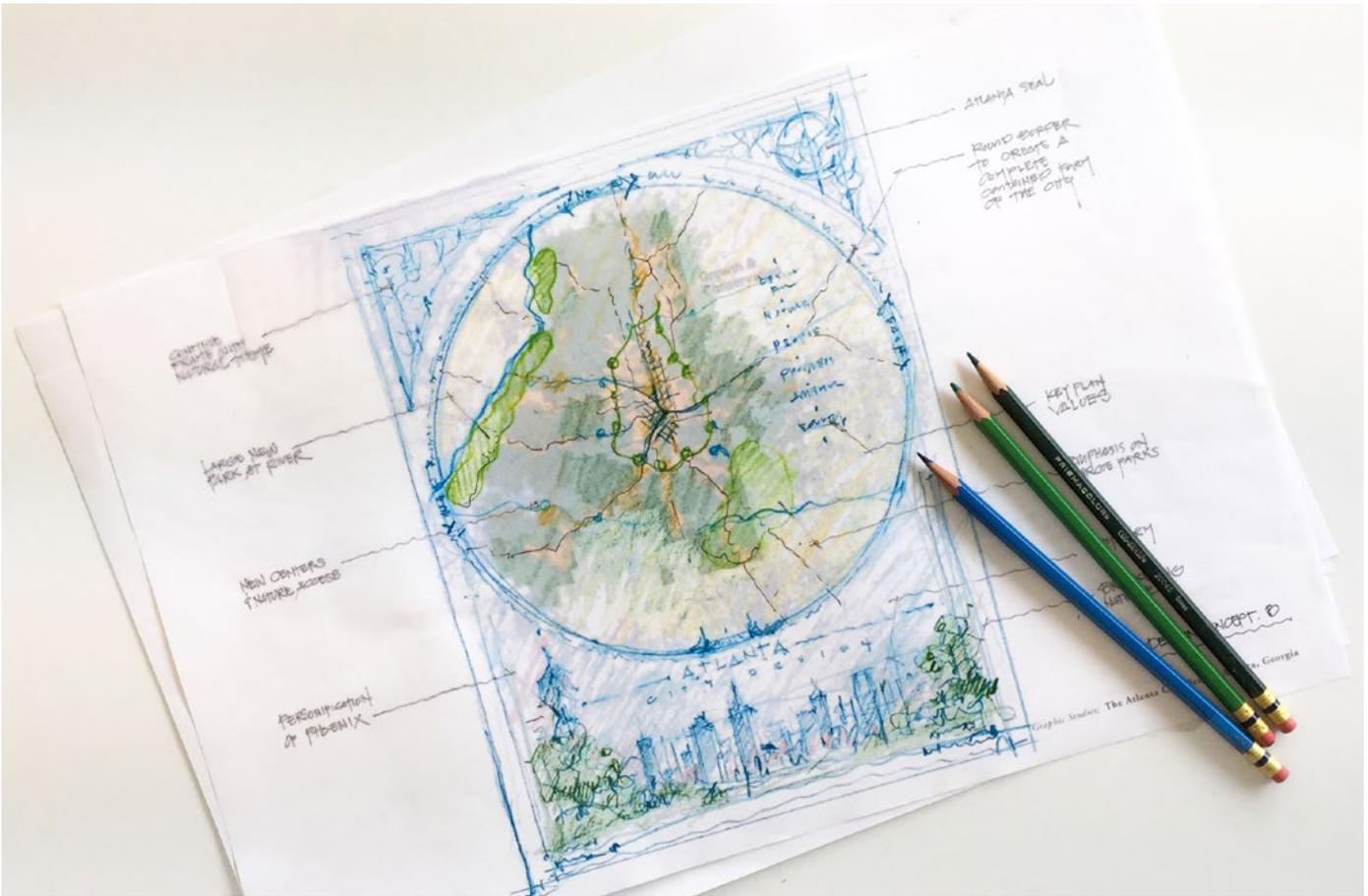
Growth Areas and Conservation Areas are distinctly different and need different design decisions, tools, and products. By designing our future with a focus on growth and conservation, Atlanta can strategically

implement solutions that are unique to each neighborhood while still designing a future that works for all residents and businesses.

**Zoning**

Land use planning should align and inform zoning. The city is divided into zones or districts that regulate physical development and uses of properties. These zoning districts also limit density, set the number of parking spaces, restrict building height, size, and placement, and even apply development conditions on individual lots. Atlanta has over 100 Zoning Districts, and over 200 when considering the numerous subareas that are a part of SPI Zoning Districts.

The current Zoning Ordinance was adopted in 1982 and has been amended many times. The City is actively working on a complete revision of the Zoning Ordinance ([www.atlantaga.gov/zoningreform](http://www.atlantaga.gov/zoningreform)). DCP completed a diagnostic of the ordinance in 2016 to support this effort. Changes to ordinance have been adopted in 2018 and 2019 to address priority issues.



# Policies

**LU 1 Revisit the purpose of Character Area Planning and Future Land Use Planning.** It will take this and the next update to Atlanta’s comprehensive development plan to properly translate the *Atlanta City Design* vision and goals for the physical growth and development of the city. For this update, we are working with the existing policies and practices of Character Area Planning and Future Land Use Planning. We also recognize the need to revisit these policies and practices within the context of the ongoing rewrite of Atlanta’s Zoning Ordinance during the next update.

**LU 2 Provide effective customer-focused design review, planning, approval, compliance, and assistance.** The pace of growth and development is creating new demands on other Department of City Planning activities that facilitate land use across the city. These activities range from brownfield redevelopment to construction permitting to subdivisions. Over the next several years, the City will explore ways to continue supporting these activities as well as increase certainty, efficiency, and fairness.



# Policy Actions

- LU 1.1** Revise Atlanta’s Zoning Ordinance to better align with *Atlanta City Design*.
- LU 1.2** Closely coordinate the next comprehensive development plan update with the process of revising Atlanta’s new Zoning Ordinance. This includes reviewing and assessing the purpose, policies, and practices of Character Area Planning and Future Land Use Planning to better align the comprehensive development plan with *Atlanta City Design* and the new Zoning Ordinance.
- LU 2.1** Continue to leverage U.S. Environmental Protection Agency funding for brownfield assessments and cleanups.
- LU 2.2** Implement a Code Innovation Team to ensure the development review process is clear, responsive, predictable, streamlined, and equitable.
- LU 2.3** Create a master address repository and GIS/CAD digital submission standard for subdivisions plats.



## Future Land Use Planning

Future Land Use Planning along with Character Area Planning guide the City's growth and development. Every property is assigned a future land use (FLU) category and identified on the FLU map. The FLU map is shown on page 56 and regularly updated online at <http://www.gis.atlantaga.gov/planview/>. The future land use designation represents the City's official policy on preferred, compatible land uses in each area of Atlanta. They also serve as the basis for preparing and adopting zoning districts that regulate the physical development and limit the specific uses allowed on properties within future land use areas. The City's Zoning Ordinance, not its Future Land Use Planning, regulates overall size, height, building placement, setbacks, density, parking and other development controls on properties. However, there are some occurrences across the city where maximum dwelling

units per acre are noted on the FLU Map or in City legislation to limit intensity of residential development on properties.

Future land use designation is forward-looking, and it may or may not be consistent with a property's existing use or current zoning. The FLU map is updated more often and is one step closer to zoning than the Character Area map, so it can be a better indicator of which way the city's growth and development is headed. Zoning changes in Atlanta must be consistent with the comprehensive development plan. While the City considers both the Future Land Uses and the Character Area Map when recommending changes to a property's zoning, ultimately, consistency with the comprehensive development plan is determined solely by reference to the Future Land Use Map.

## Changing Future Land Use Designations

Changing the future land use of a property is completed by a process different from updating the comprehensive development plan. A future land use change is aptly named a “CDP amendment” or “land use amendment.” This usually occurs when a property owner or applicant seeks to rezone a property to a zoning district that is not consistent with what is currently allowed under the property’s existing Future Land Use designation. In that situation, the property owner must request both a future land use and zoning change to the City because state and local laws require a property’s zoning to conform with the City’s adopted comprehensive development plan. The land use amendment must be approved before or concurrently with the rezoning. In instances that a property’s future land use limits units per acre, changes to these residential land use intensities require a land use amendment.

While it is most common for a land use amendment to happen concurrently with a rezoning application, occasionally a Neighborhood Planning Unit or a City Council member requests the Department of City Planning to seek a change. The Department might also initiate the amendment process in the course of performing its planning functions, such as when implementing a recently adopted small area or neighborhood plan that recommends specific future land use changes.

In any case, when considering future land use changes, the City weighs factors such as scale of development, intensity of uses, proximity to other types of uses, feasible alternative uses at the property, impact on traffic, and the overall effect a proposed development on adjacent properties and the development pattern and character of the surrounding area. Ultimately, future land use decisions support the vision of *Atlanta City Design* and this comprehensive development plan.

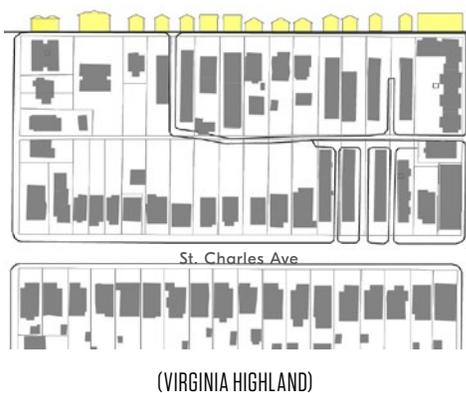
Atlanta City Council holds hearings for land use amendments on a quarterly basis. These changes necessitate updating the FLU map, and the legislative act officially amends Atlanta’s comprehensive development plan. A land use amendment must follow a process that involves the Department of City Planning notifying impacted property owners, Neighborhood Planning Units making recommendations, and City Council Community Development/Human Services Committee hosting public hearings.

<b>Future Land Use Designation</b>	<b>Acres</b>	<b>Percentage of Total Land</b>
Single-Family Residential	43,670	49.91%
Low-Density Residential	6,547	7.48%
Medium-Density Residential	4,282	4.89%
High-Density Residential	1,573	1.79%
Very High-Density Residential	212	0.24%
<b>Residential Total</b>	<b>56,283</b>	<b>64.31%</b>
Low-Density Commerical	3,064	3.50%
High-Density Commerical	2,745	3.13%
<b>Commercial Total</b>	<b>5,808</b>	<b>6.63%</b>
Office/Instititutional	3,414	3.90%
Office/Instititutional/Residential	103	0.12%
<b>Office Total</b>	<b>3,518</b>	<b>4.02%</b>
Mixed Use	4,875	5.57%
Mixed Use Low-Density	236	0.26%
Mixed Use Medium-Density	738	0.84%
Mixed Use High-Density	495	0.56%
<b>Mixed Use Total</b>	<b>6,344</b>	<b>7.23%</b>
Industrial	7,024	8.03%
Industrial-Mixed Use	14	0.01%
<b>Industrial Total</b>	<b>7,038</b>	<b>8.04%</b>
Open Space	6,540	7.47%
Private Open Space	263	0.30%
<b>Open Space Total</b>	<b>6,803</b>	<b>7.77%</b>
Business Park	4	0.00%
Community Facilities	1,267	1.40%
Transportation/Communications/Utilities	423	0.48%
<b>TOTAL LAND</b>	<b>84,488</b>	<b>100%</b>

## Future Land Use Designations

The City uses 20 future land use designations and describes their preferred, compatible mixes of use to provide a helpful context to understanding future patterns of growth and development throughout the city. To set this context, The Future Land Use Designation Table details the acres in each of the FLU designations. Residential accounts for 64% of future land uses while non-residential covers 28% and open space includes nearly 8%. These broad shares stayed relatively consistent through the years, but there have been noticeable changes in greater densities, more mixed-use developments, and loss of industrial land to other uses.

Below are illustrations and descriptions of low-, medium-, and high-density areas in Atlanta:



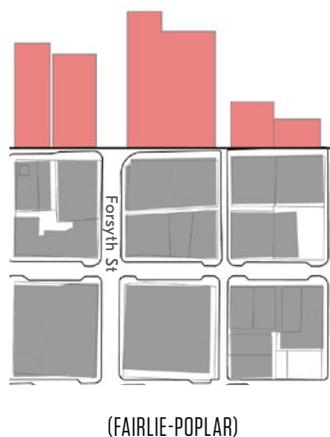
### Low-Density

This scale of development includes residential, commercial, and mixed-use land use categories. Buildings are typically detached, smaller, and lower scale with setbacks farther from the street. This density is found along local and collector streets with some transit access but more reliance on cars.



### Medium-Density

This scale of development includes residential and mixed use land use categories. Buildings are typically detached and medium scale with smaller setbacks than low density. This density is found along major arterial streets and corridors with transit access (bus and rail) and less reliance on cars.



### High-Density

This scale of development includes residential, commercial and mixed use land use categories. Buildings are typically attached, large scale, and close to the sidewalk. This density is found along major arterial streets and corridors with transit access (bus and rail) and minimal reliance on cars.

# FUTURE LAND USE DESIGNATIONS

## Open Space (OS)



## Private Open Space (POS)



These two future land use categories include publicly or privately owned land for active or passive open space. Uses on urban open spaces range from parks and recreation centers to conservation areas, golf courses, and cemeteries. Often these are the areas for nature in the city and places for wildness, retreat and recreation, and comfort.

## Community Facility (CF)



This future land use designation includes public facilities such as public schools, fire stations, police precincts, maintenance yards, water plants, health centers, senior centers, libraries, etc.

## Single Family Residential (SFR)



This future land use designation consists of detached single-family houses with one house per lot. Some lots may have accessory dwelling units when zoning allows. Schools and churches are allowed in residential with a special use permit.



### Low-Density Residential (LDR)



This residential designation consists primarily of detached single-family houses, duplexes, triplexes, quadruplexes, townhouses, and small-scale multi-family buildings.

### Medium-Density Residential (MDR)



These areas support a mix of housing types from single-family houses to duplexes, triplexes, quadruplexes, townhouses, and mid-rise multi-family buildings such as apartments, condos, and lofts. Commercial is sometimes allowed as an accessory use.

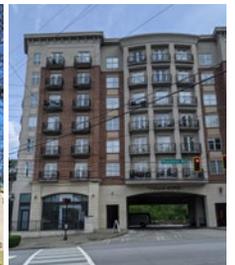
### High-Density Residential (HDR)



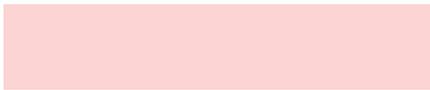
### Very High-Density Residential (VHDR)



In these two categories, housing types range from single-family to mid-rise and high-rise multi-family residential buildings and are typically located in Atlanta’s centers and corridors. The location of these uses should be more prevalent along transit and corridors. These future land uses will accommodate growth with less need for cars and more opportunities to walk, bike, and use transit.

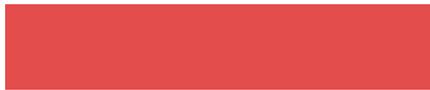


### Low-Density Commercial (LDC)



This future land use category includes small-scale, low-intensity commercial development with uses such as retail, restaurants, and other neighborhood-oriented services. This scale of commercial development was more common in Atlanta’s residential neighborhoods and can still mix very well with single-family housing and other housing types. Residential uses are allowed in this category.

### High-Density Commercial (HDC)



This designation includes commercial development in Atlanta’s centers and corridors with uses from large retail stores to high-rise offices, generally at a higher intensity and height than Low-Density Commercial. Residential uses are allowed in this category.

### Industrial (I)



This future land use category supports industrial uses such as warehousing, distribution, transportation, manufacturing, refining, production, construction, truck and rail terminals, industrial parks, and related support services.



### Industrial Mixed Use (I-Mix)



This industrial category supports the mix of industrial uses with residential and commercial uses. This category is most appropriate in areas transitioning to other uses but can still support industrial business and jobs.

Recognizing the pressures to rezone and convert industrial land and buildings to other uses, I-Mix was introduced in Atlanta's 2011 CDP but was adopted just a few years ago to retain local industrial businesses and jobs for nearby residents (City Ordinance 18-O-1707). Lee + White and Pittsburgh Yards are proving I-Mix can be compatible in Atlanta's neighborhoods.



### Business Park (BP)



In some parts of Atlanta, light industrial and office uses mix in suburban-style business parks. This future land use designation is intended to provide transitions between industrial and non-industrial uses, but it is not widely used.



### Office/Institution (OI)



This category supports office park and large institutional uses. It is not a commonly used future land use designation.

### Office/Institution/Residential (OIR)



This future land use category consists of office, institutional, and residential uses. It is mainly located in the Druid Hills Landmark District.



### Mixed Use Low-Density



This category is for a mix of residential and commercial uses. Development is at a scale and intensity compatible with a typical neighborhood setting and uses often cater to local residents.

### Mixed Use Medium-Density



More commonly found along Atlanta's corridors and in neighborhood commercial districts or nodes, this category supports a mix of residential and commercial uses serving both local and non-local residents.

### Mixed Use High-Density



This Mixed Use category supports the scale and intensity of development in Atlanta's major corridors and centers, such as Downtown, Midtown, and Buckhead. Accessibility to transit and closeness to many of Atlanta's densest residential neighborhoods allow for greater density and mixes of uses in these areas.

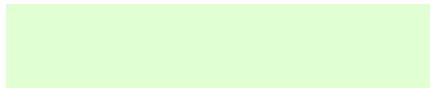


### Mixed Use



This category is for a mix of residential and commercial uses, as well. But, it is gradually being replaced by Low-Density, Medium-Density, and High-Density Mixed Use to better encourage the appropriate scale and intensity of new development.

### Transportation, Communications and Utilities

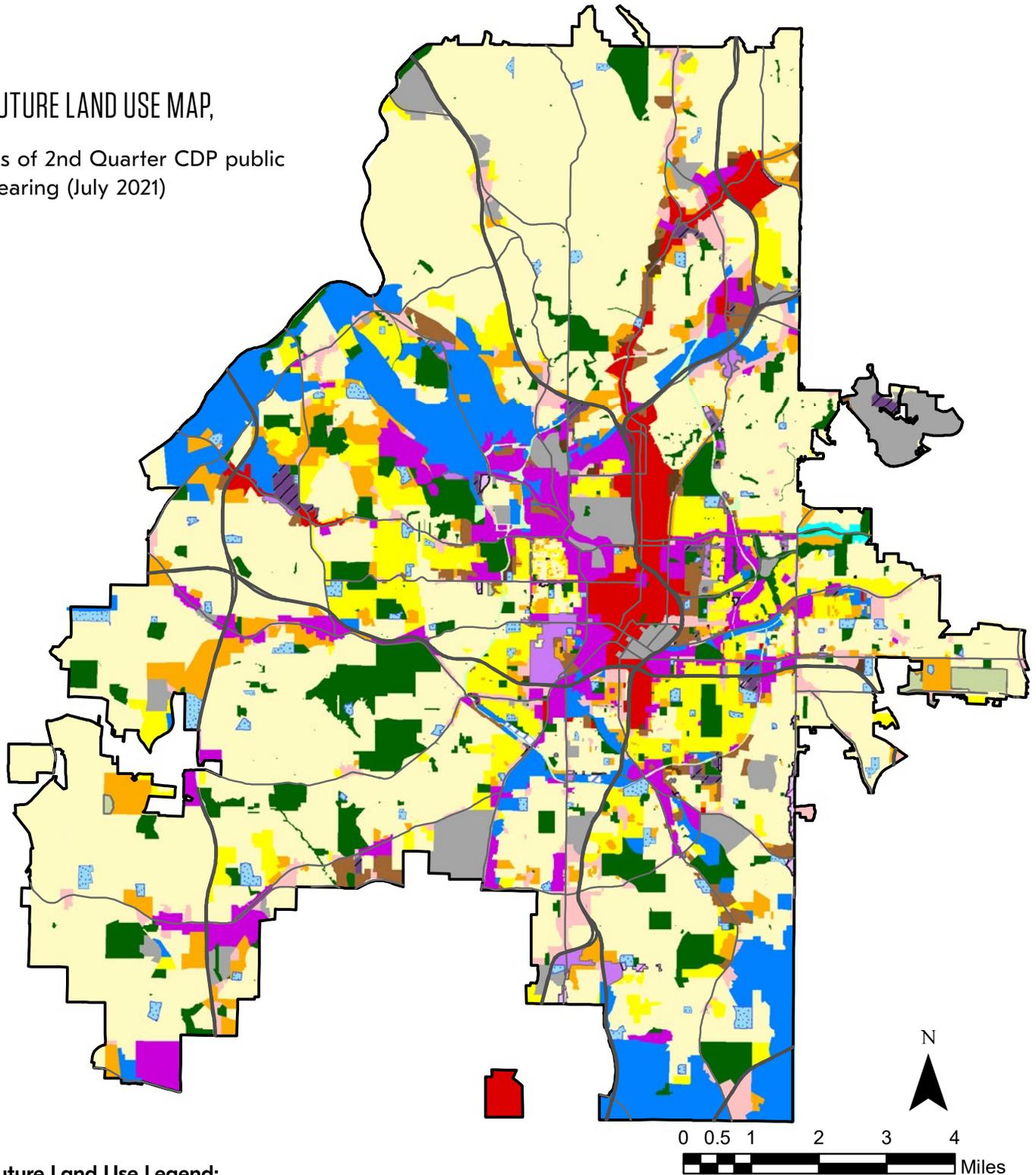


This future land use supports transportation uses such as airports, transit stations, and multimodal corridors (e.g., the BeltLine). It also supports places for telecommunication facilities and utilities.



# FUTURE LAND USE MAP,

As of 2nd Quarter CDP public hearing (July 2021)



## Future Land Use Legend:

Business Park	High Density Residential	I-Mix	Office/Institution
Community Facilities	Very High Density Residential	Mixed Use	Office/Institution/Res
Single Family Residential	Low Density Commercial	Mixed Use High Density	Open Space
Low Density Residential	High Density Commercial	Mixed Use Medium Density	Private Open Space
Medium Density Residential	Industrial	Mixed Use Low Density	Transportation/Communications/Utilities



# Character Area Planning

Patterns of development throughout Atlanta create distinct areas, each with a unique identity and specific character. Character Area Planning focuses on distinguishing characteristics to better understand and encourage future development in an area. Character Areas can be described largely by existing natural features, transportation infrastructure, land uses, building types, economic activities, and public spaces commonly found in an area. While every Character Area is different, all meet the following criteria:

- Unique identity that could evolve with intentional planning and exceptional design,
- Specific character worth preserving or enhancing, and
- Development patterns requiring special attention.

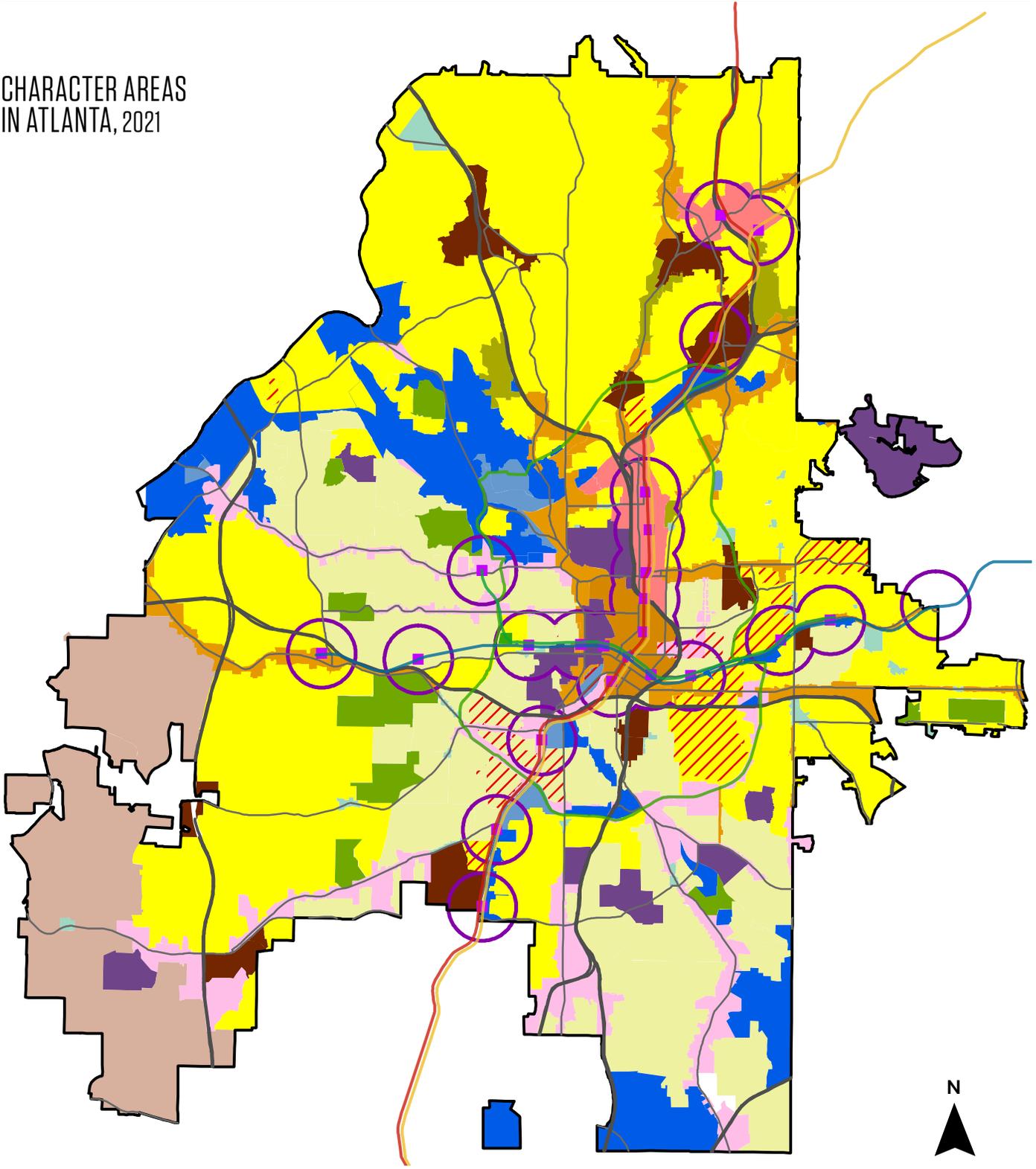
Character Area Planning in Atlanta's comprehensive development plan is a relatively new activity. After a series of public engagement activities and technical analyses, the City published the first set of Character Area descriptions, maps, and policies in Atlanta's 2011 comprehensive development plan. Only slight revisions to Character Areas have been made in the 2016 and 2021 comprehensive development plans to reflect annexations and deannexations. Zoning changes in Atlanta must be consistent with the comprehensive development plan. While Character Area Planning can inform zoning changes, ultimately, consistency with the comprehensive development plan is determined solely by reference to the Future Land Use Map.

## There are 16 Character Areas in Atlanta.

1. Open Space, Parks and Conservation Areas
2. Traditional Neighborhood Existing
3. Traditional Neighborhood Redevelopment
4. High Density Residential Neighborhood
5. Suburban Area Neighborhood
6. Live Work Neighborhood
7. Neighborhood Center
8. Town Center
9. Regional Center
10. Downtown
11. Intown Corridor
12. Redevelopment Corridor
13. Industrial Area
14. Historic Area
15. Transit Oriented Development
16. Institutional Area

Each Character Area has a description of its distinguishing characteristics accompanied with a map, a list of preferred Future Land Uses, and priority development policies.

# CHARACTER AREAS IN ATLANTA, 2021



- |                      |                                   |  |   |
|----------------------|-----------------------------------|--|---|
| Intown Corridor      | Other/Institutional               | Downtown                                     | Town Center                                       |
| Live-Work            | Regional Activity Center          | High Density Residential                     | Traditional Neighborhood Redevelopment            |
| Live-Work Historic   | Redevelopment Corridor            | Industrial Area                              | Traditional Neighborhood Redevelopment - Historic |
| Neighborhood Center  | Redevelopment Corridor - Historic | Traditional Neighborhood Existing            | Transit-Oriented Development Overlay              |
| Open Space and Parks | Suburban Area                     | Traditional Neighborhood Existing - Historic |   |



# CITY-WIDE DEVELOPMENT POLICIES

In an effort to make each Character Area designation brief and straightforward, the the following 21 priority development policies are applied to Character Areas across the city.

## Policies

- CW 1** Consider future land use and zoning changes impact on Character Areas, including impacts that may spillover in adjacent areas.
- CW 2** Protect existing single-family, low-density, and medium-density residential from incompatible higher densities and non-residential uses.
- CW 3** Promote a balance of uses, particularly between jobs and housing, and between retail and housing.
- CW 4** Encourage mixed use along corridors and centers and provide height and density transitions to adjacent residential areas.
- CW 5** Facilitate transit-oriented development (TOD) to better align density with public transit.
- CW 6** Increase sidewalk, bicycle, trail, and transit connectivity and safety, especially to nearby residential neighborhoods, commercial districts, parks, schools, and other community facilities.
- CW 7** To increase public safety and enhance the public realm, increase street lighting, street furniture, traffic calming, street crossing aids, street trees, and streetscapes that create a sense of place. Create an interconnected street network and blocks in areas being redeveloped.
- CW 8** Integrate new development (or new residential development) with surrounding residential fabric by connecting to the street network and the creation of block sizes that are compatible with adjacent/existing neighborhood character.
- CW 9** Repair existing sidewalks and ensure sidewalks are constructed for all new development.
- CW 10** Provide diverse and more affordable housing choices that are accessible by all people.
- CW 11** Promote senior housing and opportunities to age in place.



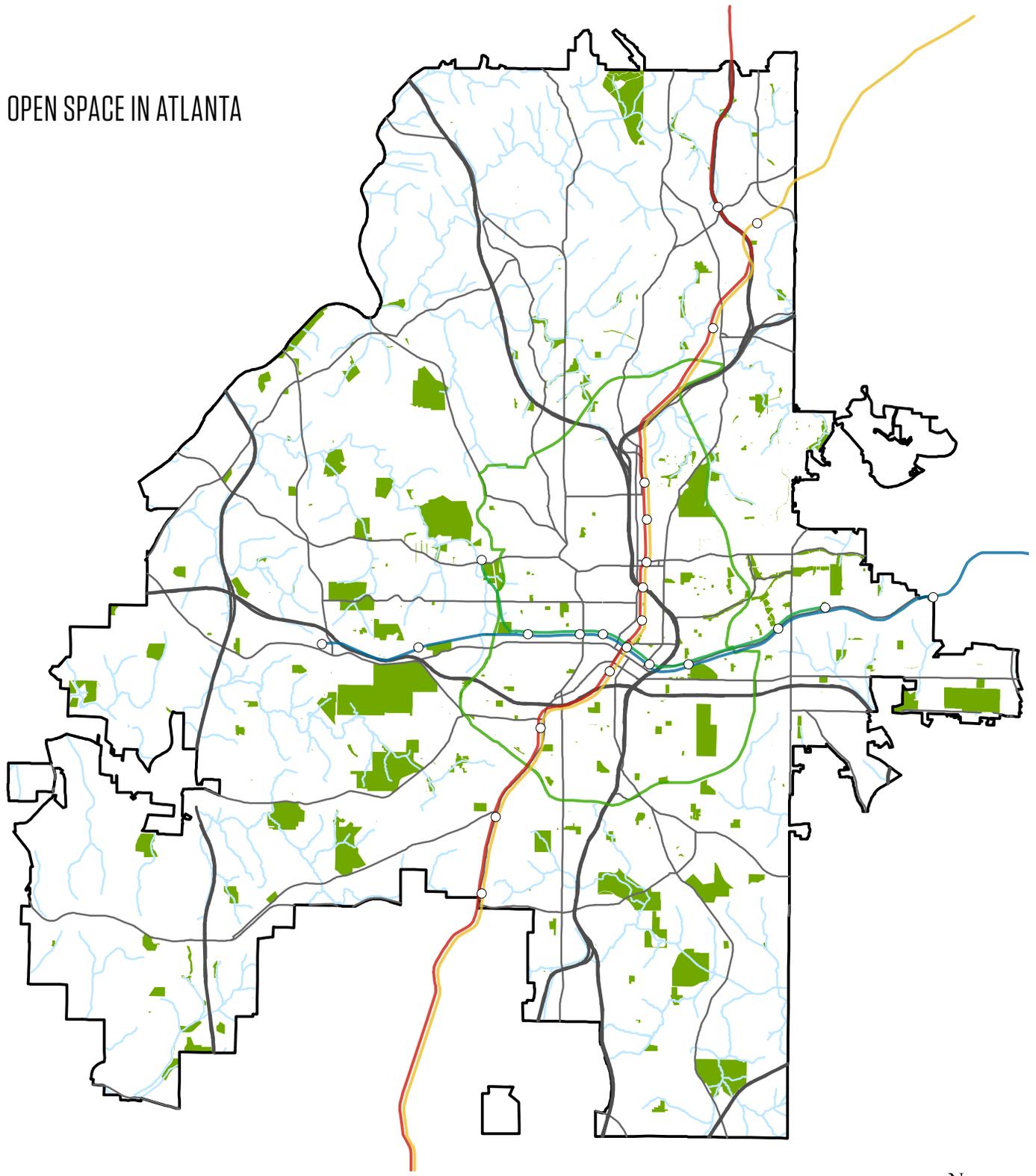
## ATLANTA'S "MISSING MIDDLE" HOUSING

Atlanta's residential neighborhoods historically developed with a range of small multifamily buildings. These townhouses, duplexes, triplexes, and apartments were often located near or among single-family houses and were very compatible with them in terms of scale, placement, and look. These housing types are now known as "Missing Middle Housing."

- CW 12** Encourage a variety of housing types, including "missing middle" housing, that are compatible with nearby buildings.
- CW 13** Allow for unique signage, public art, and gateway features as much as possible.
- CW 14** Preserve and enhance natural features, particularly trees and streams.
- CW 15** Ensure lots have adequate open space and permeable surfaces to manage stormwater.
- CW 16** Provide for recreation, retreat, and health, in dense areas by encouraging permanent and temporary outdoor parks, plazas, courtyards, and other private and public open spaces that are safe, well-designed, environmentally sensitive, and activated.
- CW 17** Encourage more public gathering places such as community centers and libraries.
- CW 18** Encourage more neighborhood serving retail such as grocery stores, pharmacies, and child care that meet the daily needs of residents.
- CW 19** Support locally owned businesses.
- CW 20** Safeguard Atlanta's cultural, social, economic and architectural history, as embodied and reflected in the city's most special and unique historic buildings, sites, and districts.



# OPEN SPACE IN ATLANTA





## TRADITIONAL NEIGHBORHOOD EXISTING (TNE)

### Description

Many of these neighborhoods are historic and walkable where growth capacity is limited mostly by our desire to keep them the way they are. They are the traditional intown neighborhoods that were built by the expansion of streetcars a century ago and the neighborhoods developed further from the city's employment centers once the car became the principal form of transportation. Some neighborhoods are more suburban with large lots and a lack of sidewalks. Most have some form of commercial district within walking distance or a short drive from houses, and many include small apartment buildings, townhouses, or two- and three-family houses. Their inherent walkability, tree-lined streets, historic charm and proximity to Downtown, Midtown, and Buckhead make them highly desirable under today's market pressures, and therefore, threatened by even denser development.

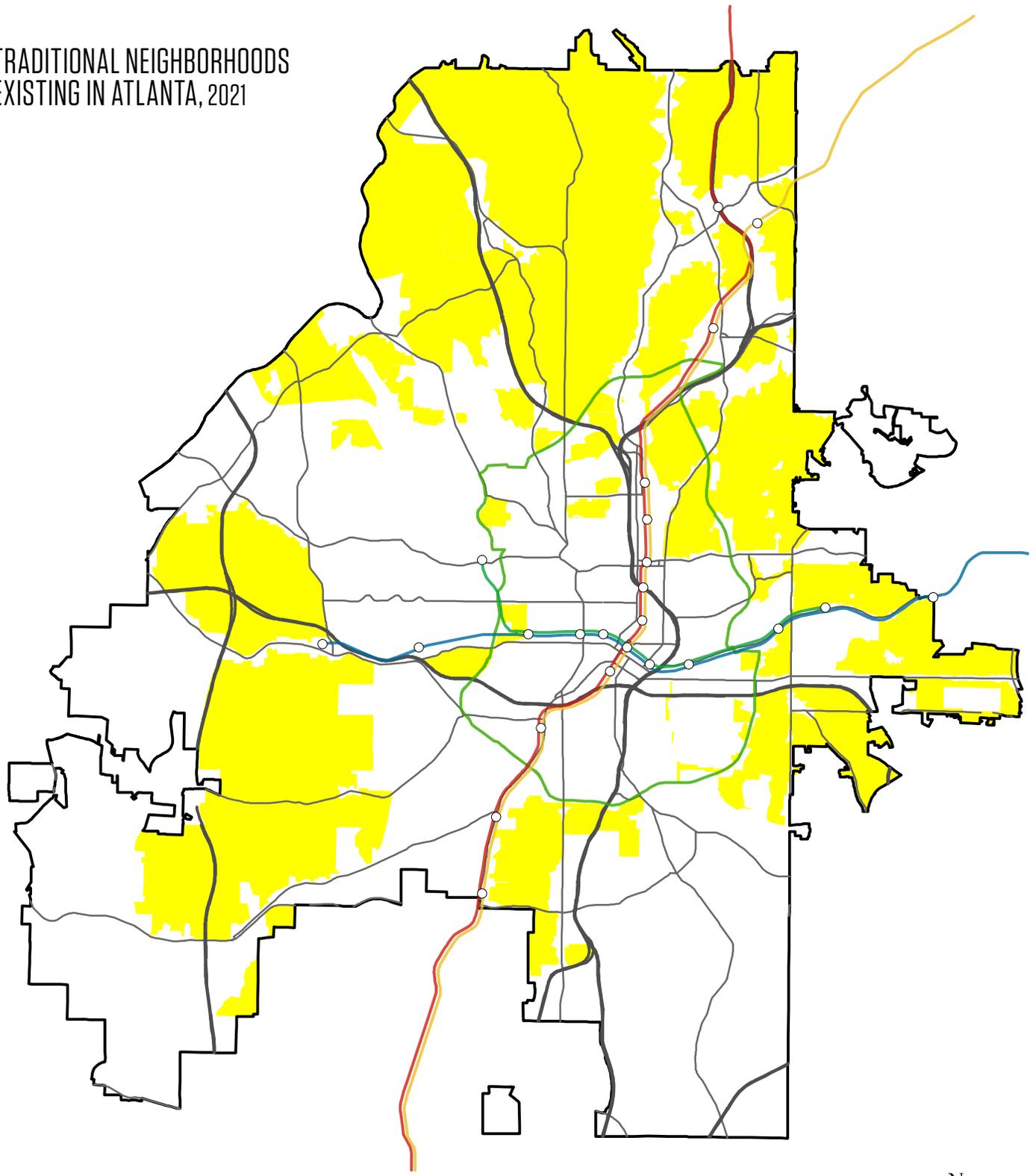
### Preferred Future Land Uses

- Open Space
- Private Open Space
- Community Facility
- Single-Family
- Low-Density Residential

### Development Policies

- TNE 1** Preserve the walkable scale and residential character of the neighborhoods.
- TNE 2** Prioritize maintaining and rehabilitating existing housing.
- TNE 3** Ensure lots have adequate open space and permeable surfaces to manage stormwater.
- TNE 4** Support local historic designation of potentially eligible Landmark, Historic, and Conservation Districts within these areas.

# TRADITIONAL NEIGHBORHOODS EXISTING IN ATLANTA, 2021





# TRADITIONAL NEIGHBORHOOD REDEVELOPMENT (TNR)

## Description

There are residential neighborhoods throughout Atlanta developed before the 1970s that have, for the most part, maintained their original housing stock but are experiencing deteriorating conditions, neglected properties, and overall disinvestment. Their numerous vacant lots and abandoned buildings attract dumping and other illegal activities. Uses and intensity of some past infill development conflict with the traditional character of the neighborhoods. It is not uncommon for commercial uses scattered across the neighborhoods to be undesirable or no longer offering quality retail to residents. Poor streets and sidewalks, inadequate street lighting, and a lack of code enforcement are also prevalent.

Revitalization is happening in many of these neighborhoods. Over the decades, these neighborhoods have gained well-known identities because of their unique architecture, established tree canopies, parks, schools, and urban design. The neighborhoods' historic houses, pedestrian-friendly public realm, and typically good connectivity are attracting new development. Housing is predominantly single-family, but there are also duplexes, triplexes, accessory dwelling units, and small-scale multifamily apartments. These residential neighborhoods are never too far from commercial districts, churches, schools, and other neighborhood amenities. Many of these neighborhoods have aging homeowners who wish to stay and or need affordable options. Renters are more common than homeowners in these neighborhoods. In the past, neighborhood retail occupied small commercial buildings built to, or close to, the sidewalk with parking at the rear or on the street.

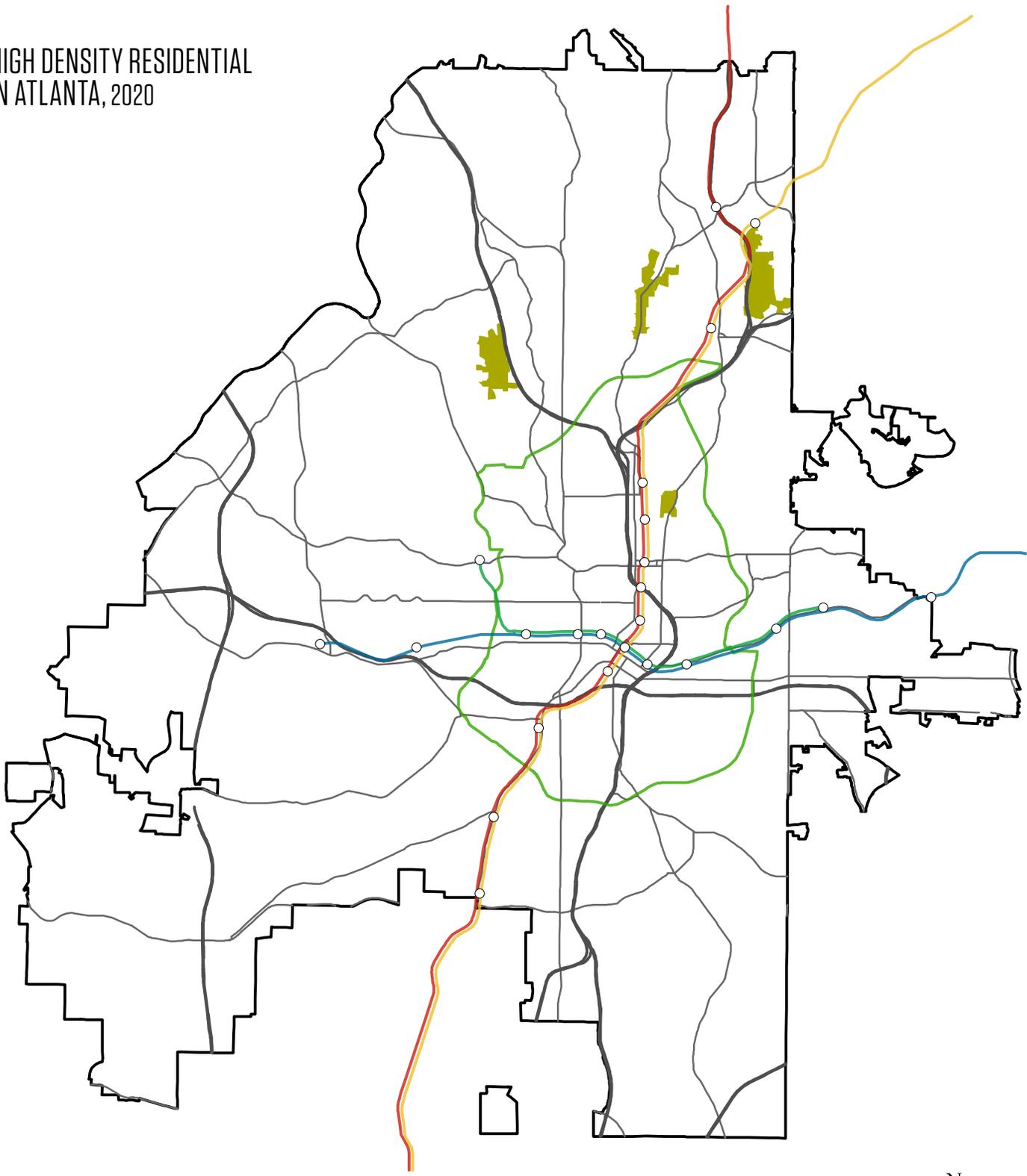
## Preferred Future Land Uses

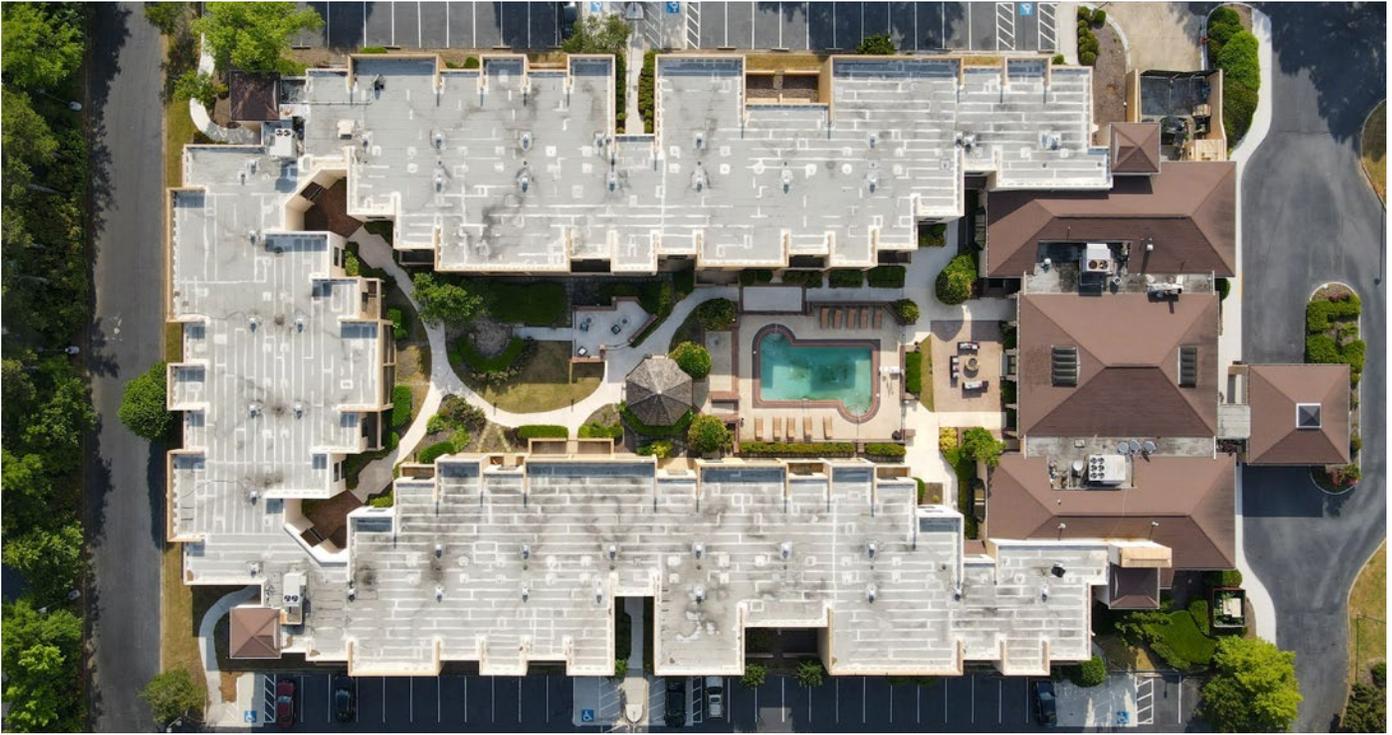
- Open Space
- Private Open Space
- Community Facility
- Single-Family
- Low-Density Residential
- Medium-Density Residential
- Low-Density Commercial

## Development Policies

- TNR 1** Preserve the walkable scale and residential character of the neighborhoods.
- TNR 2** Ensure small-scale commercial uses are compatible with the existing residential character and serve neighborhood residents.
- TNR 3** Prioritize maintaining and rehabilitating existing housing and commercial buildings.
- TNR 4** Encourage compatible infill development on vacant lots or where existing housing and commercial buildings are deteriorated.
- TNR 5** Improve public health, and overall appearance and quality of life in and around the areas by strengthening code enforcement and encouraging compliance and clean-up.
- TNR 6** Support rental and homeownership assistance where needed to stabilize neighborhoods .
- TNR 7** Ensure lots have adequate open space and permeable surfaces to manage stormwater.

# HIGH DENSITY RESIDENTIAL IN ATLANTA, 2020





# HIGH DENSITY RESIDENTIAL (HDR)

## Description

High Density Residential Character Areas are primarily residential areas that are developed at higher intensities than the adjacent Traditional Neighborhoods. These areas tend to be car centric, though. Meaning, they primarily developed along highways and busy collector and arterial streets where high speed and traffic volume discourage safe pedestrian travel. And, transit options can be sporadic despite their density. Residents have convenient access to some local retail and services, but the residential density could support more. Paved surfaces are more prevalent than greenspace and trees in these areas. Such intense development can spillover to less dense residential neighborhoods if left unchecked. With better planning and urban design, High Density Residential neighborhoods will continue to accommodate Atlanta’s growing population and their streetscapes can be redesigned to prioritize pedestrians.

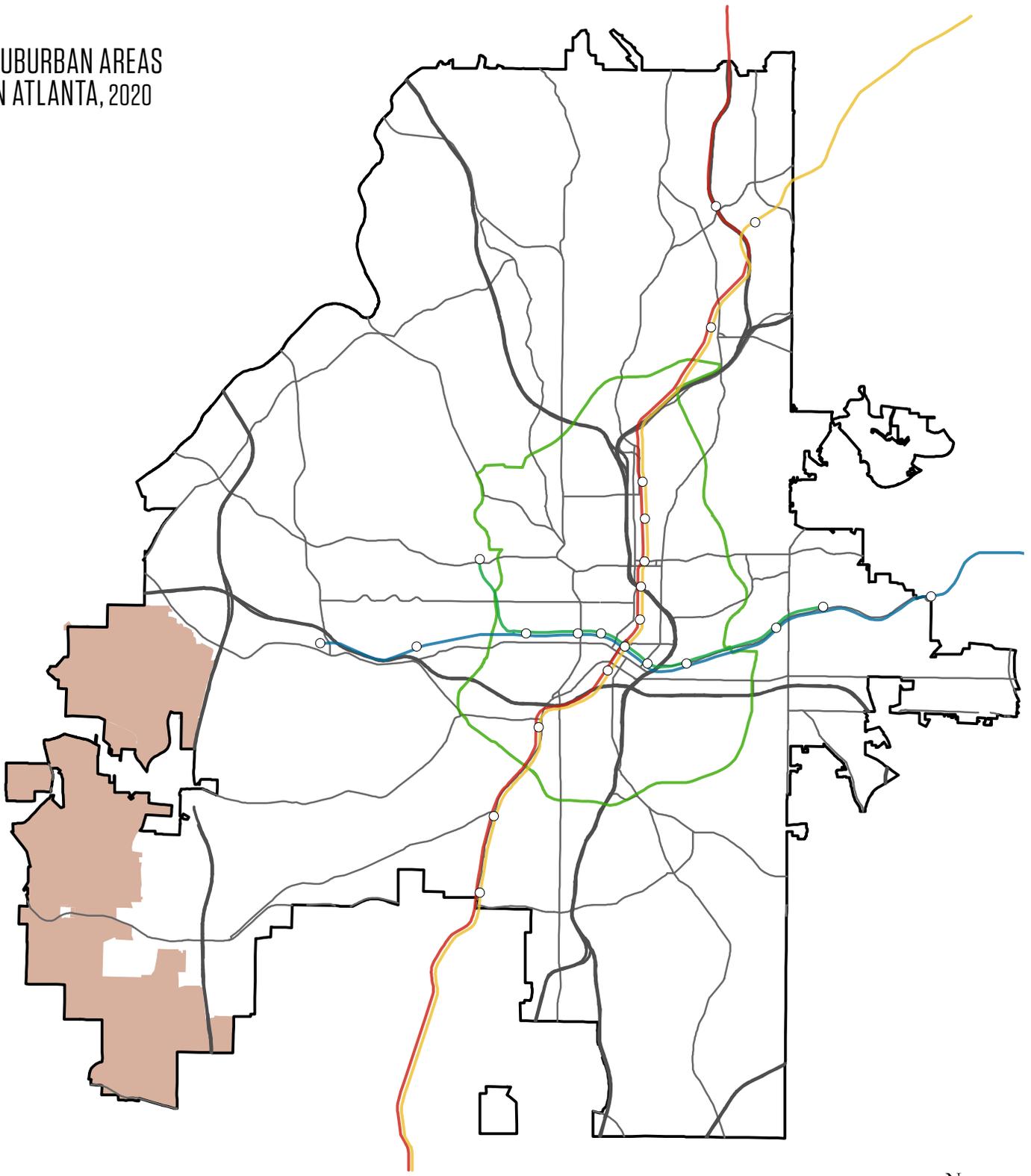
## Preferred Future Land Uses

- Open Space
- Private Open Space
- Community Facility
- Medium-Density Residential
- High-Density Residential
- Low-Density Residential
- Low-Density Commercial

## Development Policies

- HDR 1** Sustain and encourage greater residential density.
- HDR 2** Integrate new residential development with the existing street network to prevent new cul-de-sacs or further limiting street connectivity.
- HDR 3** Encourage neighborhood commercial uses complimentary of existing residential character and convenient to residents.

# SUBURBAN AREAS IN ATLANTA, 2020





# SUBURBAN AREA (SA)

## Description

At the far southwest edge of Atlanta are residential neighborhoods that largely developed since the 1970s. They are not quite urban or rural. They are not as well connected as older neighborhoods, lack sidewalks, and are often distant from retail and employment districts. Their more generous yards and intervening floodplains, however, provide far less runoff and more natural habitat, and host huge swaths of Atlanta’s tree canopy. In this way, in addition to offering homes for residents who prefer less-urban lifestyles, these neighborhoods provide some environmental benefits to the city at large.

## Preferred Future Land Uses

- Open Space
- Private Open Space
- Community Facility
- Single-Family
- Low-Density Residential
- Low-Density Commercial

## Development Policies

- SA 1** Preserve the residential character of the neighborhoods.
- SA 2** Integrate new residential development with the existing street network to prevent new cul-de-sacs or further limiting street connectivity.
- SA 3** Prioritize maintaining and rehabilitating existing housing and commercial buildings.
- SA 4** Support rental and homeownership assistance where needed to stabilize neighborhoods.
- SA 5** Ensure small-scale commercial uses within an area are compatible with the existing residential character and serve neighborhood residents.
- SA 6** Ensure lots have adequate open space and permeable surfaces to manage stormwater.



# INDUSTRIAL LIVE-WORK AREA (ILW)

## Description

Industrial Live Work Character Areas mix light industrial activities close to residential housing, retail, art galleries, small offices, and amenities like pocket parks. These areas offer Atlantans options to live and work in the same buildings. These areas often have vacant properties that can be overgrown, littered, and even environmentally contaminated. But, in general, these areas are experiencing investment and are transitioning away from industrial uses to non-industrial uses. Old industrial buildings are being renovated and converted to loft apartments, offices, and stores. Many creative professionals prefer the architecture, aesthetics, and lifestyle these old industrial areas offer.

Older and potentially historic industrial buildings tend to attract this mix of uses and should be preserved and rehabilitated. Brownfields (e.g., known or suspected environmentally contaminated properties) should be remediated. Industrial uses should be allowed to continue to operate. New construction should be compatible with the industrial heritage of the area in terms of design and density. It should also have a compact pedestrian oriented urban form. Smaller blocks and an interconnected street should be created as large industrial parcels redevelop. There should be appropriate transitions to any adjacent residential uses. Improved transit options, connectivity to trails, and improved walkability are envisioned with redevelopment.

## Preferred Future Land Uses

- Open Space
- Private Open Space
- Community Facility
- Medium-Density Residential
- High-Density Residential
- Very-High Density Residential
- Low-Density Commercial
- Industrial
- Industrial Mixed Use
- Business Park
- Mixed Use Low-Density
- Mixed Use Medium-Density
- Mixed Use High-Density
- Mixed Use

## Development Policies

- ILW 1** Preserve the live-work character of the neighborhoods.
- ILW 2** Promote the preservation and rehabilitation of historic and potentially historic buildings, particularly industrial buildings 50 years or older.
- ILW 3** Encourage remediating brownfields (i.e., known or suspected environmentally contaminated properties).
- ILW 4** Preserve active industrial uses, as appropriate, to support logistics, warehousing, and industrial businesses and jobs in Atlanta.
- ILW 5** Support makerspaces and attract small-scale manufacturers to these areas.
- ILW 6** Ensure new construction is compatible with the design and density of the historical industrial development.
- ILW 7** Maintain or provide appropriate buffers and transitions between Live-Work areas and adjacent areas.
- ILW 8** Promote compact pedestrian-oriented urban design with smaller blocks and connected streets when redeveloping large industrial lots.



# NEIGHBORHOOD CENTER (NC)

## Description

Neighborhood Centers are a hub of activity and give many parts of Atlanta a sense of place. These Neighborhood Centers have a concentration of neighborhood-orientated commercial business almost always including a mix of retail, personal services, and restaurants and do not have big-box retail. Many businesses in these areas are locally owned. Other development can include housing, offices, schools, and other institutions. Neighborhood Centers often are not more than a few blocks, and they tend to be near popular intersections and well-traveled streets with relatively low traffic speed. Also, they typically have historic buildings built to, or close to, the sidewalk with parking at the rear or on the street. Neighborhood Centers are characteristically highly walkable with plenty of sidewalks, street trees, street furniture, on-street parking, plazas, and parks. When public transit is nearby, Neighborhood Centers may be well positioned for transit-oriented development with greater density and mixes of uses. Over time, Neighborhood Centers have developed their own individual character and identity. Neighborhood festivals and markets are often held in Neighborhood Centers.

## Preferred Future Land Uses

- Open Space
- Private Open Space
- Community Facility
- Medium-Density Residential
- Low-Density Commercial
- Mixed Use Low-Density

## Development Policies

- NC 1** Keep the concentration of urban neighborhood-oriented uses and services.
- NC 2** Discourage suburban-style strip development and big-box retail.
- NC 3** Preserve and restore existing, pedestrian-scale and character of residential and commercial buildings.
- NC 4** Promote a balance of residential development with neighborhood-oriented retail, services, office, and dining
- NC 5** Provide for a wide variety of commercial uses that meets neighborhood needs.
- NC 6** Support adaptive reuse of existing buildings
- NC 7** Encourage mixed-use vertical buildings that activate the street by providing residential uses above retail uses.
- NC 8** Prevent the expansion of non-residential uses into adjacent residential areas.
- NC 9** Encourage infill development to be compatible with the scale, height, and character of the area and adjoining neighborhoods.
- NC 10** Encourage appropriately scaled transit-oriented development.
- NC 11** Discourage auto-orientated development.
- NC 12** Provide attractive pedestrian-oriented storefronts and activities adjacent to sidewalks such as outdoor cafés and markets.
- NC 13** Minimize the use of adjacent neighborhood streets for commercial area parking by establishing parking requirements and encouraging shared parking arrangements.



# TOWN CENTER (TC)

## Description

Town Centers are focal points for several Atlanta neighborhoods. Town Centers developed over the years with a variety of specialty retail, big-box and shopping mall retail, office, and medium- and high-density residential housing. Sometimes, though, diversity and quality of uses can be lacking. Observable development patterns in Town Centers suggest that density tends to be highest near their centers and lowest at their edges with a transition or buffer with adjacent residential areas. Residents, workers, and visitors to Town Centers have local access to parks, schools, hospitals, and other community facilities and institutions. Large blocks and surface parking lots, limited street network connectivity, traffic volume and high speed, and countless curb cuts into sidewalks can make both vehicular and pedestrian travel treacherous. Transit accessibility is not always present or reliable.

Town Centers demonstrate great resiliency and adaptability. For example, Ponce City Market and surrounding mixed use development demonstrate adaptive reuse capabilities. Another example is the new mixed-use neighborhood growing around Georgia State University Panthers football stadium and revitalizing the commercial district of nearby Summerhill. Town Centers will continue to show their strengths as places to accommodate Atlanta's growth and development well into the future.

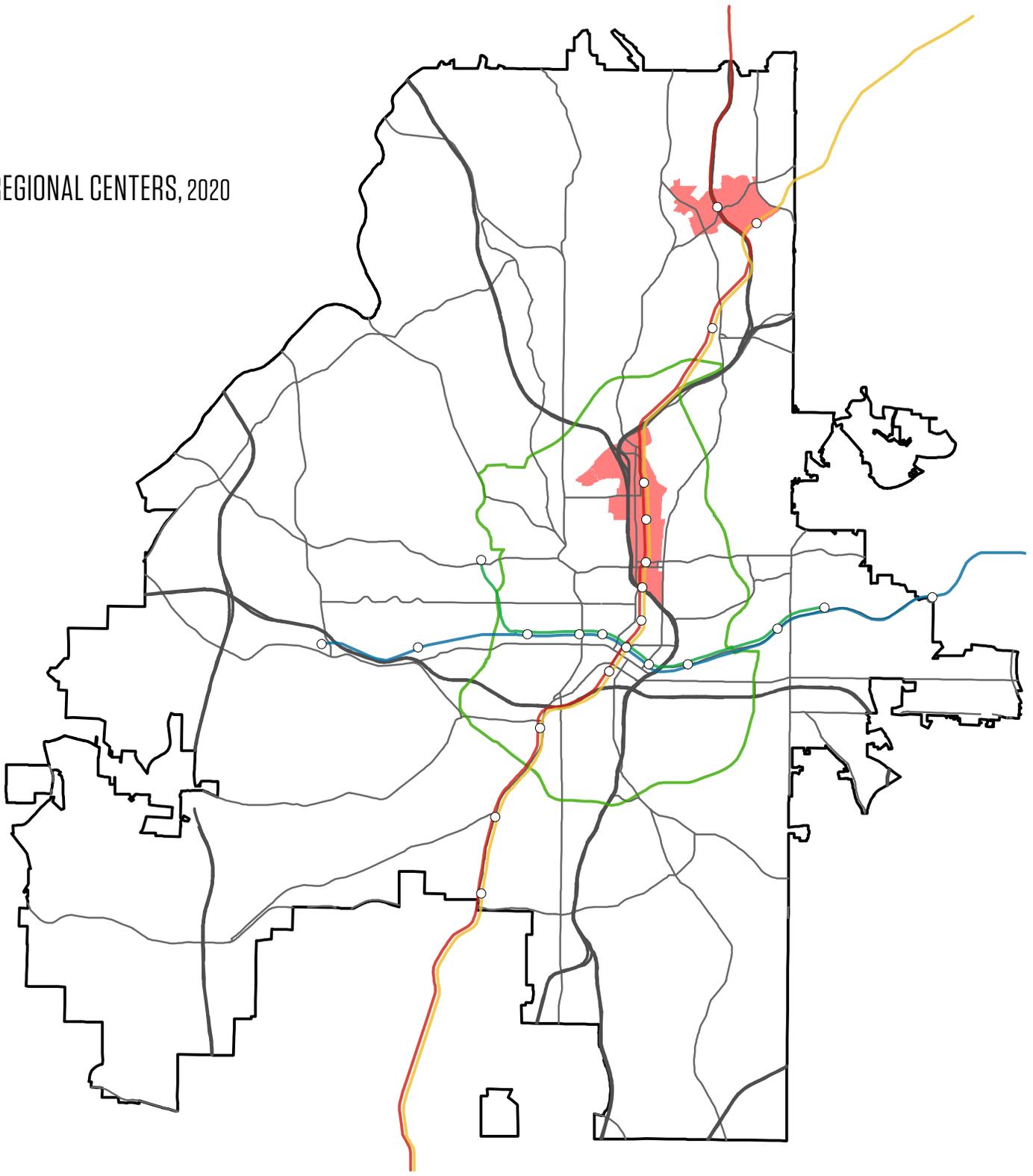
## Preferred Future Land Uses

- Open Space
- Private Open Space
- Community Facility
- Medium-Density Residential
- High-Density Residential
- Low-Density Commercial
- High-Density Commercial
- Office/Institutional
- Mixed Use Low-Density
- Mixed Use Medium-Density
- Mixed Use High-Density
- Mixed Use

## Development Policies

- TC 1** Promote a balance of uses.
- TC 2** Connect nearby residents to the areas' jobs and economic opportunities.
- TC 3** Preserve and restore the existing pedestrian scale and character of buildings.
- TC 4** Encourage more urban, pedestrian-scale development over suburban-style strip mall and big-box development, especially when redeveloping vacant sites, surface parking lots, and underutilized or deteriorating buildings.
- TC 5** Encourage mixed-use vertical buildings that activate the street by providing residential uses or office above retail uses.
- TC 6** Encourage attractive and active pedestrian-oriented street level space such as outdoor cafes, galleries and libraries.
- TC 7** Minimize surface parking lots.
- TC 8** Minimize curb cuts.
- TC 9** Minimize the use of adjacent neighborhood streets for commercial area parking by establishing parking requirements and encouraging shared parking arrangements.
- TC 10** Protect and screen surrounding neighborhoods from noise, lights, and other nuisances.

# REGIONAL CENTERS, 2020



# REGIONAL ACTIVITY CENTER (RAC)

## Description

Buckhead and Midtown are increasingly becoming more dense and emerging as Atlanta's premier centers for culture, innovation, and business. They have concentrations of housing, workspaces, shopping, entertainment, cultural institutions, hotels, hospitals, and higher-education campuses that draw people from across the region to live, work, study, and play. The skyscrapers that line Peachtree Street are more than just international headquarters; they define Atlanta's skyline and give a sense of place and connectedness. Transitions in density from Regional Centers to adjacent residential areas can be abrupt at many locations while gradual and buffered at others. The areas include a mix of small and large blocks. At times, moving around as a pedestrian can feel safe and comfortable. Other times, it feels like cars are valued over people. With so much paved surfaces, buildings, and cars, the urban heat island effect during hot summer months can make it extremely uncomfortable as a pedestrian. These Regional Centers developed at the confluence of major thoroughfares, highways, and transit. With intentional design, policies, and investments, we can better align density and transportation infrastructure to accommodate more residents, students, businesses, employees, and visitors for years to come.

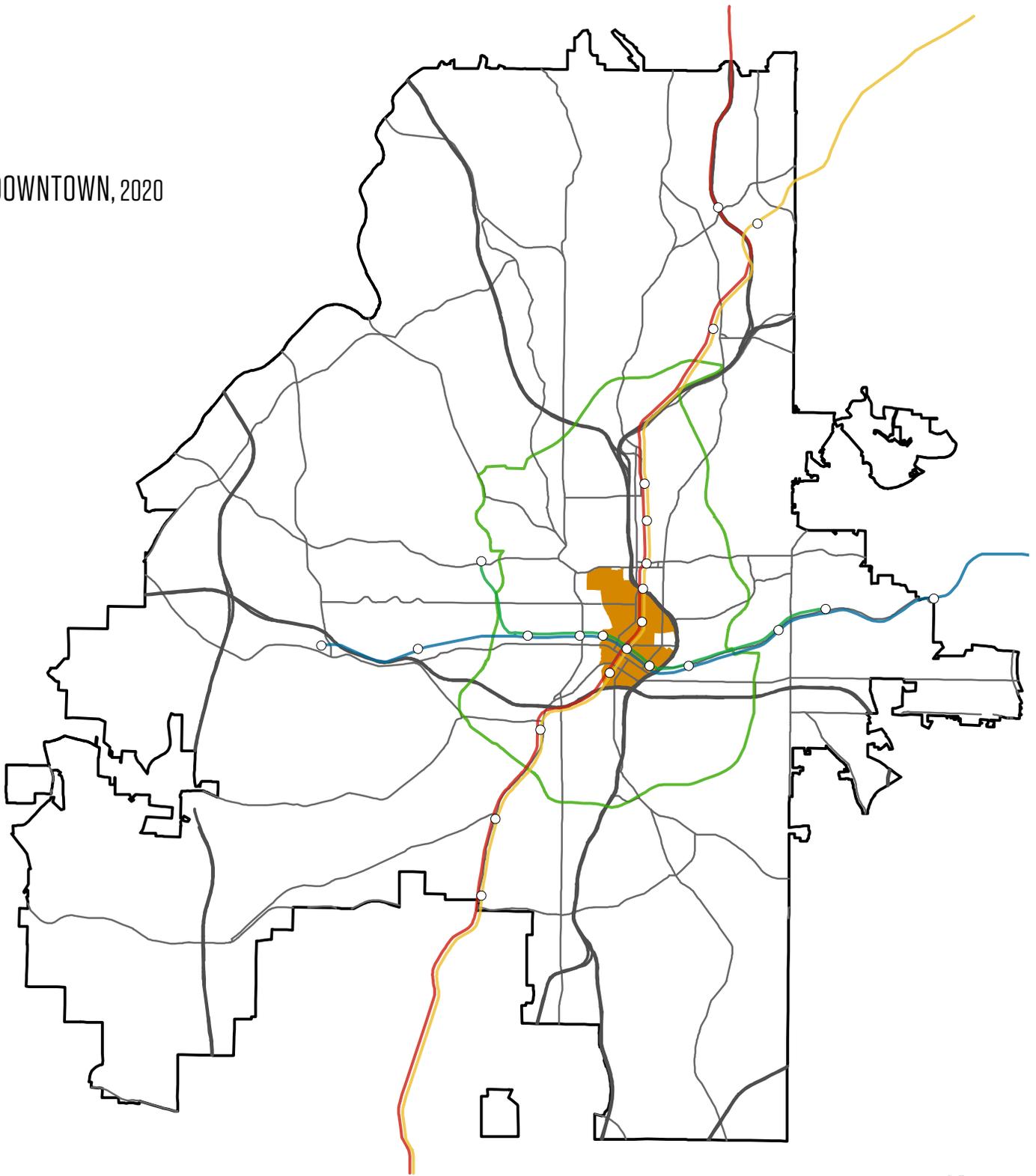
## Preferred Future Land Uses

- Open Space
- Private Open Space
- Community Facility
- Medium-Density Residential
- High-Density Residential
- Very High-Density Residential
- Low-Density Commercial
- High-Density Commercial
- Office/Institutional
- Mixed Use Low-Density
- Mixed Use Medium-Density
- Mixed Use High-Density
- Mixed Use

## Development Policies

- RAC 1** Continue facilitating greater density and mix of residents, students, businesses, employees, and visitors.
- RAC 2** Promote a balance of uses, particularly between jobs and housing, and between retail and housing.
- RAC 3** Connect residents to the areas' jobs and economic opportunities.
- RAC 4** Encourage mixed-use vertical buildings that activate the street by providing an active use at the street level. In a Regional Center, the use above the first floor could be office or commercial in addition to residential.
- RAC 5** Encourage attractive pedestrian-oriented street level space such as outdoor cafes, galleries and libraries.
- RAC 6** Preserve and protect historic buildings and sites through rehabilitation and reuse.
- RAC 7** Support public transit and alternative transportation options to alleviate the dependency on cars in the areas.
- RAC 8** Provide facilities and amenities for all modes of transportation to encourage transit, walking, biking, and rideshare.
- RAC 9** Protect and screen surrounding neighborhoods from noise, lights, and other nuisances.
- RAC 10** Minimize the urban heat island effect and stormwater impacts by encouraging innovative green building and stormwater infrastructure practices, increasing the tree canopy, and adding more small parks and greenspace.

DOWNTOWN, 2020



# DOWNTOWN (DTN)

## Description

Downtown is the center of Old (historic) Atlanta. It includes the city's densest, traditional, adaptable, and walkable blocks. It has great capacity for growth, the best transit network, and many of the top historic, cultural, health, social, and academic assets in the region. Downtown is the center of government, home to Atlanta's professional sports teams, and host to countless conventioners and tourists. Yet, what little retail Downtown has, it tends to serve mostly office workers and some Georgia State University students, and often closes after 6 pm. While Downtown retailers have conceded commercial space to office and hotel users, a few restaurants and bars catering to both Downtown residents and workers have found success.

Downtown is characterized by a street grid system emanating from Five Points along several busy corridors such as Auburn Avenue and Peachtree Street. The interstate is a barrier between Downtown and adjacent neighborhoods. This separation was intentional, and now the challenge is reconnecting Downtown to the rest of Atlanta. Reintroducing the streetcar back to Downtown; extending outdoor dining onto parts of Broad Street; turning blocks of Peachtree Street into a shared space; creating a curbside management plan; and, reimagining a continuous street grid through Five Points MARTA Station are just a few opportunities for Downtown's public realm.

Downtown has many of the city's first skyscrapers and historic commercial buildings, but too many surface parking lots, drab walls, and lack of active street level use distract us from noticing the vernacular architecture. South Downtown, Centennial Yards, and the rest of Downtown are all poised for exceptional future growth and development. Capitalizing on the New Downtown may very well hold the key to celebrating and elevating the Old Atlanta.

## Preferred Future Land Uses

- Open Space
- Private Open Space
- Community Facility
- Medium-Density Residential
- High-Density Residential
- Very High-Density Residential
- Low-Density Commercial
- High-Density Commercial
- Office/Institutional
- Mixed Use Low-Density
- Mixed Use Medium-Density
- Mixed Use High-Density
- Mixed Use

## Development Policies

- DTN 1** Continue facilitating greater density and mix of residents, students, employees, and visitors.
- DTN 2** Promote a balance of uses, particularly between jobs/housing and retail/housing.
- DTN 3** Connect nearby residents to the areas' jobs and economic opportunities.
- DTN 4** Encourage mixed-use vertical buildings that activate the street with retail below residential.
- DTN 5** Provide attractive pedestrian-oriented storefronts adjacent to sidewalks such as outdoor cafés and markets.
- DTN 6** Preserve and protect historic buildings and sites through rehabilitation and reuse.
- DTN 7** Support public transit and alternative transportation options to alleviate the dependency on cars in the areas.
- DTN 8** Supply sufficient parking and encourage shared parking arrangements.
- DTN 9** Protect surrounding neighborhoods from noise, lights, and other nuisances.
- DTN 10** Minimize the urban heat island effect and stormwater impacts by encouraging innovative green building and stormwater infrastructure practices, increasing the tree canopy, and adding more small parks and greenspace.



# INTOWN CORRIDOR (IC) & REDEVELOPMENT CORRIDOR (RC)

## Description

Corridors are the connecting tissues of the city; the major streets that flow in and out of the urban core in every direction; the gateways that greet most people entering or leaving city limits; the BeltLine, too. They stitch together as much as they divide Atlanta's neighborhoods. Streets like Donald Lee Hollowell, Roswell, and Jonesboro wind along the contours of the city while streets like Metropolitan, Memorial, and Northside slice straight lines across hills, valleys, and streams. In either case, we find commercial businesses, civic buildings, anchor institutions, and mixes of houses along the way. These natural features and development patterns mean that each corridor has a distinct character and quality of life. But, with better design, all these corridors can become main streets for many neighborhoods accommodating a reasonable amount of growth that will spur economic and community revitalization and spread a vibrant public life to all corners of Atlanta.

## Preferred Future Land Uses

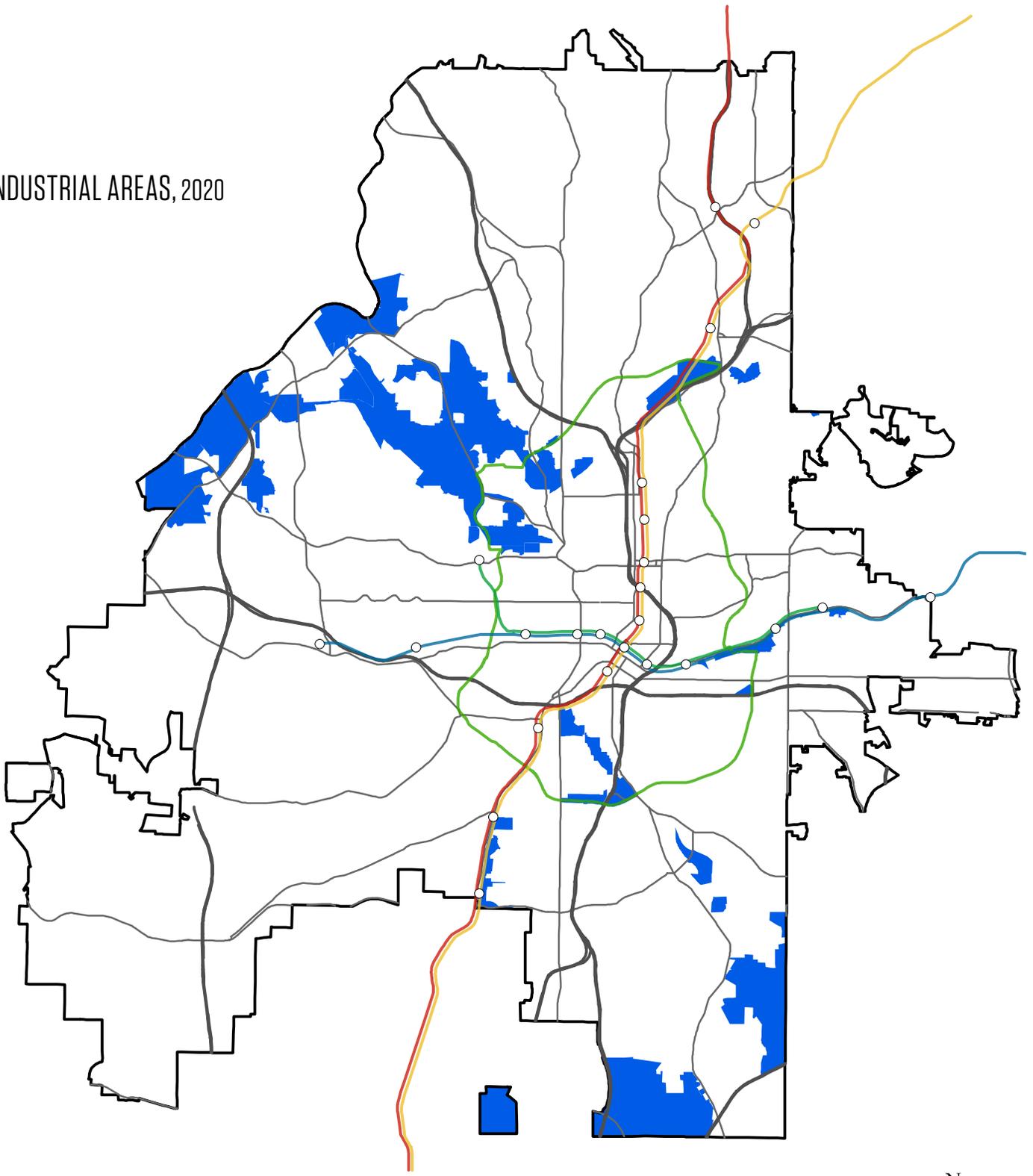
- Open Space
- Private Open Space
- Community Facility
- Medium-Density Residential
- High-Density Residential
- Low-Density Commercial
- High-Density Commercial
- Mixed Use Low-Density
- Mixed Use Medium-Density
- Mixed Use
- Industrial Mixed Use

## Development Policies

- IC/RC 1** Elevate the distinct character of each Corridor while encouraging density, growth, revitalization, and vibrancy.
- IC/RC 2** Support the redevelopment of vacant and underutilized land and buildings.

- IC/RC 3** Encourage pedestrian-oriented development on the blocks around the many well-travelled intersections along the Corridors.
- IC/RC 4** Manage the levels of densities along the Corridors so the densest development happens near major intersections, centers, or transit stations.
- IC/RC 5** Prioritize maintaining and rehabilitating existing housing and commercial buildings.
- IC/RC 6** Encourage compatible infill development on vacant lots or deteriorated buildings.
- IC/RC 7** Improve public health and quality of life in the areas by strengthening code enforcement, encouraging compliance and clean-up.
- IC/RC 8** Ensure small-scale commercial uses are compatible with the existing residential character and serve neighbors.
- IC/RC 9** Limit billboards, gas stations, convenience stores, personal service establishments, adult businesses, and other similar uses.
- IC/RC 10** Connect nearby residents to the areas' jobs and economic opportunities.
- IC/RC 11** Provide attractive pedestrian-oriented storefronts adjacent to sidewalks.
- IC/RC 12** Preserve and protect historic buildings and sites through rehabilitation and reuse.
- IC/RC 13** Support public transit and alternative transportation options.
- IC/RC 14** Supply sufficient parking and encourage shared parking arrangements.
- IC/RC 15** Encourage innovative green building and stormwater infrastructure practices.
- IC/RC 16** Protect and screen surrounding neighborhoods from noise, lights, and other nuisances.

# INDUSTRIAL AREAS, 2020



# INDUSTRIAL AREA (I)

## Description

Industrial Areas consist of strategically located industrial land, buildings, railyards, and transportation infrastructure that support manufacturing, warehousing, distribution, repair, and intermodal activities. Many of these activities are needed close to Atlanta's centers and corridors to provide goods and services to local businesses and residents—a local economy depends on a thriving industrial sector.

Pressure to rezone and convert Industrial Areas will continue as demand increases for housing and other uses. Industrial Areas are attractive because of their relatively low costs, large lots, desirable locations, and unique architecture. Other challenges include the need to invest in Atlanta's aging industrial buildings and the rising costs for industrial businesses to stay in the city. These are urgent needs as industrial rezoning and conversions are already resulting in further industrial business and job displacement and creating conflicts across Atlanta.

Urban industry is rapidly changing. E-commerce (i.e., buying and selling goods and service mainly over the internet) is creating unprecedented demand for urban industrial space to support business-to-business and business-to-consumer activities. Likewise, more industrial space is needed for food and beverage businesses like breweries, caterers, and commissary kitchens (e.g., commercial kitchens for food trucks), and to support cargo around the airport to list a few. Atlanta's construction, automobile repair, and waste management companies tend to locate in these areas for good reason—proximity to customers. Atlanta's Industrial Areas are strategically located to support the growing demand to move goods in and out of the region by air, sea, rail, pipeline, and roads. Urban industry is cleaner, greener, and more creative than before. This opens opportunities to rethink the mix and compatibility of industry with other uses in the city.

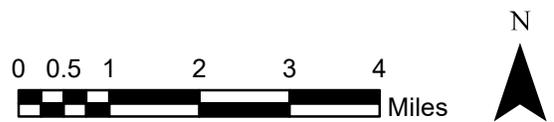
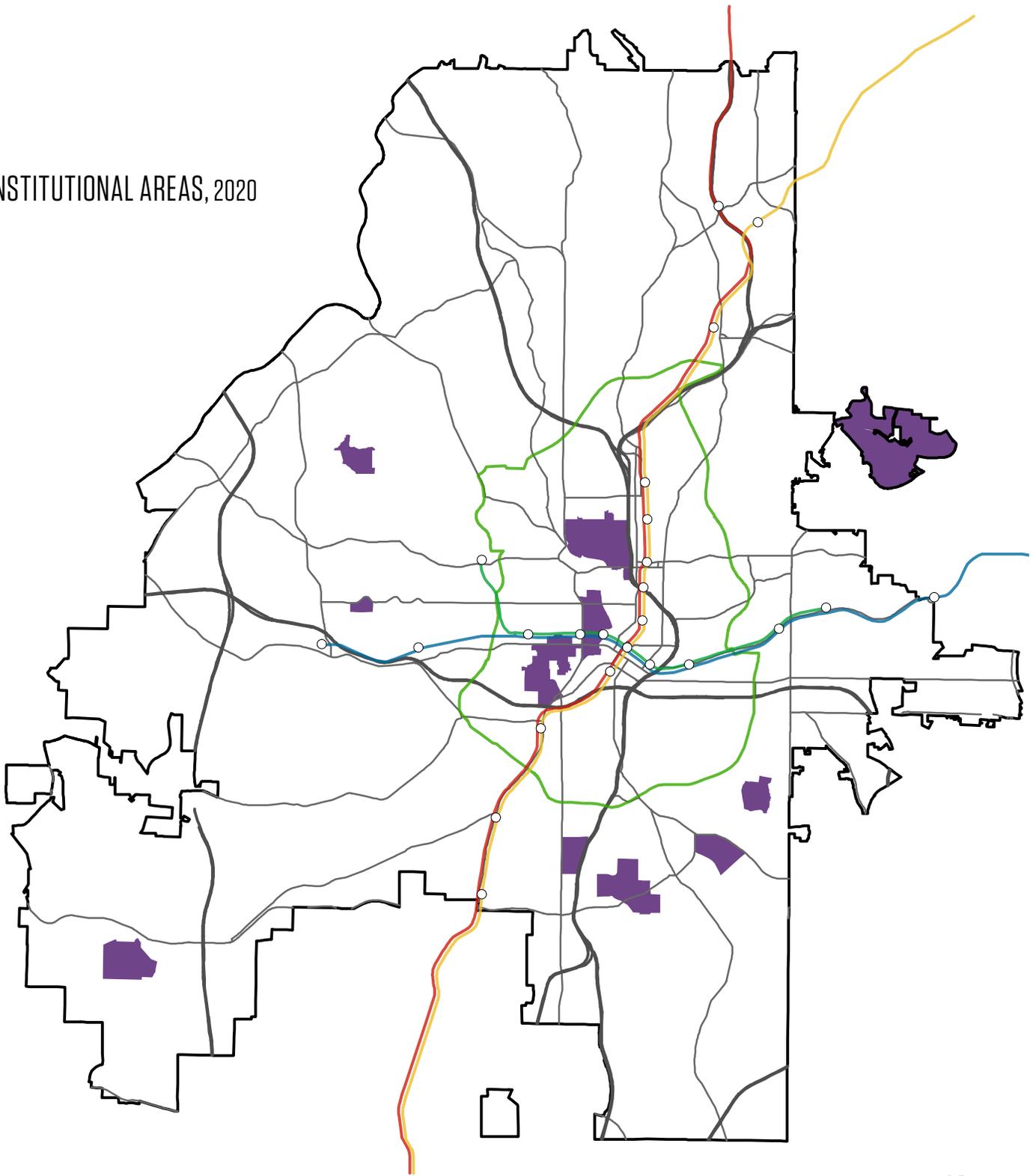
## Preferred Future Land Uses

- Open Space
- Private Open Space
- Community Facility
- Industrial
- Industrial Mixed Use
- Business Park

## Development Policies

- I1 Preserve industrial land and buildings supporting 21st century industrial businesses.
- I2 Retain middle wage jobs in Atlanta.
- I3 Discourage rezoning or conversion of industrial land and buildings to non-industrial uses.
- I4 Prevent encroachment of incompatible land uses, particularly residential development.
- I5 Support creative solutions to invest in Atlanta's aging industrial buildings.
- I6 Preserve and rehabilitate potentially-historic industrial buildings, especially those 50+ years old.
- I7 Find ways to defray costs for industrial businesses to stay in the city.
- I8 Support local hiring and job training at industrial businesses.
- I9 Encourage local stakeholders to organize and advocate for citywide industrial policies.
- I10 Encourage remediating brownfields.
- I11 Balance the need to move both goods and people safely and efficiently in Atlanta.
- I12 Promote compact pedestrian-oriented block sizes when redeveloping large industrial lots.
- I13 Improve public health and quality of life in the areas by strengthening code enforcement.
- I14 Reduce the environmental impacts and injustices of Atlanta's Industrial Areas.
- I15 Encourage less intense industrial uses near residential uses.

# INSTITUTIONAL AREAS, 2020





# INSTITUTIONAL AREA (OTHER)

## Description

Institutional Character Areas generally cover a large amount of land with a single institutional use. They do not have the same development pattern as surrounding areas in terms of lot size, building types, or street and sidewalk connectivity. Each institutional use tends to have its own built character as well as its own land use and infrastructure needs. Each Institutional Character Area has its own relationship with the rest of the city.

Institutional uses in these areas range from community college and university campuses to fairgrounds, sports arenas, movie production studios, convention centers, and large government facilities. Because of their unique uses and urban design, there is a need for special considerations to ensure their growth and development do not cause negative impacts to adjacent neighborhoods, whether it is traffic, noise, lights, or other nuisances.

## Preferred Future Land Uses

- Open Space
- Private Open Space
- Community Facility
- Office/Institutional

## Development Policies

- OTHER 1** Minimize impact and expansion in surrounding neighborhoods.
- OTHER 2** The highest densities should be at the center or along major roads and highways and transition to lower densities at the edges.
- OTHER 3** Protect and screen surrounding neighborhoods from noise, lights, and other nuisances.
- OTHER 4** Minimize the use of adjacent neighborhood streets for parking by designing good public parking, establishing adequate parking requirements, and encouraging shared parking arrangements.

# HISTORIC AREA (HA)

## Description

The historic places and spaces of Atlanta are our future – they are what will make Atlanta a truly great and unique city. Atlanta contains 242 officially recognized neighborhoods and each is defined by its own unique character and history. These neighborhoods range from the early streetcar suburbs of the late 19th century in today’s Intown neighborhoods to the expansive ranch house subdivisions built at the city’s periphery after World War II.

In these neighborhoods, 23 Landmark, Historic, and Conservation Districts and over 60 individual properties are protected under the City of Atlanta’s Historic Preservation Ordinance. For a complete list and information on all these historic places and spaces visit the Department of City Planning Historic Preservation Study website. There are three types of designation under the Historic Preservation Ordinance, from highest to lowest level: Landmark, Historic, and Conservation Districts. Landmark and Historic Districts require approval by the Atlanta Urban Design Commission for most development and construction activities. Conservation Districts only require the Commission to comment on such activities.

Where these Districts overlay other Character Areas, the City recognizes that there are buildings, sites, and neighborhood blocks with special or unique historic or aesthetic value worth preserving. Therefore, growth and development in these Character Areas are guided by an additional set of historic preservation policies and regulations.

## Historic Designations within Atlanta

### Landmark Districts (Designated Years):

- Baltimore Block (1989)
- Briarcliff Plaza (2017)
- Cabbagetown (1989)
- Castleberry Hill (2006)
- Druid Hills (1999, 2001, 2017)
- Hotel Row (1991)
- Means Street (2017)
- M.L. King Jr. (1989)
- Oakland Cemetery (1989)
- Pratt-Pullman (2017)
- Washington Park (1989)

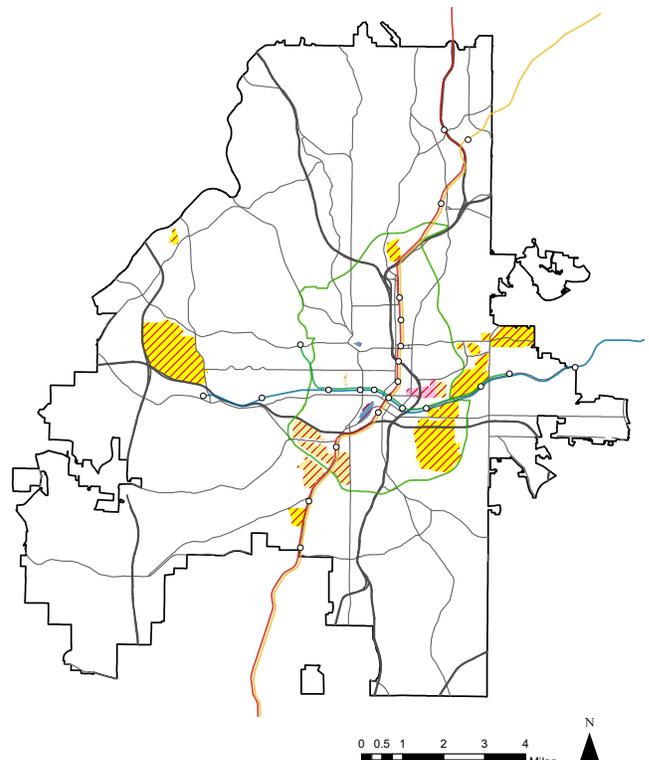
### Conservation District (Designated Years):

- Brookwood Hills (1994)

### Historic Districts (Designated Years):

- Adair Park (1994)
- Atkins Park (2007)
- Bonaventure-Somerset (2019)
- Collier Heights (2013)
- Grant Park (2000, 2003)
- Inman Park (2002)
- Oakland City (2004)
- Poncey-Highland (2020)
- Sunset Avenue (2011)
- West End (1991, 2002)
- Whittier Mill (1994)

## HISTORIC AREAS, 2020





**Historic Preservation Policies**

The City of Atlanta’s Historic Preservation Ordinance (1989) establishes the City’s historic preservation program and outlines the responsibilities and procedures of the Urban Design Commission. The following Historic Preservation policies should be considered in addition other applicable Character Areas.

- HA 1** Identify, protect, enhance, perpetuate and use buildings, sites, and districts of special character or of a special historic or aesthetic interest or value.
- HAP 2** Protect, enhance, and perpetuate such buildings, sites, and districts which represent or reflect special elements of the city’s cultural, social, economic, and architectural history.
- HA 3** Safeguard the city’s historic, cultural heritage, as embodied and reflected in such buildings, sites and districts.

- HA 4** Stabilize and improve property values of such buildings, sites, and districts.
- HA 5** Foster civic pride in the beauty and noble accomplishments of the past.
- HA 6** Protect and enhance the City’s attractions to tourists and visitors and thereby support and stimulate business and industry.
- HA 7** Strengthen the economy of the City.
- HA 8** Promote the use of such buildings, sites and districts for the education, pleasure, and general welfare of the people of the City.
- HA 9** Promote attention to sound design principles in areas of new development and redevelopment.
- HA 10** Build community understanding and expectation for quality in the built environment.



# TRANSIT ORIENTED DEVELOPMENT (TOD)

## Description

*Atlanta City Design*, *Atlanta Transportation Plan*, and *Transit Oriented Atlanta* call for aligning density with transit. This is important because Atlanta's expected growth means traffic congestion is likely to increase. Therefore, rather than prioritizing cars in our response, we need to organize solutions around people. We need to intentionally plan and exceptionally design density around transit to reduce dependency on cars.

Transit can best tap into the city's areas for growth if the same areas are supported by appropriate land use policies and other investments. This approach to aligning density with transit is called transit-oriented development (TOD). Transit-oriented development emphasizes increased densities within ½ mile of transit stations so people can easily access work, home, and other places using transit—not cars. TOD can happen with different types of transit at different levels of density, but mixed-use development and walkability are hallmarks of successful TOD.

There is much the City, MARTA, and the private sector can do to improve Atlanta's potential for TOD. Outside of the city's core, many Atlanta neighborhoods near stations have relatively low residential and employment densities. There are acres of underutilized land available for denser development, particularly MARTA surface parking lots. Aside from the lack of density, pedestrian, bike, and even bus connections are lacking at these stations—they are just too car-oriented.

To guide future TOD decisions and efforts to align density with transit, *Atlanta City Design* suggests a typology for TODs with appropriate densities, parking requirements, and other standards for growth specific to Atlanta's patterns of development (see Figure 35 in *Atlanta City Design*).

## Preferred Future Land Uses

- Open Space
- Private Open Space
- Community Facility
- Medium-Density Residential
- High-Density Residential
- Very High-Density Residential
- Low-Density Commercial
- High-Density Commercial
- Industrial Mixed Use
- Business Park
- Office/Institutional
- Mixed Use Medium-Density
- Mixed Use High-Density
- Mixed Use

## Development Policies

- TOD 1** Encourage dense development near transit stations consistent with guidance of city plans and MARTA's TOD program.
- TOD 2** Discourage parking and auto-oriented uses and development patterns.
- TOD 3** Encourage a mix of uses, housing types, and housing affordability near transit stations.
- TOD 4** Encourage retail and other commercial development that serve transit riders.
- TOD 5** Promote street-level active uses, engaging storefronts, and public art near transit stations.
- TOD 6** Support permanent and temporary uses that increase weekend and off-peak ridership.
- TOD 7** Make it safe and easy to walk, bike, or otherwise move around near transit stations.
- TOD 8** Create tunnels and bridges to improve access to transit stations, where necessary.
- TOD 9** Incorporate additional TOD planning and design oversight near transit stations.









Photo Credit: Muel Dvorcick

# Policies and Actions

## VISION ZERO

### Needs & Opportunities

Atlanta is joining other cities by adopting Vision Zero and the perspective that all fatal crashes on our roads are preventable. From a comprehensive assessment of where and why crashes are happening to the redesign of roadways with high incident rates to safety education campaigns and enforcement, we will lead the fight against crashes that have taken the lives of too many Atlantans. As in many cities, the majority of the crashes happen on a small number of streets and focusing on these locations will be key to the success of Vision Zero. Giving pedestrians more time to cross by improving signal operations and reducing vehicle speeds is one way we can start transforming these high-crash corridors and intersections—and ultimately all of Atlanta’s streets. Understanding where, when, and why crashes happen and prioritizing safety interventions at the most critical locations are keys to safer, more equitable streets. By distributing life-saving resources where they are most needed, we can prevent crashes and injuries and make walking to school or taking transit a safe, attractive, and affordable option for everyone.

### Policies

**TP 1** Develop Vision Zero Program for Atlanta.

### Policy Actions

- TP 1.1** Develop and implement the city’s Vision Zero Action Plan. Pursue legislative amendments and modifications to state code that would allow jurisdictions more flexibility in changing speed limits and how the state list of roads is used.
- TP 1.2** Redesign high-injury corridors and intersections with the community and agency partners.
- TP 1.3** Reduce and implement, via technology, new speed limits on city streets.
- TP 1.4** Develop traffic operations and analysis policy.
- TP 1.5** Expand ATLDOT’s data-collection and data-management capabilities.
- TP 1.6** Implement and expand programs that will create safer neighborhood streets through placemaking and tactical urbanism.



# CURB MANAGEMENT

## Needs & Opportunities

Parking is an important part of the journey for many, but as Atlantans chose new ways of getting around, we need to ensure that our streets serve everyone. By managing our valuable curb space for parking, transit, new mobility options, delivery, and freight more efficiently, we can improve access and reliability for drivers while opening new opportunities for people on transit, foot, bike or scooter. Curb management strategy within the city must evolve from being parking focused to allowing for more vibrant and productive uses.

## Policies

- TP 4** Manage parking to balance the diverse needs of Atlanta's merchants, commuters, and residents.

## Policy Actions

- TP 4.1** Study curbside management in Downtown and Midtown.
- TP 4.2** Improve access to loading zones in the urban core.
- TP 4.3** Create a commercial parking permit program.
- TP 4.4** Implement an online residential parking permit platform.
- TP 4.5** Design new parking management strategy, program, or contract. Improve enforcement of no parking zones established for transit stops.

# ACCESS TO JOBS, SERVICES & MORE

## Needs & Opportunities

To ensure that our entire city has equitable access to jobs and services, it is not enough to upgrade the urban infrastructure we all rely on today. As car travel becomes more expensive and congestion remains a challenge in our growing city, we also need to provide new transportation options for getting people where they need to go. As long as it is easier to move around in a car rather than on transit, those who can afford to drive will do so. Providing new opportunities and incentives for getting to destinations without having to drive can help people save time and money while opening up valuable street space for safer, more sustainable transportation options for all.

## Policies

- TP 5** Make it easier to access jobs and services without a car.

## Policy Actions

- TP 5.1** Launch citywide Transportation Demand Management (TDM) program. This includes prioritizing access for vulnerable communities, such as improved and additional transit amenities, neighborhood shuttle services, and other programs that will make it easier to access jobs and services without a vehicle.
- TP 5.2** Develop a City of Atlanta employee TDM program and increase employee transit ridership.
- TP 5.3** Support adoption of the Commuter Benefits Ordinance and require employers to implement various TDM measures.

# TRANSPORTATION FINANCING

## Needs & Opportunities

We all depend on Atlanta’s roads to get us where we want to go. By doubling down on our repair program and identifying new tools to fund the road work we need, we can keep our roadways in good repair and keep everyone using our streets safe. The City and ATLDOT is committed to bringing innovation to Atlanta’s streets, but getting the nuts and bolts of transportation infrastructure repair right will always be central to our mission. We are upgrading our asset- and work-tracking systems, stepping up our maintenance efforts on signals and bridges, and expanding our equipment arsenal to ensure our evolving transportation network always stands on a solid foundation. Coordination between city departments for funding opportunities includes pursuing ARC grants such as Transportation Improvement Program (TIP) and Livable Centers Initiatives (LCI), in addition to TSPLOST and other funding mechanisms.



## Policies

**TP 6** Explore and create new opportunities for financing short- and long-term improvements, expansion, and maintenance of Atlanta’s transportation system.

## Policy Actions

- TP 6.1** Continue implementing the RENEW Atlanta program.
- TP 6.2** Support ATLDOT’s efforts to create a long-term asset-management plan for all transportation assets (i.e., sidewalks, bike lanes, street signs, bridges, roads, streetlights, signals, facility maintenance etc.).
- TP 6.3** Conduct inventory of the City’s existing assets, identify gaps and financing needs, and develop innovative financing strategies.
- TP 6.4** Develop prioritization model and program for transportation projects and assets.
- TP 6.5** Implement ATLNext by focusing on improving, expanding and maintaining Hartsfield-Jackson International Airport.
- TP 6.6** Evaluate and study the feasibility of a city parking tax.
- TP 6.7** Partner with CIDs to fund the development and maintenance of transportation infrastructure.



# PROJECT DELIVERY

## Needs & Opportunities

Atlanta cannot just focus on how mobility will improve in the future; we need to deliver for the people of this city today. That is why we are not just building safer streets—we are also building trust, through a commitment to updating our project management procedures, upgrading the tracking technology we rely on, and slashing costs and delays. We are committed to being clear about our goals and honest about the choices guiding them, transparent and ethical in our contracting and negotiating, and open to ideas and voices from the entire city.

## Policies

**TP 7** Deliver transportation projects faster and more efficiently.

## Policy Actions

- TP 7.1** Develop a standard palette of materials for transportation projects.
- TP 7.2** Create transportation Project Management and Program Delivery Manuals.
- TP 7.3** Expand the pool of qualified contractors.
- TP 7.4** Develop a blueprint for Department of City Planning and ATLDOT public engagement and outreach activities.
- TP 7.5** Develop capacity and processes for ATLDOT to better design and deliver transportation and safety projects through internal staff. Identify opportunities to deliver projects faster, quicker and cheaper.

# CARGO

## Needs & Opportunities

Atlanta is the commercial crossroads of the Southeast. Atlanta's roads, rail, and airport provide goods movement ranging from local deliveries to global cargo shipments.

Hartsfield-Jackson Atlanta International Airport is not only one of world's busiest passenger airports, but also one of the largest air cargo hubs in North America. Atlanta is the rail hub for CSX and Norfolk-Southern, and the location of multiple large intermodal rail yards. Intersecting three interstates, the city is an ideal location to move cargo to and from the Port of Savannah, America's fastest-growing sea container terminal.

*Cargo Atlanta: A City-wide Freight Study (2015)* explored holistically the importance of all modes of moving goods in, out, and through the city. It recommended policies, programs, and projects to improve freight movement while balancing the livability of neighborhoods in close proximity to truck routes, rail lines, and other freight transportation infrastructure.

The study needs updating to better capture the changing dynamics of freight movement in Atlanta. The 2015 study included assessments of existing truck routes in the city and recommended changes—this must be

revisited. Demand for freight transportation is rapidly increasing as Atlanta's population grows and economy shifts, particularly to new e-commerce delivery and warehousing post-pandemic.

Atlanta Regional Commission and the City are currently working on the *Northwest Atlanta Industrial Area Freight Cluster Plan* to address freight transportation planning, traffic operations, and related planning needs in the Northwest Atlanta Industrial Area that is designated as a "Production Conservation Area" by *Atlanta City Design*. This work will be incorporated into a future city-wide freight study.

## Policies

**TP 8** Improve freight movement while balancing the livability of neighborhoods in close proximity to truck routes, rail lines, and other freight transportation infrastructure.

## Policy Actions

**TP 8.1** Complete the *Northwest Atlanta Industrial Area Freight Cluster Plan*.

**TP 8.2** Update *Cargo Atlanta: A City-wide Freight Study*.







Photo Credit: Mad Dworczak

## Section 4

# HOUSING AND COMMUNITY DEVELOPMENT

Community is what makes Atlantans proud to call this city home. The City’s policies and actions should reflect this celebration and preservation of community by protecting residents from displacement and increasing the supply of affordable housing.

### Vision

*Belonging.* Anchored in our legacy and affirmed by our differences.

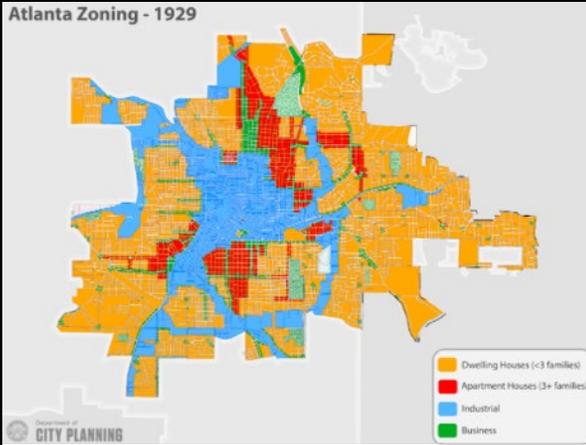
You can be yourself in Atlanta. Everyone regardless of race, income, or background and whether they are renting or buying should be able to make a place their home in Atlanta.

### Goals

- 01. **Housing Affordability.** Foster a dynamic housing market that supplies housing at all price points.
- 02. **Housing Variety.** Innovate practices and diversify housing types, design, and delivery strategies.
- 03. **Supportive Rules and Tools.** Reform government regulations, programs, and standards that advance quality affordable homes.
- 04. **Priced In.** Have prosperity without displacement and with positive outcomes for people at risk of being priced out of their neighborhood.

# ORIGINS OF SINGLE-FAMILY ZONING IN ATLANTA

For the past 100 years local zoning ordinances have shaped America's residential neighborhoods. Zoning can be used to exclude groups, but it can also be used to promote inclusion. Although today's zoning cannot be explicitly racist, in cities like Atlanta, zoning codes were once explicitly race-based. When the Supreme Court ruled against explicitly racist zoning, zoning codes were redesigned to promote exclusion primarily based on economic status. In this context, single-family zoning emerged to maintain segregation and inequality by creating large parts of cities inaccessible to many.



Before it was overturned by a court, Atlanta had an explicitly racist zoning ordinance that classified “White Districts” and “Colored Districts.” To comply with the court ruling, what were “R-1 White Districts” became “Dwelling House Districts” or zones where high-density developments were restricted and “R-2 Colored Districts” became “Apartment House Districts.” Although the zoning code was no longer explicitly race-based, by restricting density the new code in effect made much of the city inaccessible for those that could not afford a detached single-family home. In 1982, when the zoning ordinance was updated to the code still used today, Atlanta's exclusionary single-family policy was reinforced. Affordable housing types like duplexes, accessory dwelling

units (ADUs), and basement apartments are not allowed in most of the city which is zoned for single-family. In effect, this limits the ability of low-income residents to live in many areas of Atlanta.

Reckoning with Atlanta's past use of race-based zoning is part of the Department of City Planning's commitment to *Planning for Change*. Together, *Atlanta City Design* and *Plan A* are setting the framework to design a more just Zoning Ordinance—one that reflects Atlanta's aspiration to build the Beloved Community.

## Related Plans and Initiatives

### Comprehensive Development Plan (2016)

Discussed in [Section 1](#) and available in full at [atlantaga.gov/cityplanning](http://atlantaga.gov/cityplanning).

### One Atlanta: Housing Affordability Action Plan (2019)

Summarized in [Section 1](#) and available to read [here](#).

### Atlanta Consolidated Plan (2020)

Summarized in [Section 1](#) and available in full [here](#).

### Atlanta City Design Housing (2020)

Summarized in [Section 1](#) and available in full [here](#).

### Analysis of Impediments to Fair Housing Choice (2020)

City of Atlanta and Fulton County prepared an [Analysis of Impediments to Fair Housing Choice](#) it follows the requirements in HUD's Fair Housing Planning Guide. It is also compliant with the regulations and assessment tool established in HUD's Affirmatively Furthering Fair Housing rule, which outline procedures for jurisdictions and public housing authorities participating in HUD programs must take to promote access to fair housing and equal opportunity. A 30-day public comment period occurred to receive input on the draft Analysis of Impediments during July and August 2020. After a joint public hearing was held before the Fulton County Board of Commissioners on August 5, 2020.

# Policies and Actions

## HOUSING AFFORDABILITY

### Needs & Opportunities

Atlanta has a housing supply problem. Despite the demand for housing priced below \$1,000 per month, in the last ten years, the market supplied 4 times as many new housing units priced above \$1,000 per month. About 1 in 2 Atlanta renters spend 30% or more of their income on rent. The City supports a variety of housing types affordable at many income levels and that reduce housing costs for people. Additionally, we will support complete neighborhoods with access to good jobs, grocery, wellness, and transit. Expanding housing affordability in Atlanta requires collective action by private, philanthropic, and public sector stakeholders. Private and philanthropic capital investments ensure a return for their investors and shareholders. With significant investment in housing affordability, the public sector must exercise the same care for our shareholders: the taxpayers. The best return will result from leveraging public resources for the public good such as tax policy, debt financing, grants, and the public's vast real estate holdings.

### Policies

- HC 1** Invest \$1 billion from public, private, and philanthropic sources in the production and preservation of affordable housing.
- HC 2** Support inclusive and mixed income communities.
- HC 3** Leverage the public's wealth—federal, state, and local capital, funding, and land resources—to support shared housing goals.

### Policy Actions

- HC 1.1** Preserve housing units through the Rental Assistance Demonstration program, CDBG, and HOME funds.
- HC 1.2** Maintain public housing communities that do not require substantial rehabilitation or significant modernization.
- HC 1.3** Recruit new landlords into the Housing Choice Voucher program and other forms of subsidized private market based housing programs.
- HC 1.4** Create a recurring local financing source dedicated to fund affordable housing.
- HC 1.5** Increase availability and use of housing tax credits and bond programs.
- HC 1.6** Create or preserve 20,000 affordable homes by 2026.
- HC 2.1** Implement a strategic Urban Enterprise Zone Program to support affordable housing in high opportunity areas.
- HC 2.2** Increase the affordability of existing rental units in high opportunity areas, i.e., neighborhoods with access to good schools, public transit, amenities, and jobs, by using submarket payment standards.
- HC 3.1** Prioritize community land trusts to provide permanently affordable homes on public land.
- HC 3.2** Increase use of public land for affordable housing development and supportive uses.

# HOUSING DENSITY & VARIETY

## Needs & Opportunities

Housing variety means diverse types of home design, size, tenure, age, and ownership models. This contrasts with the large area of Atlanta where we see one type of home designed to house one nuclear family. Nearly 60% of the land in the City is zoned exclusively for single family development. This housing monoculture simply does not meet the needs of Atlanta’s diverse families—young singles, aging seniors, couples, and parents who benefit from having multigenerational family and caregivers nearby. The areas of the city with the least housing variety are also the least racially diverse. Improving housing variety may lead to increased racial diversity in neighborhoods. Atlanta developers, homeowners, nonprofit organizations, and financial institutions are experimenting with housing types that are available in other cities across the country but are novel to the Atlanta market. Accessory dwelling units, cottage courts, modular and offsite construction, new mortgage products—we need to signal that we want and support this innovation. The best way to do that is through changes to our zoning code. Easing restrictions to support increased supply makes sense throughout the city. If just 15% of parcels added an accessory dwelling unit, over 11,000 units could be supplied while maintaining the low-density character of neighborhoods in Atlanta City Design Conservation Areas. We can locate high-density housing in Growth Areas near transit and other supportive infrastructure. While the City’s zoning ordinance is getting a much-needed overhaul, we will exercise a sense of urgency to fast-track simple changes to encourage housing density and variety.



## Policies

- HC 4** Enable the market’s ability to provide missing middle housing.
- HC 5** Leverage transit and other infrastructure to maximize housing density in Atlanta’s Growth Areas.
- HC 6** Maintain the low-density character of neighborhoods in Atlanta’s Conservation Areas by permitting housing types that gently increase density.
- HC 7** Advance affordable homeownership opportunities.



## Policy Actions

- HC 4.1** Amend the zoning ordinance to allow attached and detached ADUs in more areas.
- HC 4.2** Amend the zoning ordinance to support missing middle housing.
- HC 4.3** Amend the zoning and building codes to allow offsite construction models.
- HC 4.4** Amend the zoning ordinance to update or remove the definition of family in favor of maximum occupancy regulated by the building code.
- HC 5.1** Amend the zoning ordinance to allow small apartment buildings near transit.

- HC 5.2** Develop a program that provides homeowners in high-opportunity areas low-interest loans to finance construction of ADUs on their property in exchange for a commitment to affordability restrictions on the new ADU.
- HC 6.1** Amend the zoning ordinance to reduce residential parking requirements.
- HC 7.1** Increase the use of community land trusts to expand options for homeownership.



## Policies

- HC 8** Continue regulatory reforms streamlining processes for constructing affordable housing.
- HC 9** Develop high quality methods and standards for projects and programs using public resources.
- HC 10** Make it easy for people to use existing programs, provide feedback, and keep track of the City's performance.
- HC 11** Address public health needs in housing and neighborhoods.
- HC 9.2** Increase the number of people taking advantage of tax exemptions and mortgage assistance.
- HC 10.1** Expand programs that provide technical assistance and support to community-based development and service organizations.
- HC 10.2** Continue to evaluate and streamline reporting and tracking mechanisms for affordable housing, and open more high-quality datasets to the public, such as the [Atlanta Housing Affordability Tracker](#).

## Policy Actions

- HC 8.1** Reward the development of affordable homes, smaller homes, healthier homes, ecological integrity, energy efficiency, and locational efficiency like close to good jobs, transit, and access to food.
- HC 8.2** Resource a Housing Innovation Lab to prototype new approaches to design, construction, and financing to reduce the cost of housing, and integrate successful prototypes into the City's regulatory process.
- HC 9.1** Adopt consistent standards for affordability, fair housing, universal design, food access, health, and energy efficiency for housing products delivered with public subsidy or on public land.
- HC 10.3** Conduct analysis and publish information on vacant property and infill opportunities.
- HC 11.1** Increase code enforcement focused on preventing deterioration and abandonment of properties and discouraging investors from buying and holding vacant or abandoned properties.



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## Policy Actions

- HC 12.1** Adopt an evaluation tool to maximize equitable outcomes when reviewing development and policy decisions.
- HC 12.2** Expand inclusionary zoning areas, housing types, and tenure.
- HC 12.3** Incorporate reporting on actions to remedy impediments to fair housing choice into the annual evaluation of the comprehensive development plan.
- HC 12.4** Prioritize Housing First models to house people experiencing homelessness.
- HC 12.5** Assist people unhoused or vulnerable to becoming unhoused by moving them towards stable, economically sustainable, long-term housing as rapidly as possible.
- HC 12.6** Enroll an interdisciplinary team in an eviction prevention lab.
- HC 12.7** Support legally binding Community Benefits Agreements (CBAs) between community groups and developers.
- HC 13.1** Publish a report on the relationship in Atlanta between public investment and displacement pressures along with recommendations for evidence-based policy interventions.
- HC 13.2** Expand the Anti-Displacement tax fund and pursue other options to limit the impact of rising property taxes on legacy residents.
- HC 13.3** Increase resources available for minority homeowners to avoid predatory below market sales such as down payment assistance, repair grants, loans, and legal tools.
- HC 14.1** Expand energy efficiency, weatherization, and home repair programs.

# SERVING THE UNHOUSED

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City of Atlanta and Partners for HOME together carry out substance abuse and mental health services and programs to combat homelessness.

Every year in January, the City and Partners for HOME conduct the Point-in-Time Count (PIT Count). This annual census conducted by volunteers throughout all Atlanta estimates the number of people who are homeless, sheltered or unsheltered. The U.S. Department of Housing and Urban Development (HUD) requires this count as part of the City's use of federal funds through the McKinney-Vento Homeless Assistance Grants Program.

Recent PIT Counts show a slight increase of people who identify as homeless: emergency shelter populations are down, but the number of people unsheltered is up. The collected information and data provide a yearly snapshot of our homeless population and informs decisions over allocating resources to the vulnerable.



To learn more, visit [partnersforhome.org](https://partnersforhome.org)





Photo Credit Keith Jackson

## Section 5

# LOCAL ECONOMIC DEVELOPMENT

Atlanta is a great place to do business. As the city grows, our policies and strategies must prioritize promising jobs and support small businesses and entrepreneurs.

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### Vision

Make Atlanta one of the most economically dynamic and competitive cities in the world. To achieve this, equity—equitable access to opportunity and pathways to wealth creation—must be front and center of everything we do.

### Goals

- 01. **Good Jobs.** More Ladders and Lattices; Less Chutes. Support Atlantans as they seek career advancement or transition to better jobs with higher pay and benefits.
- 02. **Small Business Big Impact.** Make small businesses and buying local a priority.
- 03. **Thriving Neighborhoods.** Build a city where neighbors trade goods, services, and stories.

# Related Plans and Initiatives

## One Atlanta Economic Mobility, Recovery, and Resiliency Plan (2021)

Summarized in [Section 1](#) and available [here](#).

## City of Atlanta Local Workforce Development Plan (2020)

The [Local Workforce Development Board](#) oversees the implementation of a comprehensive workforce development system in accordance with the U.S. Department of Labor Workforce and Innovation Opportunity Act (WOIA). Federal regulations require the Board and Mayor to complete a four-year plan with policies and investments that the Workforce Development Agency will implement to support workforce system strategies, regional economies, local and regional sector partnerships, and career pathways. In Atlanta, the Workforce Development Agency is known as WorkSource Atlanta.

## Food Systems Planning

Atlanta named the country's first municipal Urban Agriculture Director and is home to the largest food forest in the nation. To build on Atlanta's momentum around food access, urban agriculture, and sustainable systems, a variety of food planning documents were referenced to create food system policy actions. Rather than having a standalone food system section, best practice integrates food into the various elements of the Comprehensive Development Plan. This approach recognizes food as a basic need and the role a strong food system plays in advancing a variety of community goals. The following reference documents were used to weave food policies into the plan: [Fresh Food Access Report](#), [Resilient Atlanta Strategy](#), [Food Forest Community Vision](#), [Food System Analysis of Atlanta](#), and the [Foodwell Alliance Baseline Report](#).

## CATLYST: A Strategy for Economic Competitiveness (2017)

[CATLYST](#) is a publication by the Atlanta Regional Commission. It serves as the region's Comprehensive Economic Development Strategy (CDES) required by the U.S. Economic Development Administration.

## Tax Allocation Districts

Tax allocation districts (TADs), also known as tax increment financing (TIF), are economic development tools used to pay for infrastructure and other improvements with revenue captured from increases in property values and corresponding property taxes within the districts. There are 10 TADs in Atlanta, and each has an adopted Redevelopment Plan guiding their use of funds. [Invest Atlanta manages the TADs](#).

## Food Truck Program

The pandemic created challenges for Atlanta's vending community, including food truck operators. In 2020 and 2021, the Office of Housing and Community Development, which manages the city's [public vending program](#), engaged food truck operators, commercial district representatives, and other stakeholders to advance an ordinance that authorizes the designation of new on-street locations where food trucks may operate from. The Department presented the ordinance to all NPUs in January 2021, resulting in program improvements. Following a City Council Public Work Session in March and more improvements to the programs, City Council adopted the legislation this past April.



### AgLanta Programs

Leading up to the Comprehensive Development Plan, the AgLanta team engaged the community in a variety of ways around issues of food access, food security, and the importance of food systems. The outreach programs included an urban agriculture academy and virtual skill share on a range of topics such as love, passion, farming, community gardening, COVID-19, and edible neighborhoods. The team organized volunteer days at AgLanta sites and hosted Trees Atlanta at the Food Forest for Grow-and-Learn activities. In partnership with the Beloved Community, Atlanta Botanical Gardens, State Botanical Gardens, US Forest Service, The Conservation Fund, UGA, and Repair the World, the team planted pollinator gardens across the City during Earth Week. The AgLanta team supported community members' running urban agriculture programs on city owned land with trained community mediators.

### Main Street Program

Neighborhood business districts are the heart and soul of Atlanta. They are where communities come together to shop, dine, catch a show, or just catch up. Strong main streets support better access and healthier, more sustainable lifestyles. The Department of City Planning is partnering with Atlanta Main Street to launch a new program to support community-led initiatives that are critical to equitable, preservation-based economic development. The Main Street Approach has been used across the country for 40 years. It is a framework for community-driven, comprehensive revitalization of older and historic commercial districts. In the fall of 2020, to further engage community members on the Main Street approach, the Department's Office of Housing and Community Development along with the National Main Street Center hosted a 4-part training series, "Main Street 101." Over 50 people from twelve communities participated virtually in the training.

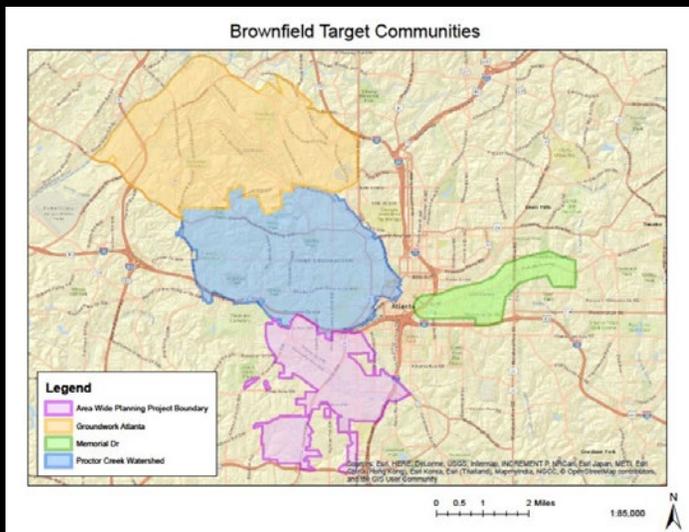
# ATLANTA'S BROWNFIELD PROGRAM

The City of Atlanta's Brownfield Program started in 1996 with its first brownfield grant from the U.S. Environmental Protection Agency (EPA). Since then, the City, through its Department of City Planning and in partnership with Invest Atlanta, has managed several initiatives identifying, assessing, and remediating brownfields.

A brownfield is a real property whose expansion, redevelopment, or reuse may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant. Examples include former industrial sites, gas stations, and dry cleaners.

Atlantic Station and the BeltLine are two brownfield cleanup success stories.

The City promotes brownfield redevelopment in Target Areas by providing no-cost Phase I & II Environmental Site Assessments (ESAs), cleanup grants, and even low-interest loans for priority brownfields.



Atlanta's Brownfield Stakeholder Advisory Committee, a board with government staff, brownfield professionals, and community and non-profit representatives, provides input and recommendations to the City. To learn more or to nominate a potential brownfield for City assistance, visit Atlanta's Brownfield Program webpage.

# Policies and Actions

## GOOD AND PROMISING JOBS

### Needs & Opportunities

Atlanta's economy thrives because of our talented people, innovative universities, entrepreneurs, and infrastructure. We acknowledge the disparity of economic outcomes in Atlanta, especially for people of color earning modest incomes. While the cost of living and productivity have increased over decades, wages remain flat with wealth inequality on the rise. This means families, often generations, are anchored in poverty despite hard work. As a result of the pandemic and a changing economy, we expect the labor market to shrink opportunities for already vulnerable workers. Many workers will need support to reskill and transition away from poor wage and automated jobs into good and promising jobs. To respond to these demands, we will safeguard businesses and workers. Good and promising jobs provide stable employment, middle class wages, and benefits. Industries creating these jobs pay full time workers without a college degree at least the area's median earnings along with employer sponsored health insurance. In Atlanta, good jobs pay between \$40,000 and \$80,000 per year. Promising jobs are entry-level positions where most workers can reach a good job within 10 years. We will prioritize industries with promising jobs, where Atlanta's workforce can be increasingly competitive—information technology, utilities, construction, transportation, logistics, manufacturing, food processing, marketing, design, green economy, and local food systems. We will address the economic, education, and food systems that should be the foundation to economic mobility. We will clear pathways for building wealth, health, and neighborhood social capital.

### Policies

- ED 1** Address inequality of market outcomes and barriers to economic mobility for workers.
- ED 2** Retain, attract, and expand businesses that bring good and promising jobs.
- ED 3** Retain and attract a diverse workforce of people with a variety of backgrounds, abilities, talents, skills, and education levels.

### Policy Actions

- ED 1.1** Investigate and address the benefits cliff and other barriers to economic mobility.
- ED 1.2** Create a local hire program focused on unemployed and displaced workers.
- ED 1.3** Develop programs to help workers transition from shrinking job sectors to growing ones.
- ED 2.1** Align subsidies and incentives to better target competitive industries.
- ED 2.2** Update Atlanta's Urban Redevelopment Plan.
- ED 2.3** Support Invest Atlanta's use of TADs in creating more economic activity and strengthening neighborhood businesses.
- ED 2.4** Use the brownfield program to attract midwage jobs back to industrial and commercial districts.
- ED 2.5** Point City contract bidders to State Opportunity Zone tax credits and other subsidies.
- ED 2.6** Work to offer pre-bid jobs across all City departments.
- ED 3.1** Develop programs to connect workers, especially those un/underemployed, to resilient career pathways, training, local hire, and placement programs.
- ED 3.2** Launch an Equitable Growth Grant program.
- ED 3.3** Prioritize programming for youth ages 16–24 who are not in school or the labor market.



# LOCAL SMALL BUSINESSES

## Needs & Opportunities

Atlanta has a strong small business culture and ranks as a good place to start a business. This makes the entrepreneurship and small business pathway a strong opportunity to improve economic mobility. Unfortunately, the conditions for small businesses have deteriorated in recent years. Outdated land use, zoning, permitting, and licensing practices create unnecessary hurdles for small businesses. The fallout from the COVID-19 pandemic will hit small businesses especially hard. To weather the downturn, we will capitalize small businesses, especially women and minority owned, and create local business opportunities. Small businesses hire neighbors and source locally. We will support these business-to-business activities through our land use policies and other planning work. Small businesses build wealth for business owners, spur additional business growth in neighborhoods, create employment opportunities for residents, and contribute neighborhood services and social capital. Small businesses are the corner store and the corner stone of Atlanta's economy.

## Policies

- ED 4** Drive resources and spending to local small businesses and neighborhood economies.
- ED 5** Help more startups and small businesses in disinvested neighborhoods.
- ED 6** Increase markets for AgLanta Grown products.

## Policy Actions

- ED 4.1** Align local small business development with other *Atlanta City Design* initiatives such as public art, placemaking, historic preservation, and green building construction.

- ED 4.2** Increase funding for local small business through grants and loans, with a particular focus on increasing access to capital for minority and women owned businesses.
- ED 4.3** Create a coordinated capital fund to support employee- and community-owned business models.
- ED 4.4** Create a Small Business Hub serving small businesses with less than 100 employees and providing end-to-end services for every phase of the business cycle.
- ED 4.5** Expand Storefront Rehabilitation Program in neighborhood commercial districts.
- ED 4.6** Provide access to technical assistance to help businesses reopen and adapt post-pandemic.
- ED 4.7** Conduct a study of small businesses in Atlanta.
- ED 5.1** Support local buyer programs, especially in disinvested neighborhoods.
- ED 5.2** Increase opportunities, training, and support for microenterprises and vendors.
- ED 5.3** Simplify zoning, permitting, and licensing for small businesses.
- ED 5.4** Create Small Business Anti-Displacement Program.
- ED 6.1** Get commitments from companies, local government, and anchor institutions to buy locally produced food.
- ED 6.2** Support local food entrepreneurs by providing access to public land for urban agriculture and food production.
- ED 6.3** Increase the number of farms registered with the Farm Service Agency and participating in the Census of Agriculture.

# THRIVING NEIGHBORHOODS

## Needs & Opportunities

Atlanta’s population growth and unprecedented development have meant change, both welcome and concerning, for neighborhoods. Those with the most change saw newcomers with higher education and income levels moving in and neighbors with lower income levels moving out. Neighborhoods experiencing little growth, rapid change, or displacement pressures need intentional investing and stabilizing to manage growth and development. During the 1940’s, Atlanta had a density sustaining over 100 miles of trolley lines supporting local businesses, customers, and workers alike. Many of the Main Street commercial districts were developed during this period because the design of the city allowed businesses to thrive at a neighborhood level. Today, neighborhood-scale businesses are often viewed as incompatible with Atlanta’s single-family and low-density residential areas. Today’s disconnected development pattern where homes are far from jobs keeps people in poverty despite hard work. Atlanta ranks low in the numbers of jobs that people can reach using transit. We will address this spatial mismatch between jobs and housing in our city which makes it difficult for families earning low incomes to get to work. Manufacturing is returning to other large cities, and we need that to happen in Atlanta, too. Low impact production is an important part of an equitable local economy creating jobs for people without college degrees and providing skill development. While the building block

of economic development is the region and how it fits into the global economy, that model has not worked for a lot of people for a long time. The pandemic makes clear what we have known all along—the value of close access, proximity, and walkability. The need for a strong local food system is urgent and persistent. We don’t know how COVID-19 will reshape city life. We do know, based on our past, that Atlanta will be a place for innovation as we emerge stronger and more resilient. We must be intentional for an equitable recovery. We will expand resources and find creative ways to support local neighborhood scale economies that can tap into regional and global networks.

## Policies

- ED 7** Plan for a balance of jobs and housing in neighborhoods.
- ED 8** Localize investment in neighborhoods that need it most.
- ED 9** Raise the standards for public subsidy.
- ED 10** Recognize the role of the arts as an economic driver.
- ED 11** Invest in our neighborhood commercial districts with vibrant public spaces.
- ED 12** Connect people to healthy food sources and systems in their neighborhood.

## Policy Actions

- ED 7.1** Equip organizations to invest in the preservation and promotion of neighborhood business districts through the Atlanta Main Street program.
- ED 7.2** Amend the zoning code to allow small-scale production of goods in commercial and mixed-use districts. Preserve space in the City for new urban industry and manufacturing for “Made in Atlanta” tangible goods and intellectual products, including distilleries, bakeries, food production, maker spaces, etc.
- ED 7.3** Assess, clean, and reuse contaminated properties through the City of Atlanta and Invest Atlanta Brownfield Program.
- ED 7.4** Identify and remove barriers in the zoning code for home-based business and cottage industry.
- ED 8.1** Attract investment from Community Development Financial Institutions and other lenders to disinvested neighborhoods.
- ED 8.2** Extend Invest Atlanta’s reach with satellite offices and hubs to help businesses engage the community in economic development.
- ED 9.1** Implement a strategic Urban Enterprise Zone Program to support economic development goals and bring shared value through Community Benefit Agreements.
- ED 9.2** Create and maintain a public equity dashboard to ensure equitable investment resulting from public resources.
- ED 10.1** Establish a creative district in the Southside to support fashion designers, artists, and entrepreneurs.
- ED 10.2** Expand resources currently offered to film to other artists engaged in music, the visual and performance arts, culinary, fashion, and other industrial arts.
- ED 11.1** Create pink zones (areas with little red tape for small scale projects) to facilitate innovation and built environment experiments.
- ED 11.2** Improve pedestrian mobility and pedestrian focused public spaces in Atlanta’s neighborhood commercial districts.
- ED 11.3** Remove barriers, and support and expand opportunities for community-supported vending and microenterprise activity in neighborhood business districts.
- ED 12.1** Work with Atlanta’s AgLanta program and others to attract healthy food producing enterprises to neighborhoods.
- ED 12.2** Work with existing businesses to introduce healthier food options.
- ED 12.3** Simplify regulations to encourage a strong local food system.



Photo Credit: Possessed Photography via Unsplash

## Section 6

# BROADBAND INTERNET

America’s digital divide results in unequal access to information technology—especially broadband internet—based on income, race, ethnicity, gender, age, and geography. In this update, the City is taking the first steps to incorporate broadband internet planning in its comprehensive development plan.

### Vision

Georgia’s 2017 Achieving Connectivity Everywhere Act and the 2018 Georgia Broadband Deployment Initiative launched a statewide program to bridge this digital divide by providing for planning and incentives to expand broadband internet. In the wake of the global coronavirus pandemic, all of Georgia, even Atlanta, is forced to confront the conditions that put our most vulnerable residents, students, businesses, and neighborhoods at risk by limiting access to essential online health care, education, civic and commercial services.

The City must expand reliable broadband internet access so that all residents, students, businesses, and neighborhoods benefit from 21st-century connectivity.

### Goals

- 01. **Expand Service.** Coordinate and support both public and private resources and activities that will provide reliable broadband internet services, especially to areas of Atlanta where the digital divide is most pronounced; and
- 02. **Eliminate Barriers.** Where the digital divide is significant, eliminate barriers to delivering affordable, or even free, broadband internet.
- 03. **Be Competitive.** Keep Atlanta’s unique competitive advantages for industries that rely on super-fast internet, particularly in information technology, analytical instruments, finance and business services, video production, marketing, design, publishing, and higher education.

# Policies and Actions

## BROADBAND INTERNET

### Needs & Opportunities

The Georgia Broadband Deployment Initiative establishes new policies to coordinate broadband internet planning in local comprehensive development plans. The initiative incentivizes cities to recognize broadband internet as critical infrastructure and achieve certification as a Broadband Ready Community that reduces barriers to expanding broadband internet or designate areas as “Georgia Broadband Ready Community Sites” to attract companies that need fast and reliable internet.

Left unchecked, the digital divide will make it even harder for many Atlantans with limited access to reliable and affordable broadband internet to recover from the pandemic. Georgia’s statewide broadband internet mapping shows availability of high-speed internet at every location down to the census block. Nearly 3% or a couple hundred houses, business, schools, and other locations in Atlanta do not have access to broadband internet, see Map to the right. There is no doubt that people living, working, or going to school at these locations are facing challenges. To address these needs, a series of initial policies and actions are proposed.

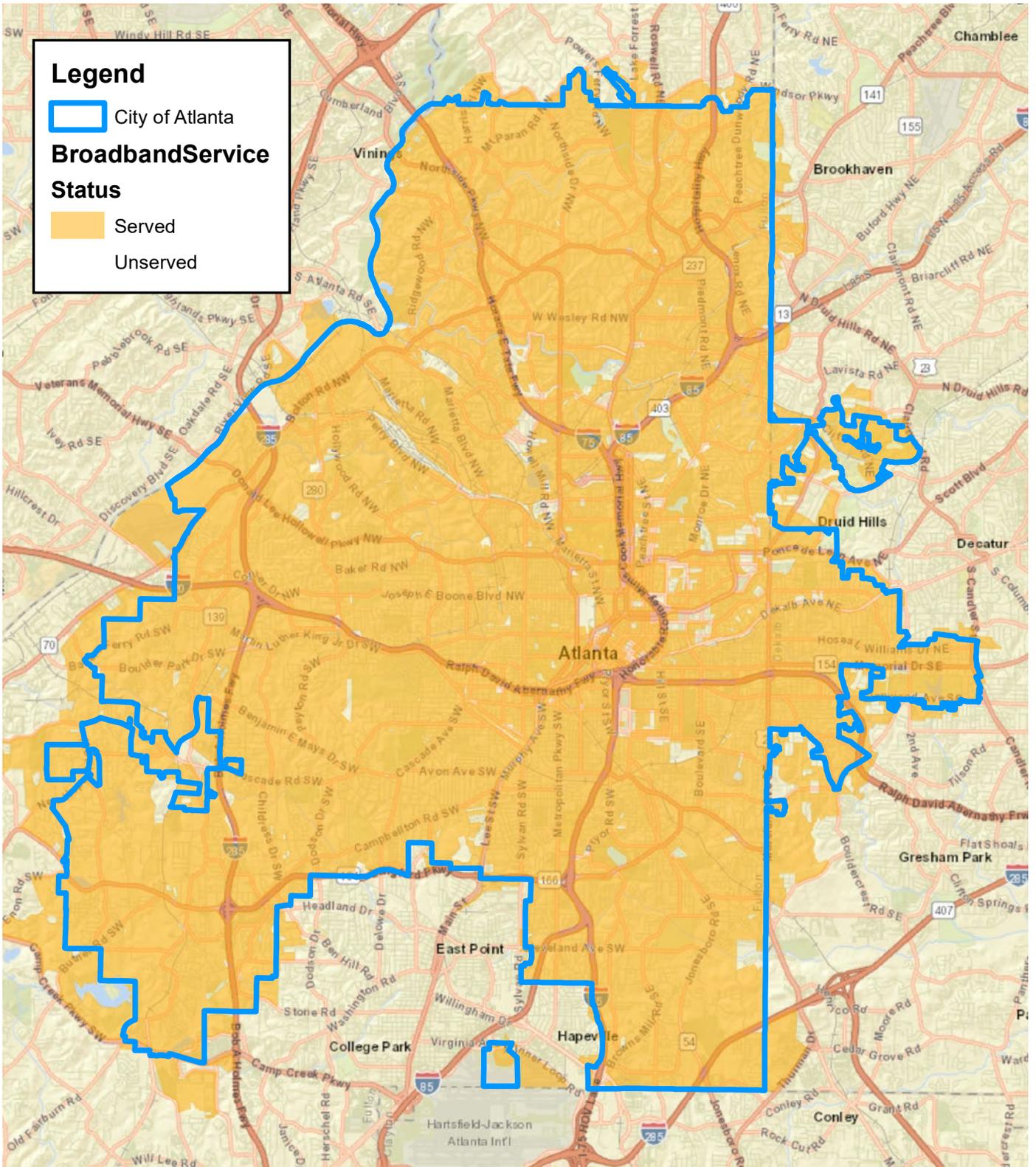
### Policies

- BI 1** Evaluate the need for incentives or regulatory changes to expand broadband internet services to sites or areas with limited access.
- BI 2** Explore incentives or regulatory changes to attract, retain, and support businesses and their workforces in high-growth industry sectors that depend on the latest broadband internet technology and skills.

### Policy Actions

- BI 1.1** Identify specific sites and areas of the city where residents, students, businesses, and other groups of people are most at risk to having little to no access to high-speed internet.
- BI 1.2** Coordinate across City departments and offices, Invest Atlanta, Atlanta Public Schools, Atlanta-Fulton County Library System, Atlanta Regional Commission, Atlanta Housing, and other partners, to review regulations, initiatives, and programs in an effort to expand affordable and reliable broadband internet access to these people.
- BI 1.3** Work with Neighborhood Planning Units to ensure high-speed internet and other technology is available to them to conduct their meetings and expand participation, both in-person and virtually.
- BI 2.1** Support Invest Atlanta’s partnerships with state, regional, and local economic development agencies and chambers of commerce to strengthen broadband internet planning in the One Atlanta Economic Mobility, Recovery, and Resiliency Plan.

# BROADBAND SERVICE AREA IN ATLANTA, 2021



**Legend**

City of Atlanta

**BroadbandService Status**

Served

Unserved



Date: 5/7/2021  
 Requested By:  
 User Name: STHenderson  
 Path: J:\legis\_work\dpd\projects\Stewart\BroadbandCoverage.mxd

0 0.5 1 2 3 4 Miles

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## Section 7

# NATURAL SYSTEMS & RESILIENCY

A growing Atlanta requires a vision where nature flourishes even as we become denser and more urban.

## Vision

Nature is an essential part of Atlanta’s identity. However, it is much more than that. The extent and health of our forests, streams, and wetlands are much of what makes this city resilient and habitable. Atlanta’s ability to adapt to a changing climate is dependent on how we care for the natural systems that were here before us. Furthermore, the City has a responsibility to mitigate climate impact for local and global citizens. Climate justice work builds a sustainable and equitable world for both the social and natural environment.

## Goals

- 01. **Implementation.** Connect the vision of *Atlanta City Design: Nature* to actions.
- 02. **Lungs of Atlanta.** Expand the forested “Lungs of Atlanta” to provide critical ecosystem services such as cleaner water, cleaner air, and cooler temperatures.
- 03. **Watersheds.** Address localized flooding and water quality impacts from stormwater runoff, while improving the resilience of Atlanta’s watersheds.
- 04. **Access to Nature.** Provide escape routes to nature and access to open space in every community so all Atlantans can easily move between heavily urbanized and more natural areas.
- 05. **Food Security.** Reduce food insecurity across the city by ensuring 85% of Atlantans have access to fresh food within a half mile of their home.
- 06. **Energy and Climate.** Put Atlanta on a pathway to meet the Paris Climate agreement and achieve 100% clean energy by 2035 while reducing overall greenhouse gas emissions and lifting the high energy burden in Atlanta.
- 07. **Economic and Environmental Justice.** Fulfill a vision for a circular and regenerative economy while protecting Atlantans from the negative environmental impacts of landfills and waste treatment facilities.



Photo Credit: Shawn Taylor via Flickr

## Related Plans and Initiatives

### **Atlanta City Design: Nature (2020)**

Summarized in [Section 1](#) and available [here](#).

### **Watershed Improvement Plans**

Atlanta's Department of Watershed Management publishes [Watershed Improvement Plans \(WIPs\)](#) to understand the conditions of the city's watersheds and to develop projects and programs to improve water quality and watershed health. Each watershed has a plan, including Peachtree Creek, Nancy Creek, Long Island Creek, Proctor Creek, Sandy Creek, Intrenchment Creek, Camp Creek, and South River.

### **Atlanta's Climate Action Plan (2015)**

[Atlanta's Climate Action Plan](#) includes strategies and recommendations for how the City of Atlanta can reduce greenhouse gas emissions and adapt to the effects of climate change.

### **Metropolitan North Georgia Water Resource Management Plan (2020)**

[This plan](#) integrates water resource management for the 15-county Metropolitan North Georgia Water Planning District. It consists of existing and future conditions of the region's water resources, wastewater, and watershed management infrastructure.

### **Chattahoochee RiverLands (2020)**

The [Chattahoochee RiverLands Greenway Study](#) reconsiders the region's relationship to the River and proposes a collective vision for the future. From Buford Dam on Lake Lanier to Chattahoochee Bend State Park, the Chattahoochee RiverLands envisions new and equitable investments in parks, trails and water access points along a continuous 100-mile-long public space.

# Policies and Actions

## CRITICAL PARTNERSHIPS

### Needs & Opportunities

Some proposed actions in *Atlanta City Design: Nature* are based on current initiatives and discussions already underway, while others are far more aspirational. Many recommendations are specific policies and actions for the City of Atlanta to implement, but some will require cooperative partnerships with other organizations and agencies. Protecting, restoring, and enhancing the ecological health and well-being of Atlanta will require working in collaborative and innovative ways as a dedicated community.

### Policies

- NR 1** Commit City leadership to internal and cross-departmental coordination and processes to implement *Atlanta City Design: Nature*.
- NR 2** Further develop relationships and build broader coordination between City departments and its partners.

### Policy Actions

- NR 1.1** Establish consistent actions and coordination across departments and offices: City Planning, Parks and Recreation, Watershed Management, Public Works, Transportation, and the Mayor's Office of Resilience.

- NR 1.2** Increase and formalize coordination and decision-making across City departments for public lands management and related regulation and policy enforcement.
- NR 1.3** Incorporate *Atlanta City Design: Nature* recommendations and data within the City of Atlanta Zoning Ordinance Update and plans such as the Parks Master Plan, Watershed Improvement Plans, and Climate Action Plan.
- NR 2.1** Work with Atlanta Public Schools and non-profit partners, such as Park Pride, the Nature Conservancy, and West Atlanta Watershed Alliance, to increase school and community access to natural areas and STEM-based learning.
- NR 2.2** Work with Georgia Department of Transportation to expand the tree canopy and natural areas along roads and highways.
- NR 2.3** Increase engagement over *Atlanta City Design: Nature* priorities with Atlanta BeltLine Inc., Trust for Public Land, Conservation Fund, "friends of parks" groups, and others.



# TREE CANOPY

## Needs & Opportunities

Often referred to as “the city in the forest,” Atlanta has greater tree canopy coverage than nearly any other American city. Our historic development patterns have left remnants of old growth and high biodiversity forest throughout Atlanta. But, development, invasive species, and climate change are threatening our tree canopy and urban forests. Our trees provide countless physical, mental, and social health benefits to Atlanta’s residents. To maintain these benefits, Atlanta’s tree canopy and forests need stronger protections and more effective restoration actions.

## Policies

- NR 3** Protect and restore Atlanta’s tree canopy.
- NR 4** Acquire and restore high quality forest land within the city.

## Policy Actions

- NR 3.1** Adopt a new tree protection ordinance.
- NR 3.2** Use Tree Trust funds to implement city-wide planting programs.
- NR 3.3** Develop an urban forest master plan for Atlanta and implement its management and restoration projects in City-owned forests.
- NR 4.1** Allocate funding and leverage external funding for acquisition and permanent protection of high quality natural sites to add to existing Department of Watershed Management greenway/greenspace inventory.

# GREEN INFRASTRUCTURE

## Needs & Opportunities

Atlanta, like many cities, struggles with managing stormwater runoff. Streets, sidewalks, parking lots, rooftops, and other impervious surfaces prevent rainfall from easily infiltrating into the soil. Instead, rain becomes stormwater runoff flowing across our urbanized landscape picking up pollutants such as oils, sediment, and nutrients, and depositing them directly into our streams. The first inch of runoff, called the “first flush,” is often the most polluted since it accumulates physical, chemical, thermal, and biological pollutants. Green infrastructure (GI) is a cost-effective approach to managing stormwater and stretching the capacity of other infrastructure while providing multiple environmental, economic, and community benefits. The City is committed to focusing on green infrastructure solutions for stormwater management.

## Policies

**NR 5** Integrate water resources management across multiple, mutually beneficial actions for wastewater, stormwater, green infrastructure, low impact development, asset management, operations and regulatory compliance.

## Policy Actions

**NR 5.1** Align individual capital investments for water resource management to address the interrelationships between water and wastewater sub-systems as well as certain watershed protection assets and services.

**NR 5.2** Prioritize capital programs for GI implementation and develop GI maintenance agreements between the Department of Watershed Management and other City departments to promote the installation of GI.

- NR 5.3** Evaluate the use of vacant land (publicly and privately owned) stormwater runoff. Identify land to serve the dual purpose of GI/ stormwater infiltration and recreational/open space.
- NR 5.4** Implement project selection parameters for Green Streets and Complete Streets to support the selection and development of approaches to GI in various types of road and right-of-way projects.
- NR 5.5** Ensure the inclusion of GI projects in special-purpose local-option sales tax and municipal-option sales tax funding programs.
- NR 5.6** Consistently engage in the scoping of public capital projects for possible GI projects. Include agencies with capital projects, such as Community Improvement Districts (CID) and other non-governmental organizations.





## ATLANTA'S RIVERBANKS

Atlantans are enjoying greater access to nature because of new trails like Riverwalk Atlanta. Trail runners can explore the beauty of blooming native goldenrods along the banks of the Chattahoochee River mere steps away from a bustling city.

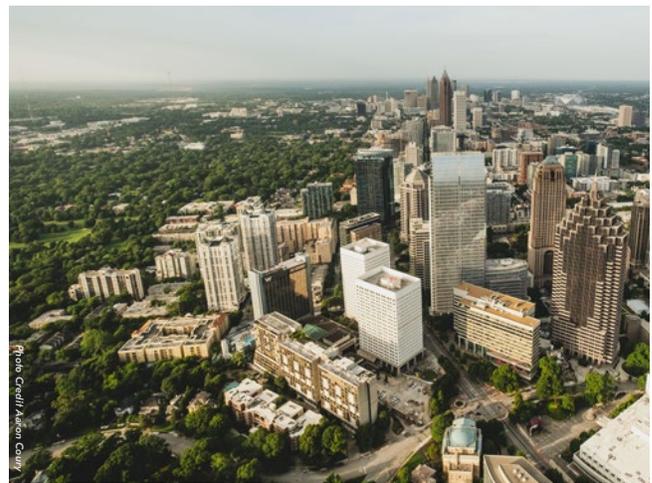
# RESILIENCY

## Needs & Opportunities

As Atlanta grows, it must continue to invest in resilience-building actions and initiatives. These actions and initiatives are as diverse as the challenges Atlanta faces, ranging from food and energy security to climate change and waste management.

## Policies

- NR 8** Develop, integrate, and institutionalize urban agriculture and access to fresh food into policies, programs, and projects.
- NR 9** Provide information and technical assistance on energy systems to help residents and business save energy and money and decrease their impact on climate change. Increase opportunity for renewable energy procurement across the city.
- NR 10** Evaluate and implement new waste management programs to divert construction and demolition, yard debris, solid, organics, hazardous and other waste from landfills.
- NR 11** Renew commitment to *Atlanta's Climate Action Plan*.
- NR 12** Continue education and outreach on resilience actions.



## Policy Actions

- NR 8.1** Collaborate with partners to expand urban agriculture, economic mobility and increase access to fresh food across the city.
- NR 9.1** Develop incentives and education programs to promote low carbon buildings.
- NR 10.1** Invest in specific City facilities and collections operations. And, collaborate with other organizations to enhance commercially-viable waste diversion and recycling programs.
- NR 11.1** Update *Atlanta's Climate Action Plan* adopted by City Council in 2015 to reflect the inequalities and injustices of climate change in Atlanta.
- NR 12.1** Partner with governmental, non-profit, and for-profit organizations to expand education and outreach across the City's resiliency actions.

# AGLANTA PROGRAM

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There is increased demand for accessing locally grown and raised food. Through the City of Atlanta's [AgLanta](#) program, more people are gaining access to healthy, local, and affordable foods while building stronger communities and spurring economic development. AgLanta is creating a more resilient food system.

The AgLanta program engages the community in a variety of ways around issues of food access and security and about the importance of local food systems, in general. The outreach program includes an urban agriculture academy and virtual skill share covering love, passion, farming, community gardening, and edible neighborhoods. The website, [AgLanta.org](#), is the digital food hub for all things urban agriculture from the City of Atlanta's One Atlanta Office and Department of City Planning.

## **Fresh Food Access**

To help residents locate fresh food in Atlanta, DCP's Office of Housing and Community Development created a [Fresh Food Access dashboard](#) and released it in May 2021 along with a report. The easy-to-use interactive map on AgLanta's website allows a city resident to find fresh food nearby by food access site type, hours/days open, location, and forms of payment accepted. The dashboard also allows the City to monitor the prevalence of fresh food access points across the city and assess underserved areas. The new tool connects residents with fresh food and makes information about food access easier to find.



Photo Credit: Malchuk

## Section 8

# URBAN DESIGN

Atlantans should love their public spaces. Whether they are gathering outside a restaurant, rolling through streets downtown, or playing in a park, pride for the public realm stems from exceptional design and good maintenance.

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### Vision

Equitably encourage, design, and implement a vibrant public realm. Our built environment is made up of four types of land: streets, trails and waterways, public spaces, and private development. Each type plays an important role in creating a vibrant, equitable, and functional public realm.

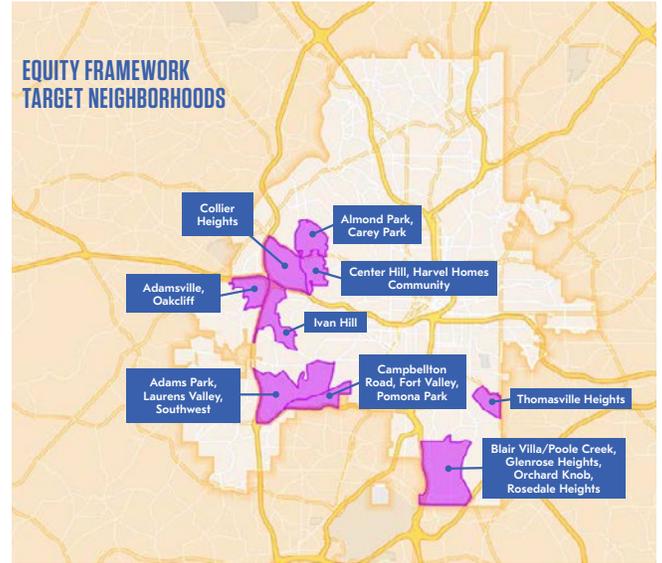
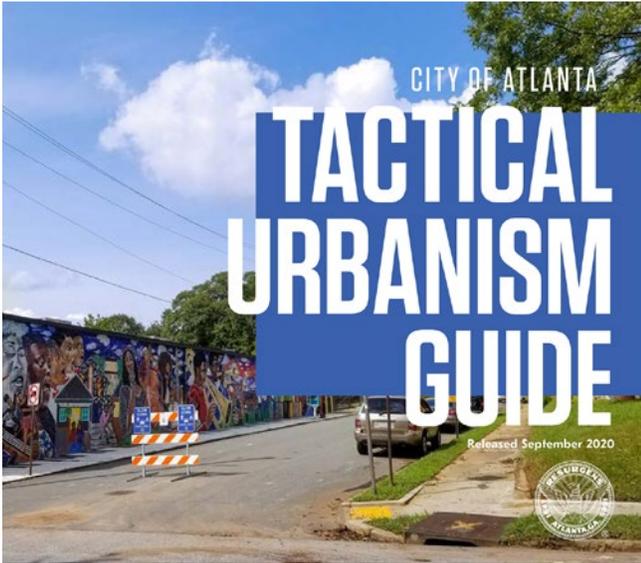
### Goals

- 01. **Streets.** Transform Atlanta’s streets to better serve pedestrians and cyclists.
- 02. **Trails and Waterways.** Leverage our waterways and trails to connect Atlantans to nature.
- 03. **Public Spaces.** Create vibrant public spaces designed for people.
- 04. **Private Development.** Guide private development to contribute to the public realm.
- 05. **Engagement and Equity.** Expand engagement with Atlanta residents around urban design.



## PEACHTREE SHARED SPACE

The Phase I demonstration project on Peachtree Street was recently installed on three blocks between Baker Street and Ellis Street to make more space for pedestrians and test how this works with vehicles, helping inform the final shared space design. The City is currently monitoring and evaluating the temporary design.



## Related Plans and Initiatives

### Placemaking Program (2017)

The Placemaking Program focuses on the creation of temporary public spaces in Atlanta. Since the launch of our program in 2017, we have partnered with communities and local businesses on 22 projects throughout the city. These low cost, high impact interventions are a tool for residents and community organizations to lead the changes they want to see in their own neighborhoods.

### Tactical Urbanism Guide (2020)

Department of City Planning and ATLDOT created this guide to provide clarity and consistency to organizations who wish to implement tactical urbanism projects in their community by clearly describing the City's requirements and process. To read the guide, visit [bit.ly/tuguide2020](http://bit.ly/tuguide2020).

### Peachtree Shared Space (2021)

The City of Atlanta is redesigning a portion of Peachtree Street Downtown as a shared space, one that will function for the next generation of mobility and public life.

While the new design as a shared space will continue to allow cars, it will shift the focus to creating safe and ample space for people to walk, bike, ride transit, gather, rest, and enjoy the vibrance of Downtown Atlanta. More information can be found at [sharepeachtree.com](http://sharepeachtree.com).

### Equity Priority Areas (2020)

The City of Atlanta's Department of Transportation established an equity framework as a part of its Vision Zero efforts. This framework uses specific data indicators such as no vehicle access, percentages of school-age children, seniors, and persons with disabilities, as well as race, income, and no health insurance to determine vulnerability and to establish foundational priorities for these communities of concern. Applications that are submitted for tactical projects located within the highest equity priority areas may be considered for loaned materials by ATLDOT, such as traffic cones, barricades and signs. The neighborhoods listed in the map below are considered equity priority areas. For more information on the guidelines of loaned materials please reference the Tactical Urbanism Guide.

# Policies and Actions

## STREETS

### Needs & Opportunities

Our street network makes up the city's largest public space. Whether moving cars, trucks, buses, bicycles, and pedestrians, or carrying wastewater away and packages to doors, our streets countlessly contribute to public life everyday. They are the glue that connects people to places. For decades Atlanta's streets have been designed for cars rather than people, but that is changing. As we shift our focus to transforming Atlanta's streets and accommodating more uses, and people, on them, we must leverage exceptional urban design principles and coordinate efforts across the city.



Sketch by Kelly Dervin

### Policies

- UD 1** Leverage phased implementation to more quickly implement and test new ideas in the public realm.
- UD 2** Integrate urban design considerations into the City's process for capital improvements.

### Policy Actions

- UD 1.1** Integrate a phased implementation approach into the City's planning efforts, such as LCIs and neighborhood master plans.
- UD 1.2** Integrate temporary interventions into the City's pipeline for capital improvements.
- UD 1.3** Further develop and expand the *Tactical Urbanism Guide*.
- UD 2.1** Create street typologies for each character area in *Atlanta City Design*.
- UD 2.2** Develop an implementation pathway for street framework plans.



## STREETS ARE PLACES FOR PEOPLE

Events like Atlanta Streets Alive open streets to people by temporarily closing them to cars, create a whole new healthy, sustainable, and vibrant city street experience. Such events are changing the way people view their streets and neighborhoods.

Photo Credit: The Streets



# PUBLIC SPACES

## Needs & Opportunities

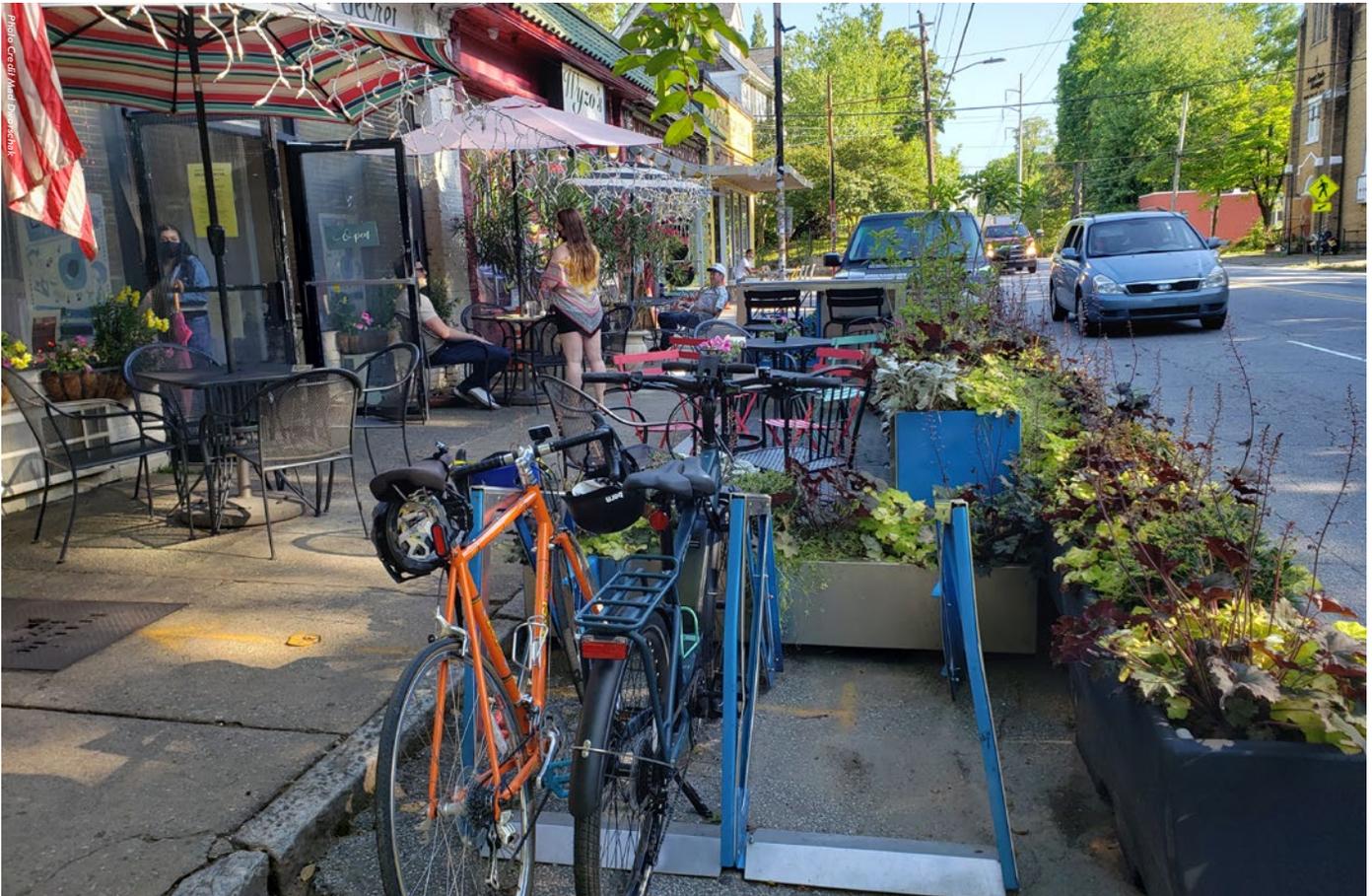
These spaces come in a variety of forms, large and small. Public spaces include parks, civic buildings, plazas, parklets, sidewalk seating areas, and more. They can be found integrated into our streets or given prominence. Public spaces allow for rest and respite as citizens move through the city during their daily tasks, as well as foster social interactions whether informal or planned. As Atlanta’s population grows, well-designed public spaces will become increasingly important. In order to provide equitable access to outdoor and leisure areas for a larger population, we must leverage a variety of public spaces.

## Policies

- UD 3** Invest in long-term public space improvements.
- UD 4** Adjust the Placemaking Program to better focus on the creation of vibrant public spaces.

## Policy Actions

- UD 3.1** Develop a library of public space project types appropriate for each character area.
- UD 3.2** Launch of Peachtree Shared Space.
- UD 4.1** Rebrand the Department of City Planning’s Placemaking Program.
- UD 4.2** Build an inventory and palette of materials for quick deployment of projects.
- UD 4.3** Leverage public space interventions to highlight Atlanta’s stories.
- UD 4.4** Pursue new/adjusted procurement processes for projects under \$200,000.





## TRAILS AND WATERWAYS

### Needs & Opportunities

Our trails and waterways are one of Atlanta's primary connection to nature. They support pedestrian and cyclist mobility, enable recreational activities, and provide spaces for leisure. This important asset is often inaccessible to many Atlanta communities due to a lack of connection with other infrastructure. As we prioritize connections to nature, we must design a cohesive and legible trail and waterway networks that connects all Atlanta communities.

### Policies

- UD 5** Develop an approach for implementing *Atlanta City Design's* nature spaces.
- UD 6** Further develop the design concept, Design for Wildness, from *Atlanta City Design*.
- UD 7** Design a cohesive trail network that connects Atlanta's communities.

### Policy Actions

- UD 5.1** Start with a pilot design of a nature space.
- UD 6.1** Further develop the Chattahoochee RiverLands demonstration sites, e.g. Proctor Creek.
- UD 7.1** Connect the trail network in Atlanta by creating and adopting a citywide trail plan.



# PRIVATE DEVELOPMENT

## Needs & Opportunities

Private development affects and contributes to the public realm. The way private buildings and their spaces are designed greatly impacts the success of our public realm, particularly the success of our streets. For decades, development has prioritized vehicular access and connection, creating building facades that negatively impact public street life. In order to truly transform our streets, we must also ensure that private development employs basic good urban design principles where building and structures connect and contribute to our streets in a seamless manner.

## Policies

**UD 8** Implement a design review process for development projects.

## Policy Actions

**UD 8.1** Develop a citywide urban design guide for developers.

**UD 8.2** Prioritize *Atlanta City Design* growth areas for design review.

**UD 8.3** Update the zoning ordinance to match the built patterns of neighborhoods.

# ENGAGEMENT AND EQUITY

## Needs & Opportunities

To create a vibrant public realm that supports all Atlantans, we must leverage equitable and approachable community engagement in each of the above-mentioned policy actions.

## Policies

- UD 9** Focus on communities that have been historically and intentionally neglected.
- UD 10** Provide pathways for residents to take ownership of public spaces in their communities.
- UD 11** Leverage art as both an education and activation tool.
- UD 12** Educate Atlantans on *Atlanta City Design* and showcases the City's ongoing work.

## Policy Actions

- UD 9.1** Leverage Planning for Change and ATLDOT's Equity Priority Areas when determining project and investment locations for each urban design policy action.
- UD 9.2** Set up a mechanism to compensate residents for leading community public space project teams.

- UD 10.1** Develop a volunteer system for citizens to participate in the implementation and activation of public spaces in their communities.
- UD 10.2** Launch a plaza program so that community organizations can implement, manage, and activate plazas created out of underutilized right-of-way.
- UD 11.1** Activate public spaces through art programming, including dedication events for newly completed public spaces.
- UD 11.2** Enhance quality of life by promoting rich and diverse cultural experiences that preserve and protect Atlanta's heritage while enhancing its international reputation as a cultural destination.
- UD 12.1** Host more educational sessions, such as Good Urbanism 101, at the Atlanta City Studio.
- UD 12.2** Create digital content around *Atlanta City Design* and the City's ongoing work to implement it.

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**“CITIES HAVE THE  
CAPABILITY OF PROVIDING  
SOMETHING FOR EVERYBODY,  
ONLY BECAUSE, AND ONLY  
WHEN, THEY ARE CREATED  
BY EVERYBODY.”**

**— JANE JACOBS**







# Related Plans and Initiatives

## Future Places Project (2020)

DGP commissioned a comprehensive analysis of its historic preservation work, called Future Places Project. The project reaffirms the City's historic preservation program through extensive research, comparative analysis, and public outreach and education. Future Places Project identifies new ideas and actions to protect Atlanta's unique places.

The project included a peer city analysis, Atlanta's first Parks Historic Resource Survey, a windshield survey, and much more. The City's Historic Preservation studio is currently identifying funding and programs that were outlined in the project's Call to Action booklet.

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**“EACH GENERATION  
MUST DO ITS PART  
TO HELP BUILD THE  
BELOVED COMMUNITY.”**

**—REP. JOHN LEWIS**

# Policies and Actions

## HISTORIC PRESERVATION ORDINANCE

### Guiding Legislation for Policies and Actions

Adopted City policy provides that the Urban Design Commission identify, protect, enhance, and perpetuate the use of buildings, sites, and districts of special character, historic interest, or aesthetic value. It is in the interest of the health, prosperity, safety, education, and general welfare of the public that the City maintains this policy. Among other activities, the Urban Design Commission accomplishes this policy by nominating and regulating buildings, properties and districts to categories of protection offered under the City's Historic Preservation Ordinance. In addition, the Historic Preservation Ordinance, adopted by City Council and signed by the Mayor in 1989, establishes and outlines the City's historic preservation program. The ordinance delineates the responsibilities of the Urban Design Commission and its staff, as well as outlines its procedures. The policies of the City of Atlanta Historic Preservation Ordinance are:

- Effect and accomplish the protection, enhancement and perpetuation of such buildings, sites and districts, which represent or reflect special elements of the City's cultural, social, economic and architectural history.
- Safeguard the City's historic aesthetic and cultural heritage, as embodied and reflected in such buildings, sites and districts.
- Stabilize and improve property values of such buildings, sites and districts.
- Foster civic pride in the beauty and noble accomplishments of the past.
- Protect and enhance the City's attractions to tourists and visitors and thereby support and stimulate business and industry.
- Strengthen the economy of the City.
- Promote the use of such buildings, sites and districts for the education, pleasure and general welfare of the people of the City.
- Promote attention to sound design principles in areas of new development and redevelopment.
- Raise the level of community understanding and expectation for quality in the built environment.
- Implement Plan A.

## Policies

- HP 1** Help people know.
- HP 2** Help people understand.
- HP 3** Help people share.
- HP 4** Help people learn more about ourselves and our city.
- HP 5** Recognize, keep, and protect what we value.

## Policy Actions

- HP 1.1** Install pop-up historic kiosks in selected locations around the City.
- HP 1.2** Develop online StoryMaps highlighting the City's past, historic places, and great stories.
- HP 1.3** Community Liaison Program: Create community points of contact for City historic preservation staff to exchange information about historic preservation.
- HP 2.1** African-American Heritage Preservation Coordinator: Create a City position to pursue grants, perform outreach and coordinate with non-profit advocacy organizations
- HP 2.2** Historic Preservation Design Assistance Team: Create a team to help owners gain City approval for their historic preservation projects and help them get started.
- HP 2.3** Digital Atlanta: Assemble a data-based web site where individuals can learn about the history of their property.
- HP 2.4** Historic Preservation Academy: A training program for community liaisons and the general public about historic preservation, modeled after the City's public safety "Citizens Academy" or "NPU University" programs.
- HP 3.1** Formulate an APS school curriculum to share general historic preservation ideas and Atlanta-specific issues/stories/programs.

- HP 3.2** Oral History: Partner with universities and non-profits to expand the City's pilot oral history program at the grass roots level.
- HP 3.3** Cemetery Inventory/Catalog: Inventory small and/or abandoned cemeteries in the City.
- HP 4.1** Traditional Field Survey Program: Establish a regular survey program every summer for community members and students with training and support provided by the City.
- HP 4.2** Alternative Survey Program: Create coarse-grain, low-cost surveys that use digital aerial photographs and historic maps to identify groupings of properties constructed at a similar time with similar forms.
- HP 4.3** Cultural Mapping: Create a process for community members to indicate areas of importance to them outside of traditional history qualifications, also called Public Participation GIS (PPGIS).
- HP 5.1** Create new protection options within the City's Historic Preservation Ordinance.
- HP 5.2** Establish demolition and major alteration review for all properties 40+ years of age.
- HP 5.3** Enact archeological preservation ordinance.
- HP 5.4** Increase enforcement of "demolition by neglect" provisions in the City's Historic Preservation Ordinance.
- HP 5.5** Acquire properties for new parks that contain historic resources within the city.
- HP 5.6** City-Based Economic Incentives: Increase those related to historic preservation.
- HP 5.7** Create Historic Preservation Bond Fund or Revolving Loan Fund.
- HP 5.8** Allocate a portion of the hotel tax for historic preservation-related funding.



# Section 10

# PUBLIC SAFETY FACILITIES

Public Safety focuses on engaging the whole community in building and sustaining a safe, fear-free environment.

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## Vision

*Atlanta City Design* emphasizes public safety, the City's strategies and policies should ensure everyone feels welcome to participate in the life of the city.

## Goals

- 01. Training.** Implement cultural competency training for police officers, teachers, and others at the front lines of engagement with Atlanta's diverse population.
- 02. Community.** Support regular, friendly interaction between communities and public safety administrators, social workers and intervention teams to support mutual respect and security.
- 03. Facilities.** Update, maintain, and construct new fire, shelters, and other such public safety facilities.



## Policies and Actions

### PUBLIC SAFETY FACILITIES

#### Needs & Opportunities

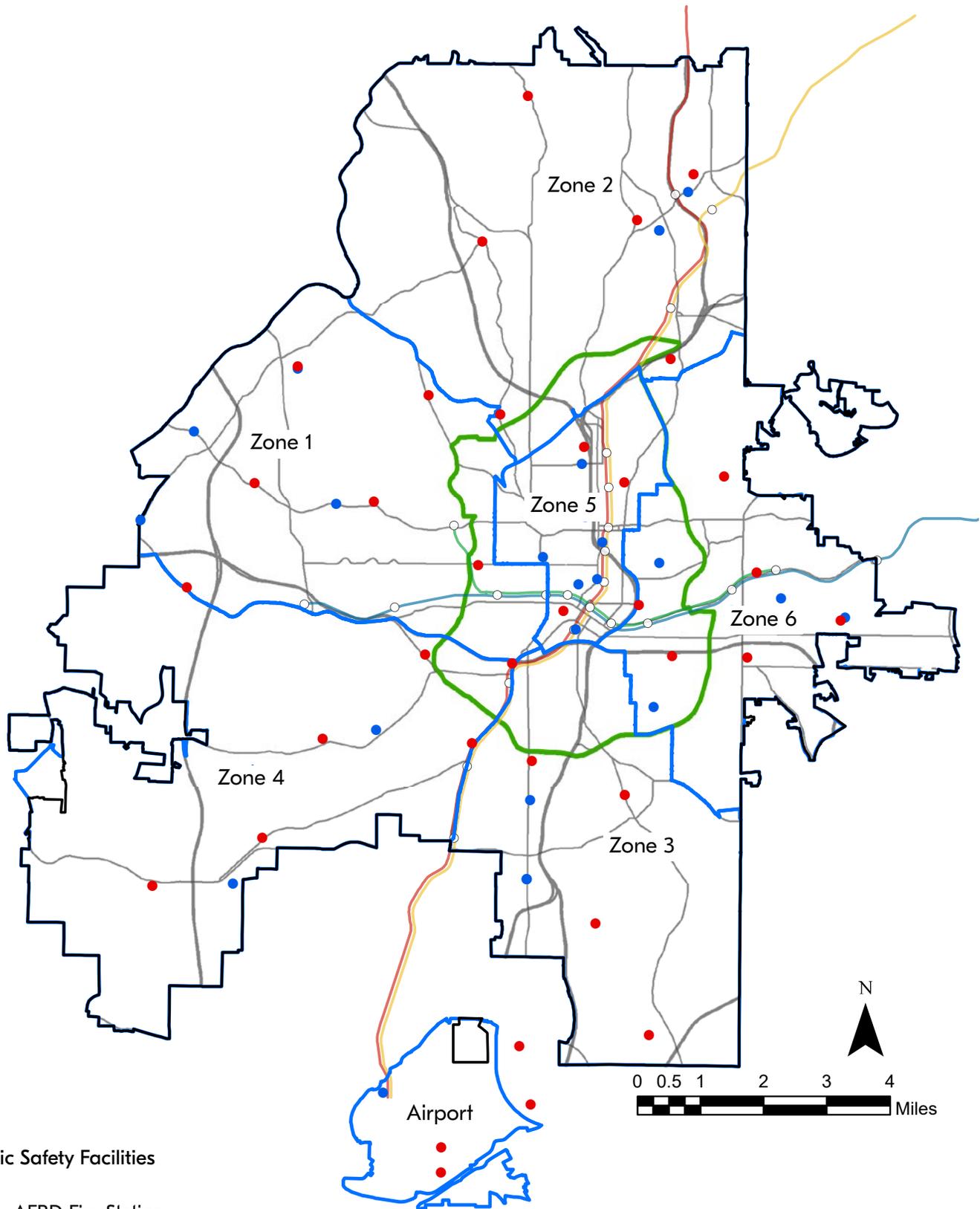
Crime, property vacancy, trash dumping, and fenced or fortified places in neighborhoods can contribute to residents and visitors feeling unsafe or unwelcome. The global COVID-19 pandemic, the national reckoning on racial justice, and other broad trends are significantly testing our local emergency response, health and safety systems, and services for unhoused neighbors. As more people and businesses move into Atlanta's neighborhoods, the need for public safety facilities planning to better reflect our values and strengthen our resilience will only increase.

#### Policies

- PS 1** Promote resiliency in Public Safety Facilities Planning for Atlanta's growing and diversifying population.

#### Policy Actions

- PS 1.1** Replace and update fire and police stations and emergency vehicles throughout the city.
- PS 1.2** Maintain and improve court and corrections facilities.
- PS 1.3** Maintain and improve emergency shelters in neighborhoods across the city.



Public Safety Facilities

- AFRD Fire Station
- APD Precinct
- APD Zone



Photo Courtesy NPU-H

## Section 11

# NEIGHBORHOOD PLANNING

The City of Atlanta is divided into 25 Neighborhood Planning Units, or NPUs, which are citizen advisory councils that make recommendations to the Mayor and City Council on zoning, land use, and other planning-related matters. Mayor Jackson established the NPU system in 1974 to provide the opportunity for all residents to actively participate in comprehensive development planning. Today, the NPU system is the official avenue for the City to inform residents—and for residents to recommend actions to the City—on matters affecting Atlanta’s neighborhoods.

## Vision

The Neighborhood Planning Unit (NPU) system promotes equality and democratic decision-making in Atlanta’s planning process by educating and empowering residents and community leaders.

## Goals

- 01. Comprehensive Community Outreach Plan.** Ensure every Atlantan knows their opportunity to participate in community-level civic processes.
- 02. Expanded Education Program.** Strengthen the system of community engagement by providing relevant education and information.
- 03. Resource and Technical Support.** Provide resource and technical support necessary to promote the NPU system’s growth and empower the NPUs to plan their communities.
- 04. Legislative Updates.** Correct outdated legislation to improve engagement processes.

# UPDATING THE NPU SYSTEM

## Needs & Opportunities

While the NPU system has steadily improved engagement, reflected by a 24% increase in attendance in 2020, the overall participation represents less than 1% of the Atlanta resident population. By preparing and implementing a comprehensive strategy for reaching Atlantans across generations, socioeconomic statuses, races, and quadrants, we can ensure every household in Atlanta has equitable access to the City of Atlanta and equal representation in the civic process. While council district lines are redrawn, there is an opportunity to review NPU boundaries, considering places that unite neighborhoods.

One of the greatest opportunities to ensure equitable engagement is to provide tools, education and resources to those NPUs that have a clear need. In its inaugural year, nearly 6,000 students attended 16 courses produced by the Department of City Planning’s NPU University. This program addresses the knowledge gap in NPU leadership as it relates to topics such as writing effective conditions for voting items, preparing master plans and creating public engagement opportunities for future CDP updates.

In 2020, the worldwide COVID-19 pandemic forced all of the NPUs across the city to conduct their monthly meetings remotely. As it became possible to attend these meetings without the physical constraints of schedules, mobility and traffic, one of the unexpected side effects was an increase in participation at NPU meetings across the board. While some NPUs are eager to return to physical, in person meetings in the (hopefully) near future, some have expressed an interest in maintaining this increase in participation by incorporating a virtual element to their meetings. The resources to make this possible should be made available to those NPUs interested in addressing the challenges of facilitating hybrid (in person and remote) meetings. See Appendix III for NPU policies and maps.

## Policies

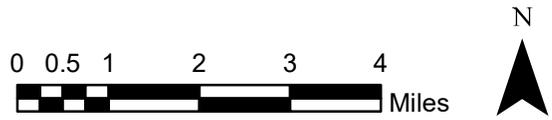
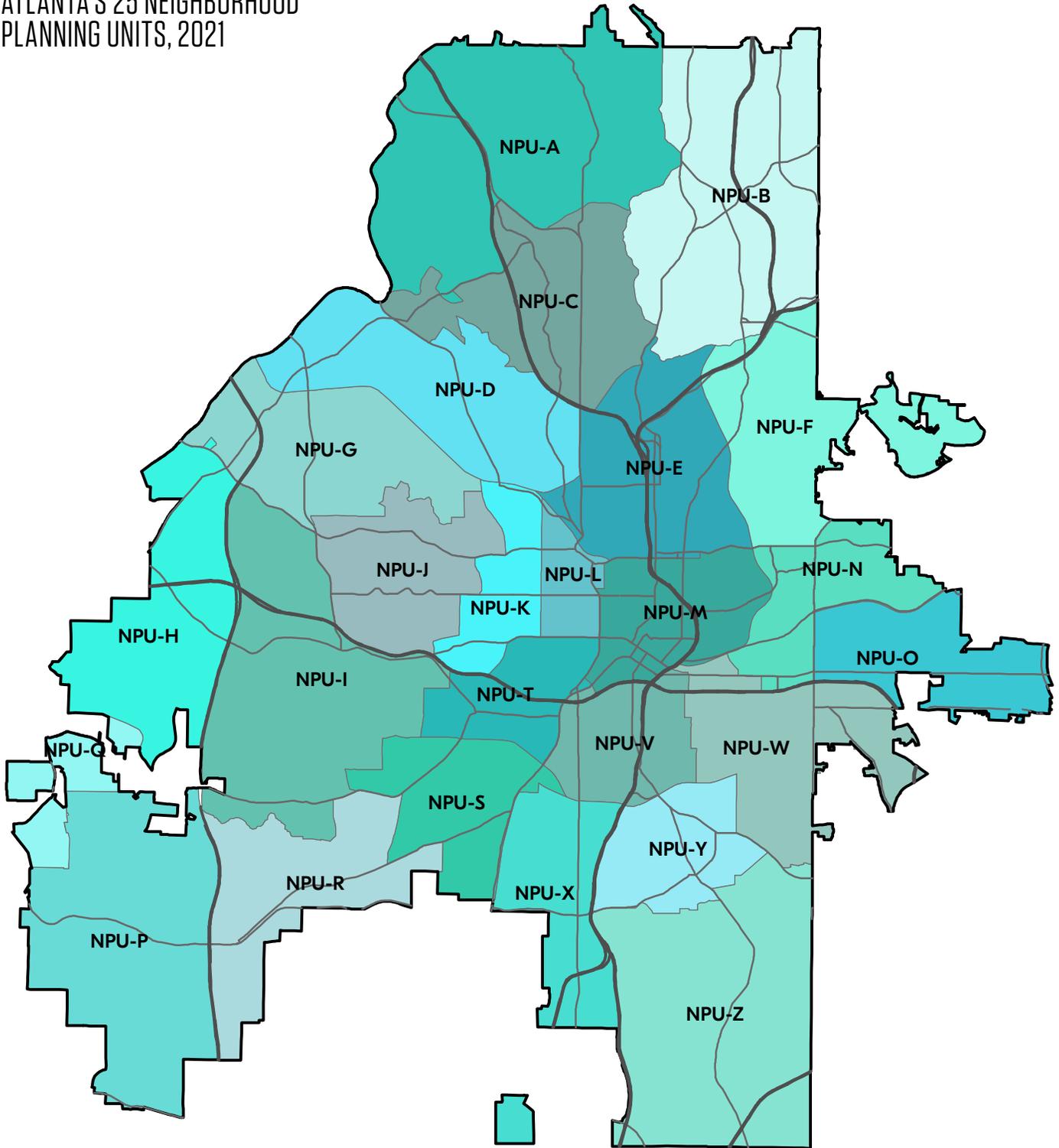
- NPU 1** Ensure NPU boundaries and processes are updated regularly.
- NPU 2** Instill the Department of City Planning’s *Planning for Change* commitment in its support of the NPU system.

## Policy Actions

- NPU 1.1** Amend legislation to allow affected residents to make recommendations, even if the event is not in the boundaries of their NPU.
- NPU 1.2** Examine NPU boundaries and demographics to include population size and determine whether it is necessary to recommend boundary changes.
- NPU 1.3** Support NPUs post-pandemic and well into the future by maintaining an active NPU website and implementing NPU initiatives such as Participate!, NPU-U, and hybrid meeting models.
- NPU 2.1** Conduct a study to identify inequities in the NPU system stemming from access to tools, information, technology, meeting venues, childcare, transportation, city departmental representatives, planners, etc.



# ATLANTA'S 25 NEIGHBORHOOD PLANNING UNITS, 2021





<b>Small Area and Neighborhood Plan</b>	<b>Adopted Date</b>	<b>Ordinance</b>
Kirkwood/NPU Policies changes for Pullman Yards	June 2017	17-O-1210
Pittsburgh Plan	March 2017	17-O-1078
Midtown Garden District Plan	November 2017	17-O-1272
Downtown Master Plan LCI	December 2017	17-O-1673
Buckhead Redefined LCI	December 2017	17-O-1673
Westside Land Use Framework	December 2017	17-O-1722
Collier Hills Transportation Study Master Plan	March 2018	18-O-1089
East Lake MARTA Station LCI	July 2018	18-O-1331
Historic South Atlanta Master Plan	July 2018	18-O-1229
Morningside Lenox Park Master Plan	October 2018	18-O-1591
District 12 Neighborhood Blueprint Plan	October 2018	18-O-1535
District 3 Westside Revive	March 2019	19-O-1085
Greenbriar Town Center LCI	April 2019	19-O-1071
Virginia-Highland 2018 Master Plan	April 2019	19-O-1044
West End LCI Update	July 2020	20-O-1214
BeltLine Subarea 9 and 10 Master Plans	October 2020	20-O-1501
NPU-H Master Plan	December 2020	20-O-1710
District 12 Neighborhood Plan for Hammond Park and Perkerson	December 2020	20-O-1685
BeltLine Subarea 1 and 5 Master Plans	April 2021	21-O-0069
BeltLine Subarea 2 Master Plan	September 2021	21-O-1772
BeltLine Subarea 3 Master Plan	September 2021	21-O-0094
Peachtree Battle Neighborhood Transportation Study Master Plan	October 2021	21-O-0598
Tuxedo Park Transportation Plan	October 2021	21-O-0660
NPU-G Community Master Plan	October 2021	21-O-0670
Little Five Points Mobility Plan	October 2021	21-O-0669
Upper Westside Improvement District Masterplan	October 2021	21-O-0583

# END OF PLAN A MAIN DOCUMENT

**PLAN A**



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