



NEIGHBORHOOD MASTER PLAN

Tunnell-Spangler-Walsh & Associates

Master Plan Update Meeting

October 5, 2009

PRELIMINARY IDEAS – FOR DISCUSSION PURPOSES ONLY

The following are preliminary ideas for the Poncey-Highland Neighborhood Master Plan. They are based on public comments and the professional opinions of Tunnell-Spangler-Walsh & Associates. Because of their preliminary nature they are subject to refinement.

Ideas are divided into two types: projects and policies. Projects are specific tasks, such as transportation improvements or park upgrades, having a defined cost and timeframe. Policies are guidelines that provide direction to the implementation of the plan vision. They often support recommended projects, and should serve as the basis for future actions on the part of the City of Atlanta, the neighborhood association, and NPU N.

An asterisk (*) below indicates a recommendation from an existing City-adopted plan.

Land Use: General

General Land Use Policies

- Strive to achieve the land uses shown in the Proposed Framework map.
- Provide height transitions from new development to adjacent single-family houses.*
- Preserve the single family core of the neighborhood.*
- Develop 5-9 story mixed-use development along the BeltLine, transitioning down to 1-4 stories near existing single-family areas, per the BeltLine Subarea 5 Plan.*

General Land Use Projects

- Construct catalytic development projects at:
 - North of Freedom Park on the east side of North Highland Avenue. (See Concept Plan)
 - The Druid Hills Baptist Church Parking Lot. (See Concept Plan)
 - The Manual's parking lot
 - Along the BeltLine
 - Along Ponce de Leon Avenue

Please note that these will require the full support of the property owners.

Land Use: Parks and Open Space

Park and Open Space Policies

- Encourage development adjacent to parks to front them with doors, windows, and walkways, not parking or loading.
- Support efforts to provide public art in Freedom Park.

Park and Open Space Projects

- Expand the community garden in Freedom Park.
- Create a dog park at the northwest corner of North Highland Avenue and Freedom Park.
- Add dog waste/bags kiosk in Freedom Park
- Add trash cans in Freedom Park
- Start a neighborhood farmers market in Freedom Park.
- Increase lighting in Freedom Park, especially along trails, with low voltage or solar lights.
- Install a water fountain in Freedom Park near the playground.

- Install a walkway in the west side of Freedom Park between Ponce de Leon Avenue and North Avenue.
- Create a one mile long “Fitness Trail” using the existing network; include information about different exercises.
- Use Carter Presidential Center parking as Freedom Park parking during special events.
- Hold an annual combined Freedom Park and neighborhood festival
- Install picnic tables near the playground

Housing

Housing Policies

- Strive to preserve the diverse mix of housing types in the neighborhood.
- Promote a range of prices in new development.
- Promote home ownership.
- Encourage new multifamily housing to provide a range of unit sizes, so that everyone from singles to families can live in buildings.

Housing Projects

- Rehabilitate the vacant apartments at southeast corner of Blue Ridge and North Highland Avenues. This should not involve demolishing one building to create parking for the other.

Transportation: Vehicular

Vehicular Policies

- Encourage shared parking in commercial and mixed-use areas.
- Prohibit street abandonments as part of new development, unless new streets are created with equal or greater connectivity to the existing street grid.*
- Use traffic calming to minimize the impacts of cut through traffic, rather than street closures.*
- Limit vehicular access along Moreland and Ponce de Leon Avenues to alleys and side streets via zoning requirements.*
- Work with GDOT to ensure that acceleration and deceleration lanes are not required on new developments if access must be provided from Ponce de Leon Avenue.*

Vehicular Projects

- Remove North Avenue from the City of Atlanta’s designated truck routes.
- Reconfigure North Avenue’s travel lanes. (See North Avenue Concept Plan)
- Create a new street between North Highland Avenue and Julia Street. (See Concept Plan)
- Install traffic calming, including bulbouts and chicanes, as appropriate, on:
 - Blue Ridge Avenue
 - Somerset Terrace
 - Bonaventure Avenue
 - Linwood Avenue
 - Blue Ridge Avenue
- Install a four-way stop on Blue Ridge Avenue at Seminole Avenue.
- Construct a privately-funded parking deck at the Druid Hills Baptist Church; include additional spaces for businesses.
- Reduce curb cuts at Buddy’s gas station. (See North Avenue Concept Plan)
- Retain all existing on-street parking for its traffic slowing effect.
- Extend Ponce de Leon Place south to North Avenue with a traffic signal on North Avenue.*
- Create new streets with private redevelopment on Angier Springs Road.*
- Create new public streets with redevelopment west of Belgrade Avenue.*
- Extend Somerset Terrace south of North Avenue with future development.*
- Improve the intersection of Ponce de Leon and Moreland Avenues.*
- Install bicycle lanes on North Avenue west of Bonaventure Avenue.*
- Install directional signs encouraging use of Freedom Parkway at:*
 - Freedom Parkway at Moreland Avenue
 - Freedom Parkway at North Highland Avenue
 - Freedom Parkway at Ponce de Leon Avenue

Transportation: Pedestrian

Pedestrian Policies

- Use the following for new private streetscapes along Ponce de Leon Avenue:.*
 - 7 ft tree zone, 10 ft sidewalk, min. 5 ft landscaping next to residential
 - 7 foot tree zone, 10 foot sidewalk, min. 5 foot hardscape next to non-residential
- Use the following for new private streetscapes along Moreland Avenue:.*
 - 5 ft tree zone, 10 ft sidewalk, min. 6 ft landscaping next to residential

Pedestrian Projects

- Upgrade the streetscape along North Avenue. (See North Avenue Concept Plan)
- Remove the right turn lane on Ponce de Leon Avenue at North Highland Avenue.
- Install wheel stops where parking lots abut a sidewalk to prevent cars from pulling onto sidewalks, especially by Manual's Tavern's lot on North Highland Avenue.
- Install a pedestrian-activated stop light on North Avenue at Blue Ridge Avenue.
- Replace all existing pedestrian crossing signals with count-down signals.
- Install curb ramps where missing throughout the neighborhood.
- Restripe pedestrian crossings at:
 - All intersections along Ponce De Leon Avenue
 - North Avenue and Somerset Terrace
 - North Avenue and Bonaventure Avenue
 - North Avenue and Freedom Parkway
 - North Avenue and Linwood Avenue
 - North Avenue and Ralph McGill Place
- Improve sidewalks at:
 - Cleburne Terrace: Both sides from Blue Ridge to North Avenues
 - North Highland from North Avenue to Freedom Parkway
 - Linwood Avenue: East side north of Blue Ridge Avenue
 - Blue Ridge Avenue: Both sides from North Highland to Moreland Avenues
 - Where damaged along: Somerset Terrace, Williams Mill Road, and Blue Ridge Avenue (west of North Highland Avenue)
- Improve pedestrian access to the Carter Presidential Center.
- Upgrade pedestrian facilities on Ralph McGill Blvd from Freedom Parkway to the BeltLine.*
- Upgrade pedestrian facilities along Ponce de Leon and Moreland Avenues.*
- Install BeltLine area wayfinding signs.*

Transportation: Bicycle

Bicycle Policies

- Promote the use of bicycles in Poncey-Highland.

Bicycle Projects

- Install safety elements along North Avenue to reduce vehicle speeds and thereby make it safer to share the street. (See North Avenue Concept Plan)
- Stripe bike lanes on Ralph McGill Boulevard west of Freedom Parkway.
- Enforce existing code requirements for bicycle parking.

Transportation: Transit

Transit Policies

- Promote the use of transit in Poncey-Highland.

Transit Projects

- Install a bulbout and bus shelter on the west side of North Highland Avenue at Blue Ridge Avenue.
- Place bus schedules at stops along North Highland Avenue.
- Establishment a Belt Line transit stop to serve the neighborhood.*
- Enhance bus service on Ponce de Leon and Moreland Avenues.*

Environment

Environment Policies

- Encourage local food production through community garden
- Encourage use of permeable materials for parking
- Encourage new development and redevelopment to follow LEED standard
- Encourage use of renewable energy among residents and businesses
- Use non-encroaching light in parks to reduce light pollution
- Support parking lot design and redesign that mitigates water runoff.
- Encourage residents to plant trees on private property to retain the neighborhood's tree canopy.

Environment Projects

- Adopt the proposed City of Atlanta Sustainable Development Design Standards.
- Establish a neighborhood recycle/compost program, including commercial areas.
- Establish a neighborhood-wide gray water treatment and reuse plan.
- Include bio-swales for rainwater infiltration in bulbouts built for traffic calming.

Infrastructure & Facilities

Infrastructure & Facility Policies

- Encourage developers to bury utility when redevelopment occurs.

Infrastructure & Facility Projects

- Increase enforcement of all code violations.
- Establish regular policy patrols in Freedom Park.
- Sweep all neighborhood streets at least two times a year.

Urban Design & Historic Resources

Urban Design & Resource Policies

- Require the following elements of good urbanism in new buildings:
 - Continuous sidewalk-level activity
 - Doors and lobby entrances facing and accessible to sidewalk
 - Parking to the rear of the building
- Encourage the use of quality building materials including brick, terracotta, stone, masonry, hard coat stucco, poured-in-place rubbed concrete, and hardiplank.
- Prohibit the use of Exterior Insulation Finish Systems (EIFS).
- Support establishing minimum densities in commercial areas to discourage the destruction of historic buildings for single-story, single-use chain business prototypes.
- Preserve the following historic resources:
 - Poncey-Highland neighborhood core*
 - Telephone Factory Lofts*
 - Ford Factory Lofts*
 - Druid Hills Baptist Church*
 - Clermont Hotel*
 - Briarcliff Plaza*
 - Manuel's Tavern, both the building and the business
 - Morningside Condominiums
 - Historic apartments buildings at 881,963, 977 1105, and 1107 Ponce de Leon Avenue

Urban Design & Historic Resource Projects

- Install art on BeltLine bridges over North Avenue, Ralph McGill Boulevard, and Ponce de Leon Avenue.*
- Establish a consensus on if the neighborhood should pursue local historic protection.
- Plant more trees along both sides of Freedom Parkway north of Belgrade Avenue.
- Place neighborhood gateway markers:
 - On North Avenue at both the Beltline and Moreland Avenue
 - On North Highland Avenue at Freedom Park
 - On Ralph McGill Boulevard at the Beltline
 - On Ponce De Leon Avenue at the Beltline
 - On Ponce De Leon Avenue at Freedom Parkway