



NEIGHBORHOOD MASTER PLAN

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DRAFT RECOMMENDATIONS

The following are draft recommendations for the Poncey-Highland Neighborhood Master Plan. An asterisk (*) indicates a recommendation from an existing City-adopted plan.

Land Use: General

General Land Use Policies

- Preserve the historic residential core of the neighborhood.*
- Provide height transitions from new development to adjacent historic residential core areas.*
- Strive to achieve the land use vision of the Framework Plan.

General Land Use Projects

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

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

Land Use: Parks and Open Space

Park and Open Space Policies

- Encourage development n to parks to front them with doors, windows, and walkways, not parking or loading.
- Support efforts to provide public art in Freedom Park.
- Support efforts to establish a Farmers Market in the Historic Fourth Ward Park.

Park and Open Space Projects

- Create a committee to review art installations in Freedom Park in Poncey-Highland.
- Install public art in Freedom Park.
- Construct a fence or hedge around the existing community garden in Freedom Park.
- Expand community garden space in Freedom Park, either through an expansion to the existing garden or new gardens in other areas.
- Assess the ideal location for a dog park in or near Poncey-Highland
- Construct a dog park in or near Poncey-Highland
- Install a dog waste/bags kiosk in Freedom Park
- Add trash cans in Freedom Park at the playground and near Williams Mill Road.
- Increase lighting in Freedom Park, especially along trails, with low voltage or solar lights.
- Install a water fountain in Freedom Park near the playground.
- Install a six foot wide walkway/sidewalk in the west side of Freedom Park between Ponce de Leon Avenue and Ralph McGill Boulevard.*
- Install distance markers on Freedom Parkway designating a neighborhood walking route.
- Use Carter Presidential Center parking as Freedom Park parking during special events.
- Integrate Freedom Park into any future neighborhood festival or tour of homes.
- Increase the usability of the entrance into Freedom Park at the northeast corner of Ralph McGill Boulevard at Freedom Parkway by thinning vegetation, and increased lighting.
- Hold annual removals of invasive vegetation and brush in Freedom Park

Housing

Housing Policies

- Strive to preserve the diverse mix of housing types in the neighborhood.
- Promote a range of prices in new development.
- Promote home ownership.
- Encourage multifamily housing to provide a range of unit sizes.

Housing Projects

- Rehabilitate the apartments at the SW corner of Blue Ridge and North Highland Avenues.

Transportation: Vehicular

Vehicular Policies

- Encourage shared parking in commercial and mixed-use areas.
- Prohibit street abandonments as part of new development, unless new streets are created with equal or greater connectivity to the existing street grid.*
- Use traffic calming to minimize the impacts of cut through traffic, rather than street closures.*
- 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.*
- Encourage the Atlanta Police Department to enforce neighborhood speed limits.
- Limit vehicular access along Moreland and Ponce de Leon Avenues to alleys and side streets via zoning requirements.*
- Encourage new developments on North Highland Avenue to create on-street parking

Vehicular Projects

- Remove North Avenue from the City of Atlanta's designated truck routes.
- Install a four-way stop on Blue Ridge Avenue at Seminole Avenue.
- Construct a privately-funded parking deck at the Druid Hills Baptist Church; include additional spaces for businesses.
- Retain all existing on-street parking for its traffic slowing effect.
- Consolidate curb cuts at Buddy's gas station.
- Implement a "road diet" on North Avenue (See North Avenue "Road Diet")
- Create slow-speed "complete streets" featuring elements such as bulbouts or chicanes, on:
 - Blue Ridge Avenue
 - Somerset Terrace
 - Bonaventure Avenue
 - Linwood Avenue
 - Cleburne Terrace
- Create new streets
 - Between North Highland Avenue and Julia Street
 - By extending Ponce de Leon Place south to North Avenue with a signal on North Ave*
 - By extending Somerset Terrace South of North Avenue*
 - South of Angier Springs Road*
 - West of Belgrade Avenue*
- Realign Williams Mill Road near N. Highland Avenue along the north edge of Freedom Park.
- Improve the intersection of Ponce de Leon and Moreland Avenues.*
- Improve the intersection of North Avenue at Moreland Avenue*
- Install directional signs encouraging use of Freedom Parkway at:
 - Freedom Parkway at Moreland Avenue
 - Freedom Parkway at North Highland Avenue
 - Freedom Parkway at Ponce de Leon Avenue
- Include "No Truck" signs in the above-project:

Transportation: Pedestrian

Pedestrian Policies

- Require sidewalk upgrades with new development near the BeltLine, on North Highland Avenue, on Ponce de Leon Avenue, and on Moreland Avenue.

Pedestrian Projects

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

Transportation: Bicycle

Bicycle Policies

- Promote the use of bicycles in Poncey-Highland.

Bicycle Projects

- Install safety elements on North Ave to reduce vehicle speeds. (See North Ave “Road Diet”)
- Stripe bike lanes on Ralph McGill Boulevard west of Freedom Parkway.
- Enforce existing code requirements for bicycle parking.
- Widen the trail link at the east end of the Carter Presidential Center.

Transportation: Transit

Transit Policies

- Promote the use of transit in Poncey-Highland.

Transit Projects

- Establishment a Belt Line transit stop to serve the neighborhood.*
- Enhance bus service on Ponce de Leon and Moreland Avenues.*
- Install a bulbout and bus shelter on the west side of North Highland Ave. at Blue Ridge Ave.
- Place bus schedules at stops along North Highland Avenue.
- Improve access to the Carter Center’s inbound Route #16 bus stop.

Environment

Environment Policies

- Encourage new development to follow LEED Silver standards or higher by 2015
- Support parking lot design and redesign that mitigates water runoff
- Encourage use of permeable paving for parking and pedestrian surfaces
- Encourage use of renewable energy among residents and businesses
- Minimize exterior light pollution
- Encourage local food production through community garden.
- Encourage tree planting on private property to retain the tree canopy.

- Discourage the use of non-native plants.
- Encourage green roofs.

Environment Projects

- Certify Poncey-Highland as a LEED ND (Neighborhood Development) community.
- Adopt the proposed City of Atlanta Sustainable Development Design Standards.
- Establish a neighborhood-wide gray water treatment and reuse plan.
- Include bio-swales for rainwater infiltration in traffic calming and streetscape projects.
- Establish a neighborhood tree palette for public and private tree plantings.
- Create and adopt a citywide “Dark Skies” plan.
- Establish a neighborhood recycle/compost program, including commercial areas.
- Enforce current City of Atlanta requirements for multifamily recycling.

Infrastructure & Facilities

Infrastructure & Facility Policies

- Encourage developers to bury utility when redevelopment occurs.

Infrastructure & Facility Projects

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

Urban Design & Historic Resources

Urban Design & Resource Policies

- Require the following elements of good urbanism in all new buildings
- Encourage the use of durable materials in commercial or mixed-use buildings.
- Prohibit the use of Exterior Insulation Finish Systems (EIFS).
- Limit building facades to no more than two primary colors and/or materials.
- Establish minimum locations for ground-floor storefront character on portions of Ponce de Leon Avenue and all of North Highland Avenue
- Support standards in commercial and mixed-use areas to discourage destruction of historic buildings for single-story chain businesses:
 - Minimum height of two stories
 - Minimum building lot coverage
 - Maximum parking lot coverage
 - Minimum floor area ratios
 - Minimum building frontages
- Preserve the following historic resources:
 - The neighborhood’s core*
 - Telephone Factory Lofts*
 - Ford Factory Lofts*
 - Druid Hills Baptist Church*
 - Clermont Hotel*
 - Briarcliff Plaza*
 - Manuel’s (building and business)
 - Morningside Condominiums
 - Apartment buildings at 881, 963, 977, 1105, and 1107 Ponce de Leon Avenue
 - Highland School

Urban Design & Historic Resource Projects

- Designate the buildings recommended for preservation as “Landmark Buildings” under the City’s Code of Ordinances
- Form a committee to establish consensus on if the entire neighborhood should pursue a local historic designation
- Install art on BeltLine bridges.*
- Place neighborhood gateway markers:
 - On North Avenue at the Beltline and Moreland Avenue
 - On North Highland Avenue at Freedom Park
 - On Ralph McGill Boulevard at the Beltline
 - On Ponce De Leon Avenue a the Beltline
 - On Ponce De Leon Avenue at Freedom Parkway