

COMMERCIAL DEVELOPMENT

**Westview Master Plan
May 15, 2010**

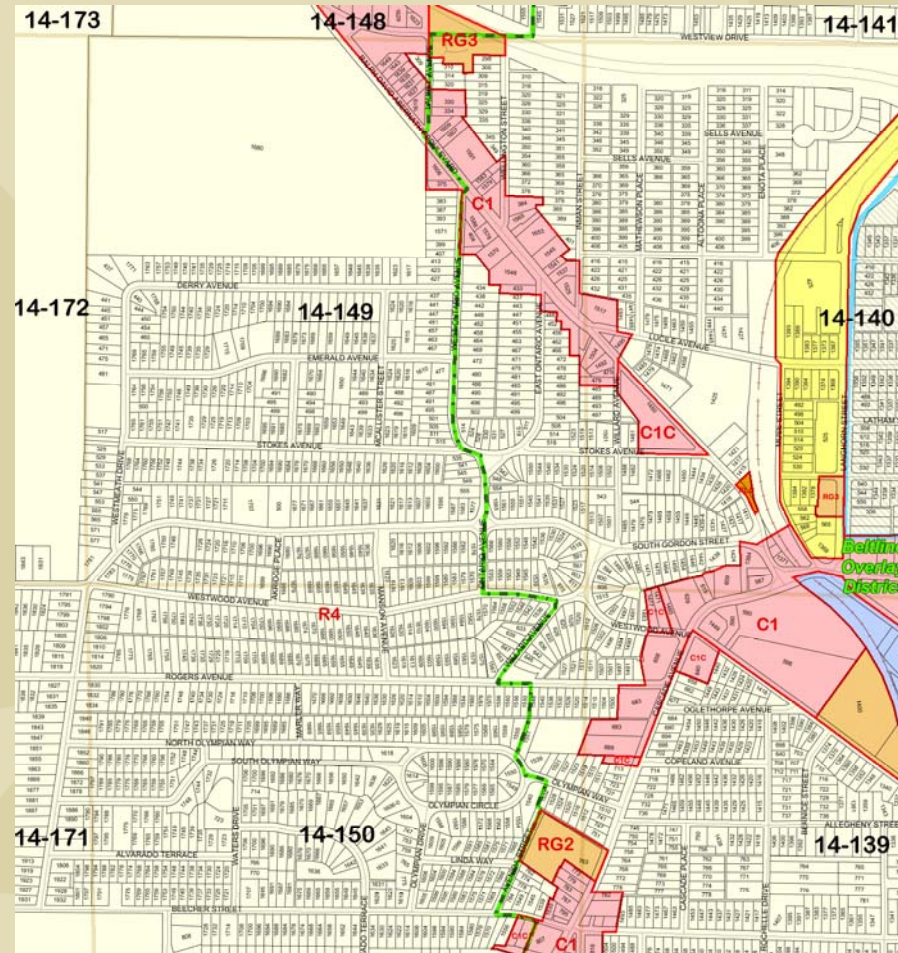
What makes up Commercial Development?

- Commercial Zone
- Streetscape
- Nodes
- Zoning
- Character/Form
- Non-Residential Amenities

Commercial Zone

- Where are our commercial zones?
- What are their successes?
- What are the different nodes or types?

Where are our Commercial Zones?





What are their successes?

Streetscape

- What does streetscape mean?
- Where does it currently work?
- What should our streetscape be?
- Where are our opportunities?

What does streetscape mean?



Where does it currently work?



What should our streetscape be?



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**Where are our
Opportunities?**

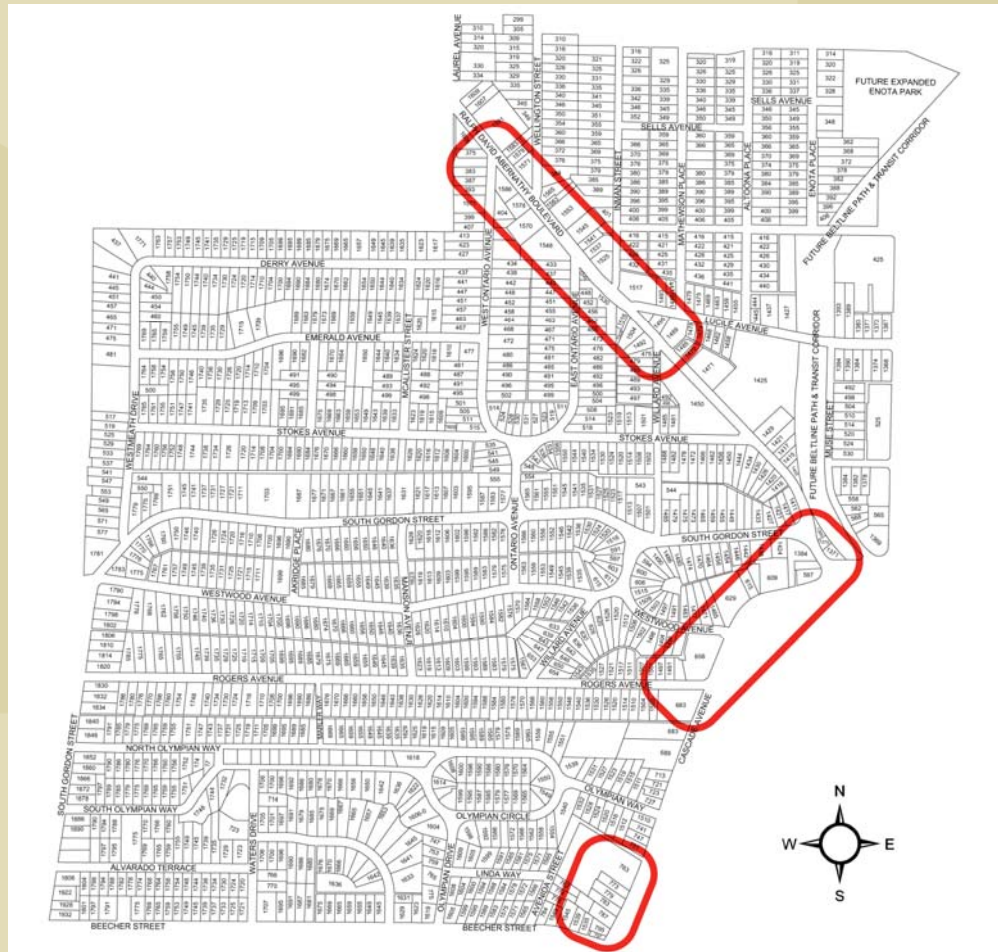
Nodes

- What is the character of our different commercial areas?
- What is the relationship between them?
- What opportunities are there for improvement / reinforcement?
- Where do we want additional nodes?

What is the Character of our Different Commercial Areas?



What is the relationship between them?



Improvement / Reinforcement Opportunities?



Zoning

- What is zoning and what does it do for us?
- Is the current zoning appropriate?
- Where do we need to change it?

What is zoning and what does it do for us?

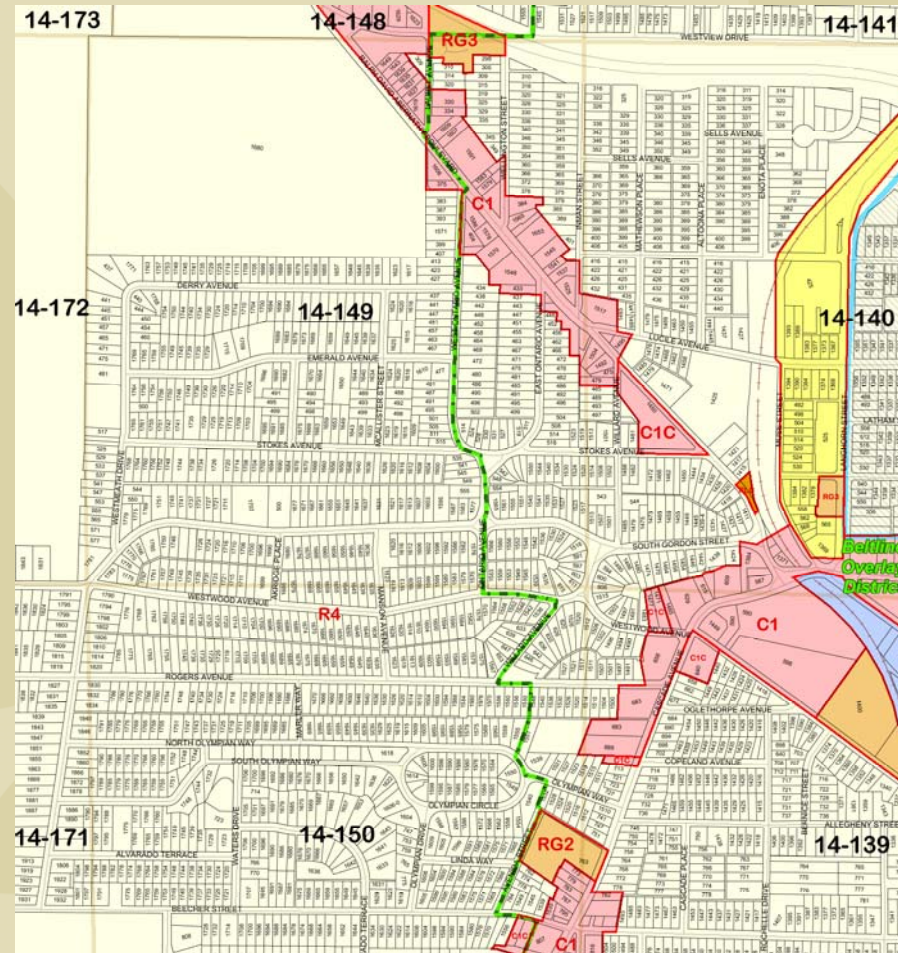
- Zoning is a device of land use planning used by local governments, such as the City of Atlanta.
- Zoning is used to prevent new development from interfering with existing residents or businesses and to preserve the "character" of a community.
- Zoning laws regulate things such as density, building heights, and building setbacks.

What is zoning and what does it do for us?

Land Use Designation	Zoning Classification																																												
	R-1	R-2	R-3	R-3A	R-4	R-4A	R-4B	R-5	RG-1	RG-2	RG-3	RG-4	RG-5	RG-6	RL-C	MR-1	MR-2	MR-3	MR-4 A & B	MR-5 A & B	MR-6	O-1	LW	NC	C-1	C-2	C-3	C-4	C-5	MRC-1	MRC-2	MRC-3	I-1	I-2	PD-H	PD-OC	PD-MU	PD-BP							
Open Space																																													
Community Facility																																													
Single-Family																																													
Low-Density Residential																																													
Medium - Density Residential																																													
High-Density Residential																																													
Very High - Density Residential																																													
Low-Density Commercial																																													
High-Density Commercial																																													
Industrial																																													
Business Park																																													
Office/ Institutional/ Residential																																													
Mixed Use - Low Density																																													
Mixed Use - Medium Density																																													
Mixed Use - High Density																																													
Mixed-Use																																													
TCU																																													

NOTES: Shaded areas represent compatible zoning classifications. Non-shaded areas represent zoning classifications that are not compatible with land use designations.

Is the current zoning appropriate?



Where do we need to change it?



Character / Form

- What form does our commercial area have?
- What are Westview's successes?
- Using examples from other areas in Atlanta and the world, what should the character of Westview's commercial districts be?

What form does our commercial area have?



What are Westview's successes?



Using examples from other areas in Atlanta and the world, what should the character of Westview's commercial districts be?




Non-Residential Amenities

- What are our amenities? (fire station, churches, schools, parks, etc.)
- What amenities would we like to see? (community center, etc.)

What are our amenities?



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**What amenities would we
like to see? (community
center, etc.)**

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**Final comments and
questions?**