

Dear Crescent Communities and Kimley Horn,

Thank you for choosing Old Fourth Ward as the location of your next development. We are a dynamic, active, vibrant community and we're proud of our heritage. Our community members are engaged and want to work with you on making your contribution to our neighborhood the best it can be. You know that we're in the BeltLine Overlay District, but did you also know that we created a Master Plan? You can view it [here](#). 525 North Avenue sits in the boundaries of Fourth Ward Alliance, our neighborhood association. We have discussed your project at our monthly neighborhood meeting and have asked for feedback on your SAP documents. The main ideas and concerns that came up addressed traffic surrounding the building, affordable housing and the quality of the units.

There is significant concern about the entry and exit on North Avenue. This area is very close to the light at North and Glen Iris and is on an incline. We demand that the City of Atlanta complete a traffic study to determine what traffic calming and safety measures need to be implemented. A traffic light with left turn arrows may be an appropriate solution.

Affordable housing is the key to maintaining our character and vitality as a dynamic neighborhood. We need housing that seniors, restaurant workers, police, firefighters and medical assistants who work in Old Fourth Ward can afford. This particular lot had workforce housing that was demolished in order to give your project legs. Economic diversity is critical to the success of our neighborhood. We are bordered by the largest concentration of poverty in the Southeast along the Boulevard corridor. We also have skyrocketing rents and home prices. We need homes for the middle class- not just the wealthiest and poorest. This well-recognized paradigm is why twenty percent affordable housing is the guideline outlined in our Master Plan. We know that you have a successful business model with apartment communities around the country. Please dare to do something different in this project, something that will fit the fabric of diversity and inclusion in Old Fourth Ward. Over the past 2 years, over 1200 luxury units have come online and they are all market rate. This time next year there will be an additional 600+ units completed and they will also be at market rate. We need a project that embraces our Master Plan ideals. Perhaps there is a way you can tap into [public and private sources](#) or the [Atlanta Housing Authority](#) to help make this a reality.

We also encourage high-quality construction that goes beyond the typical balloon framing. We hope that your contribution to our community will withstand the test of time, like the WWI Officer quarters that still stand on Boulevard or that old Sears building. We also encourage this development be planned & designed for future condominium conversion.

Please review the comments we've collected from our friends, neighbors and community members who had the following to say:

Hi there!

I wanted to provide some input for the 525 North Ave development. My husband and I currently live just two streets away from here on Morgan Street, and we also own a loft at Troy Peerless lofts just around the corner from this development. We are very invested in seeing the Old Fourth Ward flourish. Currently, my only input about the 525 North Ave apartment development falls into two categories: Aesthetics & Community Integration.

Aesthetics

It's tough to see new buildings go in, but in a historic neighborhood such as the Old Fourth Ward, it is highly important to me that the new blends with the old, and that it has a timeless appeal. With Ponce City Market nearby as well as Southern Dairies and the Excelsior Mill, I want to see Atlanta's history embraced and not hidden. I would recommend this apartment complex take design cues from the nearby historic buildings, at least on the exterior.

Community Integration

When adding more dwellings in the neighborhood, we also want to have more establishments to accommodate for those newcomers. I would really like to see some sort of business parcels on the street level of this apartment building, or somehow integrated into the development. Restaurants or local retail seem ideal. With the PCM businesses as well as the number of apartment complexes and homes that are within walking distance from this development. Having some alternatives to the existing food options or having a reason to get outside and walk somewhere (versus drive somewhere) would be a great benefit to those living in the community.

Thank you,
Liz Snodgrass

Just seeing this. The overall massing of the building is extremely disrespectful of the street and surroundings – and could be ameliorated by stepping the building along North at least once, if not twice more. Any argument to the contrary related to parking could be solved by putting more of it underground. An awful lot of parking is aerial, just to make internal circulation of the parking easy, and that is being used to push elevations 7-9 stories tall, in visible places. Parking can circulate internally easy, underground, as well – just takes a bigger hole.

David Baycura
[404-915-3698](tel:404-915-3698)

I am glad to see that there is mixed development including retail coming into the area. My concern is that there are too many curb cuts proposed for the property. This allows the developer to maximize rentable leasable space and minimize circulation since he will be using the street instead of his own property for circulation. Since he is already asking for 2 curb cuts on Arnold street, a slower access road, he should not be granted an added curb cut on north avenue. I feel strongly about this. Major streets need minimal curb cuts to maintain traffic flow and for safety.
Thank you for the opportunity to comment
Gisela Schmidt, Architect

I believe the original project was approved based on a commercial concept. Why does the neighborhood have to accept or not have the right to outright reject more apartments? Why does the neighborhood not have the right to ask that it be 50% commercial and 50% apartments as a compromise? Or keep the ground floor retail as proposed in the original project?

While I don't expect it to meet every criteria, How many if any guidelines does this project meet these from O4W Masterplan below?:

-*Provide* appropriate transitions between new development and existing residential areas-The existing City of Atlanta Transitional Height Plane is adequate to address this.

-*Incorporate* any "Green" standards?

-*Support* pedestrian-oriented retail nodes. The concentration of retailers in appropriate locations is important for their long-term success. The Recommended Retail Framework map shows the most appropriate locations, including: Boulevard at North. **In these areas, sidewalk-oriented ground floor retail should be mandatory on all buildings, including parking decks. The provision of such should be conditioned during the rezoning process. If a developer believes there is currently no market for such space, it should nevertheless be built to retail specifications and temporary used for other uses. This will ensure that the recommended retail node remains viable over the long-term.**

(The developer said this building does not lend itself well to any restaurant/bar type retail)

-*Strive* for 20 percent of new housing units to be affordable. For every four new market-rate housing units built in the neighborhood, at least one subsidized or below-market unit should be provided. This could be within a single project, or neighborhood-wide.

-*North Avenue* pedestrian facilities (T-43)

Upgrades include:

Sidewalks with a 5 foot tree zone and 5 foot clear zone (with redevelopment a 10 foot clear zone is recommended)

Street trees and pedestrian lighting

New wheelchair ramps and crosswalks

Buried utilities

A median (see Vehicular Projects)
Bicycle lanes (see Bicycle Projects)
-North Avenue Median (T-19)

Per the recommendations of the Ponce de Leon/ Moreland Avenue Corridor Study, North Avenue should be reduced from six to four lanes and a portion of the excess space used for a median. Left turn lanes should be provided at major intersections. In relatively flat areas the median should be eliminated to provide on-street parking. The resulting horizontal lane shift will also calm traffic.

"The long-term vision for the Old Fourth Ward as a model sustainable neighborhood embraces a goal of allowing existing residents to remain in the neighborhood. Unlike many other Atlanta neighborhoods, where long-time residents are displaced by the very revitalization efforts intended to benefit them, this must not be allowed to happen in the Old Fourth Ward. Rather, a way of growth must be developed that allows all residents who want to remain in the neighborhood to do so. Failure to do so will destroy the very element that makes the Old Fourth Ward unique."

Have we looked at density pre masterplan vs now? The # of apartment buildings our neighborhood and streets can support? The # of apartment complex/density vs single family housing, retail, commercial office space- is there a fair mixed % of each that should be met??

Food for thought.

Thanks,
Russ

It looks like the main entrance/exit for the 263 parking spaces is onto North, across from Kennesaw Ave. Are there plans to add a light? I think 263 cars turning out of there in rush hour will lead to many accidents. Particularly with the way the hill dips there -- it is a blind left. Rebecca Cummings

[Jay Scott](#) I agree this is not a good place for autos to exit. This plan is an "easy way out". It avoids real solutions. It does not make for a more walkable North Avenue either.

From our 2/9 meeting:

- When apts are being built, we need to ensure good quality like on Inman Park has instituted. They typically don't want retail due to the addl cost for parking needed etc. in Inman Park, took a builder 7 yrs due to neighbors delaying the project.
- Derrick fought hard for minority participation and got the classification. We held the orig builder to fire to do commercial but now new builder need to be held to standards. There were working class ppl in the orig apts. the builder bought it and then it burned down. We need to be careful on how we negotiate, we don't want to be stuck with too many empty units that are low quality.
- Do we want more affordable housing or housing to be turned to condos in future. How can we influence? Without any affordable housing, could raise crime.

I have only 2 issues with the development after they annotate the documents with dimensions for setbacks along my property line. One is traffic. Arnold street with the dialysis center traffic has no parking is occasionally blocked with ambulances and Marta pickup vehicles. There is very or little parking available now. My wife along with the other patients depend on access Dr. Shore or his staff although across the street did not get a notification. Their other entry on North Avenue will be dangerous. The site distance, speed, volume both from their parking decks and on North Avenue will be a problem and need to be studied. This is one of the variance along with additional entrance on Arnold street in their SAP request. The other issue is affordability. Now that we have another apartment shouldn't the units that were destroyed need to be replaced with some affordable units for working folks. You may not know but before Pat Gilroy bought the property it had several long time workers from Home Depot, McDonalds, Wholefoods, several cooks from downtown restaurants and artist.

Derrick Parker

Thanks so much for reaching out. This is why I brought up a bit of concern at the meeting. Many of my neighbors, both before this meeting and also this week since, have voiced concern of the additional impact we will have on us.

Let me shed some more light for you, as of today:

1. We have seen a big increase in cars parking due to workers at PCM having no where to park (PCM does not give them a break on parking in the deck).
 2. We have also seen an extreme increase in dangerous drivers jumping off of Ponce due to the backed up traffic, speeding down our one way small street to North. I almost got hit the night of the NPU meeting with a guy driving 65+.
 3. The bank on the corner now has ParkMobile so now no one pays to park there and just uses our street and Arnold instead.
 4. With the addition of 300 spaces, although makes sense of 1/bedroom, more concerned about others, visitors 24/7 etc. If they are hinting at removing all parking on Arnold, then what? What kind of visitor parking are they planning for?
 5. I am supportive of biking/walking and such, but we can not forget that not everyone is that mobile, esp on an extremely steep hill. There are empty nesters moving in town, ppl with disabilities and and some of us that walk alot but this still does not exempt the fact the bus system is terrible and the Marta station is still over a mile to walk to from this location.
- All of us on Kennesaw are additionally concerned with what an extra 300+ cars will do to our quality of life and peaceful enjoyment of our quiet street. It is not boulevard or Glen Iris but all residential and only a 1 block one way street. We are now trying to figure out how to get the city to put speed bumps and do we need to consider permit parking.

Heather Share

Thank you for taking these concerns into consideration. We want to see a vibrant, economically diverse, safe neighborhood that will continue to grow without excluding the residents that have made it a home for many years. We hope your project will stand out from the rest. I hope Crescent and Kimley Horn will work with the Old Fourth Ward community to make this project a success that integrates the needs and desires of our community.

Sincerely,

Cashelle Rose,
Fourth Ward Alliance President