



FACT SHEET

AMSTERDAM WALK NEGOTIATED REZONING TERMS



SIZE + SPACE

PROPERTY ACREAGE

10.9169 acres

DENSITY

Initial Project Scope:

900 dwelling units (1Msf), 90,000sf commercial, 400,000sf office

Negotiated Project Scope:

840 dwelling units (940,000sf), 90,000sf commercial, 150,000sf office

Negotiated Density Change:

310,000sf = 20.8% reduction

HEIGHT

Initial Project Scope:

8–16 stories with a a 225-foot max and transitional height planes from single-family homes

Negotiated Project Scope:

- 85' height max for buildings abutting single-family homes
- 140' height max for office building in NW corner abutting BeltLine
- 180' height max for residential building in NW corner abutting BeltLine
- Transitional height planes from single-family homes

REZONING APPLICATION

Z-23-063 (accepted 10.3.24 by the City of Atlanta)

- Rezone from C-1 and R-4/BeltLine Overlay to PD-MU/BeltLine Overlay

CDP APPLICATION

CDP-23-026 (accepted 10.3.24 by the City of Atlanta)

- Redesignates property from TCU, MUHD, LDC, OS, MDR, SFR and MUMD to MUMD

USES

PROHIBITED USES

Self-storage, drive-thrus, service stations, and gas stations.

AFFORDABILITY

- 20% affordable residential units at 80% of AMI for a period of 99 years
- Each residential building must have at least 7% of affordable housing space
- 12.5% affordable commercial space for 99 years to attract local business

Current Land And Zoning Use



Multiple Points of Vehicular Access



Respecting Adjacent Residential

Compatible Adjacent Uses



LOOK + FEEL

LANDSCAPE, STREETScape, + BIKE IMPROVEMENTS

- A minimum of 20% publicly accessible open space required.
- Transitional yards imposed abutting Orme Circle and Highland Park Lane residences.
- Streetscapes required on internal street, Amsterdam Avenue and Evelyn Street with bike accessibility accommodations.

ARCHITECTURAL

Conditions include architectural standards for the project and individually for residential buildings and office buildings.

ACCESS + TRAFFIC

PROJECT ACCESS CONSIDERATIONS

- Amsterdam Avenue and Park Drive are currently available vehicular access points for the site. Evelyn Street is owned by Watershed, subject to agreements with ABG and PPC and collateral for infrastructure bonds that will have to be amended to allow the use of Evelyn Street.
- Conditions require vehicular access from Amsterdam Avenue and Evelyn Street and prohibit vehicular access to Orme Circle and Park Drive.

TRAFFIC

- DRI completed on 1.9.24. Project traffic maintain acceptable levels of service on the surrounding road network.
- 15+ traffic improvement conditions included in negotiated conditions, including implementation of certain Master Plan recommendations.

Negotiated Traffic Change:

2,362 daily trips = 41 % reduction (down from 3,994 daily trips)

PARKING

- No minimum parking requirements.
- Maximum vehicle parking proposed is the lesser of (i) 0.85 spaces per bedroom and 0.85 spaces per 300sf or (ii) 1,435 spaces proposed as a maximum. Maximum parking for the current program under MRC-2 would be ~2,075spaces.
- Minimum of 100 EV parking spaces proposed (no minimum currently).
- Minimum of 150 publicly accessible bike parking spaces proposed, in addition to the required 100 resident spaces.



FAQS

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How does this project align with the VHCA Master Plan?

- Preservation of single-family homes.
- Development along the BeltLine.
- Promotion of affordable housing.
- Support of a safer and slower Monroe Drive.
- Ensuring extensive community involvement in planning processes.

What might happen if the rezoning is not approved?

If rezoning is not approved, the property may still be developed under the existing C-1 zoning, which allows for less community control over the development outcome. This could lead to higher-density projects with increased traffic, lower-quality commercial development, and minimal public input in the planning process.

How does the rezoning proposal support sustainable transportation options like biking?

The rezoning includes specific conditions to enhance bicycle accessibility:

- Two points of safe bicycle access to the BeltLine are required to promote cycling as a viable transportation option.
- A significant increase in bike parking facilities, with a minimum of 150 publicly accessible bike parking spaces, in addition to 100 spaces required for the project, encourages cycling and provides adequate infrastructure for cyclists.

What are the affordable housing commitments in the project?

The project commits to significant affordable housing provisions:

- 20% of residential units will be affordable at 80% of the Area Median Income (AMI) for 99 years, ensuring long-term housing diversity.
- 12.5% of commercial space is designated as affordable for local and small businesses, supporting economic diversity and vitality.

What are the implications for local tree coverage and landscaping?

The project must comply with stringent landscaping requirements, including replacement of trees with a specific caliper width to ensure a net-positive environmental impact. Required transitional yards adjacent to residential areas must include sufficient greenery to buffer the development visually and environmentally.

How does the project address environmental and design standards?

The rezoning conditions require:

- A minimum of 20% publicly accessible open space, exceeding typical requirements.
- High architectural standards include sustainable building practices, active ground floors, and high-quality materials to ensure that the development not only fits aesthetically into the neighborhood but also adheres to environmental sustainability principles.

How does this development plan ensure high-quality urban design?

The conditions set forth in the rezoning include mandates for high-quality urban design, which covers materials, massing, fenestration, and sustainability. These standards ensure that the buildings and open spaces are aesthetically pleasing and functionally sustainable, contributing positively to the neighborhood's character.

What measures are being taken to manage traffic and parking?

The project includes a comprehensive traffic management plan, which is part of a Development of Regional Impact (DRI) Review approved by the Atlanta Regional Commission. This plan ensures traffic maintains acceptable levels around the development area.

Parking is strictly controlled with a proposed maximum of 1,435 spaces, significantly less than the zoning would allow, to discourage excessive car dependency and promote a more walkable community.

- Improved Access Points: Conditions now require vehicular access from Amsterdam Avenue and Evelyn Street, with prohibitions on access to Orme Circle and Park Drive to mitigate traffic impacts.
- Traffic and Parking: A comprehensive traffic improvement plan includes over 15 conditions focused on a safer, slower Monroe and improved bicycle/pedestrian connectivity on the site and to the BeltLine.
- Traffic Trip Reduction: with the reduction in density, the traffic model predicts a 41% new project trip reduction from the approved DRI estimates. Original estimated total 3994 daily trips reduced to estimated total 2,362 daily trips.

What is the the Monroe Road Diet?

The Monroe Road Diet is part of the Monroe/Boulevard Complete Streets Project and embraced in the Virginia-Highland Master Plan (page 83).

FIGURE 12. MONROE DRIVE ROAD DIET WITH ROUNDABOUT



- **The Concept:** A road diet does not mean fewer cars. It's a restriping done in such a way that traffic flow is improved, with cars moving more evenly, and it therefore makes the road safer and more efficient. The "road diet" on Monroe will restripe the lanes and reduce it from 4 lanes (two in each direction) to three lanes (one in each direction with a dedicated turn lane).
- It may seem counter-intuitive that reducing lanes could make a street better, but there are real-life examples from throughout the country that show that road diets not only reduce crashes by up to 47%, but also improve traffic flow. A study on the Ponce de Leon road diet found that after the road diet was implemented, there was a 25% decrease in overall crashes, with morning travel times decreasing by almost a minute and afternoon travel times increasing by only a bit more than a minute.

Get Involved!

Join the VHCA Safety & Transportation Committee to engage in future discussions with ADOT, learn the Monroe Diet project status and timeline, and advocate for pedestrian and bike safety enhancements.

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