



the Virginia-Highland  
neighborhood  
**master plan**



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chapter 1

# NEIGHBORHOOD BACKGROUND



# BONES & BONDS

Throughout the Atlanta region, Atlanta's Virginia-Highland neighborhood is widely considered to be a model community - the type of neighborhood that others are desperate to replicate and learn from. The success-story that is Virginia-Highland is the result of very good "bones" - an infrastructure designed to facilitate walkability and access to transit - and very good "bonds" - people who have bonded together to lead this community through the challenging and difficult years.

All of the success experienced by the neighborhood has occurred without the benefit of a master plan to guide strategic decision making and future growth. The good bones and bonds of the past have certainly served the neighborhood well. But the future of the community must rest upon a greater degree of strategy and focused thinking. This is exactly what this master planning document achieves.

This initiative has been initiated by the Virginia-Highland Civic Association in an effort to engage the community in a discussion of all of the good, all of the bad, all that is working, all that is broken, all that could be, all that should not be and just overall brainstorming about the future of the neighborhood. Through all of this work, what has emerged is a heartbeat for preserving the unique character that makes Virginia-Highland so special among Atlanta's neighborhoods, combined with a desire to continue being a modern community with modern approaches to livability.

The Virginia-Highland of the past benefited tremendously from good bones and bonds. With those aspects of the community still in place, the future Virginia-Highland will go even further with this visionary strategy in place for creating the healthiest community possible.

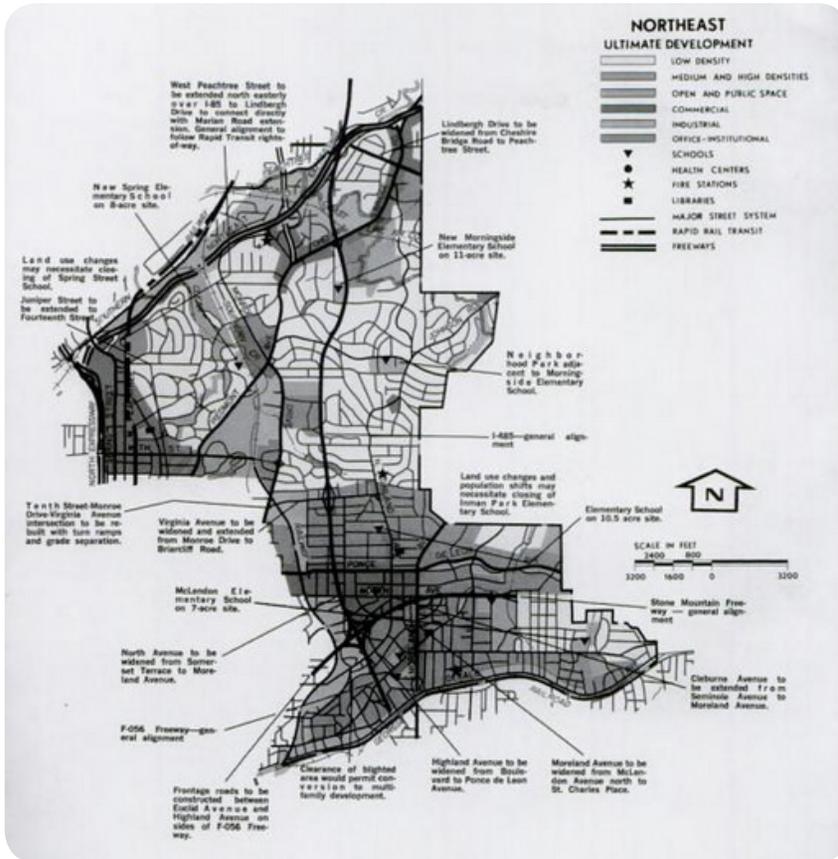
# NEIGHBORHOOD HISTORY

Like many of the City of Atlanta's intown neighborhoods, the Virginia-Highland neighborhood that we know today began as a "country" landscape on the outer fringe of the city. The undeveloped and rural nature of the area was poised to change quickly with the arrival of mass transportation. In 1889, the Fulton County Street Railroad Company constructed a trolley line that connected the downtown population cluster of the city to undeveloped area that is now Virginia-Highland. The newly created transit connection (known as the Nine-Mile Trolley) opened up the northeastern countryside of the city to new development pressures as a desirable alternative to city-living.

In 1893, the first subdivision of land and construction of new housing began with the Highland Park development. This new development was a massive success and grew to eventually encompass the area bound by Greenwood Avenue, Blue Ridge Avenue, Barnett Street, and North Highland Avenue. The Highland Park subdivision cemented the future of the area as a residential, transit-oriented community. From 1900 to 1940, another 14 developments would provide the same type of residential development opportunities to the area that is now considered the Virginia-Highland neighborhood.

It was during this wave of new development in the first half of the twentieth century that the majority of the infrastructure of the community that exists today was established. The single-family nature of the area was supplemented by other additional uses in a continued effort to provide a cohesive set of communal offerings. New schools and parks were built to accommodate the large numbers of new families and children that were moving to the area. These new families also organized churches throughout the newly forming neighborhood to provide worship opportunities within the community. Civic uses such as post offices and fire stations were located within the growing commercial districts that emerged along North Highland Avenue. The commercial nodes enabled this area of town to have access to close-at-hand goods and services without having to travel into the downtown. It was also during this period of time that many new apartment buildings were built to provide increased opportunities for living within this desirable community.

A 1960'S proposal to extend the interstate system through Virginia-Highland galvanized the neighborhood and led to the ultimate decision to abandon the project.

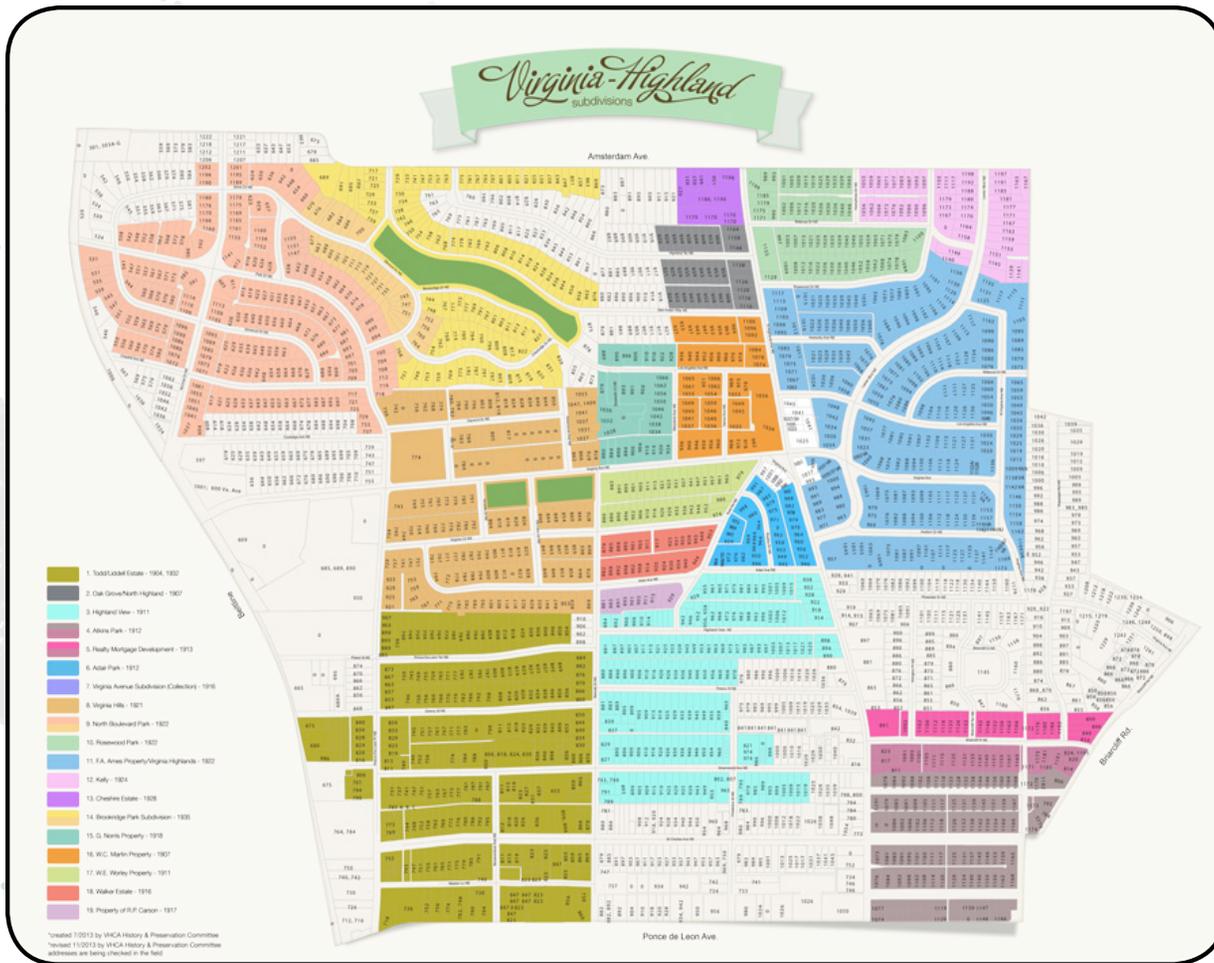


The area was eventually impacted by a convergence of economic and demographic shifts. Just as the Virginia-Highland area offered exciting new opportunities to live outside of the city, this same trend repeated itself in newly emerging suburban areas outside of the city of Atlanta during this time. As newer suburban communities began to emerge just outside of the city, many of Atlanta's established intown neighborhoods began to experience an outward migration of residents.

The 1960s transformed intown Atlanta's neighborhoods. The decade began with public school integration, which caused divisions but was supported by many residents. The blockbuster - literally - was the Georgia Highway Department's announcement of a major highway (I-485) straight across northeast Atlanta, a proposal that put the community's very existence in doubt. As conceived, the highway would have cleaved the communities of Bedford Pine, Virginia-Highland, Morningside, and Lind ridge-Martin Manor, all to shave a few minutes off the journey of commuters traveling north on I-85.

As opposition developed, the Highway Department - the predecessor of today's GDOT - accelerated the purchase and demolition of homes to demoralize opponents. Some residents fled, but many others stayed and fought; they were joined by many young citizens attracted by the sudden abundance of good rental and home-buying opportunities in the quickly transitioning area. Many of these new citizens had come through other social struggles in the tumultuous 60's, and they had no inclination to quit fighting. The VHCA was created in the process and was instrumental in building a mass movement

# virginia-highland neighborhood master plan



The Virginia-Highland neighborhood of today is actually the assemblage of several smaller developments that were built between 1900-1950.

that led to the 1974 defeat of the highway proposal, one of the such outcomes ever suffered by the Highway Department. (A decade later they would try a Stone Mountain version of the same song few miles to the south - with similar results.)

Today's Virginia-Highland neighborhood is the direct result of the organizational capabilities developed from that highway struggle of the late 1970's. Since this time, the commercial districts of the neighborhood have been re-invested in by merchants and businesses that cherish the appearance of the neighborhood. Similarly, the housing stock of the neighborhood became increasingly valuable with many of the duplexes that had come to characterize the area during a period of disinvestment were converted back into single-home structures. The growing investment in the neighborhood also led to a concerted effort to improve the local schools in the area.

This work led to positive improvements in the public education in northeast Atlanta and as a result, more and more children began to enroll in the local schools of the neighborhood. These trends of re-investment continue to this day - resulting in the successful and highly desirable neighborhood that Virginia-Highland is today.

*The community history has been documented in Virginia-Highland (Images of America) by Karri Hobson-Pape and Lola Carlisle, published by Arcadia Press in 2011.*

NEIGHBORHOOD BACKGROUND

# PREVIOUS PLANS & STUDIES

The Virginia-Highland Civic Association initiated this planning process for the purposes of establishing a vision for the sustained improvement of quality of life for the neighborhood. Virginia-Highland is in need of such a vision in order to preserve those aspects of the neighborhood that are assets, to change the factors within the community that are in need of improvement, and to create an inventory of community goals and recommendations for achieving this vision. Furthermore, the Virginia-Highland neighborhood is in need of a master plan because it has never before had one.

While there have been other planning exercises that have focused on various aspects of the community, the neighborhood has never had the opportunity to engage in a community visioning process for the purposes of establishing a coherent vision and priorities for its future. A description of the previous plans and studies that have been undertaken involving the Virginia-Highland neighborhood is summarized in this section of the plan.

## NORTH HIGHLAND AVENUE STUDY (1999)

The City of Atlanta initiated a comprehensive planning study in 1998-1999 to create a new vision for the North Highland Avenue corridor. This plan, formally adopted by City Council in 1999, encompassed the portions of the North Highland corridor from the University Avenue intersection to the north and the Ponce de Leon Avenue intersection to the south.

### TRANSPORTATION RECOMMENDATIONS

- + Encourage curb cuts to be a minimum width.
- + Encourage curb cuts to be placed at the back or sides of properties to discourage conflicts along the street.
- + Ensure that new developments maintain the historic development pattern.
- + Improve the Briarcliff Road/Ponce de Leon Avenue intersection to include a left-hand turn lane from southbound Briarcliff Road to eastbound Ponce de Leon Avenue.
- + Time traffic signals to ensure a smooth, uninterrupted flow of vehicles, when traveling at the posted speed limit.
- + Narrow the travel lanes at the primary commercial intersections, in order to widen the sidewalks and promote slower vehicular speeds and ensure the safety of the cyclists.
- + Signal to automobiles that they must slow down by utilizing treated gateways and treated crosswalks.
- + Implement traffic calming devices along the side streets such as speed bumps, sidewalk bulb-outs, street trees and landscaping, parallel and angled parking, specially textured paving and striping narrowed travel lanes.
- + Replace hanging traffic signals with mast-arm style signals.
- + Explore making certain streets one-way.
- + Eliminate unnecessary travel lanes along North Highland Avenue in exchange for parallel parking or wider sidewalks.
- + Explore adding traffic signals to some intersections, in order to ensure pedestrian safety.

### PUBLIC TRANSPORTATION

- + Provide attractive and pedestrian-friendly bus shelters.
- + Explore eliminating advertising from bus shelters.
- + Incorporate bus stops into proposed new public spaces and gateways.

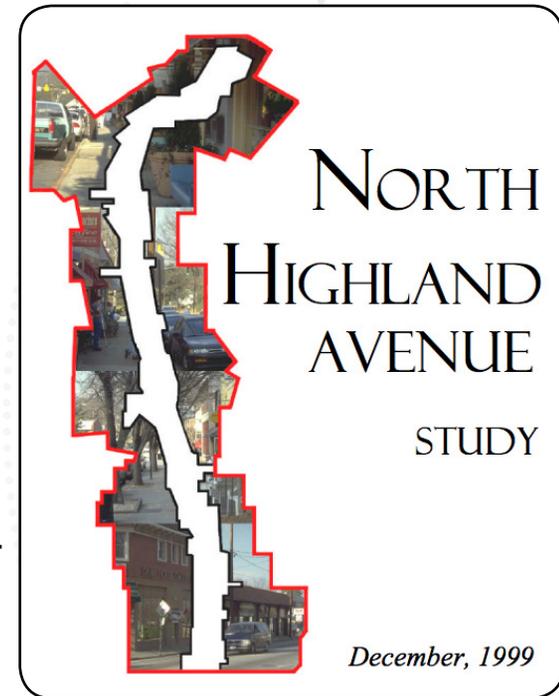
- + Require new bus shelters to post route maps and schedules.
- + Add landscaping and other elements to certain bus stops.
- + Explore the feasibility of providing a North Highland Business Association sponsored shuttle system within the corridor that:
  - Connects to a satellite parking area.
  - Is free for riders.
  - Provides smaller, more frequent buses than currently exist.
  - Connects to Emory, Poncey-Highlands, Little Five Points, City Hall East, Piedmont Park and Midtown.
  - Encourage MARTA to promote Route #16.

### BICYCLES

- + Enforce City of Atlanta Sec. 16-28.014.6a bicycle parking requirements for new commercial developments.
- + Provide bicycle racks at highly visible locations that do not obstruct public sidewalks.
- + Enforce and maintain bicycle routes that are clean and do not obstruct the path of the users.
- + Provide signage to identify designated bicycle routes.
- + Slow down traffic to allow cyclists to share the travel lanes with automobiles.

### SIDEWALKS AND CROSSWALKS

- + Repair and replace broken sidewalks.
- + Narrow existing curb cuts that are excessively wide where possible.
- + Replace excessive curb cuts with new sidewalks to replicate the existing sidewalk pattern where possible.
- + Encourage a street furniture and tree planting zone to be provided adjacent to the curb where sidewalks are wide enough.
- + Plant trees in the street furniture and tree planting zone.
- + Provide benches and litter receptacles in the street furniture and tree planting zone.



The 1999 North Highland Avenue Study engaged local businesses and neighborhood residents to imagine the future of the corridor.

- + Encourage pedestrian sidewalk bulb-outs to be installed at primary commercial intersections with adjacent on street parking.
- + Place utilities underground where possible.
- + Eliminate unnecessary signage on the sidewalks.
- + Encourage crosswalks to be designed so that they are more visible to vehicular traffic.
- + Consider special treatment to crosswalks that would alert drivers such as: raised crosswalks, bulb-out sidewalks, special textured crosswalks, flashing lights in the crosswalk.
- + Upgrade pedestrian crossing lights and signage at all significant pedestrian intersections.
- + Consider “No right on red” at certain intersections to improve pedestrian safety and permit a smooth flow of pedestrian traffic.
- + Wherever necessary, provide mid-block crossings that are specially treated as mentioned above.

## PUBLIC AREAS AND GATEWAYS

- + Use special design treatments to develop new public spaces and gateways along the corridor, such as: narrowed travel lanes, wider sidewalks, beautiful landscaping, specially designed signage, specially textured street paving.
- + Define gateways using urban design elements and landscaping to create public gathering spaces that represent the unique character of the community.
- + Establish gateways that communicate to visitors that they are entering the North Highland corridor.
- + Ensure that outdoor dining areas in new developments are in accordance with city parking and distance requirements for outdoor dining.
- + Emphasize commercial intersections that serve as transitions within the corridor with special design treatments.

## PARKING

- + Create parallel parking spaces in places on the street where there currently are none, and the street is excessively wide.
- + Install new parking meters that allow for a fluctuation in parking fees and times.
- + Consider completely eliminating on street metered parking.
- + Allow parking in on street loading zones at certain times of the day or when businesses primarily use the back of buildings for loading and do not need these spaces, eliminate these spaces entirely.
- + Provide parking maps and directories to identify parking locations.
- + Explore the feasibility of implementing a permanent residential parking permit program.
- + Explore the feasibility of implementing a day or time specific residential parking permit program.

- + Consider adding angled parking spaces to St. Charles Avenue and North Highland Avenue at the University Avenue node.
- + Enforce no parking zones at street intersections.
- + Prohibit illegal parking activities within the corridor, such as removing the no parking signs and charging a parking fee without a permit.

## OFF STREET PARKING

- + Screen parking from view of street with trees, shrubs and creative architecture for parking facilities that front a street.
- + Encourage shared parking to reduce the number of parking spaces needed.
- + Allow required parking to be located a maximum of 300 feet away by-right.
- + Provide parking maps and directories of area parking.
- + Look for places for additional parking facilities.
- + Promote the creation of a local parking authority.
- + Promote the creation of a city parking authority.
- + Examine reconfiguring existing lots for increased efficiency.
- + Determine how to work with the zoning codes to permit sharing of existing unused parking facilities.
- + Encourage employees of the corridors businesses to park at a satellite parking lot and to shuttle or walk to work.
- + Prohibit illegal parking activities such as sign vandalism and illegal charges for parking in the corridor.

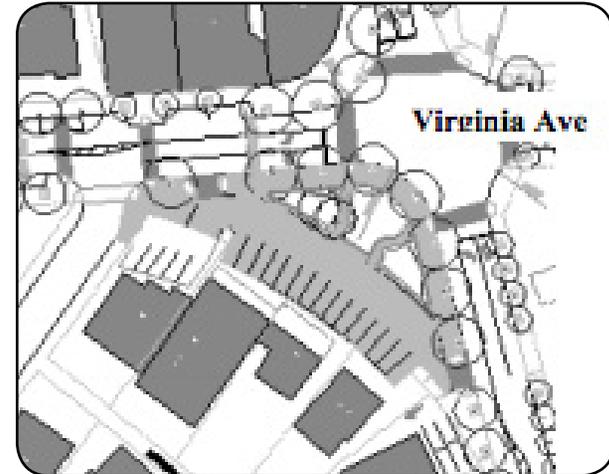
## VIRGINIA AVENUE

- + Ensure that future development at the southeastern corner of the intersection maintains the existing development pattern by bifurcating buildings at the sidewalk.
- + Encourage curb cuts to be a maximum width of 12 feet for one-way traffic and 24 feet for two-way traffic.
- + Encourage the gas station at the northeast corner of the intersection to provide a maximum of one curb cut per block face.
- + Narrow the travel lanes at the Virginia Avenue and North Highland Avenue intersection to 10 feet in order to widen the sidewalks and promote slower vehicular speeds.
- + Utilize bulb-outs between on street parking spaces along North Highland Avenue



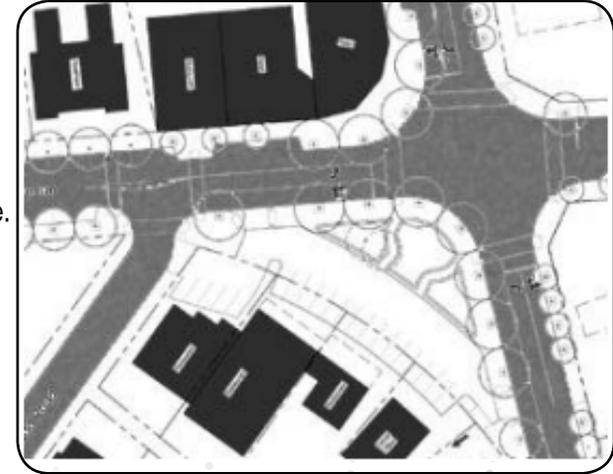
Wider sidewalks and new streetscapes were envisioned in the North Highland Study.

- between Los Angeles Avenue and Virginia Avenue to widen the sidewalks and promote slower vehicular speeds.
- + Signal to automobiles that they must slow down by treating the trolley triangle as a gateway.
- + Eliminate the free right turn at the trolley triangle to allow for more sidewalks and slower vehicular speeds.
- + Replace hanging traffic signals with mast-arm traffic signals.
- + Install “Pedestrian Zone” signage to notify drivers that the node is pedestrian-oriented.
- + Hang “Pedestrian Zone” banners at the node’s minor gateways to notify to traffic that the node is pedestrian-oriented.
- + Prohibit right-on-red turns from southbound North Highland Avenue onto westbound Virginia Avenue.
- + Prohibit right-on-red turns from eastbound Virginia Avenue onto southbound North Highland Avenue.
- + Remove asphalt pavement on both streets within the intersection to expose the original brick streets beneath. The brick texture serves as a traffic calming mechanism for motorized traffic.
- + Explore eliminating advertising from bus shelters.
- + Provide a pedestrian-friendly MARTA stop in front of Aurora Coffee, south of the trolley triangle.
- + Encourage MARTA to include the name “Virginia-Highland” in bus names.
- + Provide bicycle racks at highly visible locations that do not obstruct public sidewalks.
- + Enforce and maintain bicycle routes that are clean and do not obstruct the path of the users.
- + Narrow curb cuts at the gas station to 24 feet for two-way traffic and replace remaining area with new sidewalks.
- + Widen the sidewalks at the northwest corner of the intersection to provide a street furniture and tree-planting zone adjacent to the curb.
- + Plant trees in the newly created bulb-outs on the west side of North Highland Avenue between Los Angeles Avenue and Virginia Avenue.
- + Plant trees in the newly created street furniture zone at the northeast corner of the North Highland Avenue and Virginia Avenue intersection
- + Provide benches and litter receptacles in the street furniture and tree-planting zone.
- + Encourage pedestrian bulb-outs to be installed at the intersection.
- + Encourage tree bulb-outs to be installed every 60 feet on the west side of North Highland Avenue north of Virginia Avenue.



One of the primary objectives of the North Highland Study was to improve the Virginia Avenue and North Highland Avenue intersection.

- + Provide mid-block crossings that are specially treated as mentioned above on North Highland Avenue between Virginia Avenue and Los Angeles Drive.
- + Move the crosswalk that is currently on the west side of Todd Road to the east side of Todd Road at Virginia Avenue.
- + Repair broken curb on the north side of Virginia Avenue west of North Highland Avenue.
- + Repair the clogged sanitary sewer that passes beneath Virginia Avenue west of North Highland Avenue.
- + Develop new public spaces and gateways within the node by narrowing existing travel lanes to 10 feet.
- + Develop public spaces and gateways within the node by widening the sidewalks along the northwest block of North Highland Avenue and Virginia Avenue intersection, and at the trolley triangle.
- + Develop public spaces and gateways within the node by providing landscaping at the trolley triangle.
- + Define the trolley triangle gateway using urban design elements and landscaping to create a pedestrian space that represents the unique character of the community.
- + Install specially designed streetlights and signs that match the proposed mast-arm traffic poles. Place them at the gateways along North Highland Avenue and Virginia Avenue in the commercial node.
- + Place sign-toppers on streets signs that say “Virginia-Highland”. Include them at the gateways along North Highland Avenue and Virginia Avenue within the commercial node.
- + Replace metered parking with signage that allows for 2-hour parking until 6:00 PM, at which time there shall be no time limit.
- + Provide parking directory maps to identify parking locations within the node and throughout the neighborhood.
- + Promote the redevelopment of the southeast corner of the intersection in such a way that allows on street parking.
- + Create pedestrian bulb outs to prohibit illegal parking at the North Highland Avenue and Virginia Avenue intersection, the west side of Todd Road and the south side of Los Angeles Avenue across from the Fire Station
- + Allow parking in the on street loading zones along North Highland Avenue after 5:00 PM, when businesses are generally not using them.
- + Utilize the southeast corner of the intersection as an opportunity for new development with sufficient off street parking.
- + Investigate ways to work with zoning codes to permit use of the unused parking facilities at the YWCA as an employee parking lot.
- + Place brochures in the node’s businesses to inform visitors where public parking is located in the area.



The Virginia-Highland Study envisioned how the trolley triangle could be transformed into a pedestrian amenity.

## PONCE-MORELAND LCI STUDY (2005)

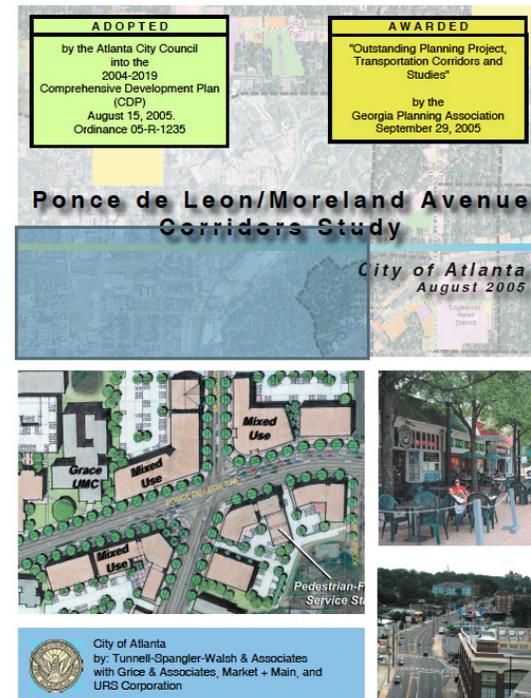
The Ponce de Leon Avenue and Moreland Avenue corridors were studied in conjunction in 2005. This study, adopted by City Council in 2005, had specific recommendations related to transportation, land use, urban design and other elements that are directly related to the Virginia-Highland neighborhood.

### STREET AND BLOCK PATTERNS

- + Prohibit street abandonments or closures as part of new development, unless new streets are created with equal or greater connectivity to the existing street grid.
- + Utilize traffic calming to minimize the impacts of cut through traffic on neighborhoods, rather than street closures.
- + Support new streets across the Belt Line at such time as it is developed into a transit greenway.
- + Provide public pedestrian and bicycle access to the Belt Line from adjacent areas.
- + Support long-term development a street connecting Monroe Drive to Ponce de Leon Avenue, through the current Midtown Place and Midtown Promenade shopping centers.

### TRAFFIC SYSTEM

- + Encourage high density housing within walking distance of retail and transit to reduce the need to drive.
- + Limit vehicular access to alleys and side streets via zoning requirements. See map below for potential locations.
- + Require access management with new development, which may include right-in/right-out islands and shared driveways.
- + Amend Public Works standards to permit new multifamily and commercial uses to use existing alleys.
- + Amend Public Works standards to remove the requirement for alleys and driveways to be set 7 feet from side property lines, even if zoning permits it.



The Ponce-Moreland LCI Study developed strategic recommendations for Ponce de Leon Avenue.

- + 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.
- + Perform signal upgrades.
- + Develop signal timing coordination plans.
- + Install mast arm traffic signal poles as part of streetscape.
- + Install signs to provide directional information to interstates, major streets (including Moreland Avenue) and commercial nodes, such as Little Five Points, Virginia-Highland, or East Atlanta Village.
- + Target the Study Area for traffic law enforcement.

## TRANSIT

- + Support the establishment of a BeltLine transit stop at City Hall East/Ponce de Leon Avenue.
- + Recognize that enhanced bus service (see below) could be a pre-cursor to potential light rail or trolley service implemented as part of the MARTA Inner Core/C-Loop Study.
- + Require new bus shelters to be located in the street furniture and tree planting zone of the sidewalk, rather than blocking the clear zone.
- + Create enhanced bus service along the corridor.
- + Implement a bus signal prioritization program as part of signal upgrades.
- + Extend MARTA bus route #48 service from Moreland Avenue to the North Avenue MARTA station via Freedom Parkway, Highland Avenue and Ponce de Leon Avenue.

## PEDESTRIANS

- + Establish new streetscapes with redevelopment east of Freedom Parkway, which include a 7 foot unpaved street furniture and tree planting zone (excluding curb), a 10 foot clear zone and a 20 foot (15 foot east of North Highland Avenue) landscaped supplemental zone adjacent to sidewalk level residential.
- + Establish new streetscapes with redevelopment east of Freedom Parkway, which include a 7 foot unpaved street furniture and tree planting zone (excluding curb), a 10 foot clear zone and a minimum 5 foot hardscaped supplemental zone adjacent to sidewalk level non-residential.
- + Establish new streetscapes with redevelopment west of Freedom Parkway, which include a 7 foot unpaved street furniture and tree planting zone (excluding curb), a 10 foot clear zone and a minimum 5 foot landscaped supplemental zone adjacent to sidewalk level residential.
- + Establish new streetscapes with redevelopment west of Freedom Parkway, which include a 7 foot unpaved street furniture and tree planting zone

(excluding curb), a 10 foot clear zone and a minimum 5 foot hardscaped supplemental• Provide a protected pedestrian walk phase or leading phase at signalized intersections.

- + Provide a protected pedestrian walk phase or leading phase at signalized intersections.
- + Enforce current requirements for owners to maintain the sidewalks in front of their property.
- + Adopt the Georgia Department of Transportation Pedestrian and Streetscape Guide and Traffic Signal Design Guidelines as the design guides for the City of Atlanta.
- + Ensure that all sidewalks and ramps are compliant with the requirements of the Americans with Disabilities Act (ADA).
- + Sidewalks must maintain a consistent sidewalk clear zone cross slope (maximum 2%), even at driveways.
- + Require all portions of public street-serving sidewalks, even when their width extends onto private property, to be held to the same design and accessibility standards as the portion within the public right-of-way.
- + Current practice by some City of Atlanta departments allows zoning-required sidewalks clear zones located on private property to be blocked by driveway ramps, stairs, fences and other such elements.
- + Require new sidewalks to be 35 PSI broom finished concrete with standard expansions joints not exceeding 20 feet on center and crack control joints 5 feet on center.
- + Utilize pedestrian countdown signals at all signalized crossings.
- + Utilize two sidewalk ramps at intersection corners.
- + Clean and maintain sidewalk under the Belt Line.
- + Open a bicycle and pedestrian connection from Midtown Place shopping center to Midtown Promenade.
- + Restripe all crosswalks and add pedestrian crossing signs to alert drivers prior to implementing the streetscape.
- + Develop a corridor-long streetscape in existing right-of-way.

## BICYCLES

- + Require bike racks in new residential developments.
- + Enforce current requirements for bicycle racks in commercial developments.
- + Continue to implement the Atlanta Commuter On-street Bike Plan.
- + Open a bicycle and pedestrian connection from Midtown Place shopping center to Midtown Promenade.

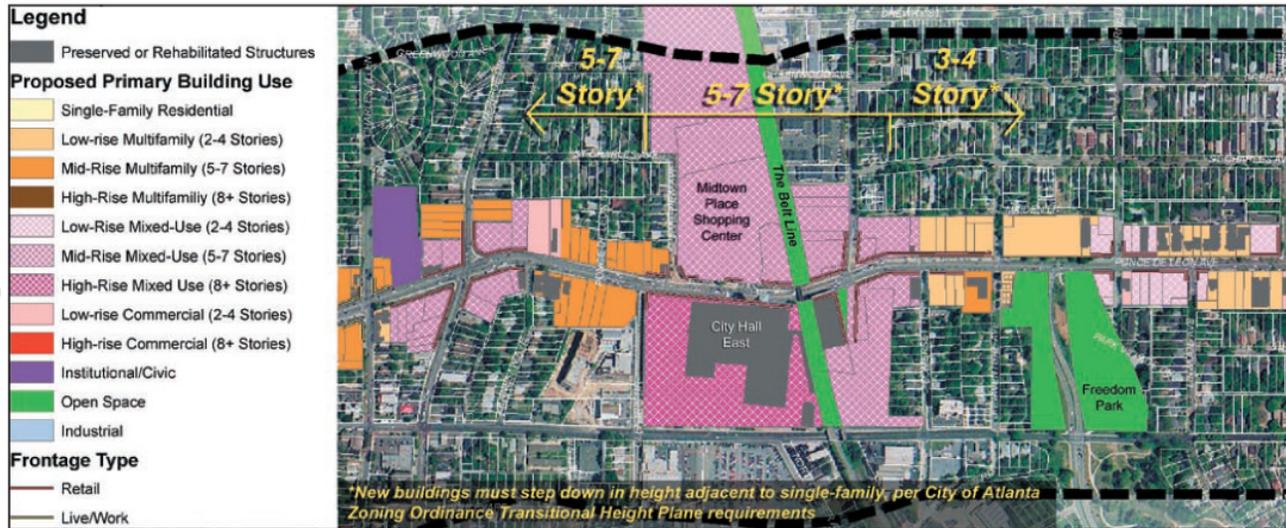
## LAND USE

- + Preserve neighborhoods and protect them from inappropriate commercial and multifamily encroachment.
- + Preserve historic resources.
- + Preserve civic, religious and residential land uses.
- + Recognize that some auto-oriented uses are appropriate for the Avenue, but their form must be pedestrian-oriented.
- + Support a range of housing options along the Avenue for those of different ages, incomes and lifestyles.
- + Concentrate commercial and mixed-uses to nodes.
- + Require new development, regardless of use, to be pedestrian-oriented.
- + Reinforce a mixed-use node at the Belt Line/City Hall East.
- + Support the mixed-use redevelopment of City Hall East.
- + Encourage the redevelopment of the Kroger shopping center and nearby commercial uses into mixed-uses.
- + Limit buildings to 7 stories or 85 feet west of Belt Line and in mixed-use areas, with the exception of City Hall East.
- + Limit building heights to 3 to 4 stories or 52 feet along the Avenue east of Belt Line Limit building heights to 3 to 4 stories or 52 feet along the Avenue, with the exception of the existing Briarcliff Hotel, with the exception of the existing Briarcliff Hotel.
- + The East Sector (east of the Belt Line) of Ponce de Leon Avenue should be the least intense, most residential portion of the corridor. The existing residential character should be preserved and enhanced, while new development should not overwhelm adjacent neighborhoods.
- + Reinforce mixed-use nodes at Barnett Street and North Highland Avenue.
- + Retain the gas station at Moreland Avenue, but support its redevelopment to a pedestrian-friendly model.
- + Protect the residential character on the north side of the Avenue within the Atkins Park neighborhood (between North Highland Avenue and Briarcliff Road).
- + Protect the residential character on the north side of the Avenue within the Virginia-Highland neighborhood.
- + Support open space initiatives along the Belt Line.

## ENVIRONMENT, INFRASTRUCTURE AND FACILITIES

- + Require new development to bury utilities, unless economically prohibitive.
- + Encourage GDOT to work with the City of Atlanta to ensure that roads are milled prior to repaving.
- + Ensure that all areas of the City provide their share of social services to avoid concentrations on Ponce de Leon Avenue.

# virginia-highland neighborhood master plan



Land Use and Zoning recommendations for the Ponce de Leon corridor include mixed uses and 5-7 stories of building heights west of the BeltLine, and predominantly residential uses at 3-4 stories in height east of the BeltLine.



NEIGHBORHOOD BACKGROUND

- + Support existing social service providers in their efforts to help Atlanta's needy in a pro-active and dignified manner.
- + Support and grow existing neighborhood watch programs.
- + Support private efforts to establish parks at the Peters Mansion, Argonne Avenue, the Y'aarab Shrine Temple, North Avenue Park and the Belt Line.
- + Mill street and replace and/or reset curbs along the corridor.
- + Provide an Atlanta Police Department precinct or mini precinct in the redevelopment of City Hall East or nearby on the Avenue.

## URBAN DESIGN AND HISTORIC RESOURCES

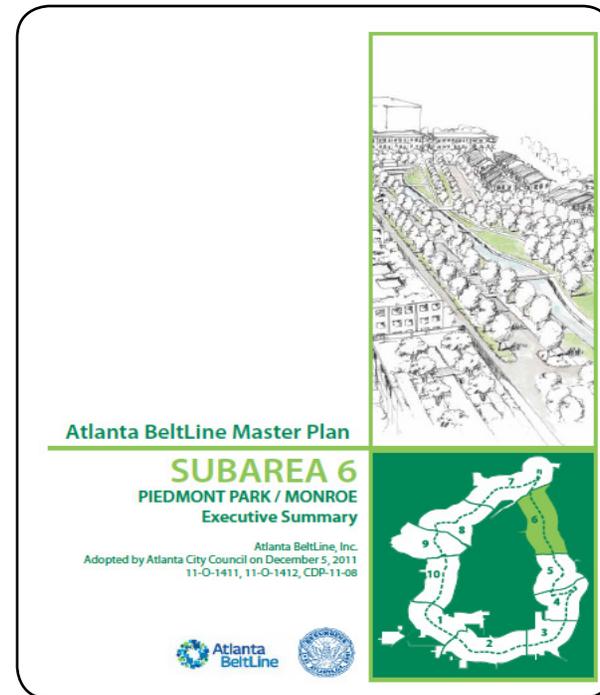
- + Work with property owners to designate the following buildings as Landmark Buildings under the City's Historic and Cultural Conservation Districts ordinance: City Hall East, Ford Factory Lofts, Claremont Hotel, Briarcliff Hotel, Druid Hills Baptist Church, Druid Hills Presbyterian Church, Briarcliff Plaza, The Briarcliff Hotel, The Ford Factory Lofts and homes along the north side of the Avenue between North Highland Avenue and Briarcliff Road.
- + Support variations of zoning open space requirements for buildings over 50 years old to support their reuse.
- + Prohibit EIFS (fake stucco) along the first three floors of street-facing facades.
- + Require new development to utilize the basic urban design standards contained in the City of Atlanta Urban Design Policy and codified in the Quality of Life Zoning Districts.
- + Provide a knee wall, fence, hedge or curb at the back of the required sidewalk in residential areas to provide a boundary between the public and private realms.
- + Provide buildings that create a pleasant scale by requiring buildings to define the public street, like walls define a room and ensuring that balconies, porches, etc. provide articulation but do not destroy the delineation of the street.
- + Ensure that buildings in commercial and mixed-use areas:
  - Provide roofs that appear primarily horizontal from the street by utilizing a parapet wall, or the like.
  - Provide continuous storefronts along the sidewalk.
  - Prohibit parking lots adjacent to the street.
  - Do not use clapboard, vinyl or hardiplank siding.
  - Line up to form a continuous line of buildings.

## ATLANTA BELTLINE MASTER PLAN SUBAREA 6 (2011)

A series of master plans were created for various segments of the Atlanta BeltLine. This plan, which included the western portion of Virginia-Highland, was adopted by the City Council in 2011. This master plan established a vision for future land use, open space and transportation improvements along the BeltLine corridor.

### LAND USE & ZONING RECOMMENDATIONS

- + Amsterdam Walk: Rezone to MRC 3
- + West side of Monroe Drive and Cresthill Ave: No change, retain as single-family.
- + Commercial areas east of Monroe Dr, from Midtown Promenade to Cooledge Ave: Rezone to MRC 3
- + Midtown Place Shopping Center: Rezone to MRC 3
- + East of BeltLine trail, west of Ponce de Leon Pl, south of St. Charles Ave, north of Ponce de Leon Ave: Rezone to MRC 3
- + A north-south connection between Ponce de Leon Avenue and 8th Street is proposed, in addition to connecting Greenwood Avenue between Midtown and Virginia-Highland.
- + Ponce de Leon Terrace is planned to connect to the new north-south street.
- + St. Charles Avenue will connect to the north-south street.
- + The Midtown Place Shopping Center site offers the potential to reinterpret or daylight Clear Creek, which currently runs in a culvert pipe beneath the shopping center and re-emerges in Piedmont Park. Restoring the stream would add an additional open space amenity while filtering stormwater. The plan envisions the creek serving as the spine from which the rest of the development takes its shape. An internal main street would run parallel with the creek and connect Ponce de Leon Avenue and 8th Street at Monroe Drive.



The BeltLine Subarea 6 Plan included the western edge of the Virginia-Highland neighborhood.

- + Along Virginia Avenue at the current Georgia Power property and a clustering of multi-family apartment buildings is planned as low to medium density residential to stay in character with the rest of the Virginia-Highland neighborhood, while still providing sufficient density to support transit.

## PUBLIC ART RECOMMENDATIONS

- + City Hall East overpass: Mural
- + Midtown Place/Midtown Promenade: Sculpture or Installation
- + Virginia Avenue Overpass: Mural or Bridge/Infrastructure Art
- + 10th Street and Monroe Drive: Civic Sculpture
- + Park Drive Bridge to Piedmont Park: Bridge and Trail Art Installation
- + Amsterdam Walk Parking Lot: Interactive Public Art or Playground
- + Amsterdam Walk along BeltLine Tracks: Shelter and Information Kiosks

## TRANSPORTATION

- + A majority of community participants desired a reduction in vehicular capacity along Monroe Drive.
- + Monroe Drive improvements include a “road diet” from 4 lanes to 3 lanes. The “road diet” would accommodate one vehicle travel lane in either direction with a center median and turn-lane. This concept utilizes the additional right-of-way for wider sidewalks on the west side of Monroe.
- + At Monroe Drive and 10th Street, 10th Street should be moved further north so that the trail and transit cross Monroe Drive through the middle of the intersection. This will improve pedestrian safety at the intersection, and have little effect on vehicular operations. Realigning the Virginia Avenue intersection with Monroe Drive, including consolidating the two slip lanes into one perpendicular intersection, will improve both pedestrian safety and vehicular operations.
- + Monroe Drive is a barrier within the community and additional pedestrian improvements at key intersections are recommended, such as potentially narrowing the travel lanes on the northern and eastern edges of the park.

## CITY OF ATLANTA COMPREHENSIVE DEVELOPMENT PLAN (2011)

The overarching policy document for the City of Atlanta is the Comprehensive Development Plan which reflects the most current positions of the City of Atlanta in regards to the future growth, development and improvement of all Atlanta neighborhoods. The 2012 plan has a number of policies that impact and/or relate to the Virginia-Highland neighborhood.

### COMMUNITY ASSESSMENT - URBAN DESIGN

- + Roadway improvements should include pedestrian and bicycle facilities.
- + Sidewalks should be wider to accommodate pedestrian traffic, street lighting should promote pedestrian safety and comfort.
- + Street furniture (lights, benches, bicycle racks, etc.) should be coordinated.
- + On-street parking should be encouraged and expanded to buffer pedestrians from traffic and support sidewalks-oriented retail.
- + Street trees should be provided to shade the sidewalk and define a pedestrian zone.
- + Buildings should be oriented towards the sidewalk and provide ground-floor active uses.
- + Signage should be coordinated to minimize visual blight.
- + Bicycle lanes should be provided on designated bicycle routes.

### QUALITY COMMUNITY OBJECTIVES

- + Traditional neighborhood development patterns should be encouraged, including use of more human scale development, compact development, mixing of uses within easy walking distance of one another, and facilitating pedestrian activity.
- + Alternatives to transportation by automobile, including mass transit, bicycle routes, and pedestrian facilities, should be made available in each community. Greater use of alternate transportation should be encouraged.
- + The traditional character of the community should be maintained through preserving and revitalizing historic areas of the community, encouraging new development that is compatible with the traditional features of the community, and protecting other scenic or natural features that are important to defining the community's character.
- + New development should be designed to minimize the amount of land consumed, and open space should be set aside from development for use as a public park or as greenbelts/wildlife corridors. Compact development ordinances are one way of encouraging this type of open space preservation.

- + Environmentally sensitive areas should be protected from negative imprints of development, particularly when they are important for maintaining traditional character or quality of life of the community or region. Whenever possible, the terrain, drainage, and vegetation of an area should be preserved.
- + New residential developments are encouraged or required to be compatible with their surrounding community. Following the same street layout, lot pattern, setbacks and design as is required in neighborhoods designated historic or landmark and in many of the City's SPI districts as well as encouraged in all other neighborhoods.

## COMMUNITY VISION

- + Be a diverse community in terms of race, age, and income by focusing on its youth and attracting young professionals while planning for an aging population
- + Promote neighborhood-scaled nodes with quality retail and cultural opportunities.
- + Promote economic development through investments in transportation infrastructure.
- + Have a diverse and balanced housing stock that provides affordable housing options to meet the needs at each stage of life, a range of incomes and economic situations, and proximity to jobs and services.
- + Brand the City neighborhoods' identity by preserving the unique character of established neighborhoods and supporting revitalization efforts that will increase housing opportunities and neighborhood stability.
- + Respect and maintain the character of the City's residential neighborhoods and preserve single-family residential neighborhoods.
- + Revitalize and protect historic buildings, sites and neighborhoods that tell the City's story and ensure infill development that preserves neighborhood character.
- + Preserve and enhance natural resources – watersheds, streams and waterways- and maintain the tree canopy.
- + Be sustainable City in terms of energy, waste-recycling, water management, land use, site design and green building well as local food production/urban agriculture in order to ensure a clean, healthy and attractive City and neighborhoods.
- + Have an urban environment that promotes community health and physical activity for all age groups.
- + Have active and engaged stakeholders that participate in City government and play a key role in achieving its vision
- + Have quality educational institutions that meet the needs of residents.
- + Be a bike-able, walkable and pedestrian-oriented community offering a variety of safe transportation options such as sidewalks, streetscapes, greenway trails, bike lanes, and ADA accessibility.

- + Expand MARTA and public transit services with increased access to transit throughout the City.
- + Develop a balanced, multi-modal transportation system that provides choices beyond the private automobile for local and regional trips.
- + Provide City services efficiently, have infrastructure in good repair, safe and clean, have abundant, accessible and well maintained parks and greenspace, and develop a long term water supply.

## COMMUNITY AGENDA: TRADITIONAL NEIGHBORHOOD CHARACTER AREA

- + Appropriate transition between single-family residential and multi-family residential uses as well as between residential and non-residential uses is important to maintaining the character and stability of neighborhoods.
- + Over the past decade, with a limited supply of vacant lots and increased interest in living in Traditional Neighborhoods, numerous homes have been torn down and replaced with homes that are incompatible with the character of the neighborhood in terms of scale, height and design and subdivision layout. The proliferation of “McMansions” led to the adoption of the infill ordinance. Incompatible infill housing out of character with its surrounding neighborhood is still a concern
- + Traffic speed on many neighborhood streets, the poor condition and lack of sidewalks, lack of connectivity to nearby retail and neighborhood services are also a concern
- + Existing Traditional Neighborhoods should be walkable and bike-able. They should have complete sidewalk networks in good repair, well lit, safe and with well marked pedestrian cross walks.
- + Bicycle facilities should be provided particularly along roads designated as a Core Bicycle Connection and a Secondary Bicycle Connection identified in the Connect Atlanta Plan
- + New residential development should be integrated with the existing interconnected street network and not have cul-de-sacs or limited street connectivity.
- + The speed of traffic should be slow in order to increase the use and safety of cyclists and pedestrians.
- + Maintaining, improving and expanding existing green space and parks, street trees and the tree canopy are also desired.
- + Improved transit options, connectivity to the BeltLine and BeltLine trails, and improved walkability to transit and neighborhood services are envisioned.
- + Maintaining the existing character, preserving the housing stock of neighborhoods and preventing the encroachment of incompatible uses are very important.
- + Preserve the residential character of traditional neighborhoods.
- + Protect single family detached residential neighborhoods from encroachment by non-residential uses, incompatibly scaled residential development.

- + Encourage new housing development that is compatible with the character of existing neighborhoods. “Character of neighborhoods” is defined by attributes of the platting pattern, including the layout of streets and blocks, street connectivity, the shapes and sizes of lots, the natural topography, and the presence of mature trees.
- + Ensure that the size and scale of new homes are commensurate with lot sizes in order to provide adequate open space, permeable surfaces and tree cover on each lot.
- + Protect and enhance natural resources.
- + Support local historic designation of potentially eligible historic neighborhoods.
- + Support the preservation and the development of senior housing units and particularly affordable housing units.
- + Prioritize installation of pedestrian and bicycle around parks, schools and public facilities.
- + Develop and adopt development guidelines to promote and encourage compatible infill development.
- + Ensure sidewalks are constructed with new development.
- + Ensure adopted bike routes are signed and marked.
- + Improve walkability of neighborhoods by repairing existing sidewalks and ADA ramps installing new sidewalks.
- + Research and implement the Atlanta Regional Commission Life Long Communities program and policies.

### COMMUNITY AGENDA: NPU F POLICIES

- + Protect the historic integrity and single family character of Virginia-Highland, Atkins Park, Morningside-Lenox Park, Piedmont Heights and Lindridge Martin Manor neighborhoods and the low density residential character of the St. Charles-Greenwood neighborhoods.
- + Consolidate strip commercial uses in order to create unified development having a minimum number of curb cuts. Discourage the occurrence of further strip development on Ponce de Leon Avenue, Monroe Drive, Piedmont Avenue and Cheshire Bridge Road.
- + Preserve the single family neighborhoods in NPU F and provide density, height, and design guidelines to act as appropriate buffers between diverse land uses that serve to protect the characters of existing single-family residential neighborhoods.
- + Support low density residential land uses with a density of 1-8 units per acre along Ponce de Leon and Briarcliff where it is adjacent to single family residential uses.
- + Encourage pedestrian mobility by completing the sidewalks through the NPU and upgrading and adding crosswalks. Improve pedestrian amenities such as street trees and wide sidewalks to further encourage pedestrian travel. Encourage safe and responsible driving patterns throughout the NPU through implementation of traffic calming measures and enforcement of speed limits.

## CONNECT ATLANTA PLAN (2009, 2013)

The City of Atlanta’s first comprehensive transportation plan was adopted by City Council in 2009 and further updated in 2013. This plan covered every area of the city and provided groundbreaking policy for automobile, bicycle and pedestrian mobility in the city.

- + The following streets are designated as secondary bike routes within the Virginia-Highland neighborhood: Ponce de Leon Avenue, Monroe Drive, Virginia Avenue and North Highland Avenue.
- + The following charts delineate projects that are approved in the updated 2013 draft of the Connect Atlanta Plan

TABLE 1. CONNECT ATLANTA VIRGINIA-HIGHLAND AREA PROJECTS

PROJECT NAME	DESCRIPTION
8th St extension Multi-use Trail	Trail connecting 8th Street to Ponce de Leon Terrace, serving Inman Middle School.
10th St/Monroe Dr Realignment	Align 10th Street farther north so that the BeltLine rail corridor is included in the Intersection Include scramble signal phase for Trail crossing.
Amsterdam Ave Sidewalk	Sidewalks along Amsterdam Ave
Atlanta Streetcar Extension - Downtown to Northeast Beltline	This project will improve rail transit access to multiple regional employment and activity centers, including downtown Atlanta, by extending the TIGER II-funded streetcar to the northeast Atlanta BeltLine corridor. The project includes the construction of a streetcar line with stations approximately every 1/4 mile and 10 years of operations and maintenance funding. It also includes upgrades to the TIGER II-funded streetcar light maintenance facility at Edgewood Avenue and I-75/85 as necessary to support a larger vehicle fleet.
Drewry St extension Multi-use Trail	Connect new street across beltLine to Drewry Street via multi-use Trail
Drewry St Streetscape	Sidewalks along Drewry St

TABLE 1. CONNECT ATLANTA VIRGINIA-HIGHLAND AREA PROJECTS (continued)

PROJECT NAME	DESCRIPTION
Moreland/Briarcliff	Add SB LT Lane Intersection
Monroe Dr Corridor Improvements	This project will provide traffic improvements along Monroe Dr from Piedmont Cir to Ponce de Leon Ave. Improvements will include traffic signal coordination, modernization, and optimization and associated traffic studies, Americans with Disabilities Act (ADA) improvements, milling and repaving, pavement markings, signage and street lights, as appropriate.
Monroe Dr Pedestrian Improvements	Pedestrian Safety Improvements along Monroe Dr.
Monroe Dr Road Diet	Reduce to 1 travel lane in each direction with center median/turn lane. Widen western sidewalk.
Ponce de Leon Ave streetscape and bike lanes	New or improved sidewalks and street lighting, median with pedestrian refuge islands at Intersections, bike lanes, street furniture, and street trees from Glen Iris Dr to Highland Ave. A portion of this improvement is proposed as a part of the Ponce Park.
Ponce de Leon Corridor Improvements	This project will provide traffic improvements along Ponce de Leon Ave from Spring St to Clifton Rd. Improvements will include traffic signal coordination, modernization, and optimization and associated traffic studies, Americans with Disabilities Act (ADA) improvements, milling and repaving, pavement markings, signage and street lights, as appropriate.
Ponce de Leon PI Traffic Calming	Traffic calming measures potentially including bulbouts and chicanes.
St. Charles Ave Extension Multi-use Trail	Connect new street across Beltline to Saint Charles Ave via multi-use Trail
St Charles Ave Sidewalk	Sidewalks along St Charles Ave
Virginia Ave/Monroe Dr Realignment	Align Virginia Avenue to a right angle with Monroe Dr. Paint bike lanes on Virginia Ave.
Virginia Ave/North Highland Ave	Narrow Lanes/Eliminate Right Lane
Virginia Circle Extension	Extend Virginia Circle to connect to new street on the west side of the BeltLine.

## CYCLE ATLANTA: PHASE 1.0 STUDY (2013)

The Cycle Atlanta: Phase 1.0 Study is a supplement to the Connect Atlanta Plan, the adopted transportation plan for the City of Atlanta. While the Connect Atlanta Plan includes a city-wide network strategy to improve cycling routes, the Cycle Atlanta Plan provides specific recommendations related to facility types and alignments along the five corridors that are the focus of this study.

- + A two-way cycle track along 10th Street will be constructed along 10th Street from Piedmont Road to Monroe Drive. The project will be constructed in two phases. The first phase will extend from Monroe Drive to Charles Allen Drive. The second phase will extend from Charles Allen Drive to Piedmont Avenue.
- + Create a new bicycle infrastructure on Kanuga Street from Virginia Avenue to Monroe Drive complete with 2 new bicycle travel lanes. On-street parking is removed to create space for bike lanes. A new traffic signal at Virginia Avenue and Kanuga Street may be needed to help cyclist and vehicles make a left turn from Kanuga Street on to Virginia Avenue.



The recently completed Cycle Atlanta Study proposes to extend cycling infrastructure along Kanuga Street.

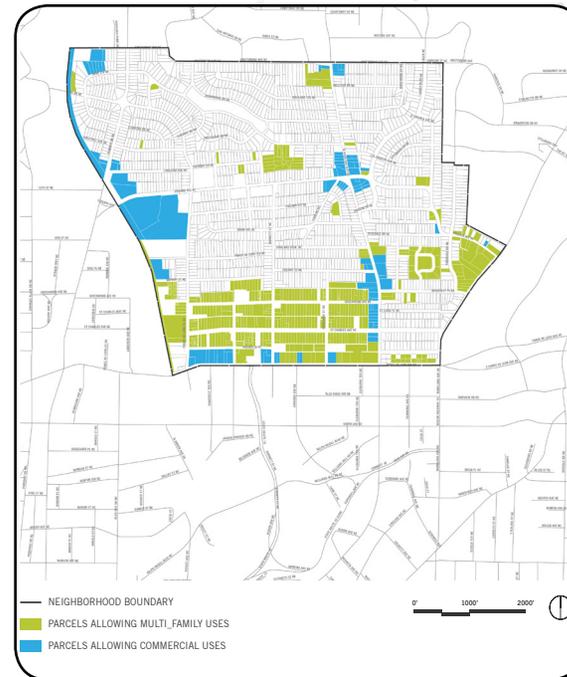
# EXISTING CONDITIONS

## LAND USE & ZONING

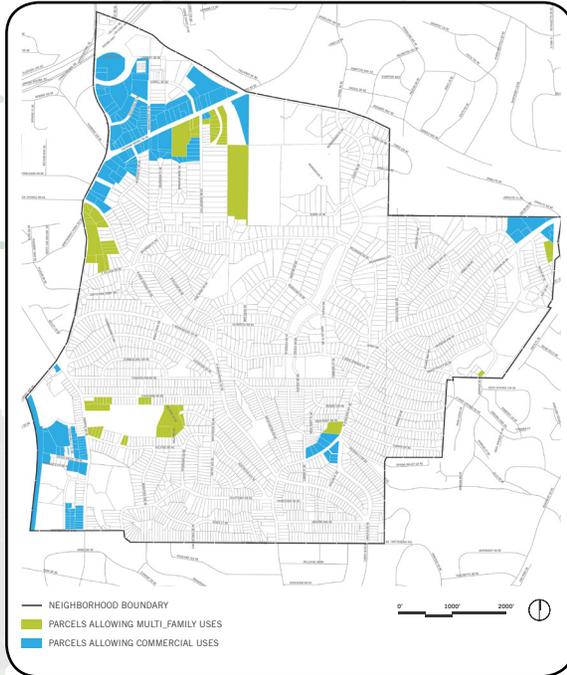
Virginia-Highland is a predominantly urban single-family neighborhood, and its land use and zoning designations are consistent with this characteristic. While the majority of the neighborhood land uses are dedicated to single-family residential uses, significant amounts of multi-family and commercial uses are also integrated into the fabric of the community. This mixed-use nature of the neighborhood is an asset, creating a community with a range of housing options and walkable commercial and retail destinations.

This land use variety also poses an increased challenge to retaining the high degree of quality of life for this predominantly single-family neighborhood. In comparison to other “metro” Atlanta neighborhoods of similar age and character, Virginia-Highland contains some of the largest concentrations of multi-family and commercial uses within the boundaries of an individual neighborhood. A total of 15% of the neighborhood land area providing multi-family uses and 7% of the community land area is permitted for commercial uses. (These parcels additionally allow multi-family uses as well.)

**FIGURE 1. VIRGINIA-HIGHLAND  
MULTI-FAMILY AND COMMERCIAL USES**



**FIGURE 2. MORNINGSIDE  
MULTI-FAMILY AND COMMERCIAL USES**



**FIGURE 3. INMAN PARK  
MULTI-FAMILY AND COMMERCIAL USES**



**FIGURE 4. CANDLER PARK  
MULTI-FAMILY AND COMMERCIAL USES**



**TABLE 2. VIRGINIA-HIGHLAND MULTI-FAMILY AND COMMERCIAL SNAPSHOT**

ATLANTA NEIGHBORHOOD	TOTAL AREA		MULTI-FAMILY AREA		COMMERCIAL AREA	
	SQFT	%	SQFT	%	SQFT	%
Virginia-Highland	30,716,000	100	4,669,651	15	2,268,557	7
Morningside-Lenox Park	63,051,900	100	2,069,644	3	4,408,408	7
Inman Park	16,714,800	100	1,035,756	6	3,662,443	22
Candler Park	18,207,800	100	712,776	4	1,009,135	6

FIGURE 5. VIRGINIA-HIGHLAND FUTURE LAND USE MAP

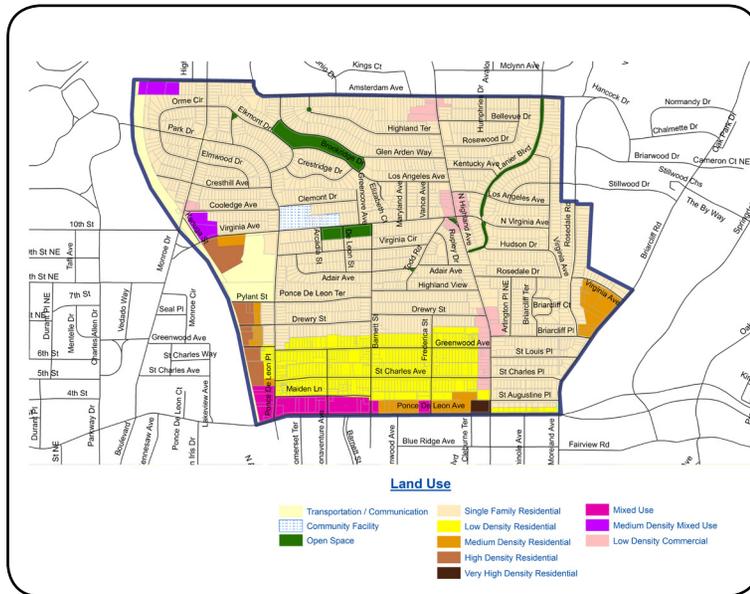
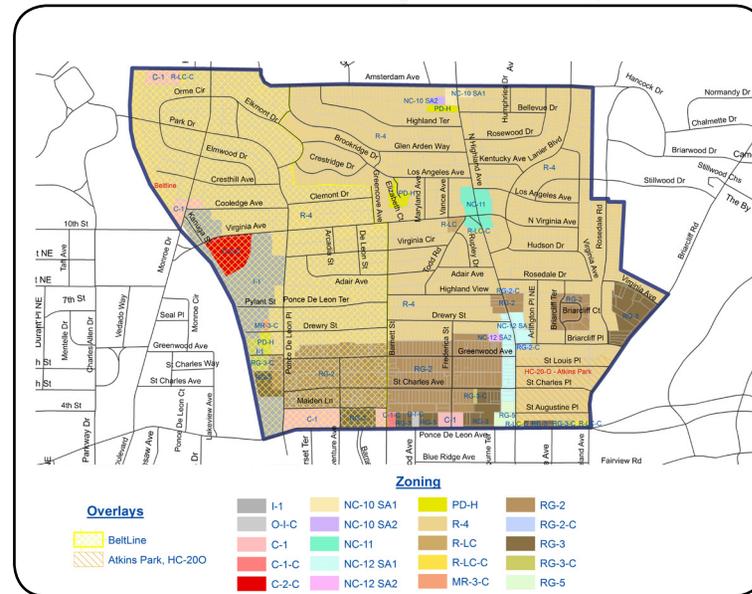


FIGURE 6. VIRGINIA-HIGHLAND CURRENT ZONING MAP



The City of Atlanta Future Land Use Map has the following land use designations for the Virginia-Highland neighborhood.

- + **Single Family Residential:** located in the northern and eastern portions of the single-family fabric of the neighborhood.
- + **Low Density Residential:** located in the area located west of North Highland and concentrated along St. Charles Avenue.
- + **Medium Density, High Density Residential, Very High Density Residential, Mixed Use, Medium Density Mixed Use:** located along the “edges” of the neighborhood along key corridors such as the Atlanta BeltLine, Ponce de Leon Avenue and Briarcliff Road.
- + **Low Density Commercial:** located at the three neighborhood commercial nodes situated along North Highland Avenue.
- + **Transportation/Communication:** located at the Georgia Power property and on the Atlanta BeltLine trail/property.
- + **Community Facility:** Inman Middle School.
- + **Open Space:** Orme Park and John Howell Park.

The City of Atlanta Zoning Map establishes all governing zoning designations for the Virginia-Highland neighborhood, as follows.

- + **R4, R4-C**: the designation for the majority of the single-family residential fabric of the neighborhood.
- + **RG2**: the designation for the residential portion of the neighborhood west of North Highland and oriented along St. Charles Avenue, as well as pockets of existing multi-family residential apartments.
- + **PDH**: the designation for a small number of master planned residential developments located within the neighborhood.
- + **RG2-C, RG3, RG3-C, RG5**: the designation for various multi-family parcels located along portions of the Atlanta BeltLine, Ponce de Leon Avenue and Briarcliff Road.
- + **NC-10, NC-11, NC-12, RLC**: the designation of the 3 separate commercial nodes located along North Highland Avenue.
- + **C1, C1-C, RLC-C**: the designation for the commercial parcels located along portions of Monroe Drive, Amsterdam Avenue and Ponce de Leon Avenue.
- + **C2C, I1, OI**: the designation for the portion of the neighborhood adjacent to the Atlanta BeltLine.
- + **Atlanta BeltLine Overlay**: the area of the neighborhood adjacent to the Atlanta BeltLine.
- + **HC 200**: the historic district for the single-family residential area east of North Highland Avenue and focused on St. Louis Place, St. Charles Place and St. Augustine Place.

## TRANSPORTATION

Several of Atlanta's major thoroughfares flow through or next to Virginia-Highland. Ponce de Leon Avenue and Briarcliff Road are designated as Arterial Streets. Monroe Drive, Barnett Street Virginia Avenue and North Highland Avenue are classified as Collector Streets. Each side of the neighborhood is bound by one of these thoroughfares, with the exception of the northern portion of Virginia-Highland, it blends seamlessly with the Morningside-Lenox Park neighborhood to the north. A significant amount of planning has taken place along the Ponce de Leon Avenue corridor through the Ponce-Moreland study, which was completed in 2005 and grandfathered as a Livable Centers Initiative plan in 2007. The Monroe Drive corridor has been studied extensively through the Connect Atlanta Plan (2009, 2013) and the Atlanta BeltLine Subarea Plan (2011). North Highland was the subject of a City of Atlanta master plan in 1999. Other key neighborhood streets include Amsterdam Avenue, Ponce de Leon Place, Barnett Street, St. Charles Avenue and Lanier Boulevard, which are all busy local streets in Virginia-Highland. Ponce de Leon Avenue (State Route 8 and 29) and Briarcliff Road (State Route 42) are managed by the Georgia Department of Transportation, with all other streets falling under the supervision of the City of Atlanta.

**ACCESS MANAGEMENT**

Access management arrangements along Ponce de Leon Avenue are very poor. There are few shared driveways, and businesses typically have one or more curb cuts for each establishment.

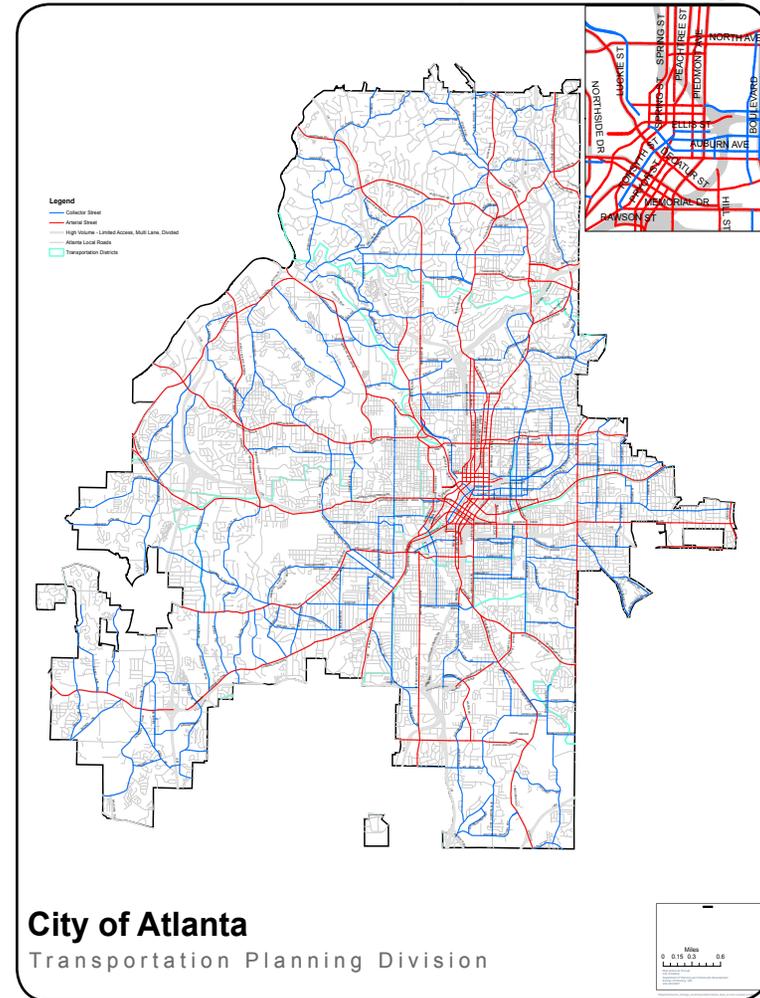
**TRUCK TRAFFIC**

Ponce de Leon Avenue and Monroe Drive are City-designated truck routes in the City Comprehensive Development Plan. Ponce de Leon Avenue serves as a east-west connection between I-75 and I-85 on the Downtown Connector and I-285 to the east. Monroe Drive serves as a north-south connection between I-85 to the north and I-20 to the south.

**KEY INTERSECTIONS**

The key intersections within the neighborhood are:

- + Ponce de Leon Avenue and Ponce de Leon Place
- + Ponce de Leon Avenue and Barnett Street
- + Ponce de Leon Avenue and North Highland Avenue
- + Ponce de Leon Avenue and Briarcliff Road/Moreland Avenue
- + Monroe Drive and Virginia Avenue
- + Monroe Drive and Park Drive
- + Monroe Drive and Amsterdam Avenue
- + Virginia Avenue and Ponce de Leon Place
- + Virginia Avenue and Barnett Street
- + Virginia Avenue and North Highland Avenue
- + Virginia Avenue and Briarcliff Road
- + Barnett Street and St. Charles Avenue
- + North Highland and Amsterdam Avenue



The City of Atlanta street classifications map shows the key Collector and Arterial thoroughfares of the neighborhood.

- + North Highland and St. Charles Avenue/St. Charles Place
- + Briarcliff Road and St. Charles Place

## TRAFFIC VOLUMES

Traffic volumes for key thoroughfares are as follows:

- + Ponce de Leon Avenue (at North Highland Avenue): 35,000 vehicles per day.
- + North Highland Avenue (at Adair Avenue): 9,000 vehicles per day.
- + Monroe Drive (at Park Drive): 17,000 vehicles per day.
- + Briarcliff Road (at St. Augustine Place): 20,000 vehicles per day.
- + Virginia Avenue (at Barnett Street): 9,500 vehicles per day.

*Traffic counts obtained via Kalibrate Technologies TrafficMetrix traffic count database. Data for North Highland Avenue and Ponce de Leon Avenue are from 1997 and all other data is from 2012.*

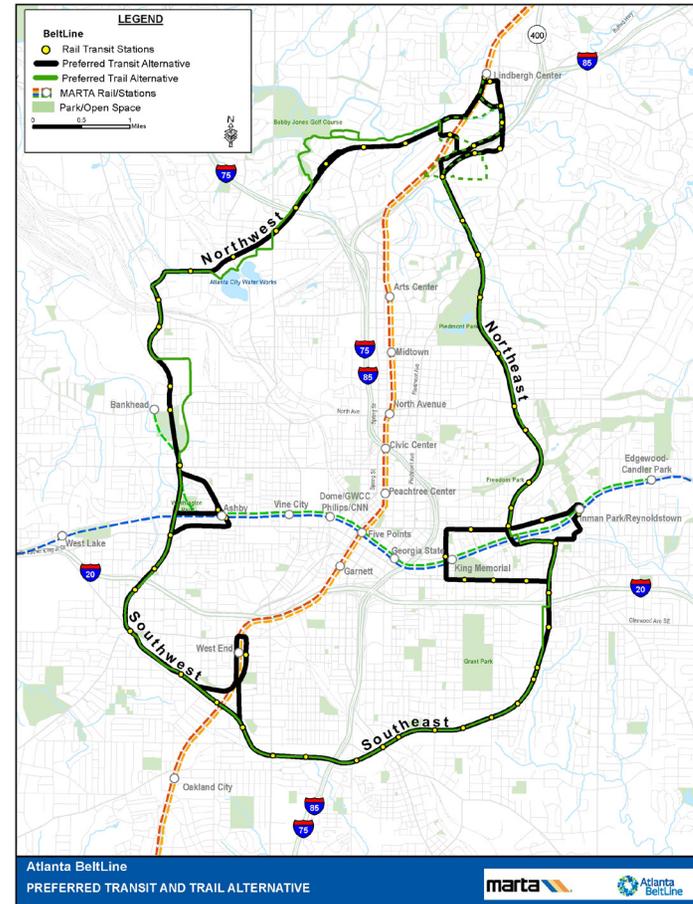
## RAILROADS

There are no active rail lines in the neighborhood. The abandoned rail line on the western boundary of the neighborhood has been repurposed as the Atlanta BeltLine trail and proposed transit system.

## TRANSIT

Though there is no longer a Virginia Avenue and North Highland Avenue trolley service in operation, the neighborhood is well-positioned with a growing number of transit options. Atlanta BeltLine transit proposes station locations at Ponce de Leon Avenue and at Virginia Avenue. MARTA bus routes service the neighborhood through the following routes:

- + Bus #2 Ponce de Leon Avenue/Decatur: Ponce de Leon Avenue (runs from the North Avenue MARTA Station in Midtown to the Decatur MARTA Station).
- + Bus #6 Emory: Briarcliff Road (runs from the Lindbergh MARTA Station



BeltLine transit stops close to the Virginia-Highland are conceptualized at Ponce de Leon Avenue and at Monroe Drive. (Source: Atlanta BeltLine Inc.)

to the Inman Park MARTA Station).

- + Bus #16 Noble: North Highland Avenue (runs from the Five Points MARTA Station in Downtown Atlanta to Briarcliff Road and North Druid Hills Road).
- + Bus #36 North Decatur Road/Virginia-Highland: North Highland Avenue and Virginia Avenue (runs from the Midtown MARTA Station to the Avondale MARTA Station in Decatur).
- + Bus #102 Moreland/Candler Park: Ponce de Leon Avenue (runs from the Edgewood-Candler Park MARTA Station to the North Avenue MARTA Station).

### PEDESTRIAN & BICYCLE CIRCULATION

The newly created Atlanta BeltLine multi-use path is in operation on the western edge of the neighborhood, connecting the neighborhood to Piedmont Park to the north and Inman park to the south. The Freedom Park trail lies to the south of the neighborhood, offering connectivity to the Stone Mountain trail system to the east and to Downtown Atlanta to the west. Some existing biking trails are not properly swept and cleaned of debris. And in much of the neighborhood, sidewalks are in extremely poor condition. Broken sidewalks, gaps in the sidewalks, and buckled pavement are common on many streets.

### ENVIRONMENT

Virginia-Highland lies entirely within the Peachtree Creek watershed; all of its flows reach the Chattahoochee River and go downstream to the Gulf of Mexico. Two sub-watersheds – Clear Creek and Rock Creek - divide the neighborhood, separated by the ridge occupied by the aptly-named North 'Highland' Avenue. Flows to the west of that road reach Clear Creek, whose system is almost completely buried underground in pipes until it emerges beneath the old Combined Sewer Overflow (CSO) Facility off Monroe Drive in Piedmont Park. Only two sections of the Clear Creek stream system remain above-ground: an unnamed tributary flowing westward behind homes on the south side of Drewry between Frederica and Barnett, and (the unofficially named) Orme Creek, whose waters flow westward in an intermittent fashion starting behind houses on the north side of Los Angeles Avenue around Kentucky. By the time Orme Creek emerges at the eastern end of Orme Park, its base flow is continuous and its stormwater load much higher. The latter's impacts are easily visible along the length of Orme Park: incised and deeply undercut banks, imperiled tree roots systems, and eroding and frequently bare banks. (The problem is exacerbated by poorly-designed stormwater outflows on the north side whose discharge pipes are angled upstream, creating an eddy that exacerbates erosion.)

The condition of this riparian corridor has been a concern of citizens and the Civic Association for two decades. A re-design of the popular park's recreation facilities in 2008-09 improved its functionality, increased park usage, and slightly reduced storm flows (with a rain garden), but the need

for a full-scale stream restoration remains. It would be a major and costly project that would require removing compromised mature trees, reworking the arrival of stormwater to reduce impacts, and restoring some form of stream meanders. Such an expensive endeavor is unlikely to be undertaken unless there is a separate need precipitated by a failure of stormwater infrastructure or the adoption by the city of a radical new approach to the challenge. If such opportunities arise, they should not be missed - and they easily could be, as the goals of the Department of Parks and the Department of Watershed Management are not always fully integrated.

Rock Creek flows northward to South Peachtree Creek; the confluence of those two streams is within Johnson-Taylor Park in Morningside, just south of the Johnson Road Bridge. The basin is bounded on the east by Briarcliff Road (also substantially built on a ridge) and North Highland on the west. (The latter road eventually veers slightly westward of the ridge top, which at the neighborhood's northern boundary on Amsterdam is 100 yards to the east.) The western half of Rock Creek's tributary system is mostly buried underground in pipes that flow to collection points along the lowest topological point of the basin and then travel downhill to the north in larger pipes anecdotally reported to be about 40' deep (as measured by several DWM cameras.) Its northerly route may be roughly traced by a series of manhole covers on Hudson, Virginia Ave., Los Angeles, and other east-west roads. The eastern half of Rock Creek emerges from stormwater pipes behind homes on the east side of Rosedale Road north of Virginia, behind Callanwolde.

The construction of additional facilities at the latter site in the late 2000's appears to have exacerbated large storm flows into that creek and precipitated backups in the backyards of some properties. (As in many such instances, specific data is not available; many observations from the half-dozen impacted homeowners form a strong anecdotal case.) Those flows dive underground into a pipe system (the '2013' clearing of which – paid for by the impacted Rosedale homeowners – relieved some of the flooding pressures they were facing), go underground below Rosedale, and re-emerge downstream (flowing northward) behind some homes on North Virginia. The flows then go back underground and merge at an uncertain point with the underground flows from the western half, before the creek daylights permanently on homes behind Rosedale north of Stillwood.

All of these stream segments show the same urban impacts observed in Orme and in other streams across the city – excessive siltation, loss of vegetation, failing and sloughing banks, and channels' depending and widening in response to storm flows. They can pose serious erosion and safety challenges to adjacent homeowners; the flows are perilous to children and adults at high levels and need to be avoided. Such widespread impacts are recognized and acknowledged by the City's Department of Stormwater Management and helped motivate their creation of Atlanta's recently adopted municipal stormwater ordinance, which was actively and formally supported by VHCA.

## INFRASTRUCTURE & FACILITIES

### WATER & SEWER SYSTEM

The City of Atlanta's Water Main Replacement Program is an ongoing city-wide initiative designed to replace and rehabilitate aged and deteriorating water mains throughout the city. The program is a part of the Clean Water Atlanta infrastructure program to provide clean, safe water to residents and downstream neighbors. The Peachtree Creek Capacity Relief Project – Liddell Drive Equalization Facility and the recently completed Old Fourth Ward Stormwater Retention Project are examples of nearby improvements being made that will improve the sewer system within the neighborhood.

### COMMUNITY FACILITIES

Inman Middle School is the sole school within the neighborhood boundaries and is located at the Virginia Avenue, Ponce de Leon Place and Park Drive intersection. The school is noted for its excellent academic results and neighborhood involvement. Inman Middle is a part of the esteemed Grady High School cluster. The neighborhood lies within the Springdale Park Elementary (SPARK) Atlanta Public School zone. There is a fire station located at 1063 North Highland Ave (Station #19) providing close and accessible fire service to the neighborhood. Virginia-Highland is also within the Atlanta Police Department Zone 6, and the closest police station is in the Kirkwood neighborhood at 2025 Hosea L Williams Drive with an additional mini-precinct at 1166 Euclid Avenue in the Little Five Points business district. The Ponce de Leon branch of the Atlanta-Fulton Public Library System is located at 980 Ponce de Leon Avenue along the southern edge of Virginia-Highland; its usage figures in 2013 were among the largest of the system's branches. The neighborhood has an abundance of public open space and park opportunities as further delineated:

- + John Howell Memorial Park, 797, 833 & 869 Virginia Avenue: 2.8 acres, designated as a Neighborhood Park by the City of Atlanta.
- + Lanier Boulevard Parkway, Lanier Boulevard from North Highland Avenue to Morningside Drive: 2.1 acres, designated as a Garden by the City of Atlanta.
- + Orme Park, 795 Brookridge Drive: 6.6 acres, designated as a Neighborhood Park by the City of Atlanta.
- + Orme Triangle, Orme Circle and Elkmont Drive: .04 acres, designated as a Garden by the City of Atlanta.
- + North Highland Park - .3 acres, a private park owned and maintained by the Virginia-Highland Civic Association.
- + Todd Street Triangle, Todd Road and Adair Avenue: .02 acres, designated as a Garden by the City of Atlanta.
- + Virginia-Highland Triangle, Virginia Avenue and North Highland Avenue: .05 acres, designated as a Garden by the City of Atlanta.



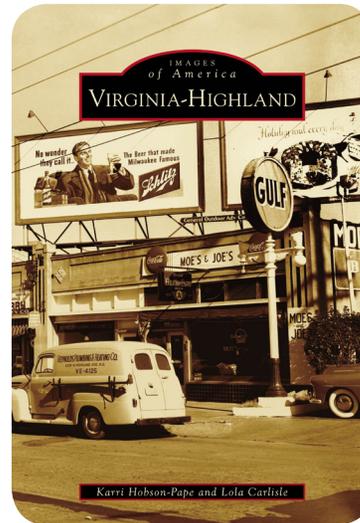
Fire Station #19 - at the corner of Los Angeles Avenue and North Highland Avenue.

## URBAN DESIGN & HISTORIC RESOURCES

The Virginia-Highland neighborhood has a rich heritage and history, which has been documented and preserved by community leaders over the years. A National Register of Historic Places district, the neighborhood has an additional historic preservation tool in place: for the Atkins Park portion of the neighborhood with the City of Atlanta has Historic District designation This district serves as a preservation tool for the existing homes in this district - making demolition permits harder to obtain and ensuring that any renovation or addition is done in ways that retains the historic character of the original structure. The following elements have been further identified by the City of Atlanta as being Regionally Important Resources within the Virginia-Highland neighborhood: Atlanta BeltLine, Freedom Park Trail, the Atkins Park National Register Historic District, and the Virginia-Highland National Register Historic District.

A list of additional locations and elements that are of historical significance within Virginia-Highland are as follows:

- + 111-1115 Briarcliff Place (apartments)
- + 785 Ponce de Leon Place (apartments)
- + 790 Ponce de Leon Place (apartments)
- + 869 Greenwood Avenue (commercial)
- + 974 Greenwood Avenue (apartments)
- + 991 North Highland Avenue (apartments)
- + 993 North Highland Avenue (apartments)
- + 1034 Virginia Avenue (apartments)
- + 1063 Virginia Avenue (house)
- + 1166/1170 Virginia Avenue (apartments)
- + 1165/1167 Virginia Avenue (apartments)
- + 1180 Virginia Avenue (apartments)
- + 1183 Virginia Avenue (commercial)
- + 1208 Virginia Avenue (apartments)
- + 1215-1219 Virginia Avenue (apartments)
- + 1230-1234 Virginia Avenue (apartments)
- + 1246 Virginia Avenue (commercial)



The neighborhood's rich history was most recently documented in 2011 in *Virginia-Highland (Images of America)*, a historical account of the community written by Virginia-Highland residents Karri Hobson-Pape and Lola Carlisle.

- + Adair Mansion (964 Rupley Drive)
- + Atkins Park Neighborhood Commercial District
- + Atkins Park Neighborhood Entryways
- + Atkins Park Tavern (the oldest continuously held liquor license in Atlanta)
- + Alleys (the community's functional and remnant service alleys)
- + Amsterdam Neighborhood Commercial District
- + B. Mifflin Hood Brick Company (686 Greenwood Avenue)
- + Barnett Condos (737 Barnett Street)
- + Boykin House (898 Briarcliff Road)
- + Briarcliff Summit (originally The Seven Fifty apartments and owned by Asa G. Candler Jr.)
- + Bulwarks II (sculpture by George Beasley)
- + Church of Our Saviour
- + Cohen Condos (Atlanta's first condos, 982 Virginia Avenue)
- + Colonnades Condominiums (746 North Highland Avenue)
- + Cooledge Avenue brick street
- + Diesel (former Pure gas station)
- + Domino Sugar mural (1052 St Charles Avenue)
- + Dr. Denmark's Home/Office (1051 Hudson Drive)
- + Fleeman's Coke sign (reported to be the last hand painted Coke mural, 772 North Highland Avenue)
- + Fire Station #19
- + Frederica Apartments (790 – 802 Frederica Street)
- + George's Deli and Bar
- + Grace Lutheran Church (one of the oldest Lutheran congregations in Georgia)
- + Hasty Condos (968 St. Charles Avenue)
- + Highlands on Rosedale (1116-1122 Rosedale Drive)
- + Inman School (originally the Virginia Avenue Elementary School)



Inman Middle School was originally built as the Virginia Avenue Elementary School.



The Coca-Cola sign on the current Belly General Store building is a historic relic.

- + John Howell Park
- + Magnolia trees at old Cracker Stadium (just outside of the Virginia-Highland neighborhood)
- + Malcomb's Way (path running north-south through the middle of Atkins Park)
- + Moe's & Joe's
- + North Highland Park (site of the former library)
- + Orme Creek
- + Orme Park Bridge
- + Padgett Home (1060 Virginia Avenue)
- + St. Charles Apartments (1026 St. Charles Avenue)
- + Todd Headstone (979 Highland Terrace)
- + Todd Road (originally connected the Todd and Ivy properties)
- + Virginia Avenue and North Highland Avenue Neighborhood Commercial District
- + Virginia Court Apartments
- + Virginia-Highland Baptist Church (originally the Virginia Ave Baptist Church)
- + Virginia-Highland Condos (1071 North Highland Avenue)



John Howell Park - located along Virginia Avenue near Inman Middle School.

## DEMOGRAPHICS & SOCIO-ECONOMICS

A demographic overview was conducted as part of the Virginia-Highland Master Plan process because understanding the demographics of an area is critical to formulating an appropriate plan. It is important to have an accurate picture of who Virginia-Highland is today in order to plan for its future. There are four key geographies that were reviewed for this analysis: Virginia-Highland, City of Atlanta, Fulton County, and Atlanta MSA<sup>1</sup>. While the market analysis is an in-depth analytical tool provided in concert with this plan, its snapshot of the community profile was also useful in understanding “who” the community is today.

### SOCIOECONOMIC CHARACTERISTICS SUMMARY

<sup>1</sup> The Atlanta-Sandy Springs-Marietta Metropolitan Statistical Area (MSA) is made up of 28-counties as defined by the U.S. Census Bureau: Barrow, Bartow, Butts, Carroll, Cherokee, Clayton, Cobb, Coweta, Dawson, Dekalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Haralson, Heard, Henry, Jasper, Lamar, Meriwether, Newton, Paulding, Pickens, Pike, Rockdale, Spalding, and Walton.

TABLE 3. POPULATION

SIZE OF THE MARKET - POPULATION	Virginia-Highland	CITY OF ATLANTA	FULTON COUNTY	ATLANTA REGION
RESIDENTS	9,247	455,895	1,017,437	5,574,225
HOUSEHOLDS	5,196	205,413	419,605	2,056,364
DAYTIME POPULATION (EMPLOYEES)	2,851	428,858	743,198	2,325,605

TABLE 4: AGE

CHARACTERISTICS OF THE MARKET - AGE	Virginia-Highland	CITY OF ATLANTA	FULTON COUNTY	ATLANTA REGION
UNDER 19	15.6%	19.7%	23.4%	25.5%
BETWEEN 25 & 35	26.7%	19.8%	16.0%	13.7%
OVER 65	6.6%	10.8%	10.2%	10.4%

The following notes and tables profile current selected socioeconomic characteristics being considered in this analysis; those that deserve specific highlighting are noted following the tables (Source: Claritas and Market + Main Inc. All data is 2014 unless otherwise noted.)

- + There are 9,247 residents and 5,196 households in Virginia-Highland.
- + Virginia-Highland has a daytime population of 2,851 representing the businesses and schools that operate within the neighborhood.
- + Virginia-Highland’s population grew 5% between 2000 and 2010, at a rate well above the City of Atlanta as a whole. Since 2010, the pace of population growth in Virginia-Highland (7%) increased slightly, but was below the City of Atlanta (9%).
- + Virginia-Highland’s population is expected to grow at a pace that is just below the City of Atlanta as a whole, at approximately 7% between 2014 and 2019. While the rate of population growth is less than the City, it is higher than the Atlanta Region average and is twice the national average.
- + The three largest age groups in Virginia-Highland are 25 to 34, 35 to 44, and 45 to 54 years of age. The average age in Virginia-Highland is 37.2; this is about one year younger than the national average and one year older than the City of Atlanta and Region averages.
- + Children (under age 18) account for approximately 16% of the residential base, which is below the City of Atlanta, Atlanta Region, and national averages.

**TABLE 5: INCOME**

<b>CHARACTERISTICS OF THE MARKET - INCOME</b>	<b>Virginia-Highland</b>	<b>CITY OF ATLANTA</b>	<b>FULTON COUNTY</b>	<b>ATLANTA REGION</b>
HOUSEHOLD INCOMES BELOW \$15,000	10.6%	23.6%	17.0%	13.0%
HOUSEHOLD INCOMES \$50,000-\$74,999	17.4%	14.7%	16.1%	18.4%
HOUSEHOLD INCOMES ABOVE \$100,000	33.1%	20.4%	25.6%	21.6%
AVG HOUSEHOLD INCOME	\$108,285	\$72,990	\$85,045	\$72,630
AVG HOUSEHOLD INCOME AS A % OF NATIONAL AVG	151.8%	102.3%	119.2%	101.8%



TABLE 6: HOUSEHOLDS

CHARACTERISTICS OF THE MARKET - HOUSEHOLDS	Virginia-Highland	CITY OF ATLANTA	FULTON COUNTY	ATLANTA REGION
AVG HOUSEHOLD SIZE	1.73	2.06	2.34	2.67
SINGLE PERSON HOUSEHOLDS	55.3%	45.6%	36.2%	25.9%
OWNER OCCUPIED HOUSEHOLDS	46.6%	44.2%	53.5%	65.7%

- + There is a small proportion (7%) of retirement age and elderly people (over age 65 years) in Virginia-Highland; this is less than the City of Atlanta's and Atlanta Region's proportions.
- + There is a very small proportion (4%) of the population within Virginia-Highland that has not graduated from high school. This proportion is one-third of the Atlanta Region and national averages.
- + The proportion of Virginia-Highland's residents (75%) that have college degrees is more than twice the Region (34%) and national (28%) averages.
- + Approximately 11% of Virginia-Highland's households earn less than \$15,000 annually. This is slightly less than the Atlanta Region and national averages.
- + Approximately 39% of the households in Virginia-Highland earn under \$50,000 annually, which is less than the Atlanta Region (48%) and City of Atlanta (56%) averages.
- + A notable percentage (33%) of Virginia-Highland's households earn over \$100,000 on a yearly basis; this is above the Atlanta Region and national averages.
- + The average household income in Virginia-Highland is \$108,285, which is substantially higher than the City (\$72,990), MSA (\$72,630) and national (\$71,320) averages.

TABLE 7: PROJECTED GROWTH

CHARACTERISTICS OF THE MARKET - PROJECTED GROWTH	Virginia-Highland	CITY OF ATLANTA	FULTON COUNTY	ATLANTA REGION
POPULATION (2014 - 2019)	7.4%	8.5%	10.2%	6.4%
HOUSEHOLDS (2014 - 2019)	8.9%	10.7%	11.2%	6.7%

**HOUSING**

The housing stock of Virginia-Highland is predominantly made up of early to mid 1900-era houses. Many of these homes have been significantly restored and maintained, enabling the neighborhood to retain a historic authenticity and appeal. The neighborhood is mostly built-out, with scant vacant parcels or vacant structures existing today. The area is made up mostly of single-family residential detached structures with a secondary presence of multi-family attached apartments and commercial uses throughout the community. There are very few accessory dwelling units in Virginia-Highland today, as they are prohibited by zoning regulations in most of the neighborhood. Increasingly over the past 10 years there has been an increase in the number of older homes that have been purchased and subsequently torn down to make way for new and larger residential construction. The improved economic conditions of 2013 and 2014 have resulted in an increase in this “tear down” trend within the neighborhood.

- + The average household size of Virginia-Highland (1.73) is smaller than the City of Atlanta and Atlanta Region averages.
- + 20% of neighborhood households are made up of families and 71% are non-family.
- + The ratio of single-person households in Virginia-Highland (55%) is above the City of Atlanta (46%) average and above the Atlanta Region (26%) average. A total of (16%) of households are roommates or unmarried partners and 14% of all households have children.
- + Virginia-Highland’s proportion of renters (53%) is almost on par with the City of Atlanta (56%) average. Virginia-Highland’s proportion of renters is typical for an urban area, so it is much higher than the proportions found in the Atlanta Region and the nation as a whole.
- + The vast majority of Virginia-Highland residents are Caucasian (87%). Approximately 6% of the neighborhood’s population is comprised of African-Americans. Hispanic residents represent 4.9% of the neighborhood population. Asians and other races constitute the remaining 7% of residents.
- + Approximately 6% of the working age (18-64 years of age) population of Virginia-Highland had some sort of disability. For residents aged over 65 years, approximately 58% had some sort of disability.

## “CUSTOMER” SUMMARY

When considering what developers, builders, and retailers are looking for when they make decisions to invest in a community, there are several key factors. Among the key determinants are growth rates, age structure, income levels, and daytime population.

### GROWTH RATES

Obviously growth is a key factor in what developers, builders, and retailers consider. The higher the growth rates, usually the better from a development perspective. However, the overall composition of the market is critical, and the primary factor being sought is no population loss.

Virginia-Highland's population is growing at a good pace. This is an extremely positive indicator, particularly for an urban area. Many urban areas have lost population over the last two decades; so remaining stable and/or growing in population is a positive in these areas. Virginia-Highland grew steadily over the last decade. Its population is projected to grow at a slightly faster pace over the next five years, equating to double the national average. This projected growth rate likely demonstrates that the neighborhood is mostly built-out. Virginia-Highland's future population growth will be determined largely through the addition of residential density in areas that are already zoned for higher-density residential, and in areas identified for increased density in the City of Atlanta Comprehensive Development Plan. Maintaining or increasing the birthrate rate and larger household sizes will also increase the population of the neighborhood.

### AGE STRUCTURE

Most developers, builders, and retailers desire age diversity, with strong youth populations, as it is many times an indicator of families in the area. Workforce-aged residents of 25 to 35 years usually represent young professionals and those starting families and they indicate a potential diversification in the marketplace.

Virginia-Highland is below the comparable averages for residents aged under 18 years and for residents aged above 65 years. The fact that Virginia-Highland is above the national and region averages for those workforce-aged residents of 25 to 35 years is generally a good indicator. Young professionals and those starting families are a positive demographic in terms of customer profiles because they indicate a potential diversification in the marketplace. Most retailers desire age diversity, with strong youth populations, as it is usually an indicator of families in the area. While there are clearly families living in Virginia-Highland, the largest concentration of residents is in prime working years, with almost 50% of residents aged between 25 to 45 years.

## INCOME LEVELS

Similar to growth rates, future development potential within a community is always tied heavily to the existing income levels of the area. The higher the income levels, the more likely there is to be development or redevelopment pressure in a particular market. But the breakdown within the income levels is also important, particularly in terms of informing diversity of product in the marketplace.

In terms of income and wealth, Virginia-Highland is well above the City, metro, and national averages. Virginia-Highland's average household income is approximately \$35,000 more than the City, metro, and national averages. Virginia-Highland's Average household income is 152% of the national average. The average household income statistic is an even stronger indicator of wealth in Virginia-Highland's case, given the small average household size. There is also a very small proportion of households earning less than \$25,000 and a relatively high proportion of households earning more than \$100,000 annually. These statistics are encouraging, since income is a significant market factor that affects residential and commercial development potential.

## DAYTIME POPULATION

The daytime population is another important component for development decisions by developers, builders, and retailers. Businesses desire customers during both daytime and evening hours, so residents and employees are both important.

Virginia-Highland has a small daytime population. It does not account for any notable level of total employment in the City of Atlanta. Not surprisingly, the size of businesses in Virginia-Highland are smaller than the average size of businesses in the City and nationally, by nearly half. Retail businesses account for approximately 20% of total employment, which is higher than the Average proportion in the Atlanta region and nation. There is also a strong proportion of service-oriented businesses, as well as at-home workers in a variety of business sectors. Yet the statistics clearly illustrate that Virginia-Highland is truly a neighborhood, as it has three times more residents than jobs.

## FUTURE TRENDS

There is opportunity for these numbers (and the trends they represent) to change as continued redevelopment takes place in Virginia-Highland. Based on socioeconomic characteristics and the "customer" profile, it is clear that there is strong existing demand, and there will continue to be demand for residential and commercial development within (and surrounding) the neighborhood boundaries. In the future, redevelopment decisions will likely center on the existing areas where additional density is permitted and encouraged in previously adopted City of Atlanta plans and policies. There is potential for integrating more employment opportunities within the various existing commercial districts of the neighborhood.

chapter 2

# NEIGHBORHOOD ENGAGEMENT



# THE COMMUNITY PLAN

This community plan is rooted in the concept of “community” as further outlined in this chapter. Throughout the process the residents, business owners and stakeholders of the community have been passionately engaged and have demonstrated a high level of excitement towards the many ideas that have emerged for the future of Virginia-Highland.

Ultimately community plans such as this one truly are made up of its two parts: the “community” and the “plan”. While the “plan” component of community planning is in fact the necessary strategic tool for future positioning and prosperity, a plan will never realize its maximum potential for change if it is not reflective of the desires of the people of the community. Because of this, it is absolutely critical that “community” comes before “plan”. A community needs help, assistance, expertise, and an outside perspective to know how to do what they have never done before, and this is surely what a good planning process must do. But ultimately, a community must “own” its future, and this is why it is important for future plans to be reflective of a community consensus.

The Master Plan utilized a project website, online input opportunities, public forums provided at various times of day and night, smaller focus group conversations and a neighborhood steering committee to solicit input and feedback opportunities throughout the process. The website and public forums were advertised and promoted through the Virginia-Highland Civic Association website, listserv, printed posters and social media outlets for communicating the public engagement opportunities of the Master Plan.

Through a series of community meetings and forums, a more comprehensive vision of what the community desires for their future has come into focus. The greatest defining aspect of the plan, as expressed by the community through the process, is for Virginia-Highland to become a model in the region for healthy living. This single concept stood out from beginning to end throughout the entire process and has become the foundation for the entire master plan. The healthy community pursuit is truly a holistic one, with implications for a wide range of elements within the community including transportation, age and income diversity, diet and exercise, and environmental sustainability.

Additional themes that emerged throughout the community engagement process are as follows. (See the Appendix portion of this document for a broader reflection of the community conversations and feedback gathered throughout this process and which subsequently form the foundation for the Master Plan recommendations).

- + The community embraces the commercial and multi-family uses in the neighborhood, but remains committed to preserving the single-family fabric of the area wherever it exists today.
- + Residents love the walkability of the neighborhood and desire improvements to make walking even better/safer throughout the neighborhood.
- + Many people noted that the greatest attribute of the neighborhood is the people. The concept of community and neighborliness is extremely important to residents.
- + A large number of residents would like to see more done in the future to enable safe and accessible biking opportunities for people of all ages. Many residents expressed a desire for better connections to the BeltLine, Ponce City Market, Midtown, Downtown and local schools.
- + Residents are concerned about the conditions along Monroe Drive and would like for this major thoroughfare to be safe for all users (motorists, pedestrians, cyclists) and slower and calmer in terms of vehicular speeds.
- + Business owners and residents are concerned about the existing commercial vacancies along North Highland and desire to see these commercial districts continue to succeed and prosper.
- + Many business owners are concerned over the perceived lack parking spaces for the commercial districts.
- + Residents love the accessibility and quality of local schools and want to ensure that more is done to ensure that future access is safer than it is today.



Community members listening to the recommendations of the Master Plan at this public meeting at Inman Middle School in January 2014.

chapter 3

# NEIGHBORHOOD VISION



# PURPOSE, VISION & GOALS

Community Plans are equal parts “community” and “plan”. Plans have no chance of long term success if they are not rooted in community desire and consensus. The extensive community outreach and research implemented throughout this planning initiative set a solid foundation for the emergence of a dynamic community plan for the Virginia-Highland neighborhood. This chapter outlines the details of the plan that have emerged from the community, guided by the expertise of the planning team, and vetted by the public engagement process.

During the planning process, public meetings, focus groups, and steering committee meetings were organized for the purposes of including community constituents in the process, as well as generating ideas, comments, and feedback vital to the process. These interactions have also enabled project purpose, vision and goals to be created as a means of providing a guiding set of principles for this plan. These principles reflect the commentary and input provided by the community throughout the entire process, and are to be used to further guide each idea, recommendation, and project towards completion.

## **PURPOSE**

The purpose of the Virginia-Highland Master Plan is to provide a strategic framework for ensuring the neighborhood continues to grow in ways that reflect the neighborhood’s values and unique character. No community plans to fail, but many communities fail to plan. This visionary road map will provide the structure and guidance necessary to guide future decision making and investments in Virginia-Highland.

## VISION

The vision for the Virginia-Highland neighborhood is best encapsulated in two words - healthy living. Virginia-Highland will be a model in the City of Atlanta and the Atlanta region for modern urban living by demonstrating the potential to live in healthy and sustainable ways. The community will continue to be known as a place where residents are truly invested in the well being of their neighbors. Area homes and businesses will adapt over time to become environmentally sustainable and to lessen the impact that the built environment has on the area's ecosystem and infrastructure. Neighborhood residents, employees, and visitors will utilize a growing network of transportation options to move throughout the community, thereby strengthening the reputation of Virginia-Highland as a highly desirable community. Businesses will grow and prosper in commercial districts that provide a synergistic balance of retail, restaurant, office and institutional uses. Emerging generations will find accessible housing opportunities that ensure new participation in the neighborhood, and older generations will transition into smaller footprints that enable the heritage, history, and institutional wisdom of the community they represent to be retained. This intown village will successfully adapt and modernize over time in ways that foreground the character and heritage that have existed since the very origin of the place. And Virginia-Highland will continue to be a neighborhood whose children have access to institutions of high educational quality.

## GOALS

- + **HEALTHY LIVING:** Virginia-Highland will become Atlanta's model neighborhood for healthy living, offering examples of environmental sustainability, active lifestyles, healthy food and nutrition and opportunities to people of all ages, incomes, and stages of life within the community.
- + **MOBILITY:** Virginia-Highland will be a community that safely accommodates all modes of transportation for both residents and visitors alike, with an infrastructure that facilitates walking, biking, driving, and transit modes.
- + **LAND USE:** Virginia-Highland will remain an urban neighborhood that prioritizes the retention of its single-family residences while also embracing a diverse mix of retail, restaurant, office, and institutional uses in limited identified areas.
- + **URBAN DESIGN:** Virginia-Highland's new buildings and infrastructure will compliment and strengthen the established community character and aesthetic that have always defined the neighborhood's built environment and that make Virginia-Highland unique in the landscape of Atlanta neighborhoods.
- + **SCHOOLS:** Virginia-Highland will continue to support, invest in, and help ensure that local schools are safe, accessible, successful, and community-oriented.

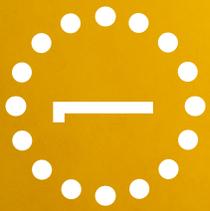
# RECOMMENDATIONS

The recommendations of the Virginia-Highland Master Plan address the purpose, vision, and goals of the project and are strategically and specifically outlined to deal with current problems, address existing issues, and enable the neighborhood to realize its rich potential. While this plan is extensive in its capacity, it is vitally important to the ultimate success of the implementation of the overall plan that the proper strategy be utilized. Given the existing fiscal constraints experienced by local government, these recommendations are structured to stretch limited dollars and to place the neighborhood in a favorable position to receive public funds and resources.

The Virginia-Highland Master Plan represents a guiding outline for the future of the neighborhood. Like the Comprehensive Development Plan for the entire City of Atlanta, the recommendations and vision established within the plan do not in and of themselves turn the ideas into reality. Rather, this plan represents the intent of the community based on documented consensus. As with all community master plans, creating the plan is only part of the work. Once the plan is finalized, the community must continue to work with the City of Atlanta to take the concepts of the plan and turn them into reality. More than anything, a comprehensive Master Plan enables a community to communicate to city leaders and outside observers what Virginia-Highland aspires to preserve, change, create and prevent.

The following recommendations are bold and visionary and will enable Virginia-Highland to maintain its unique position within the Atlanta market.

# HEALTHY LIVING



(equus)  
This animal is distinguished by its stripes and brush tail. It grows up to 5 feet tall. Although they are herbivores, their primary predators weigh up to 1000.



(gorilla gorilla) africanus  
This animal and rank in the same family and genus as those that are below the gorilla. It grows up to 13 feet tall. Its shape resembles the gorilla. Unlike elephants don't have tusks and their bodies are covered in black fur. They are 6 feet long and weigh up to 770 pounds of body mass. Although the gorilla is hunted, hunters continue to hunt.



LOWLAND GORILLA (gorilla gorilla)  
The Lowland Gorilla is the largest member of the gorilla family. The male Lowland Gorilla can grow up to 6 feet tall and weigh up to 450 pounds. The females are about half the size of the males. This animal is known to be shy, friendly, quiet, and caring. Although they walk on all four legs, the Lowland Gorilla is related to the human species and are regarded as highly-intelligent creatures. Hunted by people for bushmeat, they are most often killed when they are mistakenly trapped left for other animals. The increase in human population is leaving no place for gorillas to live.

BLACK RHINO (rhinoceros)  
This thick-skinned animal is actually bluish-gray in color. It is noted for the prominent horn on its snout. The horn is composed of congealed hair and can be up to 3 feet long. The Black Rhino lives in Africa, Asia, and India. It is a vegetarian, eating a diet of leaves, grass, and bark. It has poor vision, but excellent senses of hearing and smell. It attacks predators with their horn. Rhinos are killed by humans for their horns, which are powdered and sold for use in traditional medicines.

GIANT PANDA (ailuropus melanoleucus)  
Resembling a bear, the Giant Panda is covered in black and white raccoon and has similar markings. Its body is covered with white fur and its limbs, ears, and eye patches are covered with black fur. The adult panda is 6 feet tall and can weigh as much as 300 pounds. Its diet is composed of bamboo shoots, leaves, and stems. It is found high in the bamboo forests of Central China. The Giant Panda is endangered primarily because of its declining habitat.



POLAR BEAR (ursus maritimus)  
This large, white bear lives along the frozen shores of the Arctic Ocean. Weighing up to 1000 pounds, the adult Polar Bear can be 8 to 11 feet tall! They are excellent climbers and swimmers and can run up to 35 miles an hour. With a keen sense of smell, this bear can smell food up to 10 miles away. Although they are ferocious to people, their main source of food consists of seals and other animals. Killed almost to the point of extinction, Polar Bears are still hunted by man for their beautiful and valuable fur.

BENGAL TIGER (panthera tigris)  
The largest member of the feline family, the Bengal Tiger grows up to 6 feet long and weighs up to 600 pounds. It can be found primarily in Southern India in any climate. The tiger's sharp claws are used to catch their prey. Their main source of food consists of large animals, but they have been hunted by humans. Bengal Tigers are hunted for their bones which are used in traditional Chinese medicine.

AFRICAN LION (panthera leo)  
A large powerful member of the feline family, the African Lion is known as the "King of Beasts". Lions live in families called prides of up to 30 individuals. They live in cool climates as well as high heat areas of Africa and Northwest India. The adult male lion can be 9 feet long, 3.5 feet high and weigh up to 400 pounds. The female, or lioness, hunts mostly gazelle and antelope for the pride. Sometimes considered a scavenger, it can spend up to 20 hours a day resting and sleeping, and average walking about 5 miles a day.

## HEALTHY LIVING: GOAL

*Virginia-Highland will become Atlanta's model neighborhood for healthy living with neighborhood examples to be found of environmental sustainability, active lifestyles, healthy food and nutrition, and opportunities for people of all ages, incomes and stages of life to live within the community.*



### THE BELTLINE SUBAREA 6 MASTER PLAN SAYS...

- + The Midtown Place Shopping Center site offers the potential to reinterpret or daylight Clear Creek, which currently runs in a culvert pipe beneath the shopping center and re-emerges in Piedmont Park. Restoring the stream would add an additional open space amenity while filtering stormwater. The plan envisions the creek serving as the spine from which the rest of the development takes its shape. An internal main street would run parallel with the creek and connect Ponce de Leon Avenue and 8th Street at Monroe Drive.

### THE ATLANTA COMPREHENSIVE DEVELOPMENT PLAN SAYS...

- + Alternatives to transportation by automobile, including mass transit, bicycle routes, and pedestrian facilities, should be made available in each community. Greater use of alternate transportation should be encouraged.
- + New development should be designed to minimize the amount of land consumed, and open space should be set aside from development for

use as a public park or as greenbelts/wildlife corridors. Compact development ordinances are one way of encouraging this type of open space preservation

- + Environmentally sensitive areas should be protected from negative imprints of development, particularly when they are important for maintaining traditional character or quality of life of the community or region. Whenever possible, the terrain, drainage, and vegetation of an area should be preserved.
- + Have a diverse and balanced housing stock that provides affordable housing options to meet the needs at each stage of life, a range of incomes and economic situations, and proximity to jobs and services.
- + Preserve and enhance natural resources – watersheds, streams and waterways- and maintain the tree canopy.
- + Be a sustainable City in terms of energy, waste-recycling, water management, land use, site design and green building well as local food production/urban agriculture in order to ensure a clean, healthy and attractive City and neighborhoods.
- + Have an urban environment that promotes community health and physical activity for all age groups.

## HEALTHY LIVING: RECOMMENDATIONS

### 1.1 SUSTAINABILITY SHOWCASE

Partner with Atlanta's leading sustainability organizations to utilize public spaces such as North Highland Park, the Virginia Avenue and North Highland Avenue Triangle Park or the BeltLine as platforms to highlight new sustainability technology showcases such as:

- + Carbon capturing
- + Solar power
- + Pet waste / energy
- + Recycling
- + Rain water collection
- + Urban agriculture
- + Wind power



Sustainability examples. Clockwise from top left: Solar panels as part of an art insulation, a device that converts pet waste into energy, rain barrel, wind turbine, roof top garden, and recycling collection bins.

**1.2 MARKETING EFFORTS**

Partner with the neighborhood business community to market Virginia-Highland as a healthy living community. Foreground businesses that are integrating environmental sustainability into their operations and eateries that offer healthy food options.

**1.3 RAIN BARREL COMPETITION**

Create a neighborhood-wide rain barrel art competition to annually determine the neighborhood's most creative rain barrel. The intent of this recommendation is to aid the community in fostering the environmental and healthy living identity of the community. Work with local distributor to get deal on a bulk order of rain barrels, residential cisterns, and rain pillows.

**1.4 ROOFTOP GARDEN**

Establish rooftop community gardens on the new Inman Middle building and/or larger buildings located directly adjacent to the BeltLine.

**1.5 EDUCATION**

Partner with the Southface Institute to develop educational materials to distribute to businesses and residents highlighting methods to integrate environmentally-friendly features into businesses/homes. Examples include education on native plantings that require less watering, chemical-free landscape maintenance, energy-saving fixtures and recycling of waste.

**1.6 COMPOSTING**

Establish a neighborhood-wide education initiative to promote composting techniques in order to prevent leaves and debris from clogging area sewers and storm drains.

**1.7 STORM DRAIN SIGNAGE**

Label storm drains to educate and inform the community that these drains are 'combined' and should not be clogged with litter and leaves. Labels could say "The Chattahoochee River starts here".

**1.8 TREES ATLANTA**

Work with Trees Atlanta to support the community's heritage of preserving its extensive inventory of trees, focusing on native species, and to plant additional trees in the neighborhood in order to absorb and prevent erosion and stormwater damage.

**1.9 LOT COVERAGE**

Retain existing zoning regulations that limit maximum lot coverages for individual parcels.

**1.10 STORMWATER UTILITY**

Work with the City of Atlanta to establish a city-wide 'Stormwater Utility' whether in a fee or tax structure, enabling those that are managing stormwater on-site to earn credits (see City of Philadelphia).

**1.11 STORMWATER & RAINFALL RETENTION**

Stormwater retention measures should be implemented at every opportunity, specifically designed to infiltrate rainwater back into the water table.

**1.12 PIPED-CREEK INVENTORY**

Develop an inventory of creeks within the neighborhood that have been piped underground. Highlight these areas as potential opportunities for future daylighting.

**1.13 LIGHTING IMPROVEMENTS**

Work with the City of Atlanta to install cut-off luminaires and LED bulbs for the street and pedestrian lighting fixtures within the neighborhood as a means to reduce light pollution and energy consumption.

**1.14 ECO DISTRICT**

Pursue the “EcoDistrict” certification for the neighborhood. EcoDistricts can be established in communities that establish sustainability performance goals and then track their performance over time in relation to the delineated goals. Leverage the EcoDistrict designation to attract environmentally conscious businesses, boutiques and eateries to Virginia-Highland. Also pursue non-profit partners with a sustainability platform to partner with to invest in green infrastructure in the neighborhood.

**1.15 RECYCLING BINS**

Work with City of Atlanta to locate small-scale recycling bins in neighborhood public spaces.

**1.16 ELECTRIC VEHICLES**

Ensure that new development integrates electric vehicle charging stations.

**1.17 DOWNHILL EVENT**

Utilize a hilly street in the neighborhood (Highland Terrace, Virginia Avenue for example) for an annual community boxcar and/or skateboarding race for neighborhood kids.

**1.18 LED FIXTURES**

Replace traffic lights and street lights with LED light fixtures.

**1.19 LANIER BOULEVARD GARDEN**

Leverage the Lanier Boulevard median to create a lush community garden for both aesthetic and agricultural purposes.

**1.20 INMAN MIDDLE PLAYING FIELD**

Explore the feasibility of creating a softball or soccer field (suitable for formal school and neighborhood use) in the school open space.

**1.21 LIVING WALL**

Create a vertical garden/living fence at the Field of Dreams as a neighborhood gateway treatment and a botanical education opportunity for Inman Middle.

**1.22 DWM COORDINATION**

- Work with the Department of Watershed Management to:
- + Coordinate with the Department of Parks and Recreation, with an emphasis on the coordination of the activities of these two groups.
  - + Monitor the conditions of stream channels.
  - + Educate citizens on the on the impacts, costs, and perils of stormwater.
  - + Advocate for re-vegetation, a healthy tree canopy, and stormwater mitigation in its review of variances.

**1.23 ORME CREEK RECOGNITION**

Work with the U.S. Board on Geographic Names to formally recognize the name of Orme Creek.



Counter clockwise from top: Electric vehicle charging stations, street pavement signage aimed at environmental awareness, a vertical garden wall, cut off luminaires that direct lighting downwards, and a garden located within a street median.



# 2 MOBILITY



## MOBILITY: GOAL

*Virginia-Highland will be a community that safely accommodates all modes of transportation for both residents and visitors alike, with an infrastructure that facilitates walking, biking, driving, and transit modes.*



### THE CYCLE ATLANTA PLAN SAYS...

- + A two-way cycle track along 10th Street will be constructed from Piedmont Road to Monroe Drive. The project will be constructed in two phases. The first phase will extend from Monroe Drive to Charles Allen Drive. The second phase will extend from Charles Allen Drive to Piedmont Avenue.
- + Create a new bicycle infrastructure on Kanuga Street from Virginia Avenue to Monroe Drive complete with 2 new bicycle travel lanes. On-street parking is removed to create space for bike lanes. A new traffic signal at Virginia Avenue and Kanuga Street may be needed to help cyclist and vehicles make a left turn from Kanuga Street on to Virginia Avenue.

### THE NORTH HIGHLAND PLAN SAYS...

- + Time traffic signals to ensure a smooth, uninterrupted flow of vehicles, when traveling at the posted speed limit.
- + Signal to automobiles that they must slow down by utilizing treated gateways and treated crosswalks.
- + Implement traffic calming devices along the side streets such as sidewalk bulb-outs, street trees and landscaping, parallel and angled parking,

specialty textured paving and striping narrowed travel lanes.

- + Provide bicycle racks at highly visible locations that do not obstruct public sidewalks.
- + Provide signage to identify designated bicycle routes.
- + Repair and replace broken sidewalks.
- + Encourage pedestrian sidewalk bulb-outs to be installed at primary commercial intersections with adjacent on street parking.
- + Encourage crosswalks to be designed so that they are more visible to vehicular traffic.
- + Consider special treatment to crosswalks that would alert drivers such as: raised crosswalks, bulb-out sidewalks, special textured crosswalks, flashing lights in the crosswalk.
- + Consider completely eliminating on street metered parking.
- + Replace hanging traffic signals with mast-arm style signals.

### THE PONCE LCI PLAN SAYS...

- + Prohibit street abandonments or closures as part of new development, unless new streets are created with equal or greater connectivity to the existing street grid.
- + 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.
- + Perform signal upgrades.
- + Develop signal timing coordination plans.
- + Install mast arm traffic signal poles as part of streetscape.
- + Target the Study Area for traffic law enforcement.
- + Support the establishment of a BeltLine transit stop at City Hall East/Ponce de Leon Avenue.
- + Implement a bus signal prioritization program as part of signal upgrades.
- + Ensure that all sidewalks and ramps are compliant with the requirements of the Americans with Disabilities Act (ADA).
- + Utilize pedestrian countdown signals at all signalized crossings.
- + Open a bicycle and pedestrian connection from Midtown Place shopping center to Midtown Promenade.

### THE CONNECT ATLANTA PLAN SAYS...

- + Align 10th Street farther north so that the BeltLine rail corridor is included in the intersection. Include a scramble signal phase for Trail crossing.
- + Provide traffic improvements along Monroe Dr including traffic signal coordination, modernization, and optimization and associated traffic studies, Americans with Disabilities Act (ADA) improvements, milling and repaving, pavement markings, signage and street lights, as appropriate.
- + Implement the Monroe Dr Road Diet, reducing 1 travel lane in each direction with center median/turn lane. Widen western sidewalk.
- + Traffic calming measures on Ponce de Leon Pl potentially including bulbouts and chicanes.
- + Establish a St. Charles Ave Multi-use Trail and sidewalks along.
- + Align Virginia Avenue to a right angle with Monroe Dr. Paint bike lanes on Virginia Ave.
- + Extend Virginia Circle to connect to new street on the west side of the BeltLine.

### THE BELTLINE SUBAREA 6 MASTER PLAN SAYS...

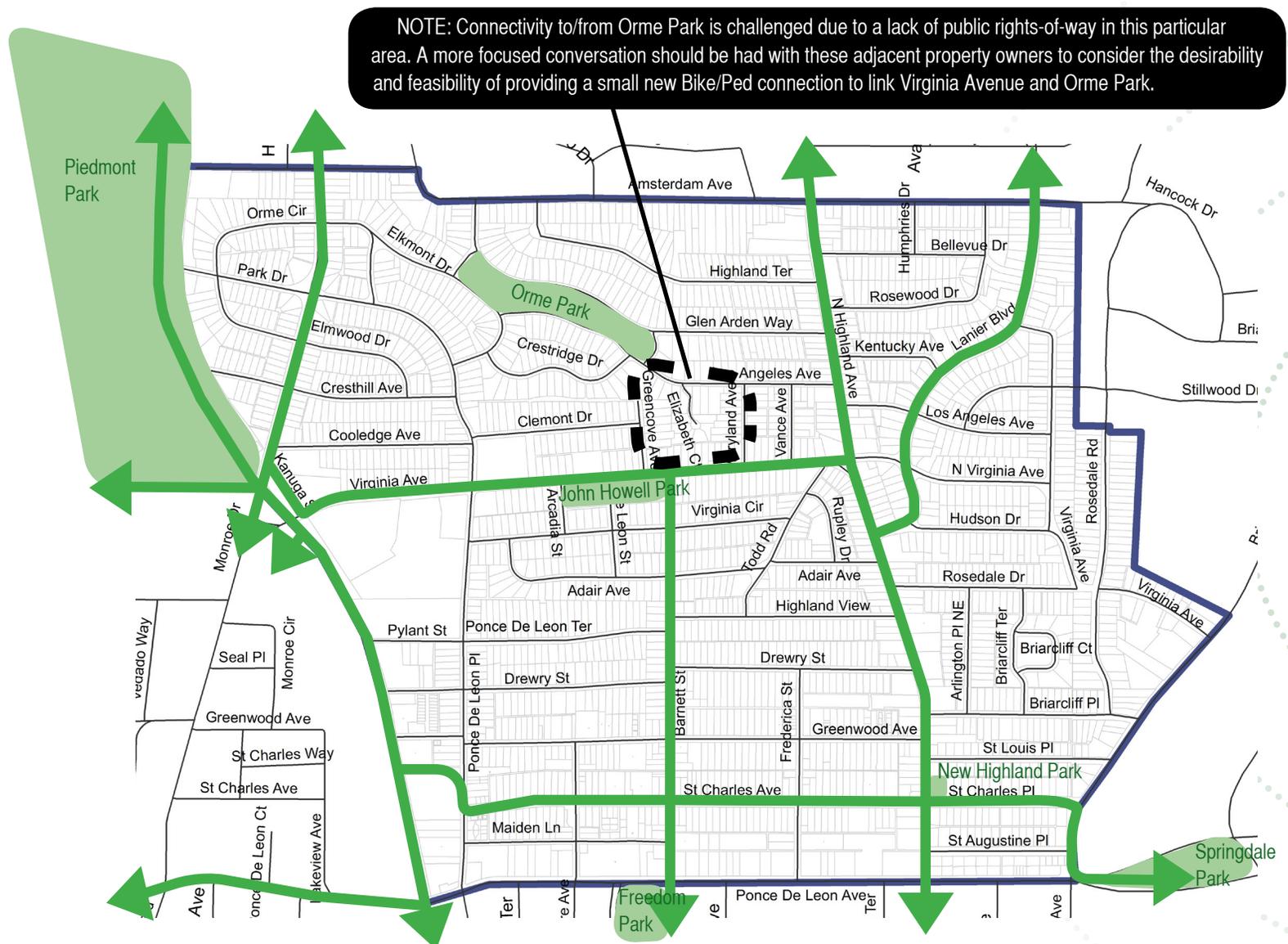
- + A majority of community participants desired a reduction in vehicular capacity along Monroe Drive.
- + Monroe Drive improvements include a “road diet” from 4 lanes to 3 lanes. The “road diet” would accommodate one vehicle travel lane in either direction with a center median and turn-lane. This concept utilizes the additional right-of-way for wider sidewalks on the west side of Monroe.
- + At Monroe Drive and 10th Street, 10th Street should be moved further north so that the trail and transit cross Monroe Drive through the middle of the intersection. This will improve pedestrian safety at the intersection, and have little effect on vehicular operations. Realigning the Virginia Avenue intersection with Monroe Drive, including consolidating the two slip lanes into one perpendicular intersection, will improve both pedestrian safety and vehicular operations.

### THE ATLANTA COMPREHENSIVE DEVELOPMENT PLAN SAYS...

- + Roadway improvements should include pedestrian and bicycle facilities.
- + Sidewalks should be wider to accommodate pedestrian traffic; street lighting should promote pedestrian safety and comfort.
- + Be a bike-able, walkable and pedestrian-oriented community offering a variety of safe transportation options such as sidewalks, streetscapes, greenway trails, bike lanes, and ADA accessibility.
- + Develop a balanced, multi-modal transportation system that provides choices beyond the private automobile for local and regional trips.
- + Existing Traditional Neighborhoods should be walkable and bike-able. They should have complete sidewalk networks in good repair, well lit, safe and with well marked pedestrian cross walks.
- + The speed of traffic should be slow in order to increase the use and safety of cyclists and pedestrians.



The Master Plan recommendations regarding mobility are a broad-based strategy for creating a network of transportation options throughout Virginia-Highland. The entire neighborhood will benefit by having truly viable alternatives for transportation that prevent an over-reliance on only one mode of travel. There are many residents in the neighborhood who would prefer to walk or bike to internal or external destinations if a safe and accessible option was provided for it. Satisfying this demand and providing continued diversification in travel mode (See Figure 7) will reduce the number of vehicular trips taken in the future. The overall strategy of this plan is to provide a balanced network of mobility options that can work together in harmony with each other and with the broader goals of the neighborhood for community health, land use, urban design and schools.



NOTE: Connectivity to/from Orme Park is challenged due to a lack of public rights-of-way in this particular area. A more focused conversation should be had with these adjacent property owners to consider the desirability and feasibility of providing a small new Bike/Ped connection to link Virginia Avenue and Orme Park.

**FIGURE 7. A COMMUNITY MOBILITY NETWORK**

## MOBILITY: RECOMMENDATIONS

### 2.1 POLICE PRESENCE

Work with APD to increase police presence to enforce local speed limits.

### 2.2 VIRGINIA AVENUE FIRE HYDRANT

Place “do not block the fire hydrant” sign in front of the Virginia Avenue and Vance Avenue fire hydrant.

### 2.3 CURB REPAIR

Replace low and broken curbs along North Highland Avenue.

### 2.4 LANIER BOULEVARD INTERSECTIONS

Reduce the excessive widths in the Lanier Boulevard median crossings/intersections so that the intended vehicular travel lanes are clearly delineated.

### 2.5 NO PARKING ON THE CORNER

Designate and enforce “no parking” at the intersection corners of the Los Angeles Avenue and Lanier Boulevard intersection.

### 2.6 REPAIR SIDEWALKS

Repair broken sidewalks within the neighborhood.

- 2.7 PONCE DE LEON TERRACE SIDEWALK**  
Add sidewalks to one side of the street on Ponce de Leon Terrace.
- 2.8 2-WAY PIEDMONT AVENUE**  
Work with Midtown Alliance and the City of Atlanta to study the feasibility of making Piedmont Avenue 2-way from 14th Street to 10th Street.
- 2.9 AMSTERDAM WALK SIDEWALK**  
Install a new sidewalk on 1-side of Amsterdam Avenue through the Amsterdam Walk shopping center.
- 2.10 YWCA CROSSWALK**  
Move the crosswalk at North Highland Avenue and Adair Avenue to the south side of the intersection to lessen the pedestrian and vehicle conflicts entering into the YWCA.
- 2.11 BARNETT/VIRGINIA CIRCLE 4-WAY STOP**  
Make the Barnett Street and Virginia Circle intersection a 4-way stop complete with crosswalks.
- 2.12 PEDESTRIAN CROSSING SIGNAGE**  
Add pedestrian crossing signage at the intersections along all major thoroughfares in the neighborhood (Virginia Avenue, North Highland Avenue, Barnett Street, Monroe Drive, Ponce de Leon Avenue, Briarcliff Road, Amsterdam Avenue, Lanier Boulevard, Ponce de Leon Place, St. Charles Avenue).
- 2.13 GREENWOOD/PONCE PL CROSSWALKS**  
Add crosswalks at the intersection of Greenwood Avenue and Ponce de Leon Place.

**2.14 PEDESTRIAN LIGHT SEQUENCES**

Create new pedestrian-only traffic light sequences at intersections within the commercial districts along North Highland Avenue. Utilize artistic crosswalk designs at intersections along the North Highland corridor.

**2.15 PEDESTRIAN-ONLY DAYS**

Make North Highland Avenue into a pedestrian-only zone periodically throughout the year.

**2.16 MONROE/BELTLINE**

Install pedestrian gates/bollards at the BeltLine and Monroe Drive intersection.

**2.17 VIRGINIA/MONROE/KANUGA INTERSECTION**

Implement the BeltLine Subarea 6 Master Plan for the Virginia/Monroe/Kanuga intersection complete with pedestrian-only crossing sequences (See Figure 8).

**2.18 VIRGINIA/ARCADIA CROSSWALK**

Install crosswalks at the Virginia Avenue and Arcadia Street intersection.

**2.19 ADA ACCESSIBILITY**

Retro-fit intersection curbs so that they are ADA accessible.

**2.20 CURB EXTENSIONS FOR CROSSWALKS**

Install curb extensions to better protect pedestrians at the crosswalks of intersections on major thoroughfares (Virginia Avenue, North Highland Avenue, Barnett Street, Monroe Drive, Ponce de Leon Avenue, Briarcliff Road, Amsterdam Avenue, Lanier Boulevard, Ponce de Leon Place, St. Charles Avenue).



From top to bottom: Curb extensions at crosswalks, all-pedestrian crossing intersection, and crosswalks as public art opportunities.

FIGURE 8: BELTLINE PLAN FOR MONROE/VIRGINIA/KANUGA





Parklettes can be gradually installed along a block, providing maximum financial and logistical flexibility.

FIGURE 10. PROPOSED NORTH HIGHLAND SECTION AT ST. CHARLES NODE



CONCEPTUAL N. HIGHLAND

FIGURE 9. EXISTING NORTH HIGHLAND SECTION AT ST. CHARLES NODE



EXISTING N. HIGHLAND



Parklettes can be used for a variety of street life purposes such as outdoor dining, seating, landscaping, and public art.

**2.21 PUT BACK ON-STREET PARKING**  
Re-introduce the on-street parking spaces that were removed in front of the YWCA and Wells Fargo.

**2.22 TODD ROAD STAGING AREA**  
Work with the Virginia Avenue and North Highland Avenue restaurants to ensure that the valet staging that takes place on Todd Road does not obstruct the normal operation of this street for local residents.

**2.23 JOHN HOWELL PARKLETTE**  
Remove 1 on-street parking space next to the John Howell Park volleyball court on Arcadia Street to create a bike access ramp into the park and a bicycle parking area for the park.

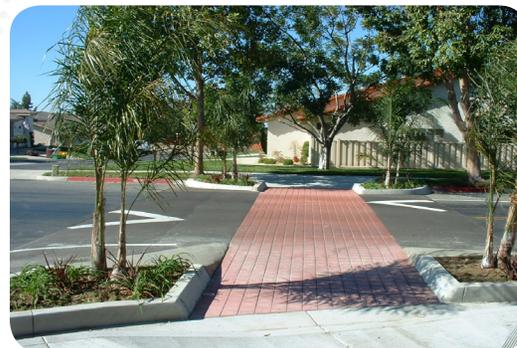
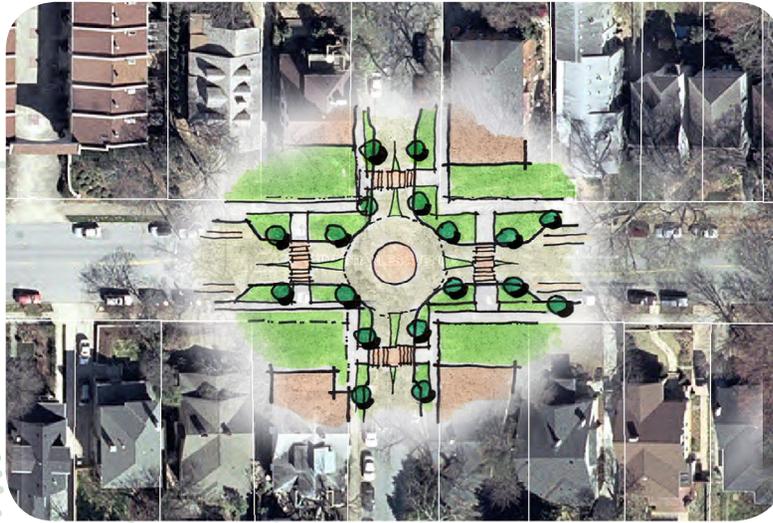
**2.24 NORTH HIGHLAND PARKLETTES**  
Once additional off-street parking arrangements have been made, utilize on-street parking on the west-side of North Highland Avenue for creating parkettes as a way to widen the sidewalks in the St. Charles commercial district (Figures 9 and 10).

**2.25 HUDSON MINI-CIRCLE**  
Widen/expand the landscaped mini-traffic circle at the Hudson Drive and Lanier Boulevard intersection.

**2.26 ROSEDALE MINI-CIRCLE**  
Install a landscaped mini-traffic circle at the Rosedale Drive and Virginia Avenue intersection.

**2.27 ST CHARLES ROUNDABOUT**  
Install a landscaped mini- traffic circle at the St. Charles Avenue and Barnett Street intersection (Figure 11).

FIGURE 11. ST. CHARLES / BARNETT MINI-CIRCLE



Photos from top right to bottom left: Landscaped roundabout, bike share station, landscaped chicane with median, textured crosswalk with curb extensions, and landscaped curb extension/bulb out.

FIGURE 12. MONROE DRIVE ROAD DIET WITH ROUNDABOUT

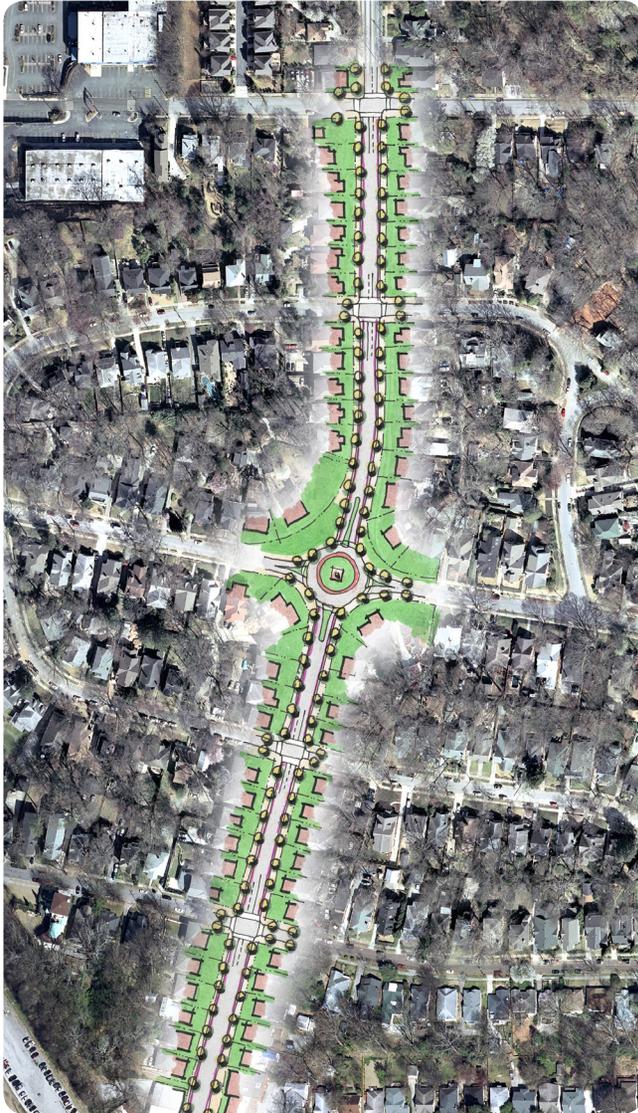


FIGURE 13. 4-LANE ROAD SAMPLE



FIGURE 14. 3-LANE ROAD DIET SAMPLE



**2.28 SLOW STREETS**

Install corner curb extensions, crosswalks, landscaped curb extensions and/or chicanes at key locations along the following streets to calm traffic on the following streets: Ponce de Leon Place, Ponce de Leon Terrace, Maryland Avenue, Hudson Drive, St. Augustine Place. Limit curb extensions and chicanes to locations that would not otherwise accommodate on-street parking such as driveways, intersection corners and short areas between driveways. Maryland Avenue residents overwhelmingly supported a restriction on southbound traffic during times of day prone to cut-through traffic. This concept must be further vetted with City departments to determine its feasibility on this street. Traffic calming infrastructure should integrate environmentally features to the greatest extent possible.

**2.29 MONROE DRIVE ROAD DIET & ROUNDABOUT**

When implementing the Monroe Drive road diet, install a roundabout at the Park Drive intersection complete with new pedestrian-activated pedestrian crossing signals for the roundabout. The excess travel lane dimensions can be utilized for on-street bike lanes until such time as additional funding can be secured to widen the sidewalks along the roadway (Figures 12, 13 and 14). The roundabout must be designed to safely facilitate the movement of MARTA and school buses and with infrastructure necessary to enable pedestrians and bicycles to safely cross Monroe Drive along Park Drive.

**2.30 NORTH HIGHLAND SHARROWS**

Add bike sharrows on North Highland Avenue in commercial nodes.

**2.31 BIKE SHARE STATIONS**

Add bike share stations at key locations within the North Highland Avenue commercial nodes.

**2.32 LANIER BIKE ROUTE**

Designate Lanier Boulevard as a bike route from North Highland Avenue into Morningside.

**2.33 KANUGA CYCLE TRACK**

Provide bike lanes on Kanuga Street to better connect Virginia Ave with Monroe Drive and the BeltLine. Provide an “off-ramp” to directly connect Kanuga to the BeltLine (Figures 15 and 16).

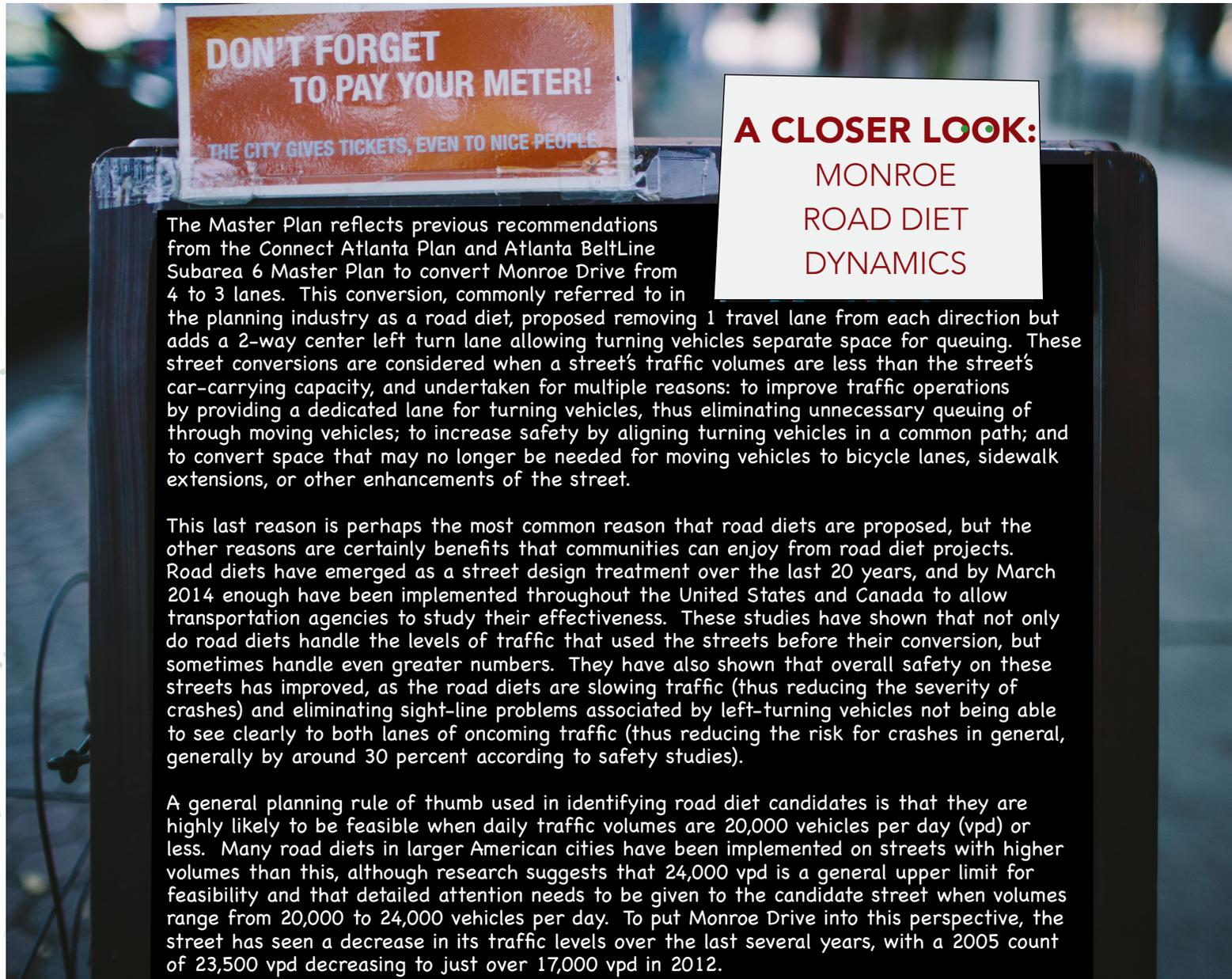


The quality of life for single-family residences along fast-moving thoroughfares is directly related to the volume and speed of traffic along the thoroughfare. As both increase, the viability of living in a single-family home on the busy corridor is diminished. There are approximately 150 single-family properties on the western and eastern edges of the Monroe Drive corridor that are directly impacted by traffic conditions on that street.

These adjacent residents have been clear and vocal in expressing their dissatisfaction with the conditions on Monroe. If improvements are not made, subsequent development pressure to replace the single-family uses with higher density development along this road becomes an increasingly probable and viable proposition.

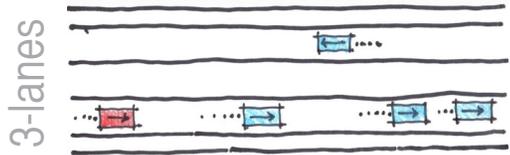
Virginia-Highland and the surrounding neighborhoods have identified a number of areas appropriate for higher density development, but the neighborhood has steadfastly opposed it along this specific stretch of Monroe - for fear of the domino effect on single-family properties that would surely result. The desire to protect healthy single-family land uses along Monroe is a recognition that the encroachment of dense development in that area will further diminish the quality of life in the corridor and pave the way (literally, unfortunately) for changes there that will bring far greater volumes of traffic to the entire western part of the neighborhood.

The construction of dense multi-story condominiums in this area is not at all an abstract proposal. Previous attempts to change the corridor's land use designation from single-family to multi-family have been attempted in the past and have consistently been met with resistance from the Virginia-Highland Civic Association and NPU-F. The desire to retain this corridor as a viable and vibrant single-family residential portion of the neighborhood remains strong. Preserving a quality of life suitable for single-family living along Monroe Drive is in this entire community's best interests. Key aspects of that are reducing the speed of traffic and protecting other legal uses of the road, who keep arriving in greater numbers in spite of - and perhaps because of - the volume of cars.

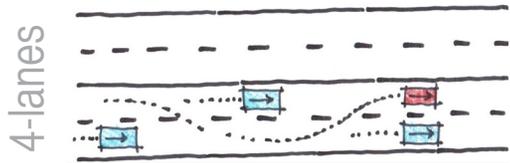


## A CLOSER LOOK: THE BENEFITS OF 3 LANES vs 4 LANES

### Less Speeding



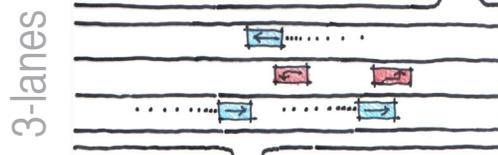
### Speeding



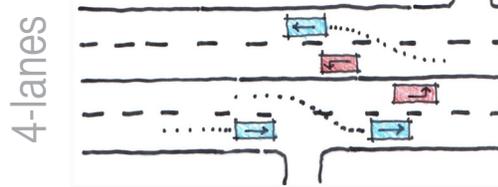
### SPEEDING

A 4-lane section promotes lane changing behavior and speeding as more aggressive drivers utilize the second travel lane to pass slower moving vehicles and travel through the corridor faster. The 3-lane section eliminates the second lane and regulates overall vehicle speed to the slowest moving vehicle.

### No Weaving



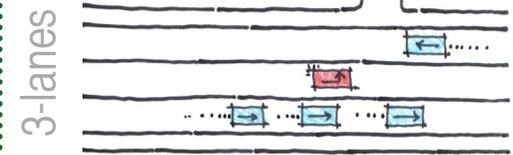
### Weaving



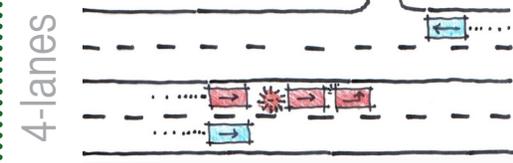
### LEFT TURN WEAVING

In a 4-lane section, vehicles waiting to turn left cause approaching vehicles to spontaneously and unpredictably weave and change lanes, increasing the potential for sideswipe crashes. Providing a dedicated center turn lane removes the left turning vehicle from the traffic flow and eliminates lane changing.

### In-Traffic Queuing



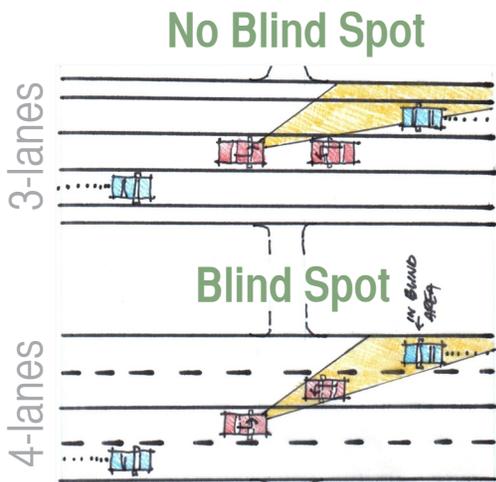
### Out-of-Traffic Queuing



### LEFT TURN QUEUE

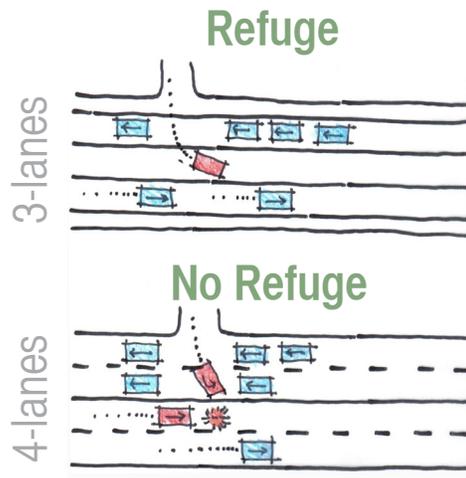
Stopped vehicles in the center lanes waiting to turn left create vehicle queues in a travel lane at unpredictable times and places. Vehicles approaching this queue do not always anticipate the stopped traffic resulting in rear-end crashes. A separated left turn lane removes this situation.

## A CLOSER LOOK: THE BENEFITS OF 3 LANES vs 4 LANES



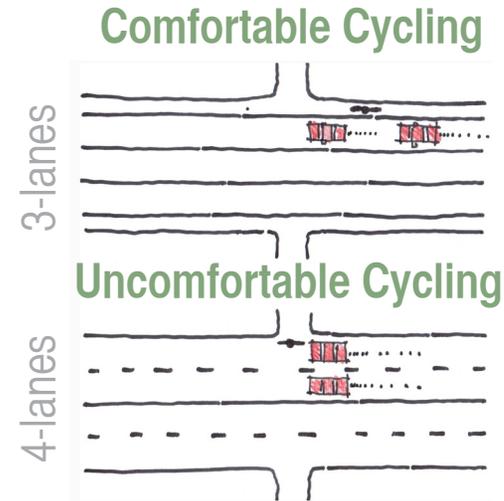
### VISIBILITY

In the 4-lane section, the visibility of vehicles waiting to turn left is blocked by oncoming vehicles or left turning vehicles in the adjacent opposite lane. This creates a blind spot preventing the driver turning left from seeing oncoming traffic and safely turning across traffic. The center turn lane eliminates this blind spot and allows the driver to directly see the oncoming traffic.



### TURNING REFUGE

In the 4-lane section, vehicles turning left onto the roadway must cross 2 lanes of traffic to then enter into the desired lane. This creates an increased risk of an accident with vehicles traveling in both directions on the thoroughfare. In a 3-lane section, vehicles turning left onto the thoroughfare must successfully cross only 1 lane of traffic to safely enter into the middle turning lane where the vehicle can wait to merge into the desired lane.



### BIKE ACCOMMODATION

In 4-lane sections without dedicated bicycle lanes cyclists share the outside travel lane with vehicles creating an uncomfortable accommodation that is typically utilized by only the most experienced and confident cyclist. In a 3-lane conversion, the extra roadway space can be reclaimed for bicycle lanes to create a clearer, comfortable and safer bicycle facility that encourages broader use.

FIGURE 15. EXISTING KANUGA CROSS SECTION



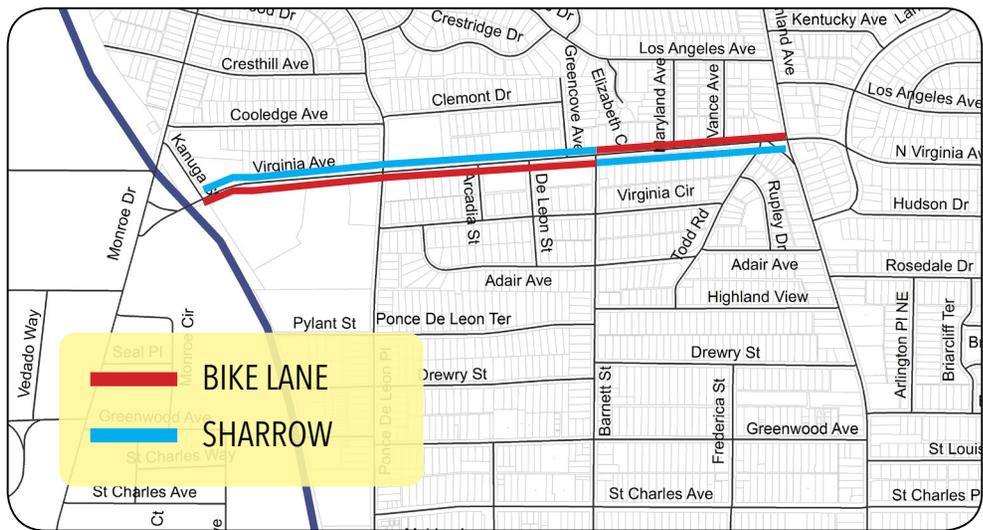
EXISTING KANUGA

FIGURE 16. PROPOSED KANUGA CROSS SECTION



CONCEPTUAL KANUGA

FIGURE 17. VIRGINIA AVENUE BIKE PROPOSAL



There have always been those in Virginia-Highland who prefer biking to driving. Improvements in the cycling infrastructure will accentuate the neighborhood's appeal to this demographic.

**2.34 VIRGINIA BIKE LANES**

Add a striped 5' bike lane on the south side of Virginia Avenue from Kanuga Street to Barnett Street and on the north side of Virginia Avenue from Barnett Street to North Highland Avenue. Add an on-street sharrow marking on the north side of Virginia Avenue from Kanuga Street to Barnett Street and on the south side of Virginia Avenue from Barnett Street to North Highland Avenue (Figure 17).

**2.35 ST. CHARLES BIKE LANES**

Restripe St. Charles Avenue west of North Highland Avenue to provide for two on-street bike lanes while retaining the current configuration of two travel lanes and two on-street parking lanes. Add sharrows on St. Charles Avenue from North Highland Avenue to Briarcliff Road (Figure 18).

**2.36 BELTLINE/PONCE CONNECTION**

Establish a new BeltLine connection at Ponce de Leon Avenue between the CVS and the BeltLine embankment to provide direct access from the BeltLine to the Midtown Place shopping center and Ponce de Leon Avenue (Figure 18). Coordinate this improvement with the new Kroger BeltLine connection on the south side of Ponce de Leon Avenue.

**2.37 BELTLINE/ST CHARLES CONNECTION**

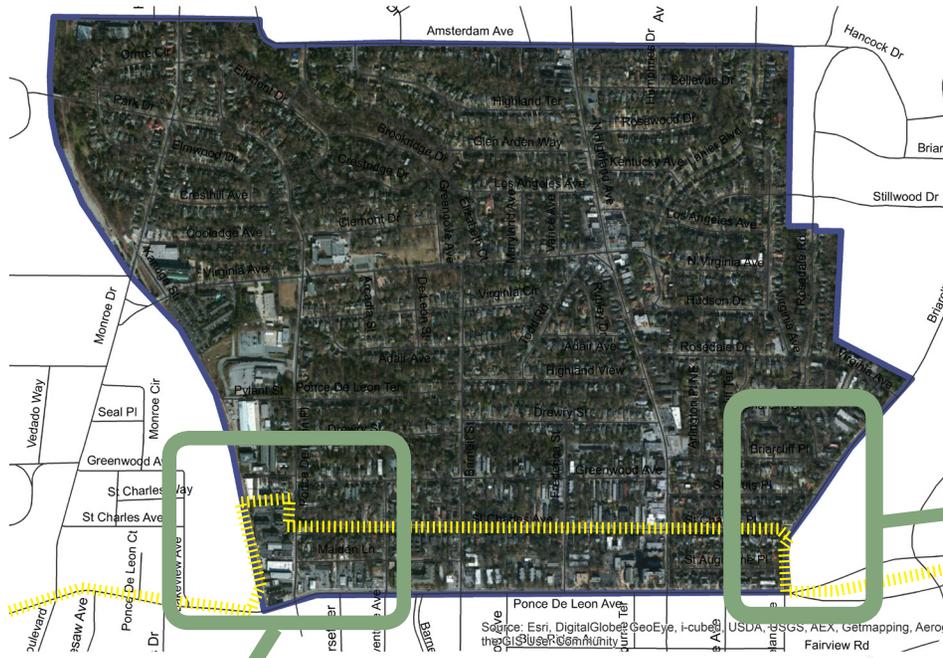
Establish a new path connection on the east side of Briarcliff Road from St. Charles Place to Ponce de Leon Avenue.

**2.38 BRIARCLIFF/EAST SIDE TRAIL CONNECTION**

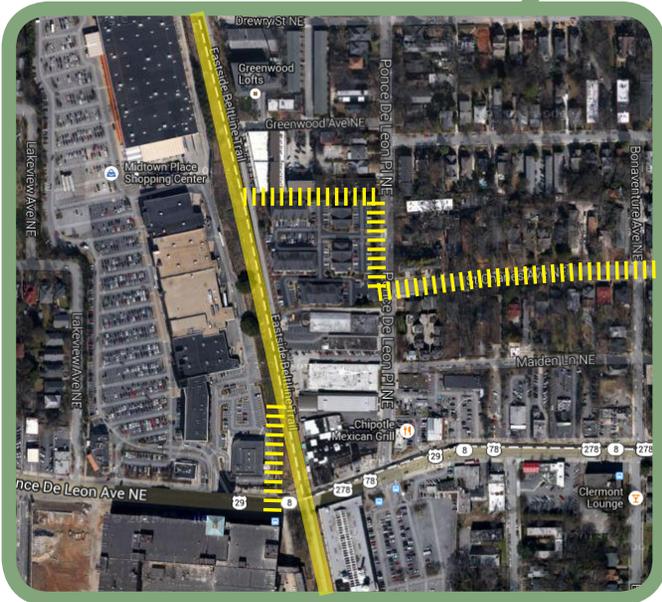
Establish a new path connection on the east side of Briarcliff Road from St. Charles Place to Ponce de Leon Avenue (Figure 18).

**2.39 BARNETT LANDSCAPED BULBOUTS**

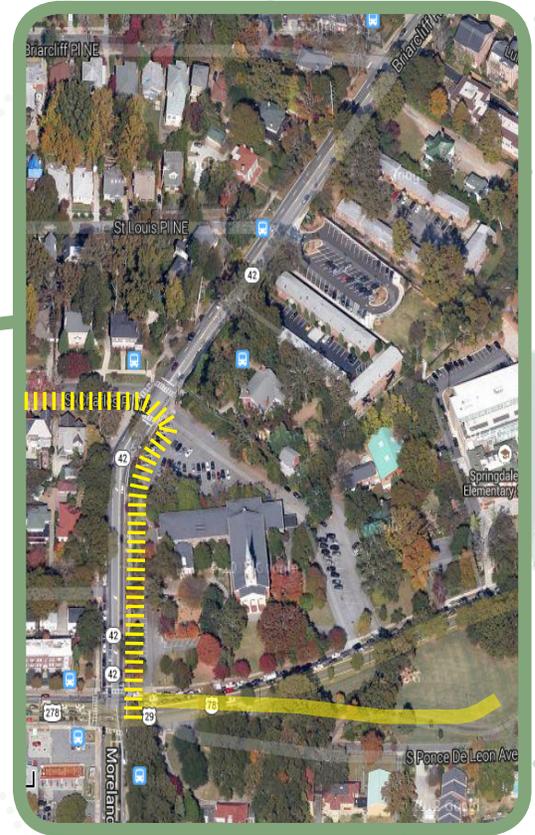
Install landscaped bulbouts/curb extensions at all intersections along Barnett Street. These bulbouts should be lushly landscaped to beautify the roadway and also to serve as traffic calming mechanisms along the length of the street. The street should additionally mark "sharrows" along the surface of the road to communicate to drivers that Barnett Street is a biking street as well (Figure 19).



**FIGURE 18.  
ST.CHARLES BIKEWAY**



A bike path connection is needed to the east of the CVS off of Ponce de Leon Avenue and up to the adjacent BeltLine trail. A connection can be made in the landscaped buffer along the northern and eastern edge of the Highland View Apartments. On the eastern end of the bikeway, a bike path can be created along the Briarcliff Road frontage of the Druid Hills United Methodist Church.



Pedicabs are a viable option for providing transit service between the Virginia-Highland commercial nodes and the BeltLine area.



## 2.40 MAIDEN TRAIL

Assist adjacent property owners to help with the maintenance and upkeep of the Maiden Trail as a safe and viable community path. Maiden Trail is located entirely on privately owned properties so it will be important to work directly with these owners on this initiative.

## 2.41 PEDICABS

Recruit/create a pedicab service with access to North Highland Avenue, Ponce City Market and the BeltLine. Work with the Atlanta City Council to ensure the proper city ordinances are in place to enable this recommendation to be implemented.

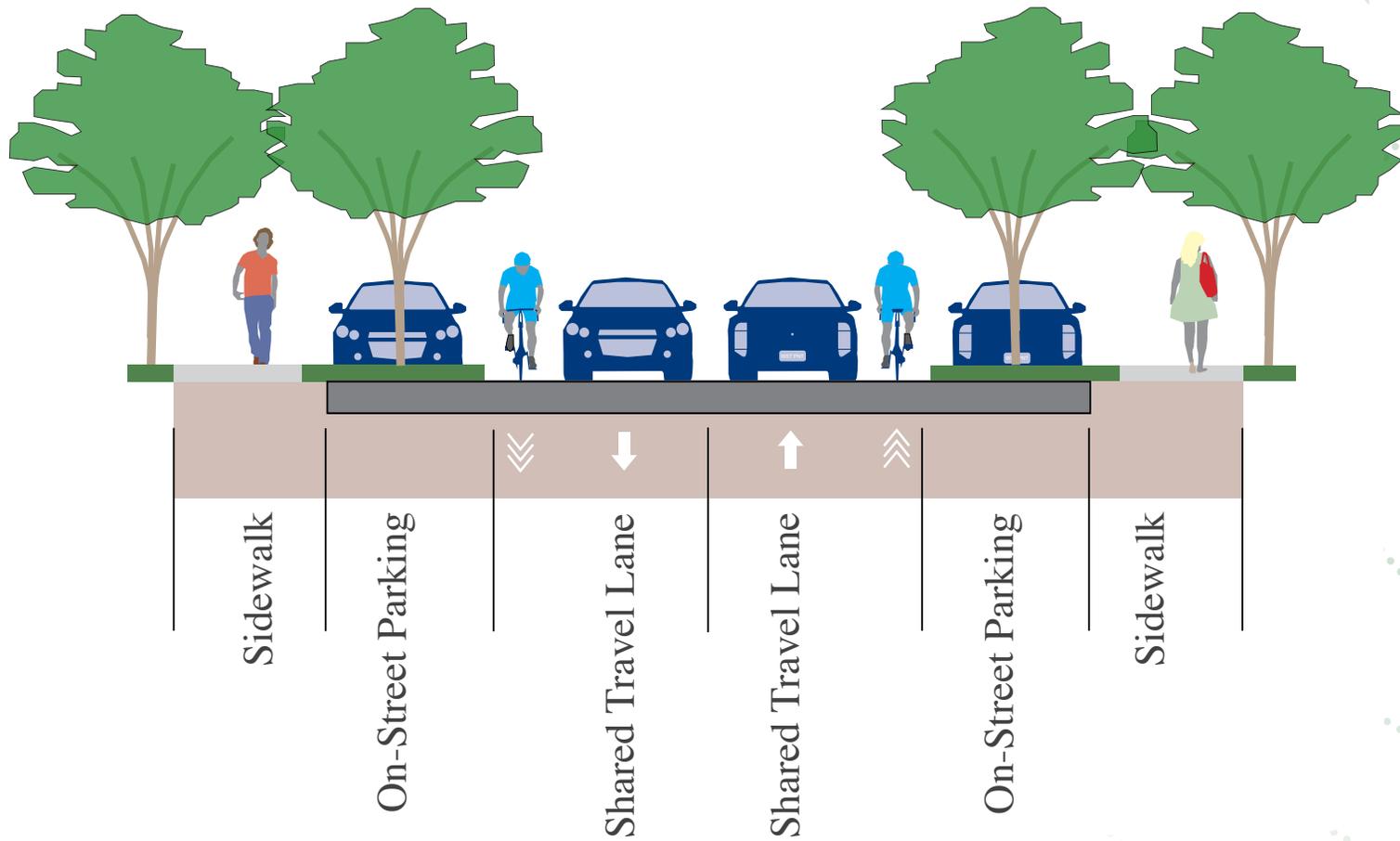
## 2.42 EMORY CONNECTION

Coordinate with Emory University, the Centers for Disease Control (CDC), DeKalb County, and the City of Atlanta on creating dedicated safe bike routes between Virginia-Highland and the Emory/CDC area.

## 2.43 BELTLINE/MIDTOWN PROMENADE CONNECTION

Create a new BeltLine connection from the existing BeltLine trail to the Midtown Promenade shopping center. A dedicated connection point can easily be made at the area of the BeltLine that is adjacent to the shopping center driveway that accesses Virginia Avenue.

## FIGURE 19. BARNETT LANDSCAPED BULB OUTS



A photograph of a brick building with a covered entrance decorated with colorful Mexican paper banners. The building is surrounded by green trees and a utility pole is visible on the right. The sky is bright and clear.

# 3 LAND USE

## LAND USE: GOAL

*Virginia-Highland will remain an urban neighborhood that prioritizes the retention of its single-family residences while also embracing a diverse mix of retail, restaurant, office, and institutional uses in limited identified areas.*

### THE ATLANTA COMPREHENSIVE PLAN SAYS...

- + Protect the historic integrity and single family character of Virginia-Highland, Atkins Park, Morningside-Lenox Park, Piedmont Heights and Lindridge Martin Manor neighborhoods and the low density residential character of the St. Charles-Greenwood neighborhoods.
- + Consolidate strip commercial uses in order to create unified development having a minimum number of curb cuts. Discourage the occurrence of further strip development on Ponce de Leon Avenue, Monroe Drive, Piedmont Avenue and Cheshire Bridge Road.



### THE PONCE LCI PLAN SAYS...

- + Preserve neighborhoods and protect them from inappropriate commercial and multifamily encroachment.
- + Support a range of housing options along the Avenue for those of different ages, incomes and lifestyles.
- + Encourage the redevelopment of the Kroger shopping center and nearby commercial uses into mixed-uses.
- + Limit buildings to 7 stories or 85 feet west of Belt Line and in mixed-use areas, with the exception of City Hall East.
- + Limit building heights to 3 to 4 stories or 52 feet along the Avenue east of Belt Line Limit building heights to 3 to 4 stories or 52 feet along the Avenue, with the exception of the existing Briarcliff Hotel, with the exception of the existing Briarcliff Hotel.
- + The East Sector (east of the Belt Line) of Ponce de Leon Avenue should be the least intense, most residential portion of the corridor. The existing residential character should be preserved and enhanced, while new development should not overwhelm adjacent neighborhoods.

**THE BELTLINE SUBAREA 6 MASTER PLAN SAYS...**

West side of Monroe Drive and Cresthill Ave: No zoning change – retain as single-family residential.

## LAND USE: RECOMMENDATIONS

3.1

### SINGLE-FAMILY RETENTION

Continue to support the retention of single-family throughout the neighborhood through future zoning and land use requests for change.

3.2

### ESTABLISHED MULTI-FAMILY

Support the retention of the existing multi-family apartment uses in the neighborhood. Ensure that any proposals to redevelop these sites retains elements of affordability into their proposals.

3.3

### BELTLINE AFFORDABLE HOUSING

Encourage new development along to the BeltLine to access funding for affordable housing units that are made available through Invest Atlanta.

3.4

### BUSINESS ASSOCIATION

Re-establish the Virginia-Highland Business Association.

### 3.5 OFFICE USES

Work with the business association and new development to attract new office uses into the commercial districts. New office uses can help to activate the commercial nodes for more hours of the day.

### 3.6 CO-WORKING SPACE

Work with commercial property owners to recruit a “shared” or “co-working” office space into the community as an option for this emerging type of use/demographic.

### 3.7 KROGER REDEVELOPMENT

Work with adjacent neighborhoods to ensure that any future redevelopment of the Kroger property will not negatively impact the quality of life for residents along Ponce de Leon Place.

### 3.8 DRUID HILLS PRESBYTERIAN CHURCH PARKING LOT

Support the inclusion of the Druid Hills Presbyterian Church parking lot into the St. Charles Neighborhood Commercial (NC) zoning district. The property contains an under-utilized existing parking lot in between St. Charles Avenue and Ponce de Leon Avenue. Including this property in the St. Charles NC node would enable the parking lot to be able to be used by employees and visitors to the district businesses. The following additional criteria would need to be met as part of any such rezoning effort:

- The property must provide a secured, managed, supervised, and well-lit parking facility in order for the parking lot to be used by other businesses.
- All lighting must utilize cut-off luminaire fixtures to direct lighting down and away from adjacent residential uses.
- Wayfinding signage must be provided to enable drivers to find the lot.
- The existing parking lot area must be preserved as part of any future development on the property to enable the continued provision of accessible parking to continue and prevent the existing residential uses along St. Charles from being overshadowed and/or overwhelmed.
- As part of any future improvements of the existing parking lot, new landscaping must be provided for purposes of buffering existing adjacent residential uses from the existing parking lot.

### 3.9 PARKING STRUCTURES

Support the development of small-scaled centralized publicly-accessible parking structures in the North Highland Avenue commercial nodes.

### 3.10 ACCESSORY DWELLINGS

Accessory dwelling units are currently not allowed in single-family zoning districts in the city, though many are legally grandfathered. Part of this neighborhood's historic effort to restore and then maintain the zoning of its single-family homes has been a heritage of vigorous enforcement of this provision.

In the survey part of the Master Plan process, some citizens expressed an interest in themselves living in such units on their own property as they age out of needing a larger home. Conversely, many community members expressed their opposition to any easing of restrictions on accessory dwelling units. As a result, the Master Plan recommends an ongoing examination of this topic, understanding the necessity of addressing the negative aspects that have historically been associated with accessory dwelling units. Loss of tree canopy, storm water runoff, increased on street parking, and backyard privacy issues are problems that will need to be addressed. The neighborhood will evaluate and review existing and additional accessory dwellings in the context of proposed upcoming city zoning changes.

### 3.11 NORTH HIGHLAND PARK OPEN SPACE

Change the Land Use designation of North Highland Park (originally entitled "New Highland Park") from Single Family Residential to Open Space.

# 4: URBAN DESIGN



## URBAN DESIGN: GOAL

*Virginia-Highland's new buildings and infrastructure will compliment and strengthen the established community character and aesthetic that have always defined the neighborhood's built environment and that make Virginia-Highland unique in the landscape of Atlanta neighborhoods.*

### THE NORTH HIGHLAND PLAN SAYS...

- + Replace hanging traffic signals with mast-arm style signals.
- + Provide attractive and pedestrian-friendly bus shelters.
- + Place utilities underground where possible.
- + Eliminate unnecessary signage on the sidewalks.
- + Upgrade pedestrian crossing lights and signage at all significant pedestrian intersections.
- + Use special design treatments to develop new public spaces and gateways along the corridor, such as: narrowed travel lanes, wider sidewalks, beautiful landscaping, specially designed signage, specially textured street paving.
- + Define gateways using urban design elements and landscaping to create public gathering spaces that represent the unique character of the community.
- + Establish gateways that communicate to visitors that they are entering the North Highland corridor.
- + Place sign-toppers on streets signs that say "Virginia-Highland".

### THE BELTLINE SUBAREA 6 MASTER PLAN SAYS...

- + Virginia Avenue Overpass public art: Mural or Bridge/Infrastructure Art.
- + 10th Street and Monroe Drive public art: Civic Sculpture.
- + Amsterdam Walk Parking Lot public art: Interactive Public Art or Playground.



**DON'T  
FORGET**

### THE ATLANTA COMPREHENSIVE DEVELOPMENT PLAN SAYS...

- + The traditional character of the community should be maintained through preserving and revitalizing historic areas of the community, encouraging new development that is compatible with the traditional features of the community, and protecting other scenic or
- + New residential developments are encouraged or required to be compatible with their surrounding community. Following the same street layout, lot pattern, setbacks and design as is required in neighborhoods designated historic or landmark and in many of the City's SPI districts as well as encouraged in all other neighborhoods.
- + Respect and maintain the character of the City's residential neighborhoods and preserve single-family residential neighborhoods.
- + Protect single family detached residential neighborhoods from encroachment by non-residential uses and incompatibly scaled residential development.
- + Encourage new housing development that is compatible with the character of existing neighborhoods. "Character of neighborhoods" is defined by attributes of the platting pattern, including the layout of streets and blocks, street connectivity, the shapes and sizes of lots, the natural topography, and the presence of mature trees.
- + Ensure that the size and scale of new homes are commensurate with lot sizes in order to provide adequate open space, permeable surfaces and tree cover on each lot.
- + Develop and adopt development guidelines to promote and encourage compatible infill development.

### THE PONCE LCI PLAN SAYS...

- + Require new development to bury utilities, unless economically prohibitive.
- + Develop a corridor-long streetscape in existing right-of-way.
- + Work with property owners to designate Landmark status to City Hall East, Ford Factory Lofts, Claremont Hotel, Briarcliff Hotel, Druid Hills Baptist Church, Druid Hills Presbyterian Church, Briarcliff Plaza, The Briarcliff Hotel and homes along the north side of Ponce de Leon Avenue between North Highland Avenue and Briarcliff Road.
- + Prohibit EIFS (fake stucco) along the first three floors of street-facing facades.
- + Require new development to utilize the basic urban design standards contained in the City of Atlanta Urban Design Policy and codified in the Quality of Life Zoning Districts.

## URBAN DESIGN: RECOMMENDATIONS

**4.1 PARK DRIVE BRICK STREET**  
Restore Park Drive as a brick-surfaced street and preserve all other neighborhood brick streets.

**4.2 PEDESTRIAN LIGHTING**  
Install additional pedestrian lighting on streets that have none, focusing on the neighborhood's primary thoroughfares (Virginia Avenue, North Highland Avenue, Barnett Street, Monroe Drive, Ponce de Leon Avenue, Briarcliff Road, Amsterdam Avenue, Lanier Boulevard, Ponce de Leon Place, St. Charles Avenue).

**4.3 BUS STOPS**  
Partner with MARTA to sponsor local bus stops for purposes of beautifying and improving these areas of the neighborhood.

**4.4 GATEWAYS**  
Create small "Welcome to Virginia-Highland" signage opportunities at the entrances into the neighborhood along key thoroughfares (Virginia Avenue, North Highland Avenue, Barnett Street, Monroe Drive, Ponce de Leon Avenue, Briarcliff Road, Amsterdam Avenue, Lanier Boulevard, Ponce de Leon Place, St. Charles Avenue) and at all BeltLine access points within Virginia-Highland.

**4.5 SIGN TOPS**  
Create and install Virginia-Highland street sign toppers.

## 4.6

### DESIGN GUIDELINES

Work with residents and the City of Atlanta to explore the creation of neighborhood design guidelines to regulate specific single-family design elements for new construction. Enlist community input to further identify issues with new construction and draft guidelines to solve for those specific problems. This approach can be a viable mechanism for balancing the concerns of a lack of design standards for new construction with the concerns regarding individual property rights. Elements to address could include window fenestration, front porches, building materials, or garage location/orientation. This effort must be closely coordinated with City staff to ensure that there are available resources to undertake an initiative as detailed as this.

## 4.7

### UTILITIES

Work with utility companies, City of Atlanta, local businesses and commercial property owners to develop a funding and implementation strategy for burying utilities underground.



From left: Gateways are great placemaking tools for vibrant districts, bus stops can be so much more with art and creativity, street sign toppers reinforce the positive marketing of the area.

# 5 SCHOOLS



## SCHOOLS: GOAL

*Virginia-Highland will continue to support, invest in and help ensure that local schools are safe, accessible, successful and community-oriented.*

## SCHOOLS: RECOMMENDATIONS

5.1

### BUS STAGING AREA

Create a staging area for buses on the western side of the school along Park Drive.

5.2

### CLEMONT DROP-OFF/PICK-UP

Work with Public Works and APD to prohibit cars from stopping/standing during school drop-off/pick-up hours along Clemont Drive.

5.3

### INMAN MIDDLE CAMPUS

Work with APS officials to prevent further over-development of the Inman Middle campus to ensure that the school maintains a healthy balance of facilities and resources for the number of students that currently use the campus.

5.4

### REC FIELD

Explore the feasibility of creating a softball field, basketball court or some other kind of organized play area in the school open space along Virginia Avenue.

**5.5 SCHOOL ZONE PAVING**

Install “school zone” pavement markings near Inman Middle and SPARK entrances/exits.

**5.6 BRIARCLIFF PL (EAST) BEACON**

Install flashing “school zone” beacon on east side of Briarcliff Road and south of St. Charles Place.

**5.7 BRIARCLIFF PL (WEST) BEACON**

Retro-fit “school zone” sign with flashing beacon on west side of Briarcliff Road, north of Briarcliff Place.

**5.8 REDUCED SPEED LIMIT**

Designate school zone, reduce posted speed limit from 35MPH to 25MPH on Virginia Avenue and Briarcliff Road adjacent to the schools.

**5.9 BRIARCLIFF SIDEWALK**

Repair sidewalk along west side of Briarcliff Road between Ponce de Leon Avenue and Briarcliff Place.

**5.10 REFUGE ISLANDS**

Work with GDOT to explore the potential to install raised median refuge islands, with signage and reflectors at existing and proposed crosswalks on Briarcliff Road adjacent to SPARK.

**5.11 PARKING LOT SIDEWALKS**

Install sidewalks through the SPARK parking lot, on both sides of the lot, so that students can walk through the parking lot on the way to school without interfering with car traffic.

### 5.12 STUDENT ART

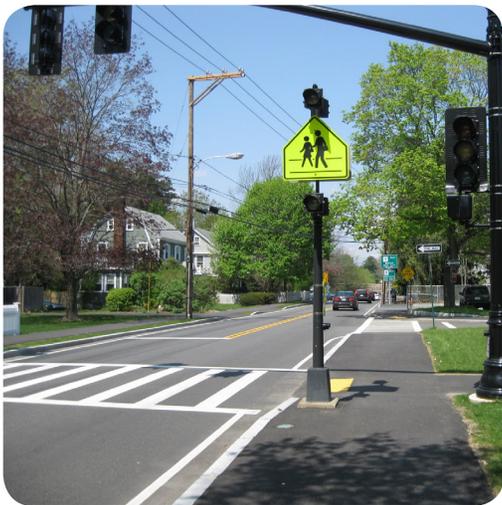
Engage the Inman Middle students to create public art for portions of the Virginia-Highland section of the BeltLine.

### 5.13 GREEN ROOF

Install a green roof on top of Inman Middle to provide an educational opportunity to teach students about environmental/sustainability principles.

### 5.14 STUDENT BIKE PARKING

Install additional covered and secure bicycle parking at Inman Middle and SPARK.



From left: Pedestrian signage and crosswalks helps to call attention to school crossings, ample school bike parking areas encourages kids to bike to school; a rooftop garden on a school brings an ideal agricultural and dietary education opportunity.

# IMPLEMENTATION



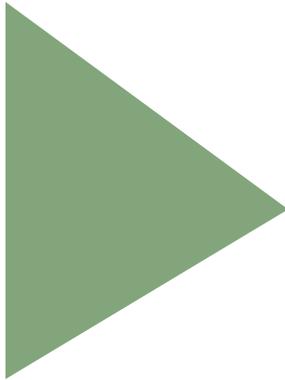
# PRIORITIZATION

This section of the plan outlines the pertinent details that will provide guidance to implement the overall plan. Responsible entities are highlighted; budgets estimated and projected time lines are provided. The result is a broad set of resources that can guide the community towards bringing the plan to life.

Some of the methods and processes for implementation are easy and able to be achieved quickly - within the next year or two. Other mechanisms and schedules will be more challenging and will necessitate the involvement of many agencies or partners and multiple funding streams over several years. And other aspects of implementation can take up to 20 years to achieve, owing to the need for the initial recommendations of the plan to be implemented within the community in order to then be utilized as a foundation. City-funding sources are always limited but private funding sources could be available through organizations that provide grants for sustainability causes, which would enable funding of certain projects to occur faster than normal. The time frames assigned to each of the recommendations in the tables of this section are identified as follows: Short-term - 0-2 years; Mid-term - 2-10 years; and Long-term - 10-20 years.

IMPLEMENTATION

in the next **24** MONTHS



It will be important for the plan recommendations to be further prioritized by the neighborhood to establish a clear plan of action for implementation. In the next 24 months, the following plan recommendations should be the top priorities for implementation. The neighborhood should organize sub committees to delegate roles and responsibilities to ensure that each of these recommendations is moving forward within the next 24 months.

- + Storm Drain Signage (1.7)
- + Eco District (1.14)
- + Monroe Drive Road Diet and Roundabout (2.29)
- + Kanuga Street and Virginia Avenue Bike Lanes (2.33 & 2.34)
- + North Druid Hills Presbyterian Church Rezoning (3.8)
- + Design Guidelines (4.6)
- + Briarclif Place Beacons (5.6 & 5.7)

# HEALTHY LIVING: IMPLEMENTATION

TABLE 8. HEALTHY LIVING IMPLEMENTATION

PROJECT NUMBER	PROJECT NAME	TIMEFRAME	AGENCY
1.1	Sustainability Showcase	Short	DPCD
1.2	Marketing Efforts	Short	VHBA, VHCA
1.3	Rain Barrel Competition	Short	VHCA
1.4	Rooftop Garden	Short	APS, ABI
1.5	Education	Short	VHCA
1.6	Composting	Short	VHCA
1.7	Storm Drain Signage	Short	DPW
1.8	Trees Atlanta	Short	TA
1.9	Lot Coverage	Short	VHCA, DPCD
1.10	Stormwater Utility	Long	DWM
1.11	Detention Basin	Long	DWM
1.12	Piped-Creek Inventory	Medium	VHCA
1.13	Lighting Improvements	Medium	DPW
1.14	Eco District	Short	VHCA
1.15	Recycling Bins	Short	VHCA
1.16	Electric Vehicles	Medium	DPCD
1.17	Downhill Event	Short	VHCA

ABI - Atlanta BeltLine Incorporate APS - Atlanta Public Schools DPCD - Department of Planning and Community Development DPW - Department of Public Works  
 DWM - Department of Watershed Management VHBA - Virginia-Highland Business Association VHCA - Virginia-Highland Civic Association TA - Trees Atlanta

IMPLEMENTATION

**TABLE 8. HEALTHY LIVING IMPLEMENTATION (CONTINUED)**

PROJECT NUMBER	PROJECT NAME	TIMEFRAME	AGENCY
1.18	LED Fixtures	Long	DPW
1.19	Lanier Boulevard Garden	Medium	DPR
1.20	Living Wall	Medium	APS
1.21	DWM Coordination	Short	DWM
1.22	Orme Creek Recognition	Medium	VHCA

## MOBILITY: IMPLEMENTATION

**TABLE 9. MOBILITY IMPLEMENTATION**

PROJECT NUMBER	PROJECT NAME	COST	TIMEFRAME	AGENCY
2.1	Police Presence	N/A	Short	APD
2.2	Virginia Avenue Fire Hydrant	N/A	Short	DPW
2.3	Curb Repair	\$12 per linear foot	Long	DPW
2.4	Lanier Boulevard Intersections	\$10,000 per intersection	Medium	DPW
2.5	No Parking On The Corner	N/A	Short	DPW
2.6	Repair Sidewalks	\$6.50 per linear foot	Medium	DPW
2.7	Ponce de Leon Terrace Sidewalks	\$130,000	Medium	DPW

APD - Atlanta Public Department    APS - Atlanta Public Schools    DPR - Department of Parks and Recreation    DPW - Department of Public Works  
 DWM - Department of Watershed Management    N/A - Not Applicable    VHCA - Virginia-Highland Civic Association

TABLE 9. MOBILITY IMPLEMENTATION (CONTINUED)

PROJECT NUMBER	PROJECT NAME	COST	TIMEFRAME	AGENCY
2.8	2-Way Piedmont Avenue	\$373,750	Long	DPW
2.9	Amsterdam Sidewalk	\$50,000	Medium	DPW
2.10	YWCA Crosswalk	\$22,500	Short	DPW
2.11	Barnett/Virginia Circle 4-Way Stop	\$46,000	Short	DPW
2.12	Pedestrian Crossing Signage	\$77,500	Short	DPW
2.13	Greenwood Ponce PI Crosswalks	\$22,500	Medium	DPW
2.14	Pedestrian Light Sequences	\$10,000 per intersection	Medium	DPW
2.15	Pedestrian Only Days	N/A	Short	DPW
2.16	Monroe/BeltLine	\$7,500	Short	ABI, DPW
2.17	Virginia/Monroe/Kanuga Intersection	\$800,000	Medium	DPW
2.18	Virginia/Arcadia Crosswalk	\$22,500	Medium	DPW
2.19	ADA Accessibility	\$810 per curb ramp	Long	DPW
2.20	Curb Extensions for Crosswalks	\$24,000 per crosswalk	Long	DPW
2.21	Put Back On-Street Parking	N/A	Short	DPW
2.22	Todd Road Staging Area	N/A	Short	DPW
2.23	John Howell Parklette	\$20,000	Medium	DPW
2.24	North Highland Parklettes	\$20,000 per pk space	Medium	DPW
2.25	Hudson Mini-Circle	\$25,000	Medium	DPW

IMPLEMENTATION

ABI - Atlanta BeltLine Inc DPW - Department of Public Works N/A - Not Applicable

TABLE 9. MOBILITY IMPLEMENTATION (CONTINUED)

PROJECT NUMBER	PROJECT NAME	COST	TIMEFRAME	AGENCY
2.26	Rosedale Mini-Circle	\$50,000	Medium	DPW
2.27	St. Charles Roundabout	\$75,000	Medium	DPW
2.28	Slow Streets	***	Medium	DPW
2.29	Monroe Drive Road Diet/Roundabout	\$550,000	Short	DPW
2.30	North Highland Sharrows	\$9,200	Short	DPW
2.31	Bike Share Stations	\$50,000 per station	Short	DPW
2.32	Lanier Bike Route	\$12,200	Short	DPW
2.33	Kanuga Cycle Track	\$3,500	Short	ABI
2.34	Virginia Bike Lanes	\$30,000	Short	DPW
2.35	St. Charles Bike Lanes	\$30,000	Short	DPW
2.36	BeltLine/Ponce Connection	\$200,000	Medium	ABI, DPW
2.37	BeltLine/St. Charles Connection	\$48,720	Medium	ABI, DPW
2.38	Briarcliff/East Side Trail Connection	\$76,560	Medium	DPW
2.39	Barnett Landscaped Bulbouts / Sharrows	\$\$90,000 per intersection	Medium	DPW
2.40	Maiden Trail	N/A	Medium	VHCA
2.41	Pedicabs	N/A	Medium	DPW
2.42	Emory Connection	N/A	Short	DPW
2.43	BeltLine / Midtown Promenade Connection	\$15,000	Short	ABI, DPW

ABI - Atlanta BeltLine Incorporated DPW - Department of Public Works VHCA - Virginia-Highland Civic Association

N/A - Not Applicable

\*\*\* - \$15,000 per curb extension/bulb out; \$22,500 for 4 crosswalks; \$30,000 per chicane

# LAND USE: IMPLEMENTATION

TABLE 10. LAND USE IMPLEMENTATION

PROJECT NUMBER	PROJECT NAME	TIMEFRAME	AGENCY
3.1	Single-Family Retention	Short	DPCD
3.2	Established Multi-Family	Short	DPCD
3.3	BeltLine Affordable Housing	Short	ABI
3.4	Business Association	Short	VHBA
3.5	Office Uses	Medium	VHBA
3.6	Co-Working Space	Medium	VHBA
3.7	Kroger Redevelopment	Long	DPCD
3.8	Druid Hills Presbyterian Church Parking Lot	Short	DPCD
3.9	Parking Structures	Long	VHCA, VHBA
3.10	Accessory Dwellings	Short	DPCD
3.11	North Highland Park Open Space	Short	DPCD

# URBAN DESIGN: IMPLEMENTATION

TABLE 11. URBAN DESIGN IMPLEMENTATION

PROJECT NUMBER	PROJECT NAME	COST	TIMEFRAME	AGENCY
4.1	Park Drive Brick Street	\$50,000	Medium	DPCD, DPW
4.2	Pedestrian Lighting	\$5,000 per light	Medium	DPCD, DPW

ABI - Atlanta BeltLine Incorporated | DPCD - Department of Planning and Community Development | DPW - Department of Public Works  
 VHBA - Virginia-Highland Business Association | VHCA - Virginia-Highland Civic Association

IMPLEMENTATION

TABLE 11. URBAN DESIGN IMPLEMENTATION (CONTINUED)

PROJECT NUMBER	PROJECT NAME	COST	TIMEFRAME	AGENCY
4.3	Bus Stops	\$10,000 per stop	Medium	MARTA
4.4	Gateways	\$10,000 per gateway	Medium	DPCD, DPW
4.5	Sign Tops	\$50 per sign top	Long	DPW
4.6	Design Guidelines	N/A	Short	AUDC
4.7	Utilities	N/A	Long	DPCD, DPW

## SCHOOLS: IMPLEMENTATION

TABLE 12. SCHOOLS IMPLEMENTATION

PROJECT NUMBER	PROJECT NAME	COST	TIMEFRAME	AGENCY
5.1	Bus Staging Area	\$10,000	Short	APS, DPW
5.2	Clemont Dropoff/Pickup	N/A	Short	APD, APS
5.3	Inman Middle Campus	N/A	Short	APS
5.4	Rec Field	\$30,000	Medium	APS
5.5	School Zone Paving	\$2,500	Medium	APS, DPW
5.6	Briarcliff PI (East) Beacon	\$15,000	Short	APS, DPW

APD - Atlanta Police Department    APS - Atlanta Public Schools    AUDC - Atlanta Urban Design Commission    DPCD - Department of Planning and Community Development  
 DPW - Department of Public Works    MARTA - Metropolitan Atlanta Rapid Transit Authority    VHCA - Virginia-Highland Civic Association    N/A - Not Applicable

**TABLE 12. SCHOOLS IMPLEMENTATION (CONTINUED)**

PROJECT NUMBER	PROJECT NAME	COST	TIMEFRAME	AGENCY
5.7	Briarcliff PI (West) Beacon	\$15,000	Short	APS, DPW
5.8	Reduced Speed Limit	N/A	Short	APS, GDOT, DPW
5.9	Briarcliff Sidewalk	\$130,000	Short	DPW, GDOT
5.10	Refuge Islands	\$150,000 per island	Medium	DPW, GDOT
5.11	Parking Lot Sidewalks	\$52,000	Short	APS
5.12	Student Art	N/A	Medium	ABI, APS
5.13	Green Roof	\$50,000	Short	APS
5.14	Student Bike Parking	\$3,000	Short	APS

APS - Atlanta Public Schools    ABI - Atlanta BeltLine Inc    DPW - Department of Public Works    GDOT - Georgia Department of Transportation    N/A - Not Applicable

# APPENDIX



# COMMUNITY ENGAGEMENT

In order for the “community” component of the planning process to be successful, input must be sought from a broad cross-section of citizens, business and community members. After all, these are the “local experts” who know what is working or what is not working within their community.

What follows is a summary of all the meetings, which serve as the basis of a subjective analysis of the Virginia-Highland community today, and its preferred future. It is important to note that individual comments made by any meeting participants were not filtered. This section represents a best effort attempt to compile and summarize the variety of comments during this process into a fair reflection of the points of view expressed.

The remarks included in this document are at times contradictory since many different viewpoints were represented during the community involvement process. However, these discussions are necessary to identify the key issues and opportunities facing the community.

This section is organized by meeting-type as follows:

- + Virginia-Highland Master Plan Steering Committee meetings
- + Focus Group Conversations
- + Public Forums
  - Virginia-Highland Master Plan Online Survey - October 2013
  - Virginia-Highland Master Plan Design Charrette - Tuesday, November 12, 2013
  - Virginia-Highland Master Plan Presentation Forum - Wednesday, January 22, 2014
  - Virginia-Highland Civic Association Draft Plan Update - Monday, March 10, 2014

## STEERING COMMITTEE

### COMMITTEE ROLE

The Virginia-Highland Civic Association sponsored the Master Plan process and subsequently organized a group of neighborhood volunteers who expressed an interest in serving on the project Steering Committee. The Master Plan Steering Committee provided input and feedback to the planning consultant team throughout the process as a means of ensuring the process moved forward in a way that was reflective of community goals and needs. The committee was instrumental in promoting the planning process within the community and worked diligently as an interface between the consultants and the community, ensuring that community feedback was integrated into the master plan

### COMMITTEE MEMBERS

The following individuals were members of the Master Plan Steering Committee:

- + Lola Carlisle
- + Frazier Dworet
- + Michael Elliott
- + Frank Fralick
- + Jenifer Keenan
- + Jett Marks
- + Stuart Meddin
- + Jack White
- + Jess Windham

### COMMITTEE MEETINGS

Committee meetings were held throughout the process and were hosted by Church of Our Savior from 7pm to 9pm on the following dates:

- + September 26, 2013
- + October 24, 2013
- + November 21, 2013
- + December 19, 2013
- + February 19, 2014
- + March 24, 2014

# FOCUS GROUP CONVERSATIONS

## FOCUS GROUP CONVERSATIONS

A select group of stakeholders were asked to meet with the planning team during the process to help provide context, perspective or feedback into certain aspects of the community. These conversations were initiated by the planning team and were focused on a variety of themes and topics intended to aid the team in gaining a better understanding of various aspects of Virginia-Highland.

## FOCUS GROUPS

- + Neighborhood Stakeholders: Tom Beisel, Joanne Bergstro, Leslie Brinkmeyer, Lola Carlisle, Ben Chastain, Rich Chey, Winnie Currie, Lynn DeWitt, Frazier Dworet, Suzanne Pichulik Eisenberg, Michael Elliott, Frank Fralick, Cherry Frederick, Rob Glancy, Mike Hecht, Jenifer Keenan, Ryan Lash, Cathy Lepik, Jett Marks, Bonnie McCarthy, Stuart Meddin, Parry Ruder, Debbie Skopczynski, Sandra Spoon, Kay Stephenson, Scott Stern, Mary Stouffer, Tom Tomaka, Kari Watkins, Rebecca Wells, Jess Windham, Jack White, Juliette White, Jess Windham, John Wolfinger
- + City of Atlanta: Jessica Lavandier (Office of Planning), Jonathan Lewis (Office of Planning), Shelley Peart (Office of Public Works), Alex Wan (City Council)

## CONVERSATION THEME: EDUCATION

- + Inman Middle School
  - Create a staging area for buses on the western side of the school along Park Drive
  - Work with Public Works and APD to prohibit cars from stopping/standing during school drop-off/pick-up hours along Clemont Dr (8:30 - 9:05 and 3:55 - 4:15)
  - Install 4-way crosswalks and/or Stop Sign at the Virginia Ave / Arcadia intersection
  - Prohibit “all left turns” at Virginia Ave / Arcadia intersection during drop-off/pick-up
  - Utilize the master plan to make a statement that Inman Middle facilities are “maxed out”
  - Provide a way for students to reach Inman Middle via bike and via the BeltLine
  - Any on-street bike lanes must enable on-street parking on the Inman Middle side of the street and should also continue to enable drop-off/pick-up
  - Explore the feasibility of creating a softball field, basketball court or some kind of organized play area in the school open space
- + Grady High School
  - Find an alternative biking route to Grady along 8th Street
  - Find a way to connect to 8th Street from the BeltLine
  - Support the Safe Routes to School initiative
- + SPARK Elementary School
  - Install a Hawk signal for pedestrians at the Briarcliff Place and Briarcliff intersection
  - Install sidewalks through the parking lot, on both sides of the lot, so that students can walk through the parking lot on the way to school without interfering with car traffic
- + Community Involvement
  - Engage the Inman Middle students to create public art for portions of the Virginia-Highland section of the BeltLine
  - Find an opportunity to create a Inman Middle/VHCA community garden somewhere in the neighborhood for purposes of teaching students about diet and nutrition – possibly at the Field of Dreams
  - Have Inman students “adopt” Lanier Boulevard and make it a strolling/walkable parkway
  - Install a green roof on top of Inman Middle as a way to teach students about environmental/sustainability principles

## CONVERSATION THEME: TRANSPORTATION

- + North Highland Avenue
  - Needs to be more accessible for walking and biking
  - Explore ways to utilize existing on street parking spaces for wider sidewalks and/or bike lanes
  - Explore some kind of shuttle or trolley service for North Highland – Georgia Tech rickshaws/taxis?
  - Introduce parkettes wherever possible
  - New parking decks would not be desirable if they added significantly more parking to the nodes than what is currently provided
- + Monroe Drive
  - Need to implement the Subarea 6 Road Diet concept
  - Explore installation of a roundabout at the Park/Monroe intersection – but make sure the pedestrian crossings are still safe and manageable
  - Eliminate the “slip” lane flares at the Park/Monroe intersection
  - Prioritize bike lanes first because it is cheaper than installing new and wider sidewalks – those can come later once the BeltLine is extended north through Piedmont Park
  - Introduce “pedestrian-only” sequences into the traffic signals at the Park, Amsterdam and Kanuga/BeltLine/10th Street intersections
  - Could it make sense for the BeltLine to tunnel-under or bridge-over Monroe?
  - The 10th Street entrance into Grady High School is problematic and must be addressed to improve the situation for motorists, cyclists and pedestrians
  - Explore other BeltLine connections across Monroe such as 8th Street through the Midtown Promenade shopping center
- + Virginia Avenue
  - This should be made into a primary cycling street to enable the neighborhood to connect to the BeltLine and Piedmont Park
  - If there were to be bike lanes on Virginia, it would need to also accommodate school related parking and drop-off/pick-up needs
  - School bus staging has to be facilitated better for this area
  - Crosswalks adjacent to the school must be added/improved to provide safer connections to/from the school for the students
- + St Charles Avenue
  - St Charles could be another major cycling street that enables the neighborhood to connect to the BeltLine and Piedmont Park
- + Briarcliff Road

- New pedestrian crossings/signals are needed to enable students to safely cross Briarcliff to/from SPARK

## CONVERSATION THEME: LAND USE/HISTORIC PRESERVATION

- + North Highland Commercial Nodes
  - Consider adding more office use to provide additional day-time population and to better utilize the limited parking supply
  - New office uses should be the kinds of uses that enable the district to retain a “village” character
  - Consider creating opportunities for “shared” or “co-working” office spaces in the nodes as an option for this emerging type of use
  - Consider relocating the on-street parking spaces to an off-street location so that the street could be redesigned to better accommodate for bikes and pedestrians
  - Consider a small centralized parking facility in each node provide clearly defined parking opportunities and to free up the street for other modes of transportation
  - Consider pulling-in the Druid Hills Presbyterian Church into the St Charles NC District so that their parking lot would be allowed to be used for off-site parking within this commercial district
  - Another food market option within the neighborhood would be nice
- + Multi-family uses
  - Older apartment buildings provide an affordable housing opportunity within the community
  - Affordable housing options benefit the neighborhood by creating opportunities for people of varying stages of life and occupation to live within the neighborhood
  - 2-bedroom units are very hard to come by – we need more of these in the future
  - Consider tying future applications for rezoning to multi-family zoning to the inclusion of limited numbers of “workforce housing”
- + Ponce de Leon Avenue
  - Consider ways in which to ensure that any future redevelopment of the Kroger property would be done in a way that does not degrade the livable conditions along Ponce de Leon Place
- + BeltLine
  - Make proactive recommendations for the BeltLine rezoning that is scheduled for next year
- + Historic Preservation
  - Consider solutions for addressing “incompatible” housing that do not include historic district zoning – ie zoning district “light”
  - Preserve the current lot coverage provisions for single family zoning – the neighborhood yards are important to the character of the

## neighborhood

- Utilize the master plan process to strongly re-enforce the desire to retain all single family zoning within the neighborhood
- Work with the VHCA Preservation/History committee to identify buildings that should be designated as Landmarks through the Atlanta Urban Design Commission (ie Fire Station, churches, YWCA)

## CONVERSATION THEME: COMMERCIAL DISTRICTS

### + General

- VaHi is not the only game in town any more – there are many more new commercial districts in Atlanta that are popular
- Places like Decatur, Inman Park Village and Midtown have all caught up or surpassed the area as desirable retail destinations
- North Highland is not on the BeltLine and that is where many people are focusing investment now
- The VaHi nodes need to be better connected to the BeltLine
- It is easier for commercial districts to succeed when there is a single landlord (Jamestown) or marketing organization (Midtown Alliance, City of Decatur)
- The small parcel sizes are a problem because you cannot provide parking on them
- People are not coming from far away any more
- Shortage of parking is the number 1 issue facing the businesses
- Employees cannot afford to live in the neighborhood anymore – which means they are driving-in more than they used to
- Customers do not like to “hunt” for parking and are more likely to go to commercial districts where they know where the parking is
- The commercial nodes need a greater number of residents living in the area – how do we get more multi-family developments in the nodes?
- New development is happening in other nodes and that is exciting – the VaHi nodes need new development too
- New bike lanes and wider sidewalk would be a great amenity to the nodes – but not at the expense of parking
- Prioritize sidewalks over bike lanes
- Is it possible for the residential areas in-between the commercial nodes to be office?
- Office uses would be good for day-time traffic

### + St Charles node

- Park Atlanta combined with the neighborhood parking permits are hurting the St Charles node
- Parking at the Presbyterian Church could be helpful if it is well lit and well signed
- Would it be possible to adjust the hours of the permit parking to enable public parking during dinner hours

- Virginia/Highland node
- The 3 on-street parking spaces in front of the YWCA need to be put back
- The taxi spaces in front of the Wells Fargo on Virginia are not used and should be put back as public on-street parking spaces
- A parking deck may be feasible on the Wells Fargo site

## CONVERSATION THEME: ENVIRONMENT

### + Stormwater

- In the Rock Creek Watershed that encompasses much of Virginia-Highland, there are significant flows underground beneath houses and condos. One of the condos was built on top of a storm drain.. now there are issues.
- Areas (specifically near Diesel) absentee landlords do not take care of leaves (3" of leaves eventually make 1" of mud). If these leaves and others were collected, then the combined sewer/storm drains wouldn't get clogged.
- In some cities, storm drains are labeled/painted to educate and inform that this storm drain is 'combined' therefore litter and leaves should be kept out of them.
- Leaves could also be composted on most people's land without the need of garbage pick-up to end up in local landfills or stuffed in storm drains. Perhaps there could be further neighborhood-wide education on compost techniques and the ease of it (pin down leaves to increase speed of composting)?
- Encourage more plantings to absorb and prevent erosion and exacerbated storm water damage.
- Encourage the use of rain barrels and work with local distributor to get deal on a bulk order of rain barrels, residential cisterns, and rain pillows.
- Look for ways to decrease the flow of water coming into the system by looking in neighborhoods just outside of Virginia-Highland.
- Instead of managing stormwater house to house, also look for ways to manage stormwater as a community.
- Work with city to encourage a 'Stormwater Utility' whether in a fee or tax structure. Those managing stormwater on site/residential have opportunity to earn credits (see Philadelphia's system).
- Look into possibility of developing a detention basin in the Hillside area.
- Could Orme Park have a detention basin with a pump? Could Orme Park showcase educational techniques of stormwater retention, watershed information, or rain gardens with modeling and signage?

### + Stream Restoration/ Daylighting

- Map out areas of the creeks that daylight in the community. Highlight these areas as potential areas to help with stormwater management.

- Ensure that these areas are protected from various forms of pollution
- + EcoDistrict
  - In lieu of LEED ND or in addition, pursue becoming a certified EcoDistrict to help inform future environmental decisions that the neighborhood may make in the future.
  - Leverage the Virginia-Highland Master Plan to show unity on environmental values to apply for the next cohort of EcoDistricts.
  - Leverage the EcoDistrict to attract environmentally conscious businesses to relocate or set up in Virginia-Highland.
  - Stay in touch with Michael Elliott at Georgia Tech and Sustainable Atlanta to help with admission and to ensure deadlines are hit for admittance into future cohorts.
- + Urban Agriculture
  - Encourage the community to find the site and develop a community garden. Possible locations include Inman Middle; Pilot & Ponce Place near GA Power; or encourage utilization of the Piedmont Park community garden
  - Look into the possibility of an Inman Middle rooftop garden
  - As Beltline soil is remediated, look into possibilities of Urban Agriculture installments.
- + Human Health/Safety
  - Explore possibility of Barnett becoming the spine of a 'healthy-living corridor.'
  - Barnett would be the way to connect Old Fourth Ward, Freedom Park, Piedmont Park, and the BeltLine. Barnett would be the beginning place to showcase several environmental initiatives for safe walking, running, and biking. It could become a 'lab' for what would be difficult to do on North Highland. Examples include painting the street with different kinds of lanes (Decatur bike lanes) and creating small 'park' roundabouts.
  - Emphasis neighborhood wide on lighting pedestrian ways (design and scale) instead of lighting designed for automobiles.
  - Ensure lighting does not cause unnecessary lighting pollution. See examples that project the light direct and downward (see Georgia Tech campus and Jekyll Island).
  - Take cues from the outdoor rec hostel in Chattanooga that helped create a culture and diversified the economy of downtown Chattanooga.
- + Other
  - Look into connectivity solutions for biking in and out of Virginia-Highland along Ponce de Leon at Moreland/Briarcliff and Ponce City Market area. Talk to church at Ponce and Briarcliff about a potential bike/pedestrian lane on corner of property.

# COMMUNITY FORUM #1

## Online Forum & Survey Month of October 2013

The Virginia-Highland Master Plan utilized a project website during the month of October to gather input from the community regarding elements within the neighborhood that were loved, disliked, desired for change or desired for preservation. This exercise utilized an interactive map on the project website where participants were able to provide their own perspective on the neighborhood. Participants were also asked a limited number of survey questions to further gauge the issues and opportunities within the community.

### SURVEY QUESTIONS

The following survey questions were asked on the master plan website and the total numbers of responses to these questions are aggregated below.

#### THE ONE THING THAT YOU LOVE MOST ABOUT VIRGINIA-HIGHLAND...

- + Walkability (72)
- + Proximity to needs/amenities (parks/schools/retail) (37)
- + Friendly neighbors/ the people (25)
- + Small town community feel (18)
- + Beautiful homes/charm (16)
- + Retail/amenity/mix (10)

## THE ONE THING THAT IS MISSING IN VIRGINIA-HIGHLAND...

- + MARTA rail/better public transportation (17)
- + Bike lanes/infrastructure (14)
- + Urban market (11)
- + Ample parking (10)
- + Safety/adequate policing (8)
- + Affordable housing options (7)
- + Regulations for lot conversions/infill (7)
- + Diversity (6)

## THE ONE OR TWO MOST IMPORTANT ISSUES THAT WILL BE FACING THE VIRGINIA-HIGHLAND NEIGHBORHOOD IN THE NEXT 5 YEARS...

- + Traffic (36)
- + Public safety/crime (29)
- + Parking (19)
- + Infill housing/tear downs/preserving history/character (16)
- + Schools (13)
- + Ensuring local business development (10)
- + Lack of affordable housing (7)

## THE ONE THING THAT YOU DISLIKE MOST ABOUT VIRGINIA-HIGHLAND...

- + Sidewalks (22)
- + Safety/crime (21)
- + Parking (18)
- + Infill/McMansions/loss of home character (14)
- + Traffic/safety (11)
- + Empty storefronts (9)
- + Traffic congestion (8)
- + Property maintenance (esp. rentals) (7)

## VIRGINIA-HIGHLAND IS THE ONLY NEIGHBORHOOD IN ATLANTA THAT...

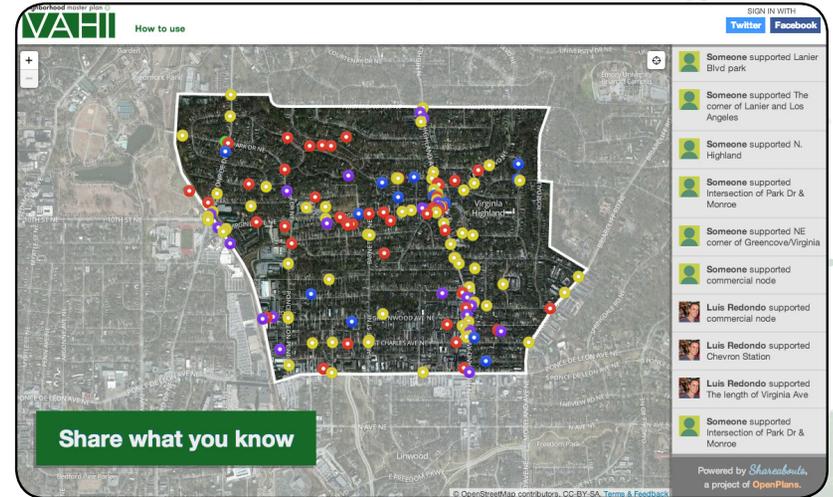
- + Is walkable (28)
- + Has a great retail/amenity mix (21)
- + With great people/families (18)
- + Has a small town community vibe/feel (10)
- + Has diverse residents (9)

## INTERACTIVE MAP

The interactive map on the master plan website enabled respondents to note areas of the neighborhood where there are particular issues or opportunities and these responses are aggregated below.

## TRAFFIC CALMING / TRANSPORTATION / PUBLIC SAFETY

- + Implement the Monroe Drive road diet (16)
- + Better enforcement of stop sign at intersection of Maryland Ave and Los Angeles Ave (4)
- + Cut through traffic has excessive speeds – need more traffic calming (5)
- + 25 MPH speed limit on Virginia Ave (4)
- + Stop using Todd as valet staging area for restaurants (5)
- + Consolidate the 10th/Monroe/Virginia intersection into 1 intersection (6)
- + Restore Park Drive as a brick street (5)
- + Speed bumps (4)
- + Need more street lighting on Highland (4)
- + Work with APS on Inman Middle expansion to mitigate potential traffic problems (3)
- + Need higher, non-rammable curbs on Highland (3)
- + Increased police presence to issue tickets (2)
- + Place “do not block the fire hydrant” sign in front of the Virginia Ave fire hydrant (2)
- + Add signage to note that Virginia Ave in front of Murphy’s is still a public street that is one-way towards N Highland (2)



An interactive map was utilized as part of the master plan website to engage the community at the beginning of the planning process.

- + Consider moving the Highland crosswalks at the YWCA so that they are not so close to the entrance to the YWCA where daycare drop-off is occurring (2)
- + Lanier Blvd curbs do not hold up well – make them higher (2)
- + More obvious speed limit signs (1)
- + Cyclists fly through intersections without stopping (1)
- + Make Barnett St/Virginia Cir intersection into a 4 way stop and add crosswalks (1)
- + Reduce the speed limit on Cooledge Ave and add traffic calming devices or designs (1)
- + Park Tavern, right in right out only onto Monroe (1)
- + Install bulb outs at intersections on key routes (1)
- + Going south on N Highland, there are 2 traffic lights but only one lane. Many people waiting behind someone turning left onto Amsterdam honk because they think it's 2 lanes and the person turning left should let them by so they can go straight. Sometimes this works just fine, but there are often cars parked along the road and it just seems like an accident waiting to happen (1)
- + Restrict right turns (as in “no right turn”) from SB N Highland to WB Los Angeles weekdays from 3pm - 6pm (2)
- + “Breaks” in Lanier Blvd median leave drivers confused as to how to use this space (1)
- + Mark no parking on curbs at the LA / Lanier intersection – cars currently park on the intersection curbs (1)
- + Add roundabout at Hudson and Lanier (2)
- + Cars drive too fast on Hudson Drive (1)
- + Add a stop light at Va/Briarcliff – or at least a ped crossing (1)
- + Close the right turn lane from St Charles onto Briarcliff (1)
- + Traffic calming on St Augustine (3)
- + The stop lights on Barnett and St. Charles are behind the power lines and hard to see (2)

## **BIKES / BELTLINE**

- + Add bike lanes on Highland from Ponce to Johnson (7)
- + Add pedestrian/bike access into the Whole Foods/Home Depot shopping area WITHOUT having to get on Ponce (6)
- + Add bike lanes along Kanuga that leads to a bike crossing onto the Cycle Track (5)
- + Make the streets more bike friendly to make it easier to get to the Beltline and Midtown (4)
- + Add bike share stations (3) throughout the neighborhood

- + Add cycling-specific infrastructure to take cycling traffic off the BeltLine and into the Midtown Promenade and lead it up the hill to Virginia where the right turn is easier with better visibility (2)
- + Add bike lanes on Virginia Ave (1)
- + Create a BeltLine hub in Virginia-Highland (1)
- + Pedestrian gates/bollards at BeltLine/Monroe (1)
- + Look to add more formal BeltLine access points at side streets (2)

## **WALKING / SIDEWALKS**

- + Turn North Highland into a pedestrian zone every Sunday afternoon (12)
- + Add crosswalks and pedestrian crossing signage at intersection of Greenwood and Ponce de Leon PL along with no parking on the east side of Ponce de Leon PL, north of Greenwood Ave (7)
- + Create a “pedestrian-only” sequence at the Virginia/Highland intersection (4)
- + Repave the Highland sidewalks and get rid of cobblestones and octagon shaped pavement (3)
- + Extend the “byway” or “Malcom’s Way” to Briarcliff Place (2)
- + Require new/maintained sidewalks for new housing construction (1)
- + Crosswalk with flashing light at the corner of Briarcliff Pl and Briarcliff Rd
- + Address the sidewalks on Ponce de Leon Ter (1)
- + Add crosswalk and pedestrian signal from Paper Source to Los Angeles (1)
- + Wider sidewalk on Greenwood at entrance to BeltLine? (1)
- + Add stop sign at Va / Arcadia intersection (1)
- + Greencove / Va curb is not ADA compliant (3)

## **ALTERNATIVE TRANSPORTATION / TRANSIT**

- + Neighborhood should own it’s MARTA bus stops, install benches where they aren’t, make them attractive with local art and encourage ridership (3)
- + Bring back the ZipCars (2)
- + Add EV charging stations (2)

### PARKING

- + Allow parking in front of the storage facility (but across the street) (1)
- + Allow on-street parking on Cresthill & Elmwood, only on one side of the street OR change streets to one-way (1)
- + Place “not parking here to corner” signs at corner of Lanier and Los Angeles (1)
- + Get rid of Park Atlanta! (1)
- + Paint red no parking zone on curb at Inman Middle drive off of Clemont Dr (1)

### USES

- + Make the commercial rents more affordable (9)
- + I love the Fire Station (5)
- + We need a coffee shop, a children’s store and a high end restaurant (4)
- + Love the restaurants (2)
- + Add a small corner market or convenience store at the Amsterdam node (1)
- + Old Jerry’s / Starbucks would be a great community center (1)

### BLIGHT

- + Clean up garbage on Greenwood (Highland to Frederica) (3)
- + Clean up the sidewalks at Bonaventure and maiden lane and work with businesses at the corner to clean up empty lot behind them and adjoining sidewalk (2)
- + Add bus stop and trash cans at MARTA stop at Frederica & Ponce (2)
- + Inman Middle should have a program for the kids to get outside and pick up the trash (1)
- + Clean up the Chevron station (1)
- + VHCA should pay for a service to keep the island clean (1)
- + Add a screened trash can keeping area at St Charles and Ponce PI (3)

### COMMUNITY CHARACTER / URBAN DESIGN

- + Love seeing friends/neighbors at Virginia and Highland (3)
- + Spruce up the vacant storefronts at the St. Charles node (3)

- + Briarcliff/N Highland intersection should develop with street retail, echoing the look of the Highland blocks between Greenwood and St Charles, with office space above for local startups/small businesses (2)
- + Create new Virginia-Highland gateways (2)
- + The neighborhood tree plaques are great (2)
- + Businesses need to continue to match the vibe of the neighborhood (1)
- + New houses are too big for the neighborhood (3)
- + Take advantage of Lanier as a resource (1)
- + Preserve the building at the corner of Ponce and N Highland (1)
- + Create a boulevard median on St. Charles west of Highland (1)
- + Briarcliff Terrace apartments could be redeveloped to provide a neighborhood pool or other recreational use (1)
- + Keep the brick streets that are left in the community (1)
- + Help homeless find local shelter resources (2)

## OPEN SPACE/RECREATION

- + Need more patrolling, a sort of crackdown on crime, in the parks (6)
- + I love Orme Park! (3)
- + Highland Park should have a playground for children (3)
- + The bridge in Orme Park is a great resource (2)
- + Keep Orme Park clean (2)
- + John Howell Park needs public restrooms (2)
- + Virginia/Highland intersection needs public restrooms (2)
- + Keep the John Howell Park open field that borders Barnett open (1)
- + Use the hill of Highland Terrace for a yearly skateboard event (1)
- + Improve the appearance of the SW corner of Va/Ponce Place (2)
- + Install a parklet with bike access and bike ramp and bike rack next to volleyball court on Arcadia (1)
- + Add recycling bins in John Howell Park (2)
- + Make Lanier Blvd more walkable (1)

## ENVIRONMENT/SUSTAINABILITY

- + New construction should avoid soil erosion (1)
- + Local businesses need to recycle more (3)

# COMMUNITY FORUM #2

## Design Charrette November 12, 2013

The Master Plan Design Charrette was an all-day workshop opportunity for the planning team to work along side the community to begin generating new ideas and concepts for the future of the neighborhood. The workshop portion of the charrette began at 730am and concluded at 5pm. A total of 45 people from the community stopped by throughout the day to work with the planning team to pinpoint the area issues and to brainstorm ideas and solutions. An evening community presentation was given to present an emerging set of concepts for the future of the neighborhood. Following the presentation of concepts, meeting participants were able to interact with the maps and drawings of the new concepts with the planning team facilitating conversations and answering questions. There were 65 people in attendance at the evening meeting. All of the charrette concepts were subsequently posted onto the project website for continued community access and feedback. A summary of the concepts presented at the design charrette and the feedback received from the community are quantified and captured in this section of the document.



The Design Charrette was an all-day opportunity for the community to engage in envisioning the future of the neighborhood.

## CONCEPT 1: MONROE DR

- + Like the addition of bike lanes (17)
- + This will help to slow traffic/reduce speeding (16)
- + Concerned that this will make traffic worse, especially during school and rush hours (16)
- + Better for pedestrians (14)
- + Unsure/ don't trust roundabouts (5)
- + Traffic will cut-through the neighborhood (4)
- + Make Monroe one way... one way all around park... plenty of room for bike lanes, sidewalks
- + Historic slip on Park and Monroe must stay

## CONCEPT 2: 10th / MONROE / KANUGA

- + Great for cyclists/biking (9)
- + Great for pedestrians (7)
- + Makes for better connection with Beltline (6)
- + Will increase traffic congestion (3)
- + Makes Virginia Ave a cut-through (2)

## CONCEPT 3: COOLEGE AVE

- + Bulbouts will create less room for parking (14)
- + We must keep brick/residents worked hard/paid for (12)
- + Bricks already act as effective traffic calming (10)
- + Traffic calming is needed for fast motorists (6)
- + Like use of bulbouts here (4)
- + The people on this street are strongly against this concept (4)
- + Safer for kids/families/pedestrians (2)
- + Have the ticket cut-through speeders

## 1 Monroe Dr



### PRELIMINARY CONCEPTS

- Monroe Drive road diet (reduce current 4-lane section to 1 north-bound travel lane, 1 south-bound travel lane, 1 middle turn lane, and bike lanes on both sides of the street)
- Park/Monroe roundabout
- Eliminate Park Drive slip-lanes
- Create new pedestrian-only traffic light sequences at Park and Amsterdam



*Top: Roundabout at Emory Village demonstrates the traffic calming potential of a Monroe Dr roundabout. Left: A road-diet implementation on Monroe Drive can move today's traffic at calmer speeds.*

## 2 10th/Monroe/Virginia



Top: The BeltLine Subarea 6 Master Plan that has been adopted by the City of Atlanta, recommends the closure of the northernmost “split” lane as well as the slight re-alignment of 10th Street to more closely intersect with Kanuga St and the BeltLine.

### PRELIMINARY CONCEPTS

- Implement the BeltLine Subarea 6 Master Plan for the intersection
- Pedestrian-only crossing sequences at Kanuga/BeltLine/10th St and Virginia Ave
- Explore other BeltLine connections across Monroe such as 8th Street through the Midtown Promenade shopping center
- Provide bike lanes on Kanuga St to better connect Virginia Ave with Monroe and the BeltLine

## 3 Cooledge Ave



Top: Cooledge Avenue. Bottom: Neighborhood street with mini-bulbouts.



### PRELIMINARY CONCEPTS

- Install a limited number of landscaped bulb outs at key locations along Cooledge Avenue to serve as a traffic calming device for the street

## CONCEPT 4: BELTLINE

- + Love bike share / great concept (17)
- + Like that it engages students (6)
- + Provides a positive community use of Beltline (5)
- + Do not yet see demand for bike share/won't work (2)
- + Art would be better if it were commissioned (2)
- + Would be willing to help find appropriate public art

## CONCEPT 5: PONCE PLACE

- + Crosswalks are needed (11)
- + No bulbouts/ doubt they work (8)
- + Bulbouts are bad for cyclists (6)
- + Bulbouts would limit parking (5)
- + Well placed bulbouts (5)
- + Bulb outs help with traffic calming (4)

## CONCEPT 6: ST. CHARLES

- + Bikes lanes are great! East/west route is needed (15)
- + Will increase the safety of biking on the street (3)
- + Like raising the power lines (3)
- + Bike lanes are not necessary (2)
- + How feasible is it to put utilities underground?

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## BeltLine



*Top: The BeltLine. Bottom: Bike Share station*



**PRELIMINARY CONCEPTS**

- Engage the Inman Middle students to create public art for portions of the Virginia-Highland section of the BeltLine
- Install pedestrian gates/ bollards at BeltLine/Monroe intersection
- Add bike share stations at key locations

## 5 Ponce De Leon Pl



Top: Ponce De Leon Place. Bottom: Neighborhood street with mini-bulbouts.



### PRELIMINARY CONCEPTS

- Install a limited number of landscaped bulb outs at key locations along Ponce De Leon Place to serve as a traffic calming device for the street
- Add crosswalks on Ponce de Leon PL at Greenwood Ave intersection

## 6 St Charles Ave



Top: St Charles Ave can accommodate new bike lanes from Ponce De Leon Place to North Highland Avenue

### PRELIMINARY CONCEPTS

- Restripe St Charles to provide for on-street bike lanes while retaining the 2 travel lanes and on-street parking on both sides of the street
- Raise the power lines at the Barnett and St. Charles intersection so that the traffic lights can be seen

## CONCEPT 7: PONCE TER

- + Sidewalks are needed (13)
- + Increased safety for pedestrians (8)
- + Consistent with identity of being 'walkable' neighborhood (4)
- + Spend funds elsewhere...fix what we have (3)
- + Neighborhood may need education as to who is responsible for these areas of land
- + Private property may be an issue and need to educate on right of way rights etc.

## CONCEPT 8: BARNETT ST

- + Bulbouts make worse or at best do nothing (11)
- + In favor of 4-way stop (7)
- + Bad for bikes/cyclists (6)
- + Slows motorists (5)
- + Pedestrian friendly/ safety (4)
- + Is a 4-way stop necessary? (4)
- + Would it be possible to put 3 way stop on Drewry and Barnett?

## CONCEPT 9: VIRGINIA AVE

- + Increase bike lanes on Virginia (13)
- + Bike lanes would limit parking (8)
- + Sharrows would be better (6)
- + 'No' to valet triangle (5)
- + A staging area for buses is important (4)
- + This would increase safety on Virginia (4)
- + Make the triangle pedestrian only; shared outdoor seating? (3)
- + The flashing light @Barnett and Virginia Ave... so many run that stop sign.. not safe for pedestrians
- + An uphill bike lane more important than downhill
- + Utilize "share the road" signage
- + Hard for some to envision bike lane concept... need follow up

## 7 Ponce De Leon Ter



Top: Ponce De Leon Terrace.

### PRELIMINARY CONCEPTS

- Install new sidewalks along both sides of Ponce De Leon Terrace.

## 8 Barnett St



Top: Barnett Street. Bottom: Neighborhood street with mini-bulbouts.



### PRELIMINARY CONCEPTS

- Install a limited number of landscaped bulb outs at key locations along Barnett Street to serve as a traffic calming device for the street
- Make Barnett St/Virginia Cir intersection into a 4 way stop and add crosswalks

## 9 Virginia Ave



Top: Virginia Ave could be redesigned to better accommodate cyclists.

### PRELIMINARY CONCEPTS

- Provide bike lanes on Virginia Ave while preserving on-street parking on the north side of the street OR
- Install “sharrows” on the travel lanes to indicate shared travel between bicycles and cars
- Install a raised intersection on Park Drive next to Inman Middle
- Greencove-Virginia curb should be fixed to be ADA compliant
- Create a staging area for buses on the western side of the school along Park Drive
- Work with Public Works and APD to prohibit cars from stopping/standing during school drop-off/pick-up hours along Clemont Dr
- Install 4-way crosswalks and/or a stop sign at Virginia Ave-Arcadia intersection
- Prohibit “all left turns” at Virginia Ave-Arcadia intersection during drop-off/pick-up
- Any on-street bike lanes must enable on-street parking on the Inman Middle side of the street and should also continue to enable drop-off/pick-up
- Explore the feasibility of creating a softball field, basketball court or some kind of organized play area in the school open space
- Create a “welcome to Virginia-Highland” gateway at the Field of Dreams
- Utilize the Virginia Avenue triangle drive as valet staging for restaurants – instead of Todd Rd

## CONCEPT 10: MARYLAND AVE

- + This would help to slow cars down (5)
- + Bulbouts make things worse or at best do nothing (5)
- + Let Maryland Ave residents decide (4)
- + This could be an aesthetic improvement (3)
- + Bulbouts are bad for cyclists (3)
- + Don't take away parking (3)
- + Are bulbouts the main thrust of this master plan?

## CONCEPT 11: NORTH HIGHLAND AVE

- + Prefer the bike lanes option (13)
- + 'No' to pedestrian zone; cut-through and bad for business (8)
- + Cannot remove street parking at all; businesses need them (6)
- + Like the increased parking options (6)
- + Like the centralized parking possibility (6)
- + Like the shuttle to Ponce City Market (5)
- + Like the lighting upgrade (5)
- + Address speeding/traffic calming options on Lanier (2)
- + Too many issues for one concept
- + Would like more explanation/plan for parking structure

## CONCEPT 12: LANIER BLVD

- + 'No' to walking path (5)
- + This would increase safety (4)
- + Already sidewalks on both sides of road (4)
- + Do not damage trees in the median (3)
- + Improves/calms traffic (2)
- + Love the walking path (2)
- + Trim trees and bushes instead (2)

## 10 Maryland Ave



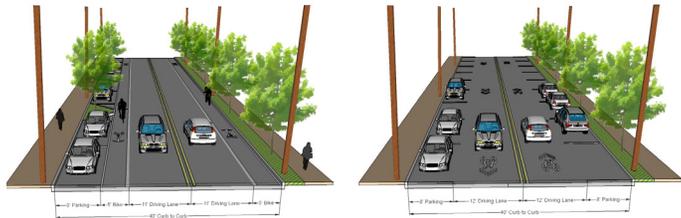
Top: Maryland Avenue. Bottom: Neighborhood street with mini-bulbouts.



### PRELIMINARY CONCEPTS

- Install a limited number of landscaped bulb outs at key locations along Maryland Avenue to serve as a traffic calming device for the street

## 11 North Highland Ave



Left: Bike lanes with 1 side of the street with on-street parking. Right: Bike sharrows with both sides of the street with on-street parking.

### PRELIMINARY CONCEPTS

- Replace low/broken curbs on North Highland
- Install textured crosswalks across major North Highland intersections
- Provide more street lighting on North Highland
- Add bike lanes along North Highland keeping on-street parking on 1 side of street OR
- Add bike sharrows along North Highland and keep on-street parking on both sides
- Add bike share stations at key locations within the 3 commercial nodes
- Provide small centralized parking structures in each of the 3 commercial nodes
- Consider moving the Highland crosswalks at the YWCA so that they are not so close to the entrance to the YWCA where daycare drop-off is occurring
- Create new pedestrian-only traffic light sequences at key intersections
- Explore creating a North Highland/Ponce City Market loop/shuttle service
- Consider adding more office use to provide additional day-time population and to better utilize the limited parking supply
- Consider creating opportunities for “shared” or “co-working” office spaces in the nodes as an option for this emerging type of use/demographic
- Consider pulling-in the Druid Hills Presbyterian Church into the St Charles NC District so that their parking lot would be allowed to be used for off-site parking within this commercial district
- Turn North Highland into a pedestrian zone 1 Sunday afternoon every month

## 12 Lanier Blvd



Top: Lanier Blvd.

### PRELIMINARY CONCEPTS

- Tighten up the breaks in the median crossings/intersections so that the legal vehicular travel movements are clearly communicated to drivers
- Leverage the boulevard median as a community walking path
- Mark no parking on intersection curbs at the Los Angeles / Lanier intersection
- Improve traffic flow at Hudson and Lanier intersection

## CONCEPT 13: HUDSON DR

- + 'No' to bulbouts (8)
- + Good for traffic calming (5)
- + This would decrease parking (5)
- + Bulbouts are bad for cyclists (3)
- + Mini-bulbouts - good choice (2)
- + Don't think bulbouts work (2)
- + Should be property owners' decision (2)

## CONCEPT 14: BRIARCLIFF RD

- + Pedestrian crossing essential for SPARK (14)
- + Don't close the right turn lane (4)
- + Sidewalks are important here too (2)
- + Like the pocket park idea (2)
- + Make sure to coordinate traffic lights (3)

## CONCEPT 15: WHAT DID WE MISS?

- + Concern that changing one street affects other side streets and cutthroughs (3)
- + Traffic on Monroe and 10th an issue worth discussing? (2)
- + Bulbouts increase emissions
- + Keep bricks on Cooledge
- + Amsterdam/Monroe? going on here?
- + Traffic lights need to be LED
- + Residential streets need homeowner approval before bulbouts/ bike lanes etc.
- + Enforce illegal trucks coming down Monroe
- + IDEA: city takes up leaves in the fall, residents pick up mulch in the Spring
- + 8th street connection to Ponce
- + Draw parking lines on Virginia Ave
- + Bike boulevards - lanes with buffers
- + Lanier Blvd calming measures?
- + Repair existing sidewalks
- + VaHi sign toppers
- + Walkway from Beltline to WholeFoods/Home Depot
- + Concerns with cost of proposed items
- + Better access to East side Trail

## 13 Hudson Dr



*Top: Hudson Drive. Bottom: Neighborhood street with mini-bulbouts.*



### PRELIMINARY CONCEPTS

- Install a limited number of landscaped bulb outs at key locations along Hudson Drive to serve as a traffic calming device for the street

## 14 Briarcliff Rd

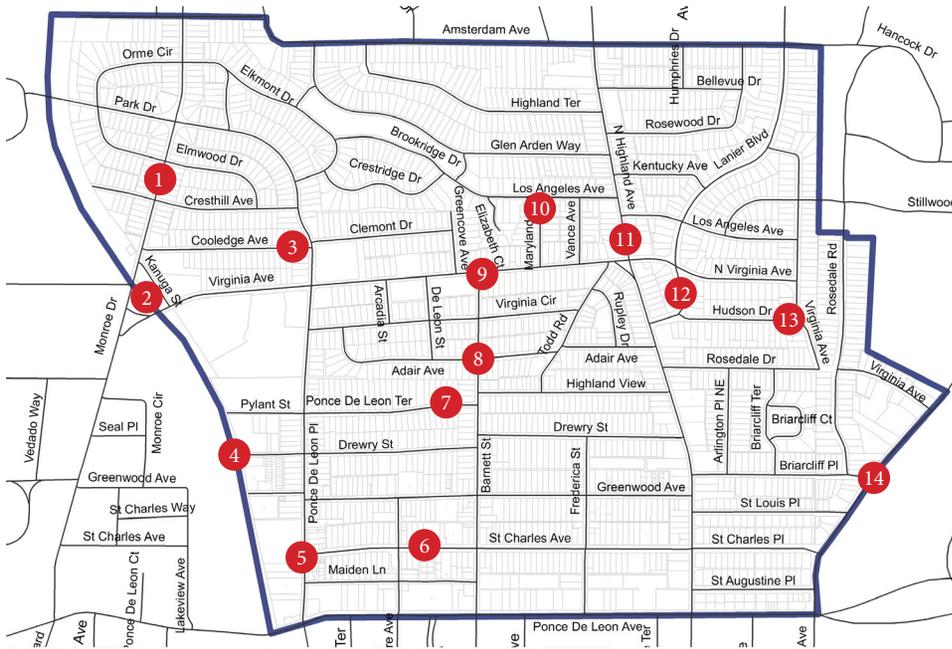


*Top: Briarcliff Rd.*

### PRELIMINARY CONCEPTS

- Install a new pedestrian crossings/signal at Briarcliff Place to enable students to safely cross Briarcliff to/from SPARK
- Install sidewalks through the parking lot, on both sides of the lot, so that students can walk through the parking lot on the way to school without interfering with car traffic
- Close the right-turn lane from St Charles onto Briarcliff and create a community pocket park

# VAHI



Initial concepts discussed at the Design Charrette covered various different areas of the neighborhood.



Ideas generated during the Design Charrette are presented to the community at the evening presentation.

# COMMUNITY FORUM #3

## Plan Presentation January 22, 2014

The Plan Presentation meeting of the process was an opportunity to present refined concepts and recommendations to the Virginia-Highland community. The feedback received on the initial concepts generated at the Design Charrette were integrated into the plan and new concepts were generated at this point in the process. In addition, new concepts were presented in this meeting to continue to gauge community support for various concepts such as community vision, land uses, urban design and healthy living concepts. There were 100 attendees at the Plan Presentation meeting. The format of the meeting included an initial presentation on the updated ideas and concepts and then an interactive portion of the meeting followed where attendees were able to note their comments on all of the plan ideas. The planning consultants were also available during this time of the meeting to discuss concepts in greater detail with attendees. Following the meeting, the concepts presented were also posted onto the project website for the community to utilize to continue to provide their feedback. The concepts presented and the responses received are aggregated in this section



Members of the community gather at Inman Middle School to hear an update of the plan recommendations.

## COMMUNITY VISION

- + Love it/agree (16)
- + Against building guidelines and historic designation (4)
- + Not in favor of housing and income diversity- define better (4)
- + Increase biking options (3)
- + Pedestrian friendly priorities (2)
- + Really like the healthy living focus (2)
- + Vision is too vague (2)
- + No pedicabs
- + Encourage retail diversity
- + Sidewalk on one side, bike lane on the other
- + No park Atlanta
- + Retain access for cars
- + Integrate Atlanta streetcar
- + Pedestrian only streets
- + Post communal events more effectively
- + Create parking hubs connected to pedicabs
- + Sidewalk work
- + Continue to plant and care for street trees
- + Make sure to correctly prioritize initiatives
- + Architectural standards needed for storefronts, remodeling and new construction
- + Seems preservation message is sneaking into this vision
- + Must preserve character and aesthetic that makes vahi unique
- + Fix transit first, too much emphasis on biking (individual transit)
- + Concern over st. Charles node- needs to be desirable again

## COMMUNITY VISION

### In 20 years, the Virginia-Highland community will...

- Be known as a neighborhood that values and cares for its neighbors.
- Become Atlanta's model neighborhood for healthy living (environmental sustainability, active lifestyles, food and nutrition).
- Safely accommodate all modes of transportation for residents and visitors (walking, biking, driving, transit).
- Remain a vibrant and successful neighborhood commercial destination with a diverse mix of retail, restaurant, office and institutional uses.
- Provide a variety of housing sizes and price points that accommodate a diversity of ages, incomes and stages of life.
- Continue to support local schools that are safe, accessible, successful and community-oriented.
- Preserve the established community character and aesthetic that has always defined the neighborhood and that make Virginia-Highland unique in the landscape of Atlanta neighborhoods.

## LAND USE

**1** Continue to support the retention and preservation of all single-family zoned properties.



**2** Expand the NC-12 St. Charles zoning district to include the Druid Hills Presbyterian Church property.



**3** Explore the creation of neighborhood design guidelines to regulate specific single-family design elements for new construction:

- Window fenestration
- Front porches
- Building materials
- Garages



## LAND USE

- + Yes to design guidelines for new homes / guidelines needed and welcomed (23)
- + Not in favor of design guidelines (15)
- + Need to know the difference between historic district and design guidelines (3)
- + Do not restrict certain building materials (2)
- + Restrict coverage and height- scale is important (2)
- + Expand the guidelines to commercial storefronts (2)
- + Support guidelines if not overly restrictive (2)
- + Support guidelines as long as it allows diversity (2)
- + The Druid Hills parking lot is a concern- crime/theft etc (2)
- + Design guidelines may restrict future improvements (1)
- + Support guidelines as long as not regulated by boards or gov't groups (1)
- + Support guidelines as long as it controls size (1)
- + Zoning works for use, it's what makes vahi unique, like choosing personally, slippery slope to hp, not suburban (1)
- + Like idea of using druid hills pres for parking (1)

## NORTH HIGHLAND

- + Druid hills pres parking lot is dangerous, petty theft (8)
- + Work on additional parking; parking decks (wells fargo) (7)
- + Like all the concepts (6)
- + Against the 1 Sunday/month ped zone (5)
- + Removing parking on North Highland would hurt businesses too much (4)
- + Streets too narrow for pedicabs, causes backups (4)
- + Add sharrows (3)

- + Like the pedicab idea (3)
- + Love the one Sunday/month ped zone (3)
- + Druid hills pres may only work during day (2)
- + Add bike lanes on Highland (2)
- + Expand sidewalks on st. Charles node (2)
- + Don't destroy historic sidewalks- new pavers/concrete robs character (2)
- + Parkettes great (2)
- + Promote biking and walking! (2)
- + No to sharrows (1)
- + Sidewalks on west side of N Highland need work
- + Consider rickshaws too
- + North of Virginia commercial needs bike lanes
- + Contact gotcha rides to create a shuttle from commercial areas to Ponce market, midtown MARTA
- + Need street trees
- + In favor of extending sidewalk on North Highland
- + In favor of bike share
- + Add decorative street lights similar to Highland/Virginia node
- + Bike parking hubs

## LANIER BLVD

- + In favor of all concepts (12)
- + Repair curbing along the Blvd (3)

## NORTH HIGHLAND



EXISTING



CONCEPTUAL



- Utilize west-side on-street parking area for parkettes.
- Add Druid Hills Presbyterian Church parking lot to the St. Charles node.
- Add bike sharrows in commercial nodes.
- Replace low/broken curbs.
- Install textured crosswalks across major intersections.
- Add bike share stations at key locations within the commercial nodes.
- Provide small-scale centralized parking structures in commercial nodes.
- Create new pedestrian-only traffic light sequences at key intersections.
- Turn North Highland into a pedestrian zone one Sunday/month.
- Creating a North Highland/Ponce City Market/BeltLine pedicab service.







## LANIER BLVD

- Tighten up the median crossings/intersections so that the legal vehicular travel lanes are clearly delineated.
- Leverage the median as a community walking path and garden.
- Designate “no parking” along the curbs at the Los Angeles / Lanier intersection.
- Designate Lanier Blvd as a bike route from North Highland to Morning-side.



## ATLANTA BELTLINE

- Engage the Inman Middle students to create public art for portions of the Virginia-Highland section of the BeltLine.
- Install pedestrian gates/bollards at BeltLine/Monroe intersection.
- Add bike share stations at key locations.



- + Support idea for garden in median on lanier (2)
- + Disagree with lanier as alternative bike path (2)
- + Support lanier as alternative bike path (2)
- + No bulbouts- need our parking (2)
- + 4 Way stop needed at lanier & Amsterdam (2)
- + Median too small for pedestrians (2)
- + Narrow median of lanier at morningside
- + Concerned increased median use may lead to pedestrian getting hit
- + Too busy for bike
- + Too busy for on-street parking
- + Leave at least one space for 1058 lanier Blvd
- + Pop outs encourage on street parking
- + Fix sidewalks
- + Stops signs installed before any other methods utilized
- + Establish buffers to heavy trucks encroaching on lanier
- + Walking paths inside median may compact soil and kill trees
- + Disagree with no parking at Los Angeles and lanier

## ATLANTA BELTLINE

- + In favor of all concepts (12)
- + Increase connectivity to BeltLine (2)
- + Love public art kids idea (2)
- + Connect BeltLine to the Whole Foods (1)
- + Provide direct access to Kroger shopping center
- + Provide direct access to Whole Foods shopping center
- + Need a ramp down to CVS parking lot

- + Prefer if local vahi artists provide art vs. Kids
- + Need pedestrian gates at the beltline/Monroe intersection
- + Need to address unofficial foot access points at Drewry St

## 10th / VIRGINIA / KANUGA

- + In favor of proposal (8)
- + In favor of Kanuga bike lanes (7)
- + Like to connect Virginia to BeltLine- important and safer for bikes/pedestrians (4)
- + Like the BeltLine connection @ Midtown Promenade and 8th (2)
- + Good location for bike share (2)
- + Wish there was a way to connect Midtown Promenade with the Midtown Place shopping area (2)
- + Bike lanes are unnecessary/bad idea (1)
- + Needs a wider cut for a right turn
- + Prefer 10th to continue straight onto Kanuga
- + Why is this better than what we current have?
- + Make sure BeltLine crossing at Monroe either goes over or under
- + Don't lose any street parking on Kanuga
- + One way Kanuga off of Monroe, other side for parking/ bikes
- + More connectivity to the BeltLine is needed

## ST CHARLES AVE

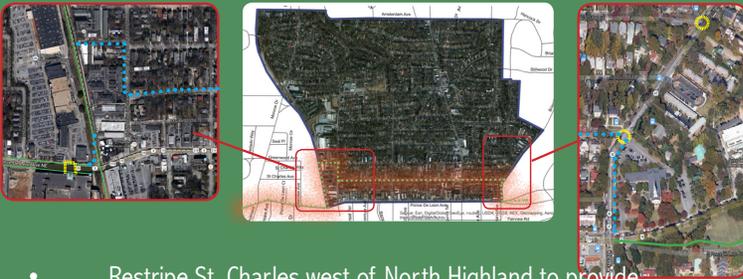
- + In favor of all concepts (10)
- + Bike lane not needed since so wide (4)

## 10th/VIRGINIA/KANUGA

- Implement the BeltLine Subarea 6 Master Plan for the intersection
- Pedestrian-only crossing sequences.
- Explore other BeltLine connections across Monroe such as 8th Street through the Midtown Promenade shopping center.
- Provide bike lanes on Kanuga St to better connect Virginia Ave with Monroe and the BeltLine.



## ST CHARLES AVE



- Restripe St. Charles west of North Highland to provide for 2 on-street bike lanes, 2 travel lanes and 2 on-street parking lanes.
- Add sharrows on St. Charles from North Highland to Briarcliff Rd.
- New BeltLine connection at Ponce de Leon east of the CVS.
- New bike path connection on the west side of Ponce de Leon Pl from Greenwood Ave to St. Charles Ave.
- Raise the power lines at the Barnett/St. Charles intersection so that the traffic lights can be seen.
  - Add rapid flashing pedestrian signals at Briarcliff Rd/St. Charles and Briarcliff Rd/Briarcliff Pl.
  - New bike path connection on the east side of Briarcliff Rd from St. Charles to Ponce de Leon.

- + Have alley between St. Charles and Ponce declared a public street to be eligible for paving for public safety and access (3)
- + Yes to beltline connection (3)
- + In favor of bike lanes (3)
- + Against rapid flashing pedestrian crosswalks (2)
- + Mark parking lines on the street (2)
- + Consider a single 2-way bike lane a la 10th street
- + Need sidewalks & streetscapes on greenwood
- + Sharrows could work instead of trail on Ponce de Leon Place
- + Would chicane help slow traffic near commercial section of Saint Charles?
- + Slow traffic on St. Charles
- + Organize parking into set parallel spaces
- + Needs bulbouts
- + Business on St. Charles south side do not observe tree canopy requirements and do not have sufficient trash
- + Keep parking on the street
- + Multi-unit dwellings should be required to provide parking and contract commercial waste removal
- + Druid hills pres. Church and its McGiver center for homeless men should not become part of the neighborhood.
- + Power lines at Barnett/St. Charles dangerous

### SLOW STREETS

- + No bulbouts/ bulbouts do not work (9)
- + Bulbouts can be dangerous for biking/running (7)
- + No bumpouts on cooledge (7)

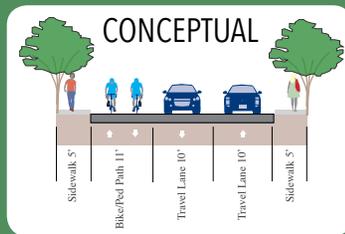
- + In favor in general (5)
- + Bulbouts must be designed correctly (4)
- + Do not want to lose on-street parking to bulbouts (4)
- + Bulbouts not attractive for neighborhood (4)
- + Not in favor of traffic calming (not effective) (3)
- + No chicanes (3)
- + Crosswalks are great (3)
- + North Morningside & North Highland evidence of these concepts not working (3)
- + Bulbouts good (2)
- + Ponce de Leon terrace is hazardous for pedestrians; needs better traffic calming and sidewalks (2)
- + Design with stormwater management in mind (2)
- + Mark crosswalks (2)
- + Bulbouts/chicanes damage tires/alignment (2)
- + Ensure bulbouts leave room for bikes without going into traffic
- + Bulbouts for saint Charles
- + Address ignored stop sign at Hudson dr./Virginia Ave?
- + Crosswalk at greenwood & Ponce needed
- + Do not pave cooledge
- + No right turns on Los Angeles from Maryland 4-7pm
- + No bulbouts for Maryland
- + No bulbouts for Maryland midblock (parking); ends of street ok
- + Rid of speed bumps on Amsterdam Ave
- + Amsterdam could use the bulbouts
- + Adair Ave (between Highland and Todd) needs calming
- + Amsterdam Ave needs better traffic calming
- + Change bulbouts to 4- way stops on busy streets like st. Charles

## SLOW STREETS

- Install a limited number of landscaped bulb outs or chicanes at key locations along the following streets to serve as a traffic calming device for the street:
  - + Ponce de Leon Pl
  - + Ponce de Leon Ter
  - + Maryland Ave
  - + Hudson Dr
  - + St. Augustine
- Prioritize bulb outs and chicanes at the following locations:
  - + Fire hydrants
  - + No parking zones
  - + Intersections
  - + Areas between driveways that currently can't accommodate on-street parking
- Add crosswalks at intersections with larger thoroughfares.



## BARNETT ST



- Install mini traffic circles at all key intersections along Barnett St with public art or environmental sustainability features.
- Consider changing the street to provide for a 10'-11' green-painted bike path.
- Transform the street into a “green line” that connects pedestrians and cyclists to all of the community parks: Orme Park, Howell Park, Freedom Park.



- + Prohibit parking within 10-ft of intersection on Ponce de Leon place
- + Ponce de Leon terrace needs bulbouts to slow traffic
- + Cross walk at Ponce de Leon terrace and Ponce de Leon place
- + Do not need bulbouts on Ponce de Leon terrace
- + Mini traffic circle at the intersection of rosdale Dr, rosdale Rd and Virginia Ave.
- + Ask residents of Hudson Dr before adding bulbouts, because many residents park on the street as a natural traffic calmer
- + Maryland Ave residents favor street trees, children at play signs, limited access for southbound traffic

### BARNETT ST

- + Mini traffic circles are great for slowing traffic (10)
- + In favor of concepts (9)
- + Love it to be bike friendly (6)
- + Love idea of connecting the parks (5)
- + Need more street parking needed, especially for condo & apartment at greenwood/Ponce de Leon (3)
- + What about bumpouts w/ ways through for running/biking (2)
- + Not in favor of traffic circles (2)
- + Careful not to clog intersections w/ bulbouts
- + Focus to get bikes through commercial district
- + Separate bike signals at intersections
- + Bumpout like Scott Blvd in Decatur
- + Need signage for combined use and explanation of sharrows
- + Add stop signs to Adair

- + Like the idea of turning Barnett into a green lane

## VIRGINIA AVE

- + In favor of concepts (6)
- + In favor of raised intersection on park for school buses (5)
- + Not in favor of bike lanes- not enough road space (4)
- + Love the vertical garden idea (3)
- + Bike lane is a great idea (3)
- + Switching bike lanes to different side of road is dangerous. Should stay on the same side of road (3)
- + North Va Ave needs to be parking on one side only (2)
- + Organize bike to school groups- traffic and healthy communities (2)
- + No sharrows (2)
- + Too many bike lanes, focus on a few (2)
- + Eliminate parking on both sides of street on clement during school dropoff (2)
- + Let the school decide for itself what to do with surfaces (2)
- + Curve on North Va near lanier needs no parking
- + Ball field should be parking deck for neighborhood
- + Continue bike lane from Barnett to North Highland for safety
- + Parents waiting to turn left holds up traffic on Virginia Ave not pulling into parking lot
- + (Use different materials and colors to distinguish)
- + Eliminate bus route on clement and limit parent dropoff
- + Have circle in front for student drop off for parents
- + Bike lanes (sharrows) need to be safe and clear for children to

## VIRGINIA AVE



- Install 1 bike lane on south side of Virginia Ave (Kanuga to Barnett) and on north side of Virginia Ave (Barnett to Highland).
- Install sharrows on north side of Virginia Ave (Kanuga to Barnett) and on south side of Virginia Ave (Barnett to North Highland).
- Install a raised intersection on Park Dr next to Inman Middle.
- Create a pull-in staging area for buses on the western side of the school along Park Dr.
- Work with Public Works and APD to prohibit cars from stopping/standing during school drop-off/pick-up hours along Clement Dr.
- Install crosswalks at Virginia Ave-Arcadia intersection.
- Prohibit left turns at Arcadia intersection during drop-off/pick-up.
- Explore the feasibility of creating a softball field, basketball court, or some kind of organized play area in the school open space.
- Create a vertical garden/living wall gateway at Field of Dreams.

## HEALTHY COMMUNITY



- Utilize public spaces as platforms for new sustainability technology showcases such as:
  - + Carbon capturing
  - + Solar power
  - + Pet waste / energy
  - + Recycling
  - + Rain water collection
  - + Urban agriculture
  - + Wind power
- Businesses/VHCA co-market neighborhood as a healthy living destination
- Start a community rain barrel art contest.
- Establish rooftop community gardens on the new Inman Middle building and Whole Foods (made accessible from the BetLine).
- Partner with Southface to produce/distribute educational materials to businesses/residents.



- access beltline
- + Transition to full bike lanes eventually
- + Upgrade pedestrian signal at Virginia & North Highland to become automatic
- + Consider how to connect bikeway from vahi to Emory
- + Suggest parents can't pickup students in traffic circle- have them park on Virginia
- + Make sure can see through vertical garden for safety
- + Improve school play fields into a usable community park
- + Provide safer ways for children to walk to school
- + Alternative road surfaces around school
- + No living wall (could become eye sore in winter months)
- + Find solution to improve turn lane at Virginia and park/Ponce place
- + Eliminate parking on north side of Virginia Ave from greencove Ave to Barnett
- + Sharrows on Virginia Ave between kanuga and Highland

### HEALTHY COMMUNITY

- + Great concepts (12)
- + Love the roof garden idea at Whole Foods (7)
- + Encourage active transportation as healthy mode of transport (3)
- + Love the roof garden at Inman (3)
- + Love the art, involve local artists (2)
- + Community garden at new Highland Park (2)
- + Wind power (2)
- + Continue to support trees Atlanta, good for stormwater, efficiency

## ACCESSORY DWELLINGS

Explore the allowance of Accessory Dwelling Units in the neighborhood as a way to preserve smaller and more affordable housing options in Virginia-Highland, with the following additional criteria:

- Allow Accessory Dwelling Units up to a maximum size of 1,000 square feet.
- Require on-site parking to be provided for such uses.
- Require architectural compatibility with the existing residence in terms of building forms, height, construction materials, colors, landscaping, etc.
- Require a location and design that maintains a compatible relationship to adjacent properties and does not direct windows or doors onto adjacent properties.
- Require water-conservation features including landscaping elements and water-conservation fixtures.



- + and aesthetics (2)
- + Support for public space for sustainability tech (2)
- + Do not support any of these ideas because they are out of project scope; do not spend money in this way (2)
- + More involvement with restaurants to promote local and neighbor garden
- + Trash bins at multifamily are an issue
- + Neighborhood collection of leaves, and then open compost for communal use
- + Led street lights
- + Love the rain barrel contest
- + All of these ideas are eco friendly and engage a community in positive ways.
- + Encourage recycling; ask businesses to recycle and provide public recycling bins on the street
- + Discourage use of pesticides and chemicals on our lawns and plant native plants

## ACCESSORY DWELLINGS

- + Like the idea (14)
- + Been fighting this through vhca for 20 years, invites building of rental units (8)
- + Great for those with less income/lower cost living (5)
- + Lots too small to have these (4)
- + Terrible for large tree canopy (4)
- + Great for deep lots or functioning alleys (3)
- + Would require change in zoning (2)

- + Concern for adjacent property owners (2)
- + Some lots too small (2)
- + Execution is key if decide to do this, must obey lot coverages, setbacks (2)
- + Should be proportionate to lot size (2)
- + Impervious land would become an issue (2)
- + Need additional parking (2)
- + Will cause density issues (2)
- + Water conservation should be goal for all structures (1)
- + Time to repeal this restriction (1)
- + Carriage house vs. House conversion to multifamily- ideal application (1)
- + Developers will take advantage of this (1)
- + Will end up empty or used for their own personal use (1)
- + Opposed to others having opinion on architecture (1)
- + Against requirements for on site parking (1)

### MONROE DR

- + I like the traffic circle (15)
- + Road diet will improve safety for all (10)
- + 4 To 2 lanes not realistic- major thoroughfare (7)
- + Road diet will help traffic (5)
- + I support the road diet (5)
- + Will be tough/unsafe for peds/bikes to cross traffic circle (5)
- + Cars will start driving through neighborhood (4)
- + Road diet needed to improve traffic flow and quality of life (4)
- + Traffic circles are worse for traffic (4)

## MONROE DR

- Monroe Dr road diet (reduce current 4-lane section to 1 north-bound travel lane, 1 south-bound travel lane, 1 middle turn lane, and bike lanes on both sides of the street).
- Park/Monroe round-about.
- Eliminate Park Dr slip-lanes.
- Create new pedestrian-only traffic light sequences at Park and Amsterdam.



- + Start an educational campaign for diet and roundabout (3)
- + Beltline takes away the need for pedestrian and biking (2)
- + Keep 4 lanes (2)
- + High accident intersection won't be better with a traffic circle (2)
- + Will a traffic circle inhibit/be safe for pedestrians? (2)
- + In favor of dedicated turn lane (2)
- + Create a one way system around park 3 lanes and a bike lane (1)
- + Fix traffic lights to reduce the need for lane changes (1)
- + Against road diet but in favor of improving ped/crosswalk (1)
- + Not a good biking route, for cars (1)
- + After Ponce city market and increased population- counts will increase to double (1)
- + Love road diet if it works (1)
- + Park/Monroe used to be a roundabout w/ a magnolia in middle (1)
- + Consider lighting for pedestrians with the traffic circle (1)
- + 4 Lane section with left turn lanes needs to be kept at Ansley
- + Unrealistic
- + Can't do a roundabout and a ped signal at same place
- + Park/Monroe could serve as a major gateway to neighborhood
- + Need to study 10th/Virginia/kanuga plan- large backups already
- + Like to see additional data to prove this could work
- + Must create a pilot to test these ideas

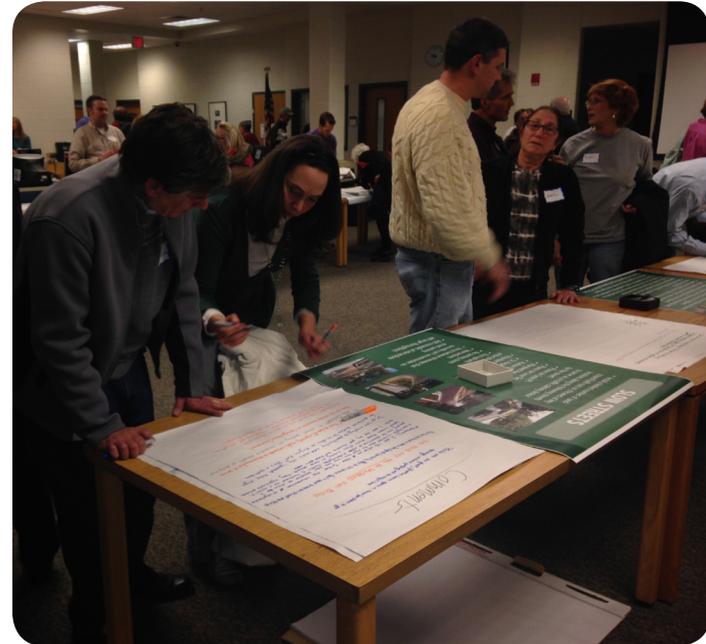
## ADDITIONAL CONCEPTS

- + Need street lights- a priority (10)
- + Yes to burying utilities (8)

## ADDITIONAL CONCEPTS

- Fix the broken/missing sidewalks in the neighborhood.
- Enforce speed limits in the neighborhood.
- Provide more street lighting on streets throughout the neighborhood.
- Consider adding more office use to provide additional day-time population and to better utilize the limited parking supply of the commercial nodes.
- Consider creating opportunities for "shared" or "co-working" office spaces in the nodes as an option for this emerging type of use/demographic.
- Add sidewalks to both sides of Ponce de Leon Terrace.
- Prevent Todd Rd from being utilized as valet staging for restaurants.
- Greencove-Virginia curb should be fixed to be ADA compliant.
- Support retention of single-family throughout the neighborhood.
- Support existing multi-family and desire to retain affordable units in the neighborhood.
- Desire for BeltLine affordable housing to be included in new multi-family housing along the BeltLine in the neighborhood.
- Bury utilities underground.
- Form a Virginia-Highland Business Association
- Promote educational campaign to keep the sewer/storm drains cleaned to prevent area flooding.
- Map the neighborhood creeks that daylight and identify any opportunities to daylight those that are underground.
- Pursue becoming a certified EcoDistrict to help inform future environmental decisions that the neighborhood may make in the future.
- Explore locations for a new community garden: Pilot & Ponce Place near GA Power; or encourage utilization of the Piedmont Park community garden
- Ensure lighting does not cause unnecessary lighting pollution See examples that project the light direct and downward (see Georgia Tech campus and Jekyll Island).
- Remove 2nd stop light on North Highland southbound at Amsterdam.

- + Sidewalk repair prioritized (8)
- + Vahi historically mixed single and multifamily- need to return to this (3)
- + Have police ticket for those not giving pedestrians right of way (3)
- + Need large public/community garden (2)
- + Develop strict guidelines and education for stormwater management (2)
- + Flashing lights for pedestrians at crosswalks (2)
- + Mandate parking garage added before any commercial expansion
- + Bike valet?
- + Need ADA compliant curbs at Cresthill Ave and Monroe
- + Pedestrian crosswalks on Monroe don't work
- + Add more crosswalks
- + Keep single family- no tear downs
- + Improve stormwater drains for safety and better drainage
- + Document Va-Hi's history in public modes
- + Concentrate on tree lines streets- scale, shade, character
- + Contact gotcha rides for a shuttle from midtown to vahi
- + For healthy communities, a rec center
- + Utilize tech/GaState to create designs for storefront parking garages
- + Ponce terrace needs sidewalks on at least one side
- + No sidewalks for Ponce terrace unless cut in from street width not owner property
- + Speed limit enforcement starts with residents- we may be culprits
- + Speeding is a huge issue on Highland Ave- need bumps/checks
- + Support existing multi-family
- + Kentucky/North Highland need ADA compliant curb
- + Designated turn lane w/ signal at Amsterdam/North Highland?
- + Sell Todd Rd. And Virginia/Highland turn lane to Murphy's for couple million to fund other projects
- + Prevent Todd Rd from being utilized as valet
- + Do not restrict business parking on Todd Rd. For sake of thriving businesses



Meeting attendees provide their feedback on the master plan recommendations.

# VAHI

- + Add sign toppers “Virginia-Highland”
- + Ability to access wholefoods/Home Depot from beltline
- + Paint all crosswalks in neighborhood
- + Connect midtown plaza shopping center parking to Home Depot
- + Homeless population concerns
- + Good ideas, where does funding come from?
- + Disagree with push for affordable housing
- + Park drive dead ends into piedmont park- safer on-street parking possible?
- + Improve connectivity with surrounding neighborhoods via bike/foot
- + Explore a Sunday festival- North Highland streets closed to traffic turned into pedestrian malls
- + Discourage use of chemicals on lawns and xeriscaping
- + Discourage use of gas powered leaf blowers- noise/air pollution
- + Add comprehensive crime watch program
- + All crosswalks should be ADA compliant

# COMMUNITY FORUM #4

## VHCA Draft Plan Update March 10, 2014

At the March 10 Virginia-Highland Civic Association meeting, the Planning Team consultants presented an update on the Draft Plan and fielded questions from the community related to the Draft Plan. An overview was provided of the project schedule and the remaining steps in the process.

Further information was also provided on the following topics:

- + Recap of previous planning studies: North Highland Study, Ponce de Leon LCI Study, BeltLine Subarea 6 Plan, Comprehensive Development Plan, Connect Atlanta Plan, Cycle Atlanta Plan.
- + The Healthy Living Vision for the community.
- + Monroe Dr: Road diet and roundabout.
- + Virginia Ave: Traffic calming/biking.
- + Druid Hills Presbyterian Church: NC District expansion.
- + North Highland Ave: Traffic calming/biking/pedestrians/parking.
- + Accessory Dwellings: Housing options in the community.
- + Design Guidelines: Urban design strategy for new single-family construction.
- + Barnett St: Green line connection from Orme Park to Freedom Park.
- + St. Charles Ave: Biking connection from the BeltLine to Druid Hills.

There were approximately 45 community members in attendance and many of them had questions for the consultant team. There were several questions regarding the feasibility of the Monroe Drive Road Diet concept and how these types of projects are implemented. There were additional questions concerning how Master Plan processes are conducted with a particular interest in knowing how these types of community plans are adopted by the City. Several attendees also expressed opposition to the Master Plan dialogue regarding accessory dwelling units within the neighborhood.

# TRAFFIC CALMING GUIDANCE

This document provides additional guidance for the Virginia-Highland Master Plan and is intended to function as a reference resource for neighborhood residents who may be interested in pursuing traffic calming treatments that were not understood as a key project need during the Master Plan's original development. It offers both an overview of principles behind traffic calming, presented here as concise primer intended to enhance communication and understanding, and a more detailed selection chart with basic guidance on facility design.

Virginia-Highland residents and the Civic Association will need to work with the City of Atlanta to develop specific traffic calming solutions for streets. Selecting and locating traffic calming devices is site-specific; however, there are certain basic factors to consider that can help narrow and focus the process. This guidance is intended to help the Virginia-Highland neighborhood advance understanding of appropriate traffic calming treatments to site-specific needs and inform requests that the neighborhood makes to the City of Atlanta for installation of these treatments.

It is important to note that the City of Atlanta currently has an established process for traffic calming installation (referenced later in this guidance) and this guidance document, or any other recommendations of the Master Plan, do not supersede that. This guidance is intended to inform discussion among neighborhood residents and define a series of first steps and decision points so that requests and discussions with the City are streamlined and focused—all in the spirit of expediting appropriate traffic calming installation where it is needed.

## TRAFFIC CALMING REASONS AND RATIONALE

Traffic calming is installed to address three primary challenges to neighborhoods (either one or a combination of these three):

### 1. Vehicle Speed

This is a significant determinant of crash severity, especially when a pedestrian is involved. Pedestrians hit by vehicles moving at 20 miles per hour have a 95 percent chance of survival, where pedestrians hit by vehicles moving at 40 miles per hour have only a 15 percent chance of survival.

It is also a critical factor where modes conflict, especially on streets designated as neighborhood bicycle streets.

Control of speeds should be logical with respect to context—where it is appropriate to slow speeds on residential streets, it is less appropriate to seek traffic calming on thoroughfare streets that are intended to carry larger traffic volumes.

Reducing vehicle speeds opens up a range of design options that allows a street to resemble less a speedway and more a neighborhood street.

### 2. Driver Behavior.

If other street users can better predict how and where a particular vehicle will be driven, the street will be safer.

### 3. Pedestrian and Bicycle Exposure Risk

- with shorter crossing time and/or distance, time in street is reduced, and exposure risk is reduced.

## WHAT BRINGS THESE CHALLENGES TO NEIGHBORHOODS

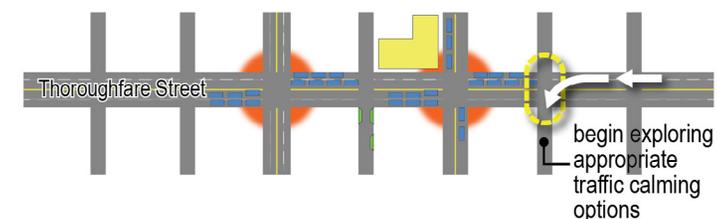
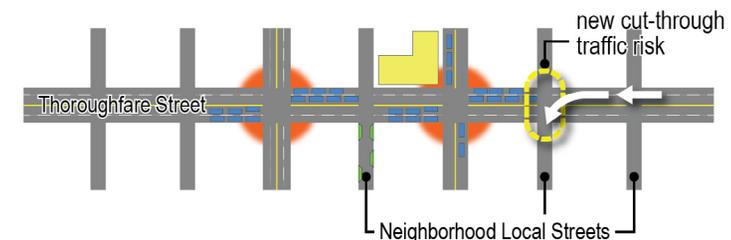
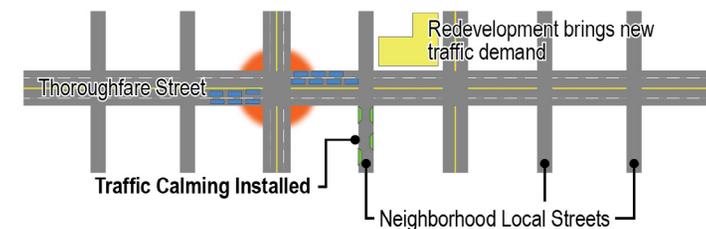
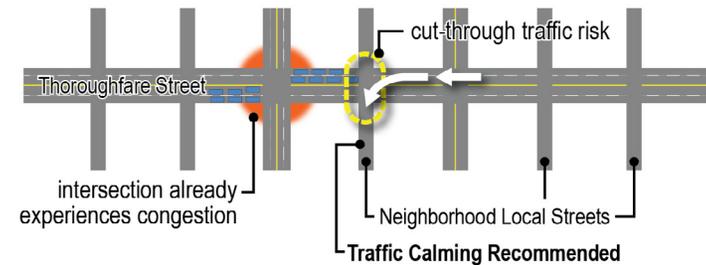
Traffic calming is most often applied on residential streets because of concerns of neighborhood quality of life, especially for more vulnerable residents such as children and the elderly. On select occasions traffic calming is applied to commercial streets and primary thoroughfares, although in the Virginia-Highland as in much of Atlanta, these streets are generally key connections to other parts of the city and concerns over traffic capacity or impacts to vehicles preclude their being used.

A key reason for this guidance is to allow Virginia-Highland residents to be proactive about potential changes and begin monitoring conditions early. Neighborhoods can build a stronger case for traffic calming if they understand where and when traffic conditions may change and begin understanding this change early. This involves measuring existing conditions and tracking patterns in traffic and motorist behavior on neighborhood streets as changes happen. Traffic calming is often used as a reaction to

The following are common conditions in which higher speeds, higher traffic levels and potential modal conflict emerge on residential streets. These should be used as a guide for understanding when traffic calming may be appropriate for specific streets in Virginia-Highland.

1. Cut-through traffic. Throughout the United States, one of the most common conditions leading to traffic calming installation is cut-through traffic, or motorists' use of neighborhood streets to take shortcuts or to avoid traffic congestion on main streets. Residents on streets prone to cut-through traffic are often concerned about its impacts on quality of life and safety of residents using the street, especially as many drivers who constitute the cut-through traffic are not residents of the neighborhood themselves and do not have the same vested interest in preserving its safety.

As the Master Plan's recommendations are implemented, traffic conditions throughout the neighborhood may change and create new areas of risk for traffic calming. The diagrams to the right illustrate how this may happen and help to illustrate areas that may face new cut-through traffic patterns once overall neighborhood traffic patterns change.



2. Speeds are too high. Even without an understood risk of cut-through traffic, certain conditions can lead to motorist speeds being too high. This happens for numerous reasons, but some are inherent to the original design of the neighborhood, when streets were not built for the same volume of vehicles that the neighborhood must address today. Virginia-Highland's street grid features long blocks, especially in its southern areas near Ponce de Leon Avenue, and this may encourage motorists (even those who live in the neighborhood) to drive more quickly than is appropriate.

## UNDERSTANDING THE PROBLEM TO SOLVE

Traffic calming is used for both speed and volume management. Strictly speaking, traffic calming can make a street safer with the same amount of traffic volume. Alternatively, traffic calming can redirect drivers away from certain streets. It is important to understand the problem to solve: high levels of traffic and traffic moving too quickly may be different things.

Typically, traffic calming is a reaction. Many of the streets in the United States were constructed when there were fewer vehicles on the road, people drove slower, and more people walked. Over time, the role of streets and the behavior of motorists has changed. Gridiron street patterns became bypasses around congestion points, drivers began to talk on cell phones, long and straight streets became speedways, and drivers ceased to yield to people walking and cycling. If one were to begin again, one could design a street network which limited the negative impacts of motorized traffic, especially higher speeds and unwanted through traffic. Our streets and neighborhoods are well established, however, and traffic calming devices offer one solution to manage the impacts of these conditions.

There are two basic types of traffic calming devices: horizontal (those that deflect a driver's path) and vertical (those that are driven over). Some devices employ both techniques. Horizontal devices can help to slow speeds and raise motorist awareness of the surrounding environment: when motorists need to make turns they pay more attention. Vertical devices typically only address speeds, although they are often less expensive to install and do not have the same level of impact on street parking.

If the problem to solve is strictly related to speed, vertical solutions such as speed tables, raised crosswalks and raised intersections may be appropriate solutions. However, if cut-through traffic volumes create undesirable conditions, additional horizontal deflection measures may be useful for controlling speed and creating a disincentive to use the street for an easy cut-through route.

## PRIORITIZATION

1. Solve the most dangerous locations first, and have quantifiable data to support recommendations. The City of Atlanta may be able to assist with collecting traffic counts and providing collision data. The Atlanta Police Department and other law enforcement agencies collect this data and report it to the Georgia Department of Transportation. Take advantage of neighborhood local knowledge to identify key locations and help to refine searches and analysis of this data.

2. Work where you are politically protected. Civic locations such as schools, parks, and areas where pedestrians have direct access to commercial land uses are places where there is a direct and indisputable public interest in preserving safety. Identifying traffic calming in these locations can help to make a stronger case for implementation.

## PROCESS

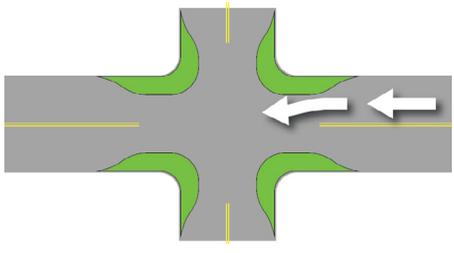
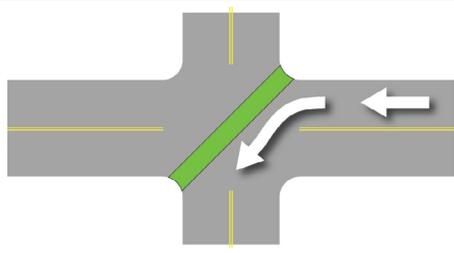
The City of Atlanta's current regulations on traffic calming installation are defined in Section 138.84 of the City of Atlanta Code of Ordinances. Residents of Virginia-Highland seeking to add traffic calming to streets will need to follow the administrative process defined in these regulations, with the primary steps outlined below:

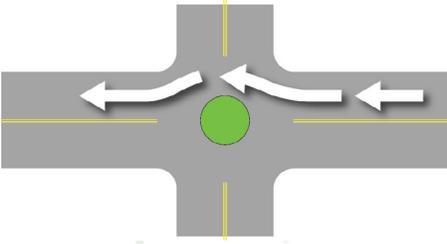
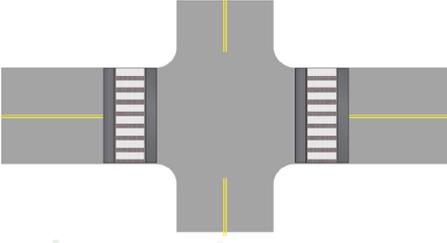
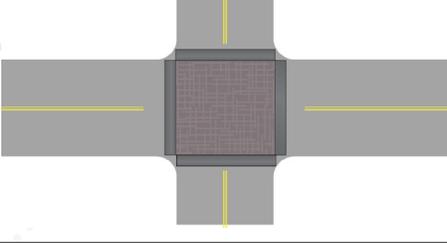
1. Residents submit a petition to the City's Department of Public Works. This must be signed by at least 75 percent (by parcel count) of the property owners in the area or along the street in which traffic calming is desired.
2. Perform traffic studies that determine traffic volume and speed. Speed is the critical factor in determining eligibility for traffic calming, as City ordinance currently requires the 85th percentile speed measured to be ten (10) miles over the posted speed limit for traffic calming to be considered.
3. Determine appropriate treatments as defined in the City's Traffic Calming Device Implementation Guidebook, using this guidance to help understand options.

## TRAFFIC CALMING PROTOTYPES

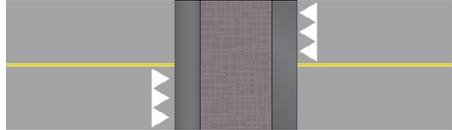
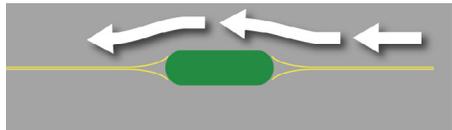
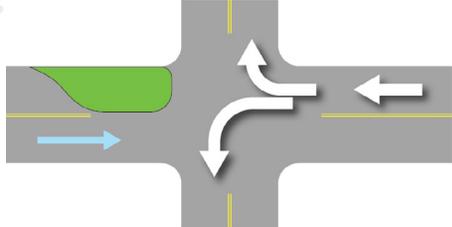
The matrix of options on the following pages describes multiple traffic calming treatments commonly used throughout the United States, Canada and Europe. It describes where they are appropriate—at intersections or in mid-block locations—and gives guidance on the types of conditions they can help to address (speed, increase in volumes, etc.) as well as the neighborhood elements with which they may conflict or have impacts (such as driveways, narrow streets, and streets

with transit vehicles or school buses). Once neighborhood residents have an understanding of the problem(s) they face, this guidance may be used to help focus discussions on which traffic calming measures may be appropriate.

Traffic Calming Device	General Design <i>Note that designs are schematic and do not represent actual applications on neighborhood streets. Instead, they are intended to provide general guidance on how each traffic calming device is to be designed and the expected deflection of a driver's path in order to control traffic speeds, traffic volume or driver behavior.</i>	location		vehicle speed	vehicle turning speed	driver behavior	exposure risk	volume	on-street parking	driveways	narrow streets	wide streets	bus routes	installation costs •• high, •• medium, • low	maintenance costs •• high, •• medium, • low	safety benefits/impact •• high, •• medium, • low
		intersection	midblock													
Curb extensions		X	X		X	X	X							••	•	•••
Diagonal diverter <sup>1</sup>		X			X		X	X				X	X	••	••	•••

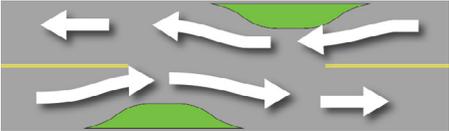
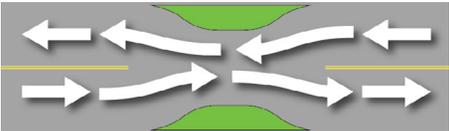
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		intersection	midblock	vehicle speed	vehicle turning speed	driver behavior	exposure risk	volume	on-street parking	driveways	narrow streets	wide streets	bus routes	installation costs •• high, ••• medium, • low	maintenance costs •• high, ••• medium, • low	safety benefits/impact •• high, ••• medium, • low
Mini-roundabout <sup>2</sup>		X		X		X								••	•	•••
Raised crosswalk		X	X	X									X	••	•	•••
Raised intersection		X		X									X	••	•	•••

Traffic Calming Device	<p><b>General Design</b>  <i>Note that designs are schematic and do not represent actual applications on neighborhood streets. Instead, they are intended to provide general guidance on how each traffic calming device is to be designed and the expected deflection of a driver's path in order to control traffic speeds, traffic volume or driver behavior.</i></p>	location														
		intersection	midblock	vehicle speed	vehicle turning speed	driver behavior	exposure risk	volume	on-street parking	driveways	narrow streets	wide streets	bus routes	installation costs ••• high, •• medium, • low	maintenance costs ••• high, •• medium, • low	safety benefits/impact ••• high, •• medium, • low
Channelization island		X		X	X	X								•	•	••
Full closure <sup>6</sup>		X	X				X	X					X	•••	••	••
Pedestrian crossing island		X	X			X	X							••	•	••

Traffic Calming Device	<p><b>General Design</b>  <i>Note that designs are schematic and do not represent actual applications on neighborhood streets. Instead, they are intended to provide general guidance on how each traffic calming device is to be designed and the expected deflection of a driver's path in order to control traffic speeds, traffic volume or driver behavior.</i></p>	location		vehicle speed	vehicle turning speed	driver behavior	exposure risk	volume	on-street parking	driveways	narrow streets	wide streets	bus routes	installation costs •• high, ••• medium, • low	maintenance costs •• high, ••• medium, • low	safety benefits/impact •• high, ••• medium, • low
		intersection	midblock													
Speed hump or table			X	X						X		X		•	•	••
Center island narrowing			X	X					X					•	•	•
Half closure		X	X				X	X					X	••	••	•

# VAHI

## APPENDIX

Traffic Calming Device	General Design <i>Note that designs are schematic and do not represent actual applications on neighborhood streets. Instead, they are intended to provide general guidance on how each traffic calming device is to be designed and the expected deflection of a driver's path in order to control traffic speeds, traffic volume or driver behavior.</i>	location														
		intersection	midblock	vehicle speed	vehicle turning speed	driver behavior	exposure risk	volume	on-street parking	driveways	narrow streets	wide streets	bus routes	installation costs ••• high, •• medium, • low	maintenance costs ••• high, •• medium, • low	safety benefits/impact ••• high, •• medium, • low
Lateral shift & chicane			X	X								X		••	•	•
Midblock narrowing (choker)			X	X		X			X					••	•	•
Pavement treatment		X	X			X								••	••	•

## UNDERSTANDING IMPACTS ON PARKING

One of the key functions of traffic calming devices is to deflect vehicle paths in order to slow traffic or reduce conflicts between vehicles and other modes of transportation, especially bicycles and pedestrians. However, deflecting these paths also means sometimes taking up space along the street usually reserved for on-street parking. On many streets in Virginia-Highland, on-street parking is critically important—single-family homes do not feature driveways, driveways are not large enough to accommodate multiple vehicles, or multi-family properties rely on street parking to accommodate their residents.

Before identifying traffic calming approaches that will work for a street's needs, neighborhood residents and stakeholders should understand current the street's current parking demands. This includes performing counts of current parking activity on the street and understanding where needs are greatest.

The following guidance is intended to help residents conduct inventories of parking usage in order to document current activity. This information is helpful to decision-making in pursuing a particular approach to traffic calming and can help to overcome resistance to traffic calming approaches based solely on impacts to on-street parking availability. It is also intended to allow residents to bring more informed requests for traffic calming installation to the City of Atlanta, having demonstrated where and when parking is used.

These twelve guidance points can be useful in establishing a parking count.

1. Set survey boundaries. Make sure the study area is comprehensive by capturing all public and private parking areas in the area of focus - and then also collect data at least a block or two beyond that to capture any spillover activity. If you are focusing traffic calming efforts on only street, make sure that you look beyond this street to understand surrounding blocks' parking activity and whether or not they

would face impacts based on changes to the study street's parking capacity.

2. Develop a survey schedule. Generally avoid rainy or snowy days, holidays and holiday weeks, Mondays and Fridays, days when school is not in session, construction periods, or any days that aren't a "typical" day.

3. Collect during an appropriate time span and frequency. Is it necessary to start counting in the early morning to observe commuter demand? Stay late for evening activity? Start and end as early or as late as needed to paint the full picture. In neighborhood residential streets such as Virginia-Highland, counts may not be needed every hour—this is often more appropriate in business districts and perhaps on residential streets that directly abut business districts. However, counting more than once during the day is important to understand the differences between peak periods (when everyone is at home or in the neighborhood) and off-peak periods (when they are away for shopping, work, or other reasons). Suggested times for counting are early morning or late evening (before 7 am or after 8 pm), as these are likely to represent the peak times of on-street parking use; mid-morning or mid afternoon (10 am or 2 pm); and on weekends early in the mornings.

4. Prepare simple spreadsheets and maps. Assign each street segment or lot a unique ID number for easy reference. Have easily identifiable columns of data for each on-street segment and off-street facility.

5. Create a collection route. Data collectors should follow the same route for each loop, i.e. if block A is counted at 7:05am, it should be counted at 8:05am and 9:05am, etc. Collecting data consistently allows for direct comparisons across time periods.

6. Train residents who will be assisting in the count. Proper training on the do's and don'ts of counting cars is necessary, and make sure that any residents involved are ready for a long day - wear sneakers and bring water and snacks.

7. Get permission. Coordinate with residents on when the counting is taking place so no one is surprised. The Virginia-Highland Civic Association may even consider a letter that count volunteers may carry with them to remind residents of the effort and the larger interest in exploring traffic calming options for the street.

And, inform the police and other parties of the collection dates: nobody wants to get in trouble with the law - particularly for just counting parked cars.

8. Be equipped with materials. Data collectors should be equipped with all needed materials - pencils, pens, clip boards, maps, and inventory information.

9. Regulation is as important as location. Collect parking data by regulation (for example time limited spaces, or handicapped spaces). Many neighborhood streets won't have these, but some may. Regulation is equally important in considering where to choose a parking space – and some regulations may not be working the way they are meant to!

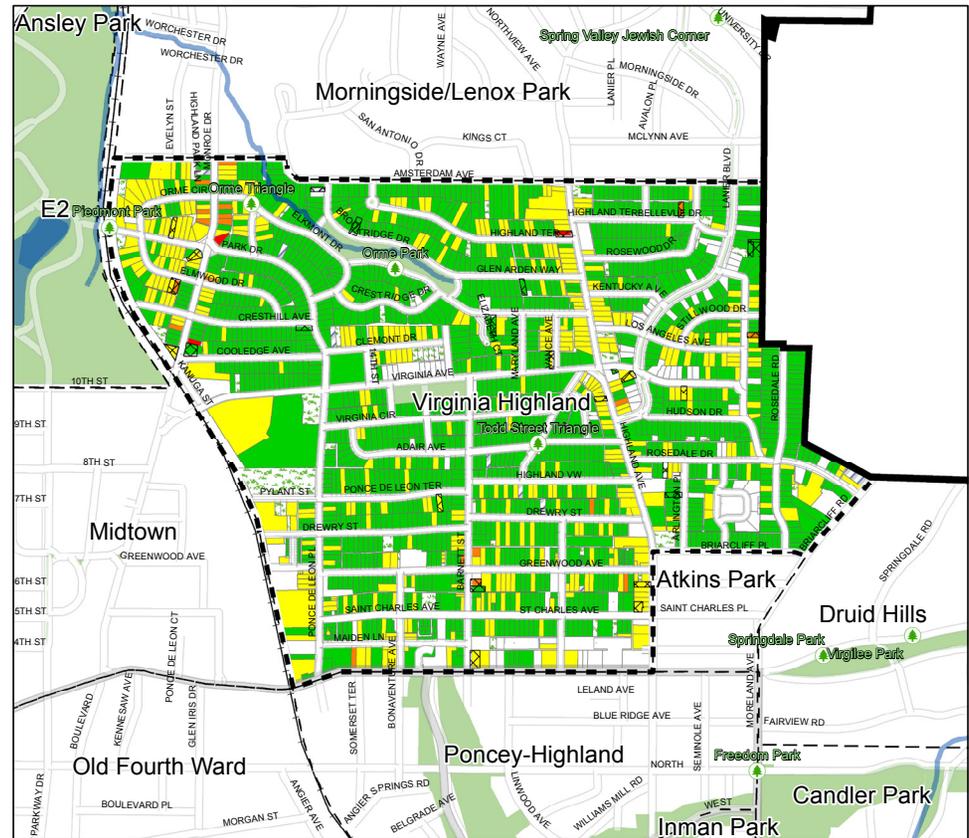
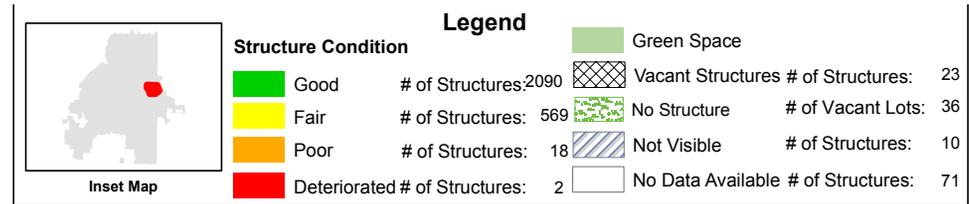
10. Take notes in the field. Unsure if a car is parked legally or illegally in a spot? Can a parking lot accommodate more spaces than you have recorded in your supply? Take detailed notes of everything and you can always review after the data collection effort.

11. Be efficient. Save time and energy, for example: you don't need to walk up and down every street; you can often count the opposite side of the street from the side where you are standing.

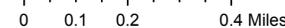
12. Keep an eye on the big picture. It's easy to lose track of project goals during a long survey effort. Be sure to communicate to surveyors the importance of focusing on collecting quality data; their good work forms the foundation of a successful effort.

# STRATEGIC COMMUNITY INVESTMENT

The 2013 Strategic Community Investment (SCI) report, is an extensive inventory and analysis of residential areas in the City of Atlanta. Based on “windshield” survey field data, the SCI report documents the conditions of Atlanta’s residential properties, in order to highlight the strengths and weaknesses of the city’s housing market on the neighborhood level, and to generate strategies for the purpose of attracting investment and development in areas where such change can have the greatest positive impact. The corresponding map reflects the data collected for the Virginia-Highland neighborhood.



Source: APD Solutions Field Evaluation Data, 2012  
Neighborhood parcel counts may differ from visual representations within an error margin of +/- 5% of the city-wide total



APPENDIX

## US CENSUS BUREAU DATA

The following data is a profile of General Population and Housing Characteristics in 2010 from the US Census Bureau and estimates for 2013 as a supplement to the demographic data provided elsewhere in this document. For more information on the US Census Bureau and the source of this information, see <http://www.census.gov/prod/cen2010/doc/dpsf.pdf>.

AGE (TOTAL)	2010	%	2013 estimate
Total population	22,246	100.0	21,584
Under 5 years	1,302	5.9	1,441
5 to 9 years	1,057	4.8	1,275
10 to 14 years	834	3.7	744
15 to 19 years	571	2.6	619
20 to 24 years	1,798	8.1	1,276
25 to 29 years	2,990	13.4	5,026
30 to 34 years	2,324	10.4	4,335
35 to 39 years	2,296	10.3	3,222
40 to 44 years	1,976	8.9	1,221
45 to 49 years	1,691	7.6	1,043
50 to 54 years	1,491	6.7	738
55 to 59 years	1,327	6.0	467
60 to 64 years	1,092	4.9	177
65 to 69 years	604	2.7	738
70 to 74 years	274	1.2	467
75 to 79 years	202	0.9	467
80 to 84 years	188	0.8	177
85 years and over	229	1.0	177
Median age (years)	35.5	-	36.3
16 years and over	18,918	85.0	-
18 years and over	18,633	83.8	17,679
21 years and over	18,352	82.5	17,422
62 years and over	2,138	9.6	1,956
65 years and over	1,497	6.7	1,382

AGE (MALES)	2010	%	2013 estimate
Male population	11,329	50.9	8,747
Under 5 years	702	3.2	-
5 to 9 years	527	2.4	-
10 to 14 years	428	1.9	-
15 to 19 years	305	1.4	-
20 to 24 years	822	3.7	-
25 to 29 years	1,270	5.7	-
30 to 34 years	1,180	5.3	-
35 to 39 years	1,201	5.4	-
40 to 44 years	1,138	5.1	-
45 to 49 years	969	4.4	-
50 to 54 years	814	3.7	-
55 to 59 years	705	3.2	-
60 to 64 years	580	2.6	-
65 to 69 years	301	1.4	-
70 to 74 years	153	0.7	-
75 to 79 years	92	0.4	640
80 to 84 years	77	0.3	-
85 years and over	65	0.3	-
Median age (years)	36.9	-	-
16 years and over	9,611	43.2	-
18 years and over	9,446	42.5	-
21 years and over	9,309	41.8	-
62 years and over	1,041	4.7	-
65 years and over	688	3.1	-

AGE (FEMALES)	2010	%	2013 estimate
Female population	10,917	49.1	8,932
Under 5 years	600	2.7	-
5 to 9 years	530	2.4	-
10 to 14 years	406	1.8	-
15 to 19 years	266	1.2	-
20 to 24 years	976	4.4	-
25 to 29 years	1,720	7.7	-
30 to 34 years	1,144	5.1	-
35 to 39 years	1,095	4.9	-
40 to 44 years	838	3.8	-
45 to 49 years	722	3.2	-
50 to 54 years	677	3.0	-
55 to 59 years	622	2.8	-
60 to 64 years	512	2.3	-
65 to 69 years	303	1.4	-
70 to 74 years	121	0.5	-
75 to 79 years	110	0.5	742
80 to 84 years	111	0.5	-
85 years and over	164	0.7	-
Median age (years)	34.1	-	-
16 years and over	9,307	41.8	-
18 years and over	9,187	41.3	-
21 years and over	9,043	40.7	-
62 years and over	1,097	4.9	-
65 years and over	809	3.6	-

RACE (TOTAL)	2010	%	2013 estimate
Total population	22,246	100.0	21,584
One Race	21,814	98.1	21,246
White	19,345	87.0	19,322
Black or African American	1,359	6.1	986
American Indian and Alaska Native	59	0.3	13
Asian	726	3.3	817
Asian Indian	232	1.0	271
Chinese	203	0.9	117
Filipino	25	0.1	23
Japanese	39	0.2	42
Korean	118	0.5	223
Vietnamese	29	0.1	38
Other Asian	80	0.4	103
Native Hawaiian and Other Pacific Islander	7	0.0	1
Native Hawaiian	4	0.0	1
Guamanian or Chamorro	2	0.0	0
Samoan	0	0.0	0
Other Pacific Islander	1	0.0	0
Some Other Race	318	1.4	107
Two or More Races	432	1.9	338
White; American Indian and Alaska Native	49	0.2	136
White; Asian	199	0.9	134
White; Black or African American	71	0.3	8
White; Some Other Race	31	0.1	-

RACE (TOTAL)	2010	%	2013 estimate
Race alone or in combination with one or more other races			
White	19,729	88.7	19,628
Black or African American	1,478	6.6	1,039
American Indian and Alaska Native	133	0.6	180
Asian	973	4.4	983
Native Hawaiian and Other Pacific Islander	22	0.1	1
Some Other Race	377	1.7	122
HISPANIC OR LATINO			
Total population	22,246	100.0	21,584
Hispanic or Latino (of any race)	1,051	4.7	937
Mexican	490	2.2	328
Puerto Rican	91	0.4	102
Cuban	130	0.6	48
Other Hispanic or Latino	340	1.5	459
Not Hispanic or Latino	21,195	95.3	20,647

RELATIONSHIP	2010	%
Total population	22,246	100.0
In households	21,713	97.6
Householder	11,351	51.0
Spouse	3,421	15.4
Child	3,706	16.7
Own child under 18 years	3,337	15.0
Other relatives	391	1.8
Under 18 years	50	0.2
65 years and over	76	0.3
Nonrelatives	2,844	12.8
Under 18 years	115	0.5
65 years and over	49	0.2
Unmarried partner	1,040	4.7
In group quarters	533	2.4
Institutionalized population	281	1.3
Male	156	0.7
Female	125	0.6
Noninstitutionalized population	252	1.1
Male	221	1.0
Female	31	0.1

HOUSEHOLDS	2010	%
Total households	11,351	100.0
Family households (families)	4,087	36.0
With own children under 18 years	1,944	17.1
Husband-wife family	3,421	30.1
With own children under 18 years	1,571	13.8
Male householder, no wife present	197	1.7
With own children under 18 years	104	0.9
Female householder, no husband present	469	4.1
With own children under 18 years	269	2.4
Nonfamily households	7,264	64.0
Householder living alone	5,213	45.9
Male	2,527	22.3
65 years and over	181	1.6
Female	2,686	23.7
65 years and over	289	2.5
Households with individuals under 18 years	1,994	17.6
Households with individuals 65 years and over	1,051	9.3
Average household size	1.91	-
Average family size	2.84	-

OCCUPANCY & TENURE	NUMBER	PERCENT
Total housing units	12,373	100.0
Occupied housing units	11,351	91.7
Vacant housing units	1,022	8.3
For rent	533	4.3
Rented, not occupied	21	0.2
For sale only	185	1.5
Sold, not occupied	52	0.4
For seasonal, recreational, or occasional use	69	0.6
All other vacants	162	1.3
Homeowner vacancy rate (percent)	3.0	-
Rental vacancy rate (percent)	9.0	-
Occupied housing units	11,351	100.0
Owner-occupied housing units	6,006	52.9
Population in owner-occupied housing units	13,265	-
Average household size of owner-occupied units	2.21	-
Renter-occupied housing units	5,345	47.1
Population in renter-occupied housing units	8,448	-
Average household size of renter-occupied units	1.58	-