



Special Collections Department, Georgia State University Library

Moreland/Glenwood Redevelopment  
- Community Vision Meeting 1 –  
Saturday, October 20, 2018

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# WELCOME and INTRODUCTIONS

## Project Team:

Development:

Jesse Clark – Clark Property R + D, LLC

Andy Schneggenburger – Porch & Square, LLC

# Moreland/Glenwood Redevelopment

## - Community Vision Meeting 1 –

Saturday, October 20, 2018

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### Purpose

To engage the SAND and EACA communities and stakeholders in a participatory discussion about programming and design preferences for the redevelopment of the eight parcels at the Moreland/Glenwood/Portland block, with the goal of contributing to the decision-making and final outcomes of the project.

# Moreland/Glenwood Redevelopment

## - Community Vision Meeting 1 –

Saturday, October 20, 2018

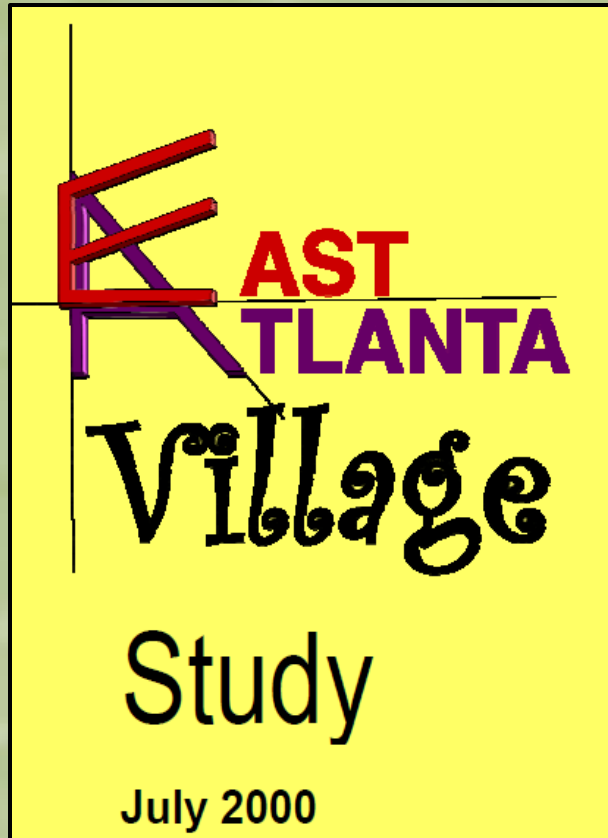
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### Today's Goals:

- Introduce the project team
- Present diagrammatic approaches
- Explore issues and repercussions
- Survey of preferred uses
- Prioritize most important project outcomes

# Where We Are: Context - East Atlanta Village Study

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## General:

- Promote mixed-use development & walkability
- Diversity as an asset
- Preserve/celebrate history

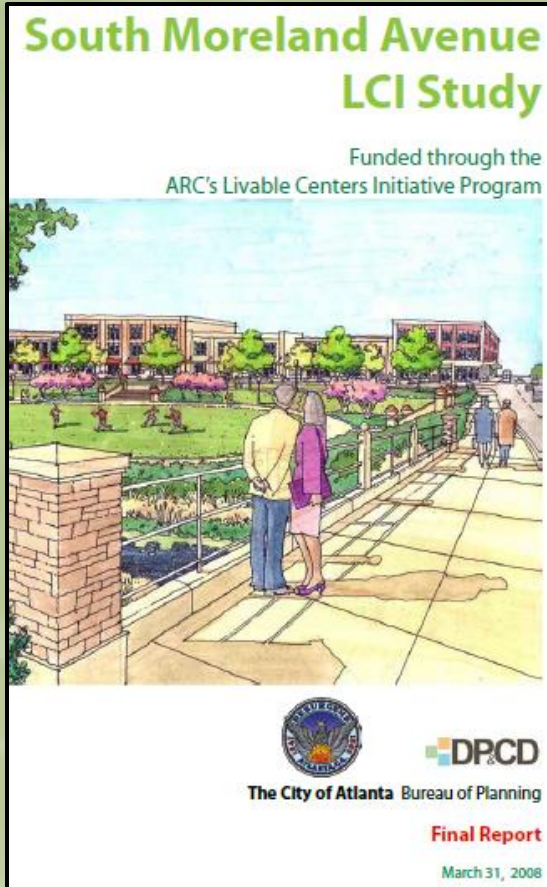
## Moreland Ave:

- Reconnect w/ surrounding n'hoods (p. 1.1)
- Mid-rise residential over retail (p. 1.1, 5.10))
- Pedestrian-friendly improvements (mult.)
- Human v. auto-scaled design (p. 2.11-12-13)
- Parking in rear or side (p. 2.13)
- Gateways at Glenwood / Portland interXs (p. 2 .16)
- Increase office space (p. 3.15)

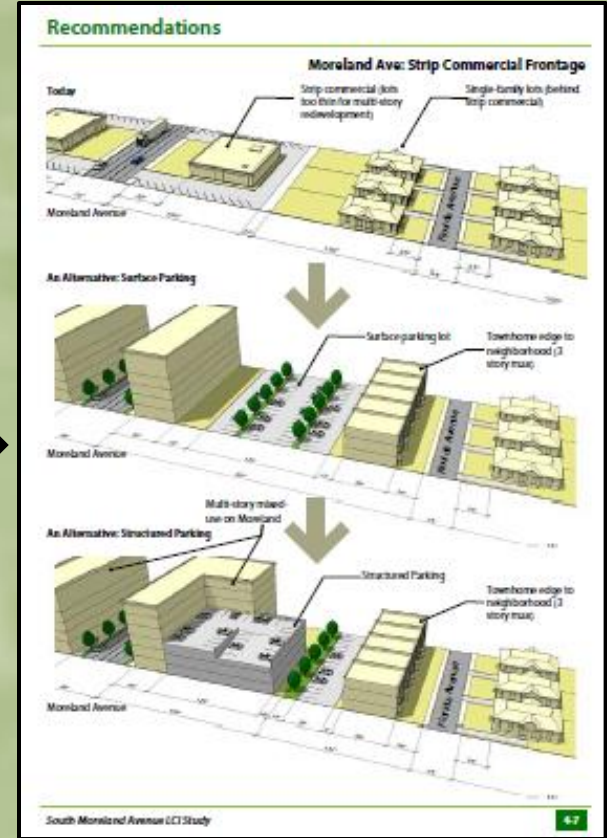
## 2018 ULI mTAP Study:

- EAV needs more residential & office (daytime use)
- Comfortable amount of commercial space

# Where We Are: Context - South Moreland LCI Study



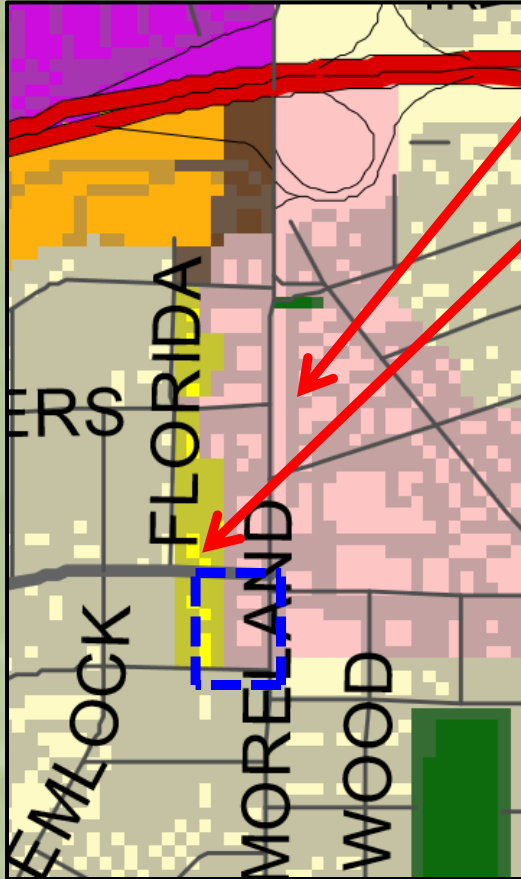
- Faith to Portland: use townhomes or low-density residential facing Florida Ave. to buffer single-family from taller mixed-use development on Moreland
- Moreland/Glenwood realignment



# Where We Are: Location



# Where We Are: Context – Land Use & Zoning



Future Land Use categories

Low Density Commercial (pink)

- Allows NC zoning

Low Density Residential (yellow)

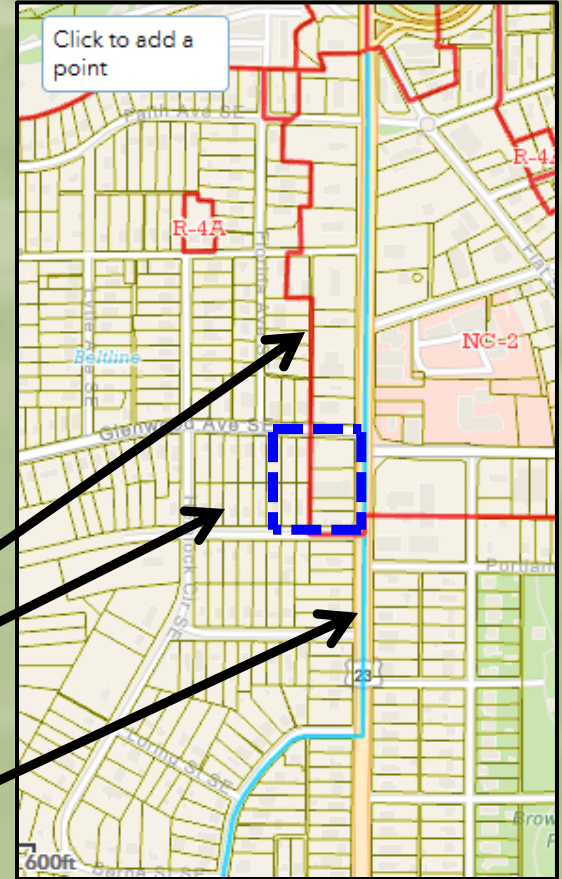
- Allows R-zoning
- Allows MR-1, 2 zoning
- Allows PD-H zoning

Current Zoning categories

NC-2 (red line)

R-4 (beige)

BeltLine Overlay District (blue line)





# Project Characteristics: Existing Conditions

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# Project Characteristics: Existing Conditions



Glenwood Avenue



Glenwood Avenue



Glenwood / Moreland intersection



Glenwood / Moreland intersection

# Project Characteristics: Existing Conditions



Moreland Avenue



Moreland /Portland InterX



Portland Avenue

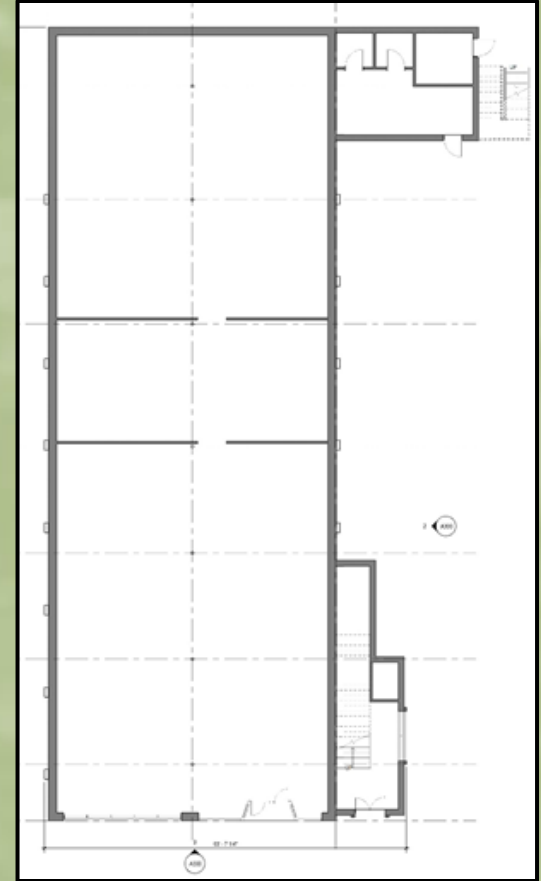


Portland Avenue

# Project Characteristics: Existing Masonic Lodge



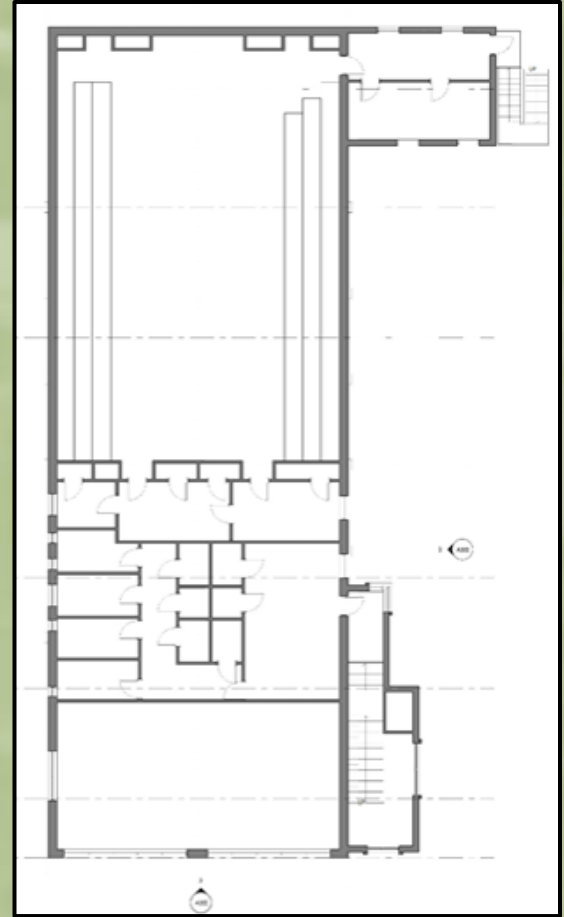
Sidewalk entry;  
1st floor space ;  
1st floor plan



# Project Characteristics: Existing Masonic Lodge



Stair to 2<sup>nd</sup> floor;  
2<sup>nd</sup> floor meeting hall;  
2<sup>nd</sup> floor plan



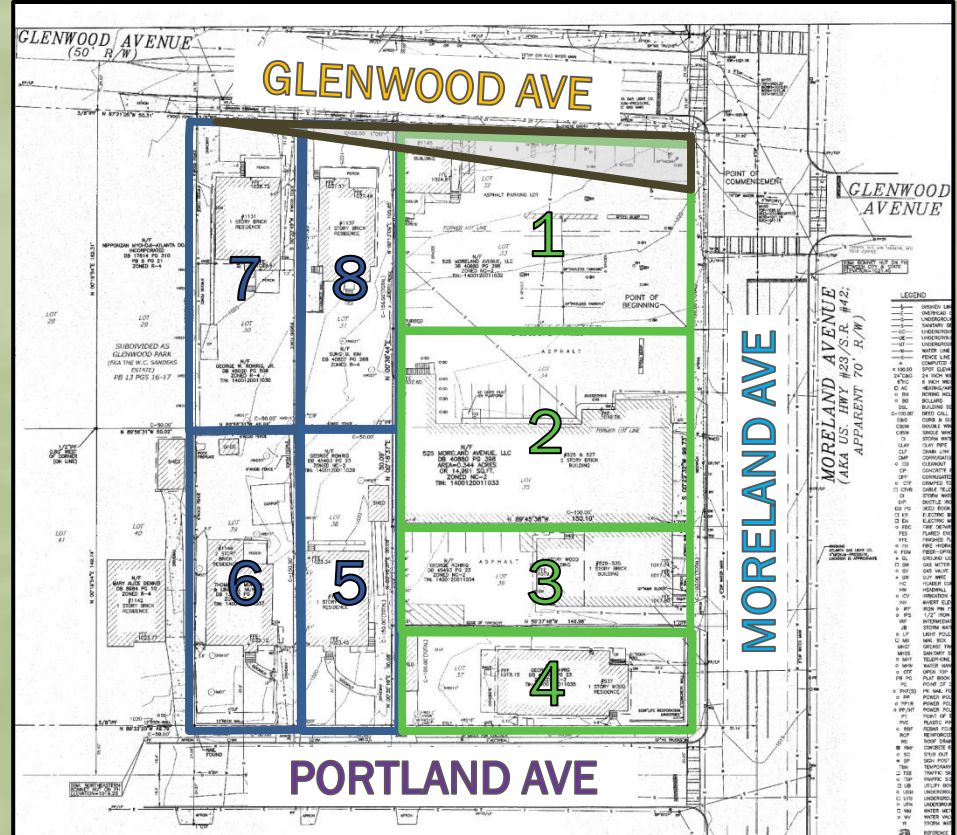
# Project Characteristics: Existing Conditions



# Project Characteristics: Existing Conditions

- Neighborhood Commercial-2 (Mixed-Use)
- Single-family Residential (R-4)
- Glenwood Realignment

#	Address	Acres	Bldg. SF	Zoning
1	515 Moreland	0.35	-	NC-2
2	525 Moreland	0.34	15,000	NC-2
3	531 Moreland	0.17	2,500	NC-2
4	537 Moreland	0.17	2,500	NC-2
5	1152 Portland	0.17	1,500	R-4
6	1146 Portland	0.17	1,365	R-4
7	1131 Glenwood	0.18	1,442	R-4
8	1137 Glenwood	0.18	1,291	R-4
9	Glenwood Realignment	-0.16	-	
<b>Total</b>		<b>1.59</b>	<b>25,598</b>	



# Our Priorities:

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- Preserve the Masonic Lodge
- Triple-bottom line outcomes (social, environmental, financial)
- Sensitivity to R-4 transition & buffer – scaled design
- Limit auto impacts on Portland – traffic-calming; no cut-through
- Neighborhood/area-serving, strategic uses – what do we want?
- Strategic parking supply – Depends on uses
- Pedestrian oriented – public space and walkable linkages
- Maximize value of location – major intersection of regional impact; gateway to Ormewood and EAV



# Possibilities: 2008-9(?) Proposal by Cartel Properties



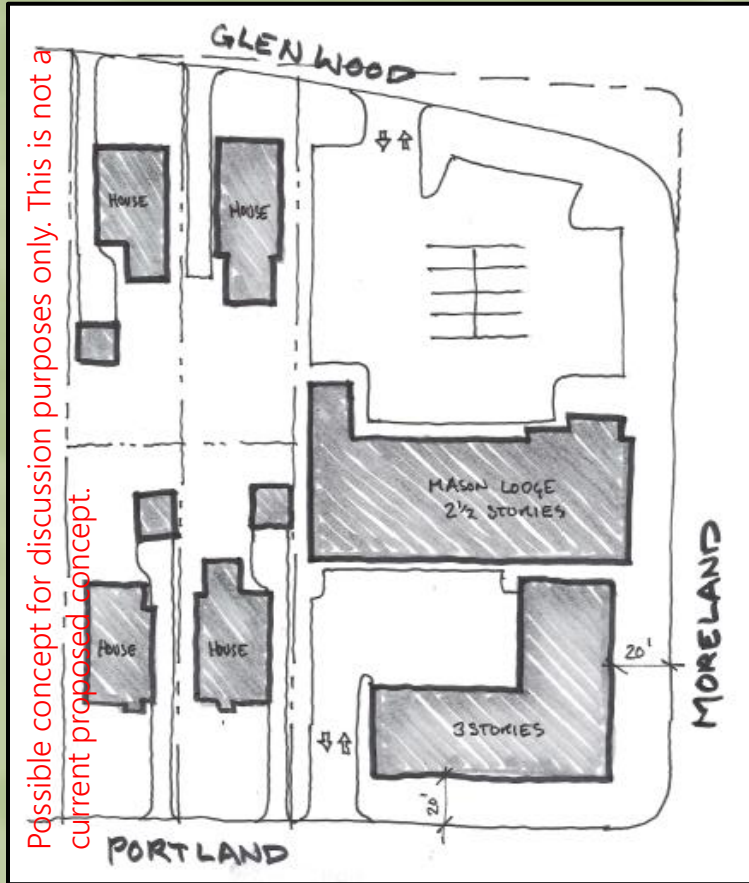
## Previous proposal by Cartel Properties

- 4-floors of apts. over retail on Moreland
- Structured parking in back
- 3-story residential facing Glenwood & Portland
- Private drive across the block on the rear





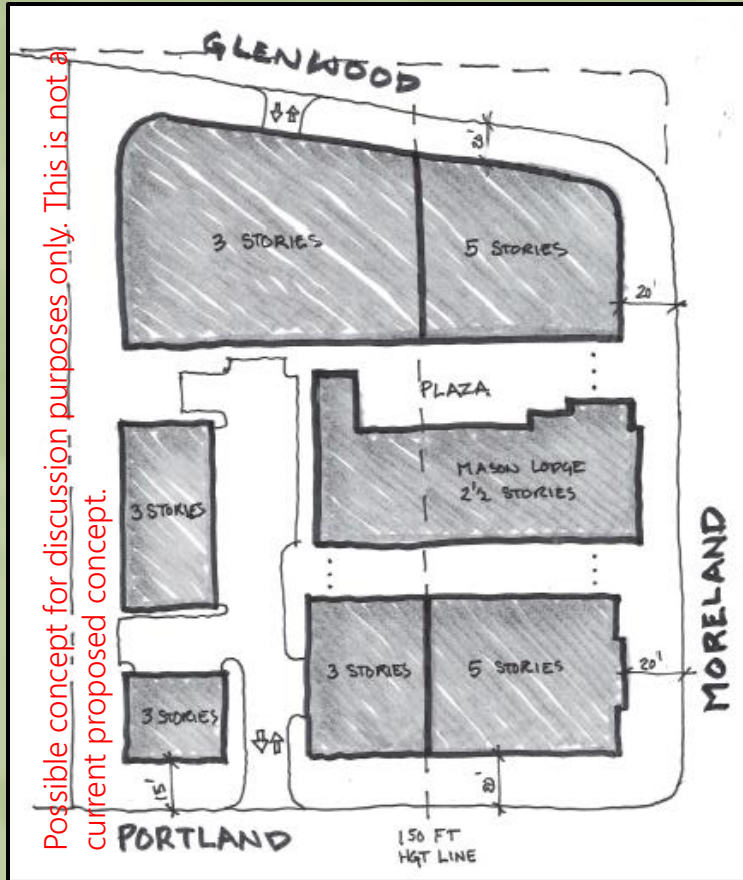
# Possibilities: Direction A Example



## As-zoned approach

- No rezoning
- R-4 parcels sold off to market
- Masonic Lodge adaptive reuse
- Large parking lot at Glenwood for Masonic Lodge
- New 3-story building at Portland;
  - Live/work or
  - Apts. or
  - Condos

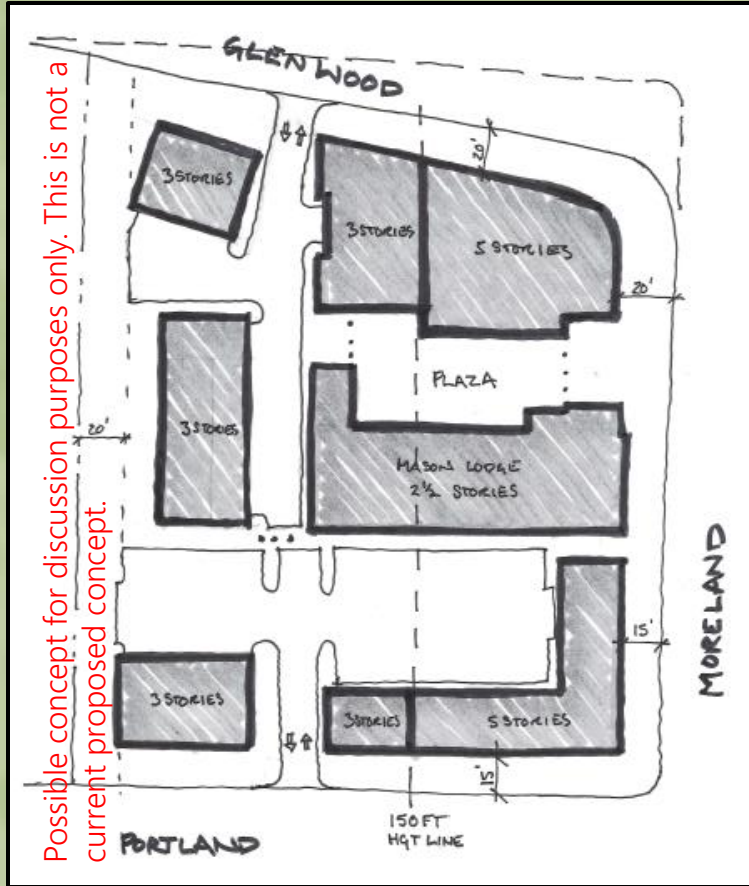
# Possibilities: Direction B - Example 1



## Example 1

- Re-zone R-4 parcels
- Masonic Lodge adaptive reuse for variety of tenants
- Smaller new bldgs.
- Scaled residential next to R-4
- Surface & structured parking
- Separated parking / no thru-access
- 70+/- new homes
- 23K+/- s.f. retail/office
- Small public plaza

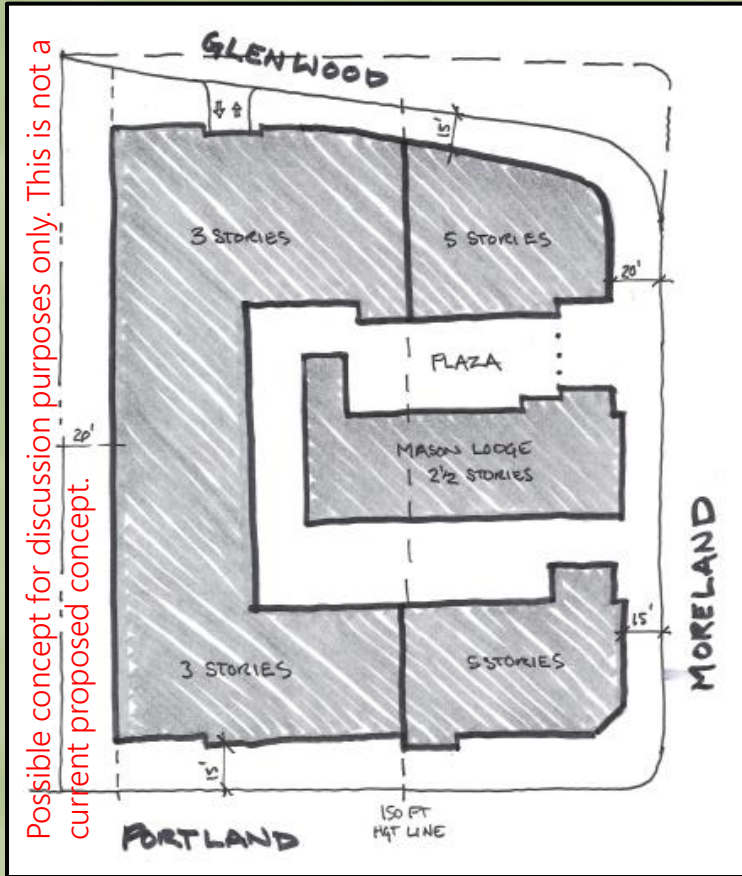
# Possibilities: Direction B - Example 2



## Example 2

- Rezone R-4 parcels
- Masonic Lodge adaptive reuse for small tenants
- Smaller new bldgs.
- Scaled residential next to R-4
- Podium & surface parking
- Separated parking / no thru-access
- 60+/- new homes
- 18K +/- s.f. retail/office
- Public plaza

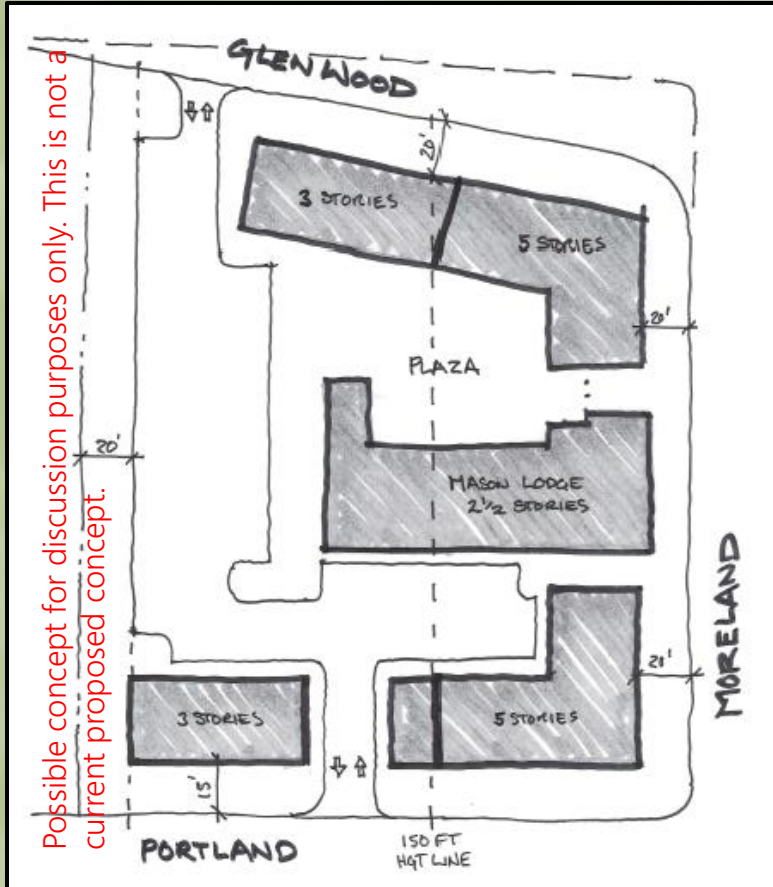
# Possibilities: Direction B - Example 3



## Example 3

- Rezone R-4 parcels
- Masonic Lodge adaptive reuse
- (3) stories in transition; up to (5) on Moreland
- Structured parking
- Garage access on Glenwood and Portland
- 135+/- new homes
- 25K s.f. retail/office
- Public plaza

# Possibilities: Direction B - Example 4



## Example 4

- Rezone R-4 parcels
- Masonic Lodge adaptive reuse for small tenants
- 'Liner' bldgs.
- Scaled residential next to R-4
- Surface parking
- Obscured thru-access
- 45+/- new homes
- 18K +/- s.f. retail/office
- Public plaza

# Value Proposition – push & pull of priorities

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- Preserving the Masonic Lodge without utilizing R-4 parcels
  - = reduced scale of remaining redevelopment
  - = parking & access limitations
  - = poor use of main corner
  - = reduced options for other amenities
- Uses affect parking requirements (commercial and restaurant, office, residential, assembly, etc.)
- Parking affects open space quality and \$ feasibility (surface v. structured)
- Density = affordable housing; more open space; structured parking;



# Table Exercise – Prioritize, Report out, Open Discussion

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- Grab lunch – return to a table
- Volunteer facilitators & note-takers – 1 (min.) per table
- Evaluate project survey, data, and examples
- Sketch or note your: Ideas, likes, concerns
- Fill out the individual survey (leave at table)
- Each table prioritize top three 'Wants', 'Don't wants' (and Whys)
  - Include planning and design factors, uses, project details, etc.
- Report top priorities out to group
- Open discussion

# Wrap Up

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## Next Steps

Meeting #2: Sat. November 3, 11:00am, Branan Towers

Agenda: Explore potential site plans & uses

Meeting #3: Sat. November 17, 11:00am, Ormewood Church

Agenda: Refined plans & uses; preferred option

Stay in Touch – Check progress and give us feedback at  
[www.525moreland.com](http://www.525moreland.com)

Thank you for sharing your time and thoughts!