



Council Ward: Wards 1 & 2
Council Member: Ambrose Clay, Derrick Taylor
Meeting Date: July 20, 2020
Evaluation Prepared by: Michelle M. Alexander, City Planner

Applicant: City of College Park, GA

Location: Subject properties located within the area defined by the Airport City Master Plan, adopted August 5, 2019. See attached "Airport City" Concept Plan and current zoning map showing the area boundaries by McDonald Avenue, Princeton Avenue, West Harvard Avenue and Victoria Street on the eastern and northeastern side; Oxford Avenue and Camp Creek Parkway on the southern boundaries; portions of Herschel Road on the west, and; Camp Creek (stream) on the northern border.

Lot Size: 311.91 Acres +/-

Request: **Amend the Comprehensive Plan** to incorporate by reference the Airport City Master Plan approved August 5, 2019 **and rezone as a mixed-use Planned Development** district ("PD"-Commercial), with District Standards that implement the master plan adopted in August 2019 (attached) and as shall be supplemented by District Plans (forthcoming). Additionally, the following conditional uses and concurrent variances (per 4.13 B and C) are associated with the rezoning request and proposed PD-C concept site plan:

Concurrent Variances:

1. Increase maximum lot cover from 65% to 85% (4.5)
2. Parking reductions (4.8 F) to allow District Plan and Standards attached
3. Reduce buffers between any two **non-residential** uses (4.8 Table II)
4. Allow 8.7 and 8.8 Tree Density to vary according to an alternative tree and landscape plan developed through Final Plan approval process for sites and assembly
5. Allow private streets (conditionally) (4.11 B)
6. Vary approval time limitations (4.23) to accommodate City pursuit of partnerships

Conditional Height and Use Permits:

1. Vary from the maximum height of 35 feet (4.7) to allow District Standards attached
2. Uses as allowed under HC, OD, C1 and TOD.

Proposed Use: Mixed-use commercial, office and hotel districts incorporating a residential mix of housing, public parks and outdoor recreational venues.

Current Zoning: PC, OP, DO, C2 and TOD

Current Land Use: Mix of public golf course, vacant blocks, neighborhood retail



Future Land Use: The Comprehensive Plan identifies Walkable Community, Suburban Office, Parks and Conservation, and High Density Residential character areas; policy adopted through more detailed land use studies starting with three Livable Centers Initiative (LCI) master planning efforts (March 2008, May 2012, and August 2017) and culminating in the adopted concept plan “Airport City” (adopted August 5, 2019) identifies a mix of residential, retail, commercial, entertainment and public recreation organized into a set of four districts.

Surrounding Properties:

Current Zoning		Current Land Use
North	R-1 (Low Density Residential District)	Single-family residential
East	OP (Office Professional); TOD (Transit Oriented Dev)	Vacant, scattered commercial
South	Camp Creek Parkway (across street HC – Hospitality Campus)	Convention Center
West	R-1 (Low Density Residential District); OP (Office Professional)	Single-family residential; Vacant

Executive Summary and Master Plan Concept:

The City of College Park proposed rezoning and site plan will entitle the property so that the City of College Park may enter strategic partnerships with quality private sector investors interested in implementing the vision as adopted by the Airport Master Plan. The plan provides sufficient programming of uses for purposes of zoning, provided that conditions include the establishment of development controls as recommended below.

- **Background.** The adopted Concept Plan follows several years of land use, market and transportation study for the subject site and sites immediately adjacent to it and the deliberate acquisition of properties for City-guided, master planned development. Studies included three Livable Centers Initiative (LCI) master planning efforts (adopted March 2008, May 2012, and August 2017, respectively) in addition to the multi-jurisdictional Aerotropolis Alliance Blueprint (2016) which coined the “Airport City” concept for College Park controlled acreage west of the Main Street and surrounding the golf course. The City appointed a set of private and public stakeholders to inform the “Airport City Master Plan”. Three public hearings and a Council Work Session were held to discuss the plan recommendations. Consultants have prepared a series of community involvement efforts in January through March 2020 to engage the community and additional stakeholders in preparation of detailed site layout and feasibility based on field conditions. Additional information on the results of these meetings is attached for reference.
- **Proposed Build-Out.** The Concept Plan proposes a build-out plan constrained by existing airport flight conditions that limit the location of residential development on the site. It is also informed by market analysis generated by both the Airport Master Plan and the Aerotropolis Blueprint efforts. The exact mix will be determined by continued community engagement and private sector response and engineering, but as adopted includes approximately:
 - 760,000 square feet of regional retail (mall, outlet, anchor-tenant)
 - Up to 2.4 million square feet Class “A” office
 - 750 residential dwelling units (mix of single family detached, attached and multi-family)



- Hotels with approximately 1,200 hotel keys
- 1.2 million square feet community- and neighborhood-scale commercial and office developed incrementally over ten years
- 63 acres golf course and 325,000 additional square feet of public and private recreation, both indoor and outdoor
- 50,000 square foot performing arts/cultural center
- **Development Standards.** The proposed Concept Plan (incorporated within the Pattern Book, Attached) complies with the requirements of the Planned Development Zoning District. The PD district provides for urban-context development through standards that minimize setbacks, maximize pedestrian connectivity and a minimum 15% common open space. The Concept Plan replaces the August 2019 plan, based on additional infrastructure analysis and input. A series of draft “District Plans” internal to the site have been developed with both broad community input and private sector insight. Infrastructure details are being finalized, but Staff has generated a package of zoning controls with the consultant team – see “District Development Standards” attached as a condition of zoning - based upon the draft District Plans. The Residential District Plan is included as an attachment as well.
- **Infrastructure/Transportation:** The project triggered a “Development of Regional Impact” (DRI) review and approval required to address the transportation and transit impacts generated by the project. The City has met with the Atlanta Regional Commission (ARC), GRTA, GDOT, MARTA and the City of Atlanta concerning the concept plans and submitted the necessary information to ACR for the DRI review. The results of the DRI are attached as the Notice of Decision for Request for Non-Expedited Review of DRI 3063 Airport City. This DRI notice includes several conditions that the rezoning should incorporate.

Criteria for Consideration of a Rezoning Request

The following analysis addresses criteria required for consideration of zoning requests as established by Article IX Section 14.11 (G) of the City of College Park zoning ordinance:

(a) Would the zoning be consistent and/or compatible with the city’s land use and development plans, goals and objectives?

Yes, as approved, the project is compatible with the city’s development plans and goals; it implements the vision established by several, progressively detailed, adopted planning efforts.

(b) Would the proposed use tend to increase, to decrease or to have an impact on traffic safety and congestion in the streets?

Yes, the proposed use will impact the traffic conditions; for this purpose a detailed traffic study was undertaken and subject to review by regional and state agencies through the “Development of Regional Impact” (DRI) process. The results of this study identified the necessary infrastructure improvements and transit options in order to mitigate the anticipated impacts.

(c) Would the proposed use tend to increase, decrease or to have no relation to safety from fire, panic or other danger?



Fire Marshall, Building Officials and police will all review the proposed developments for fire/safety code and to optimize best practices for safety in urban design.

(d) Would the proposed use tend to promote, to diminish or to have no influence on the public health and general welfare?

The proposed use promotes the public and general welfare. It will enhance the built environment, decrease the need to drive to neighboring jurisdictions for amenities and entertainment, generate employment, expand the tax base and create value.

(e) Would the proposed use tend to increase, to decrease or to have no influence on the provision of adequate light and air?

The proposed use should not unduly influence air or light.

(f) Would the proposed use tend to cause, prevent or to have no influence on the overcrowding of land?

The proposed use as designed will provide a quality balance of land use and public space and thus prevent overcrowding.

(g) Would the proposed use tend to cause, to prevent or to have no relation to the undue concentration or the undue scattering of population or development?

The proposed site layout will provide a quality balance of intensity, contribute to preventing sprawl without undue concentration, given the relation of development to public space proposed.

(h) Would the proposed use tend to impede, facilitate or have no impact on the adequate provision of transportation, water, sewerage, and/or public services or facilities?

The proposed use will have an impact on infrastructure and is therefore conditioned on the results of more detailed "District Plans" that are examining the capacity to the proposed demand on facilities and will determine a phasing plan for service provision.

(i) Would the proposed use tend to be compatible with or be incompatible with environmental conditions and/or with surrounding development? If incompatible, what factors, if any, would diminish the value, use and enjoyment of the surrounding properties?

The design aims to meet or exceed best practices for sustainable development and will meet or exceed the Georgia Stormwater Manual.

(j) Would the proposed use tend to require only reasonable expenditures of public funds, or would the use tend to require an excessive or premature expenditure of public funds?

The city is generating the financial plan to prevent only reasonable expenditures of public funds; to this end the city is actively pursuing strategic private sector partners.



(k) Would the proposed use tend to promote, to diminish or to have no influence upon the aesthetic effect of existing and future uses of the property and the surrounding area?

The development aims to enhance the aesthetic value of the area.

(l) Would the proposed use lead to development that is a deterrent to the value of adjacent property?

As proposed, the development will positively impact the value of adjacent property.

(m) Would the proposed zoning create an isolated district unrelated to adjacent and nearby districts?

No, the proposed zoning allows for mixed-use development that will transition appropriately to nearby uses.

Recommendation: "Approval", of amending the Comprehensive Plan to incorporate by reference the entire Airport City, and; **"Approval"** of the **PD-Commercial zoning district** with the following conditions:

Development shall comply with the attached "District Development Standards" and the Site Plan incorporated with the "District Pattern Book", incorporated into the District Development Standards document.

Development shall comply with the conditions established by the DRI approval..

Concurrent Variances:

1. Increase maximum lot cover from 65% to 85% (4.5)
2. Parking reductions (4.8 F) to allow District Plan and Standards attached
3. Reduce buffers between any two **non-residential** uses (4.8 Table II)
4. Allow 8.7 and 8.8 Tree Density to vary according to an alternative tree and landscape plan developed through Final Plan approval process for sites and assembly
5. Allow private streets (conditionally) (4.11 B)
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Conditional Height and Use Permissions Granted:

1. Vary from the maximum height of 35 feet (4.7) to allow District Standards attached
2. Uses as allowed under HC, OD, C1 and TOD.

Attachments

- Current Zoning Map
- List of parcels with designated area
- Community Engagement Results
- Proposed Development Standards
- Proposed Parking Program
- 3063 Airport City Notice of Decision for Request for Non-Expedited Review of DRI