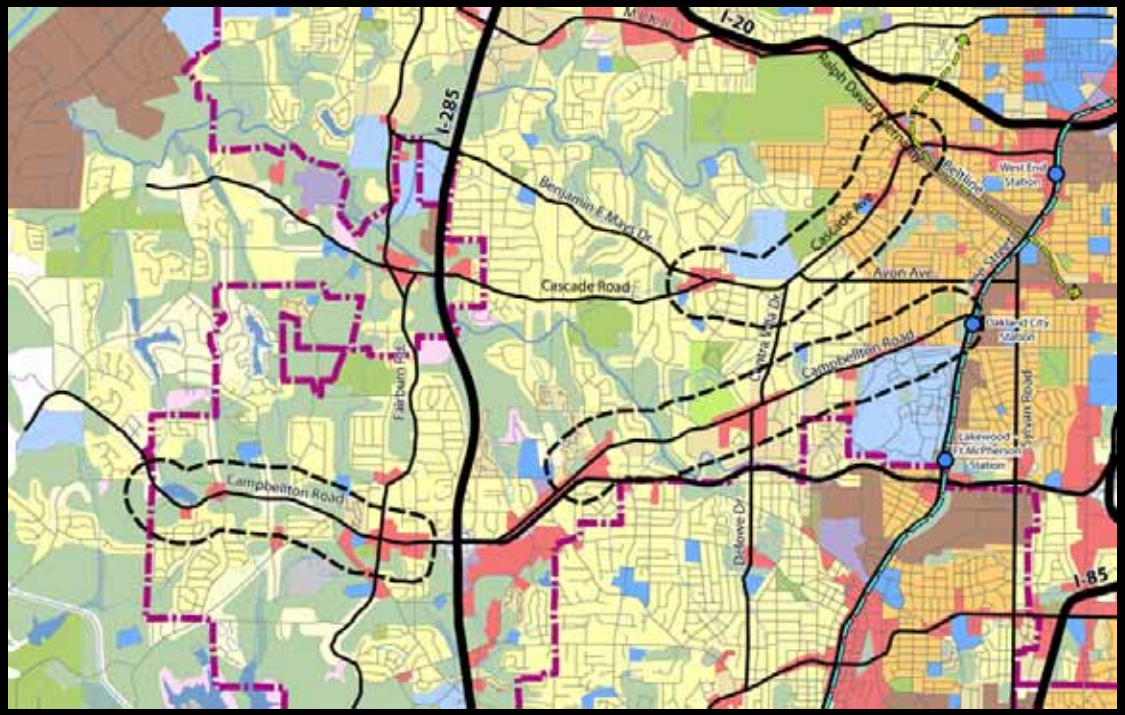


City of Atlanta Bureau of Planning

Campbellton-Cascade Corridors Redevelopment Plan

Advisory Committee Meeting

November 29, 2005

Key Market Trends

Key Market Trends Presentation

- **Campbellton-Cascade -- seizing the opportunities**
- **Emerging Corridor Demographics**
  - Campbellton East
  - Campbellton West
  - Cascade
- **Real Estate Market Characteristics**
  - Single Family
  - Multifamily
  - Retail
- **Retail Potential**
- **Keys to Development by Area**

Seizing the Opportunity

- **Southwest Atlanta/South Fulton is surging with new development and attracting new residents:**
  - 4,488 new units sold in 225 residential subdivisions in South Fulton this year
  - SW Atlanta/South Fulton population expected to grow 4.4% by 2010
- **New Major Developments in/around Area:**
  - Ft. McPherson Reuse
  - Beltline
  - Lakewood Redevelopment
  - Camp Creek/Princeton Lakes Mixed Use Development
  - Repositioning of Greenbriar Mall
  - Airport Expansion
  - West End Mall Reinvestment

Emerging Demographics -- Campbellton East

- **Population 2005 (est.): 17,166**
  - 4% growth by 2010
- **Young population – *median age: 31.7 years***
  - Campbellton West: 37.3 years, Cascade 38.9 years
- **Predominantly renters – 62.2%**
- **Mostly multifamily housing – 64.6%**
- **Larger households – 3.18 persons per household**
  - Campbellton West: 2.66, Cascade: 2.64
- **Higher percentage of "other family" (single-parent) households – 41.6%**
  - Campbellton West: 31.2%, Cascade: 36.7%
- **Modest household incomes – *median HH income: $27,022***
  - City of Atlanta median HH income: $44,710
  - 46.5% Campbellton East households earn less than $25,000

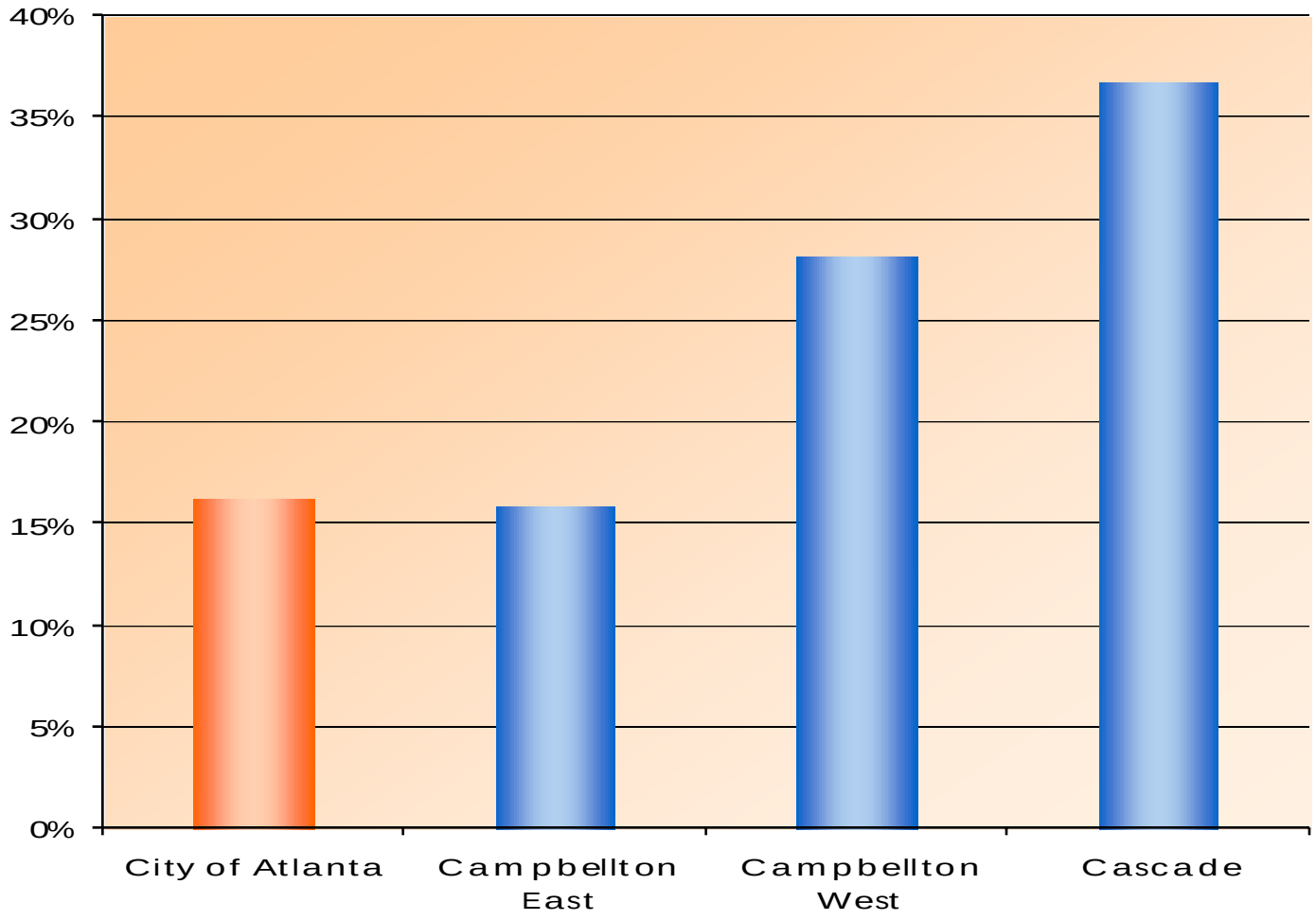
Emerging Demographics -- Campbellton West

- **Population 2005 (est.): 8,516**
  - 4.8% growth by 2010
- **Increasingly affluent – *median household income: $57,468***
  - 21.8% households earn more than $100,000
- **Large portion of residents in professional or management occupations – 39.5%**
  - Campbellton East: 18.6%, Cascade: 25.4%
- **Predominantly homeowners – 70.3% of total households**
- **Higher home values – *median home value: $115,885***
  - Campbellton East: $95,577, Cascade: $95,231
- **40.9% of all households are married-couples with children**

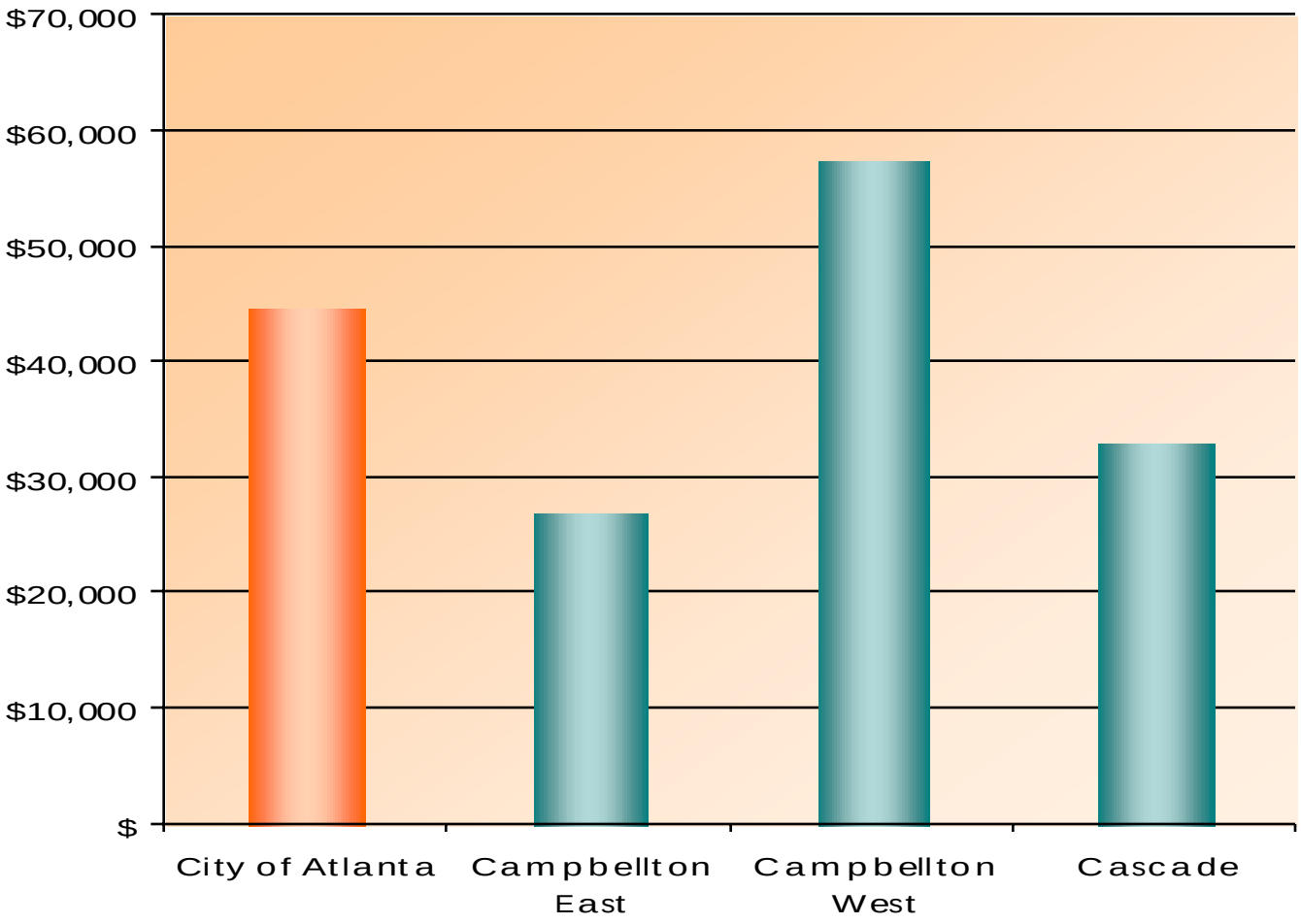
Emerging Demographics -- Cascade

- **Population 2005 (est.): 16,753**
  - 3.5% growth by 2010
- **Older population – median age: 38.9 years**
  - 13.5% older than 65 years
    - Campbellton East: 8.8%, Campbellton West: 11.2%
- **Slower growth – projected growth 2005-2010: 3.5%**
  - Campbellton East: 4.0%, Campbellton West: 4.8%
- **Broad range of household incomes**
  - 37.5% earn less than $25,000, 11.2% earn more than $100,000
- **Predominantly single family – 74.3%**
- **Old housing stock – median year structure built: 1955**
  - Campbellton East: 1965, Campbellton West: 1969
- **Long-term residents –36.9% of households moved into home 1980 or earlier**
  - Campbellton East: 15.9%, Campbellton West 28.3%

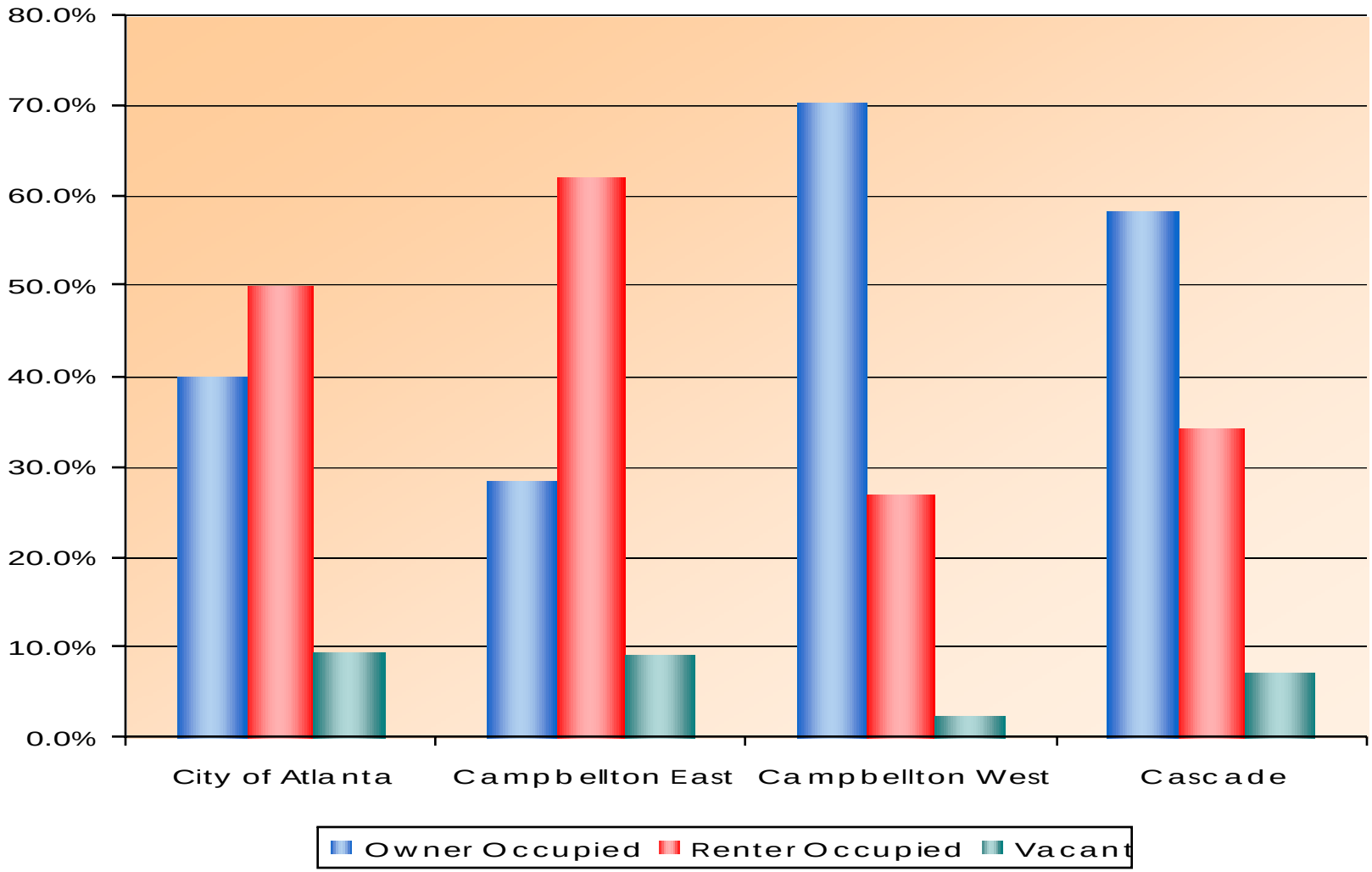
Percentage of Households in Existing Residence before 1980



Median Household Income, 2005



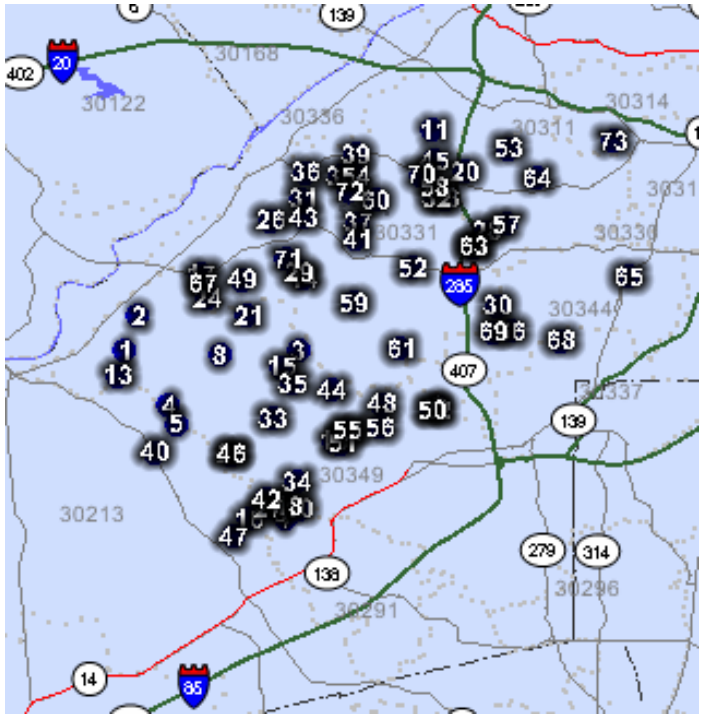
2005 Housing Tenure



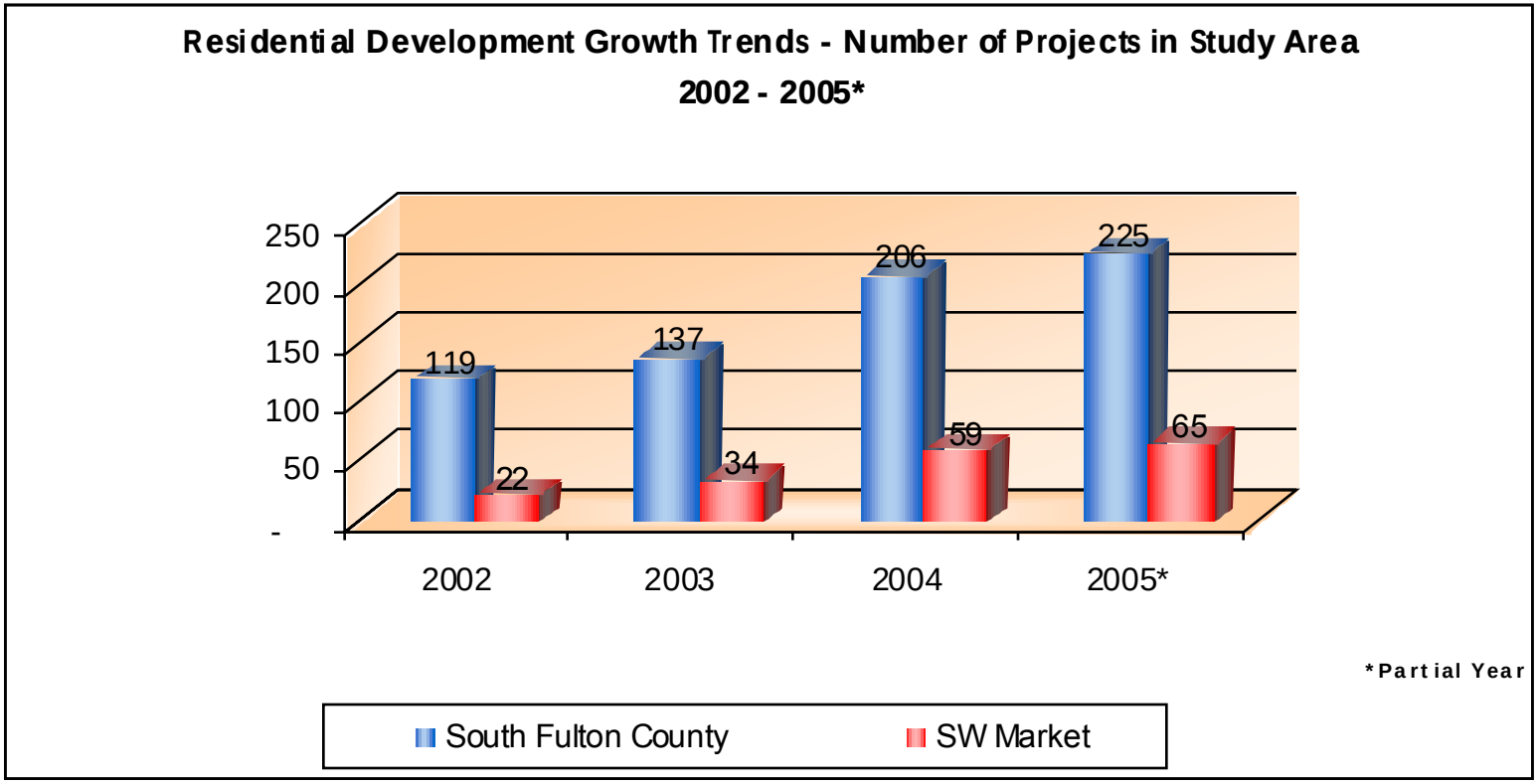
Residential Real Estate-Single Family

Unprecedented single family activity:

- –330 Active projects in all of South Fulton County (2003-2005)
- –73 Active projects in defined "Southwest Atlanta area"
  - *(S of I-20, W of Lee St., E of Campbellton-Fairburn Rd, N of I-85)*



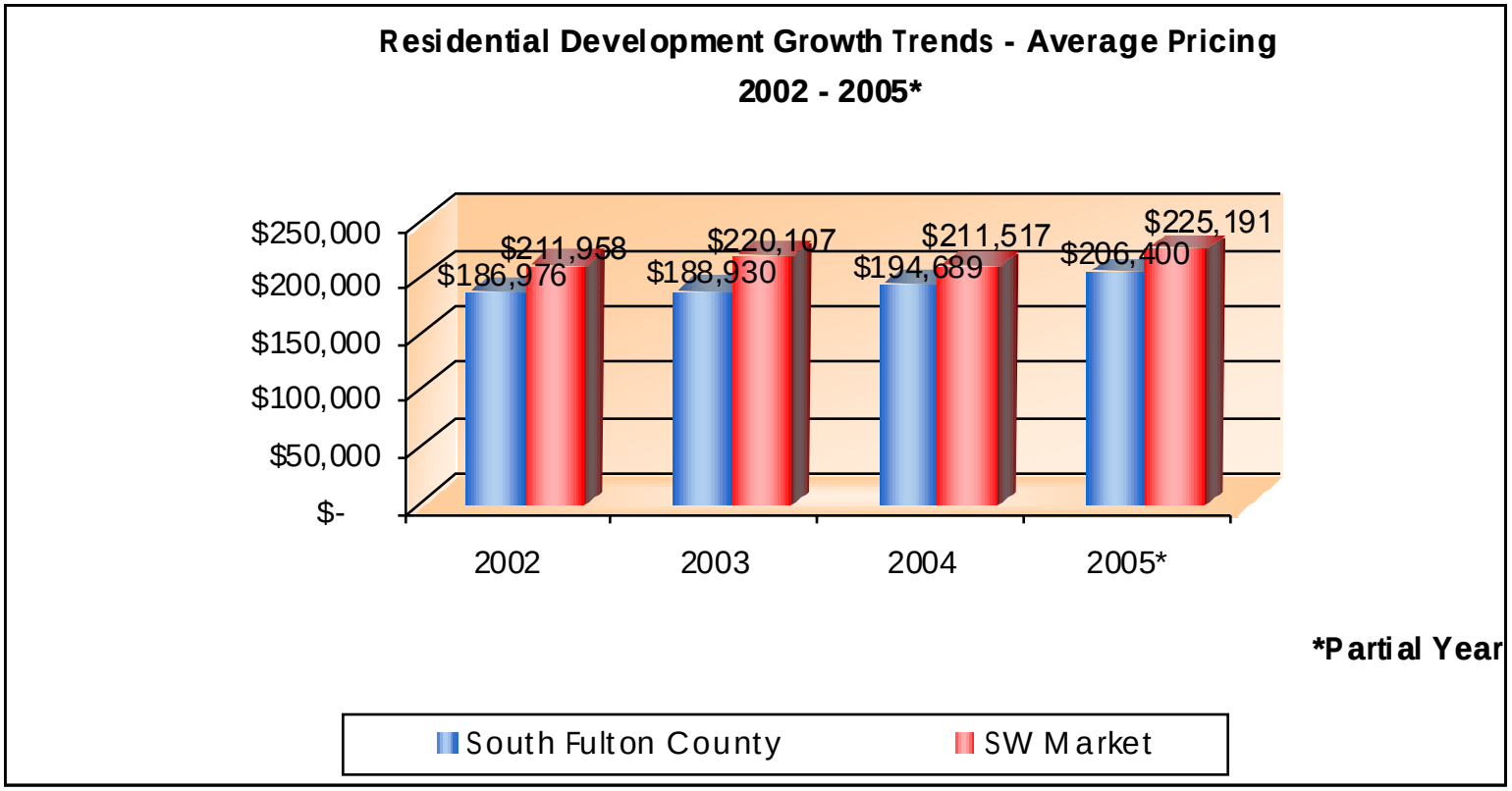
Residential Real Estate-Single Family



Strong growth in number of sales between 2002 – 2005.

- 49% annual growth rate in sales in defined SW Atlanta market
- 20% annual growth rate in sales in South Fulton County

Residential Real Estate-Single Family



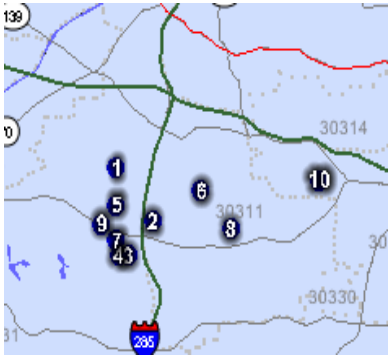
Modest growth in Sales Prices between 2002 – 2005.

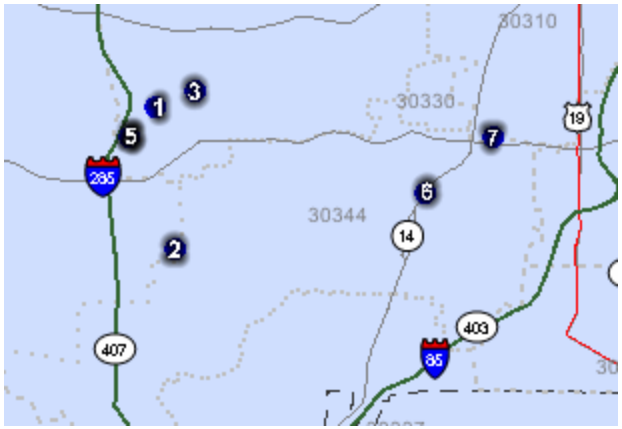
- 2% in annual growth in defined SW market
- 3% in annual growth in greater South Fulton County

Residential Real Estate-Single Family

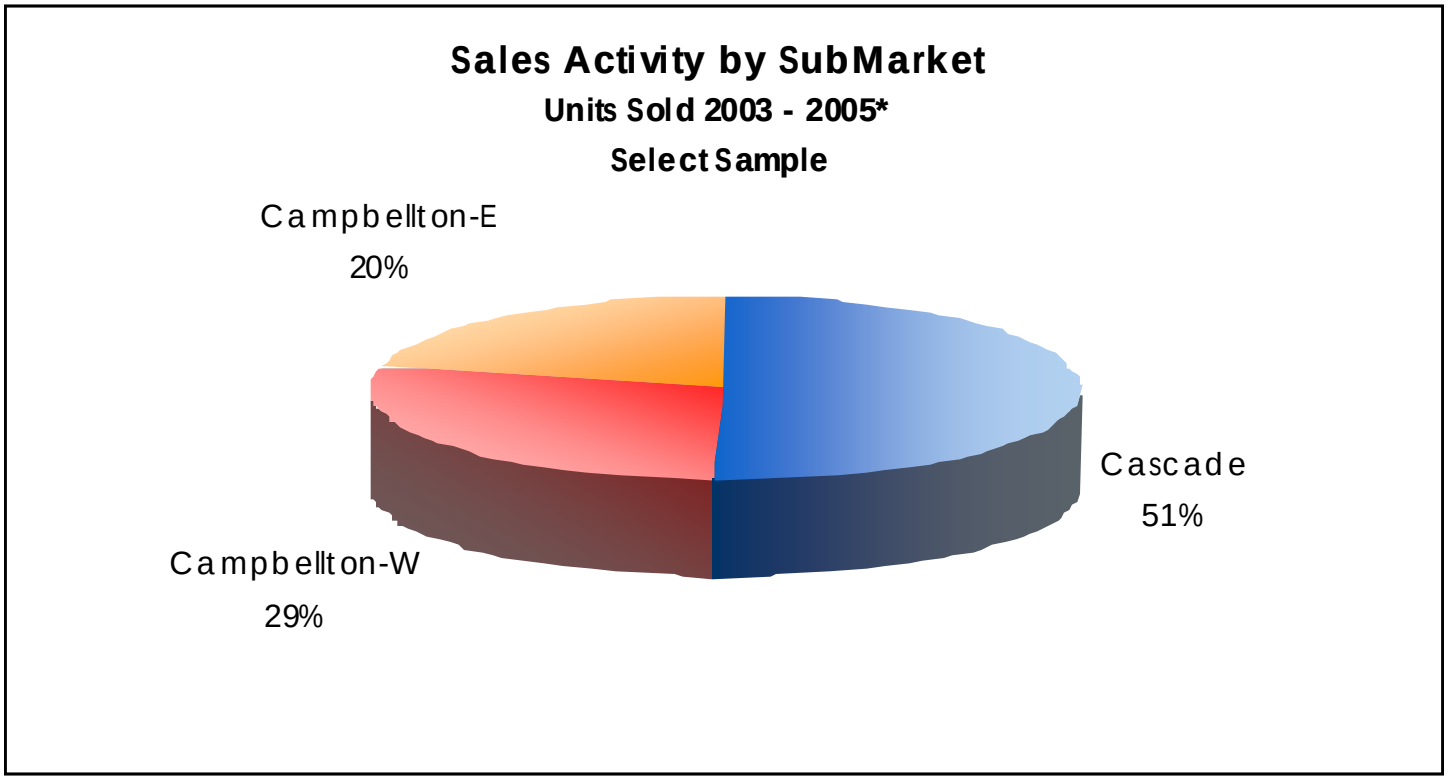
Single Family Projects occurring throughout Study Area:

- 10 Active Projects in Cascade Corridor
- 5 Active Projects in Campbellton-E Corridor
- 7 Active Projects in Campbellton-W Corridor





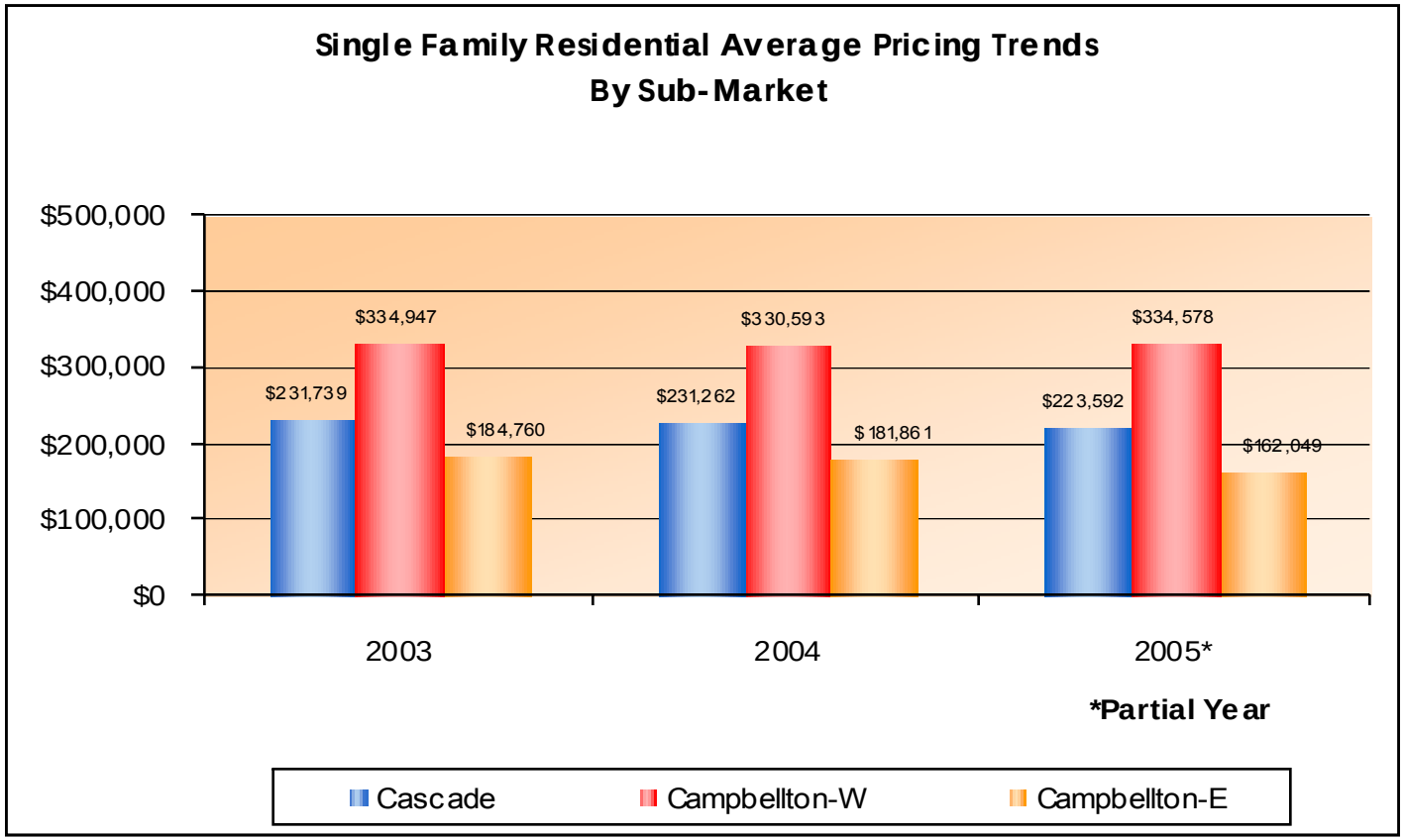
Residential Real Estate-Single Family



Cascade Corridor seeing most sales activity within 3 sub-markets

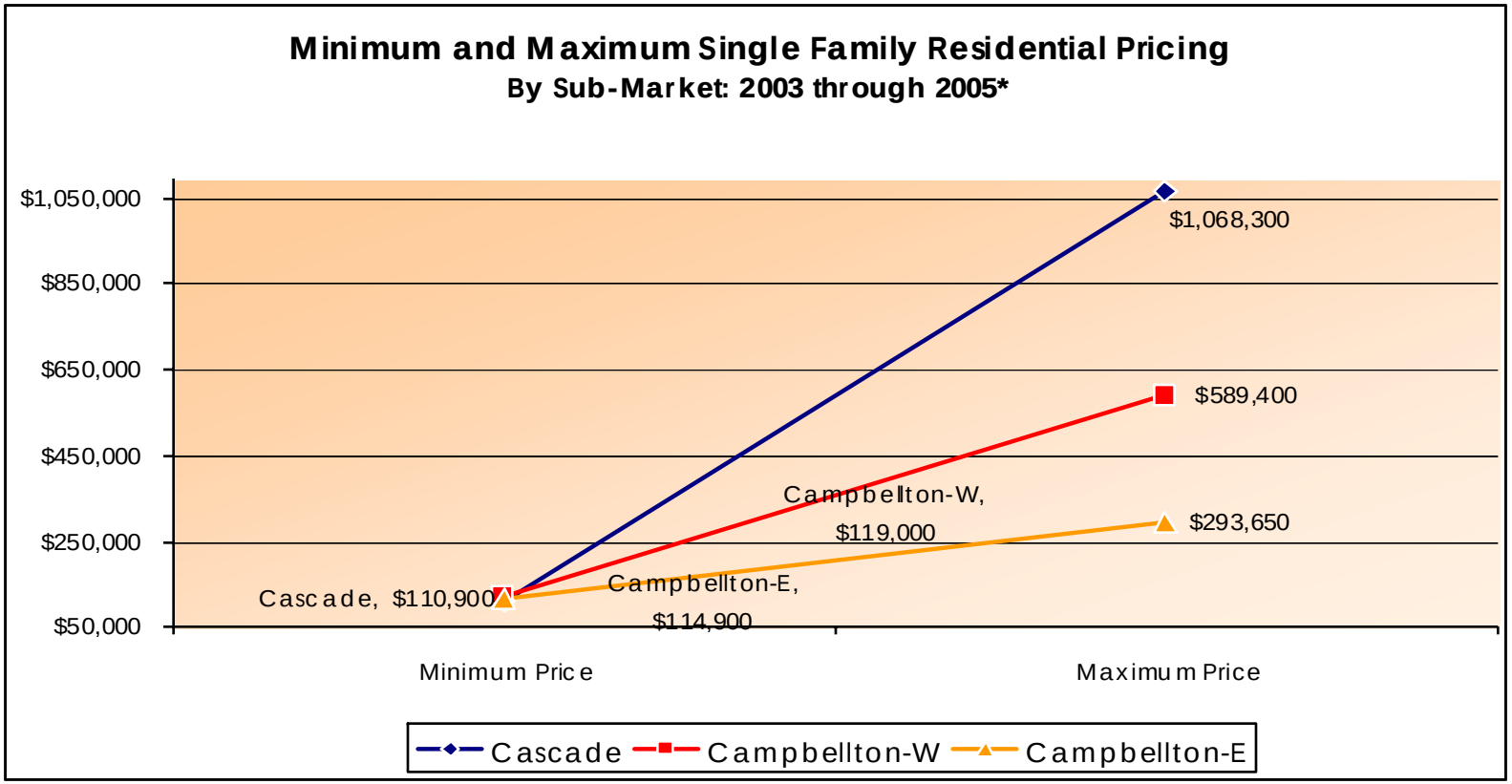
–319 closings of 630 total sales in Study Area

Residential Real Estate-Single Family



- **Campbellton-W submarket significantly higher priced**
  - 49.6% higher than Cascade
  - 106.5% higher than Campbellton-E

Residential Real Estate-Single Family



- **Price spread significant along Cascade ($110,000-$1 million)**
- **Dramatically less price variation in Campbellton-E ($114,000-$293,000)**
- **All three sub markets have projects selling in the $110,000's**

Residential Real Estate-Multi Family

- **The study area contains 10%, of Atlanta's regional apartment inventory**
- **Occupancies in submarket range from 80%-87%**
  - –92% in Atlanta region
- **Rent averages $630-$638 in submarket**
  - –$806 in Atlanta region
- **Apartment inventory in submarket is older**
- **New supply deliveries are modest**

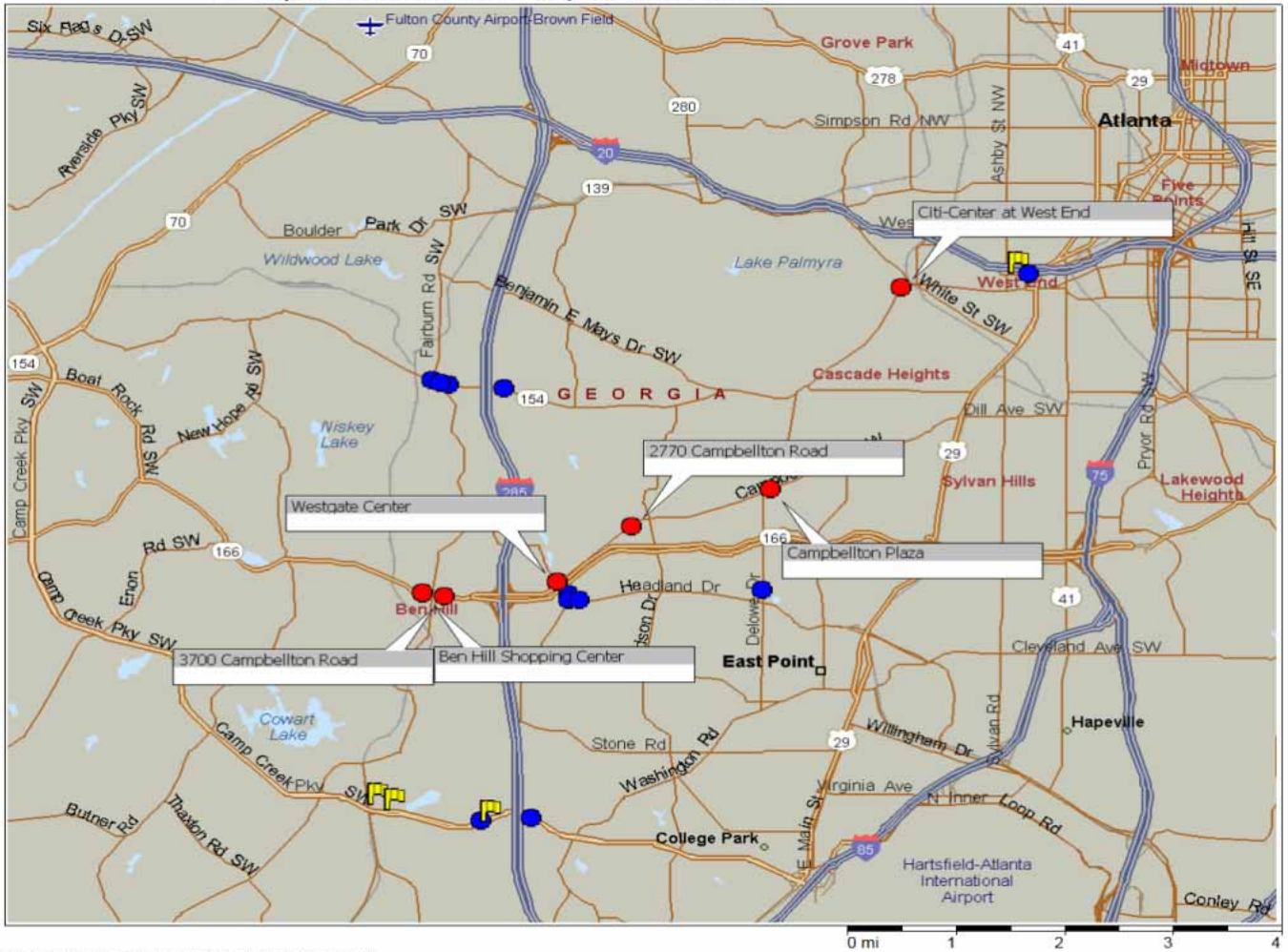
**Cascade Corridor lies in the West Fulton sub-sector and abuts the Central sub-sector. The Campbellton Corridors serve as a boundary between West and South Fulton sub-sectors.*

Retail Market

Campbellton-Cascade Key Retail Centers

Pushpins

- Study Area Retail Centers
- Planned/Under Construction
- Area Retail Centers



Copyright © 1988-2003 Microsoft Corp. and/or its suppliers. All rights reserved. http://www.microsoft.com/mappoint
© Copyright 2002 by Geographic Data Technology, Inc. All rights reserved. © 2002 Navigation Technologies. All rights reserved. This data includes information taken with permission from Canadian authorities © 1991-2002 Government of Canada (Statistics Canada and/or Geomatics Canada), all rights reserved.

Study Area Existing Major Retail Centers

NAME	ADDRESS	SQ FT	RENT
CAMPBELLTON EAST			
Campbellton Plaza	2044 Campbellton Rd SW	110,000	$12
2770 Campbellton Road	2770 Campbellton Rd SW	28,000	$4-$7.32
3700 Campbellton Road	3700 Campbellton Rd SW	2,200	$8-$10
Westgate Center	3131 Campbellton Rd SW	90,000	$3.50
CAMPBELLTON WEST			
Ben Hill Shopping Center	3800 Campbellton Rd SW	30,000	N/A
CASCADE			
Citi-Center at West End	590 Cascade Ave SW	105,000	$15

Key Retail Expenditures

	Campbellton East	Campbellton West	Cascade
Apparel & Services	$8,311,268	$6,830,321	$9,233,511
Electronics/TV/Computers	$2,926,672	$2,519,884	$3,263,591
Food at Home	$22,014,640	$17,884,265	$24,692,701
Food Away from Home	$13,683,055	$11,346,846	$15,393,521
Health & Personal Care	$4,779,592	$4,255,832	$6,053,951
Household Furnishings & Equipment	$5,877,090	$5,825,618	$11,185,342
Automobile Maintenance & Fuel	$11,152,586	$9,687,836	$13,106,275
TOTAL	**$68,744,903**	**$58,350,602**	**$82,928,892**
Total Households	6,795	3,198	6,307
Avg. Expenditure per Household	$10,117	$18,246	$13,149

Keys to Development—East Campbellton

- ***Strengths***—major anchors undergoing transition—Fort McPherson, Greenbriar Mall, Lakewood Amphitheater,Villages at East Point—creating new opportunities

- ***Issues***—Uncertainty about future of area due to these changes, high retail vacancies/weak retail market due to commercial overdevelopment, low homeownership rates and modest incomes of households in area

- ***Strategy:***

  1. ***Concentrate commercial development at two key nodes***: Create commercial mixed used village at Campbellton & Delowe, and Campbellton & Mt. Gilead near Greenbriar Mall.

Keys to Development—East Campbellton

2. ***Campbellton Village at Delowe*** —encourage the redevelopment of this commercial node into mixed use village by:
   - Create new ring road to service the area, link uses
   - Allow more intensive development of existing commercial at Delowe and Campbellton
   - Thin-out significant inventory of vacant apartments surrounding retail centers
   - Encourage in-fill development of townhouses and stacked condominiums to encourage more homeownership in the area
   - Create pedestrian linkages within ring road to commercial portions of the village
   - Strengthen community services and institutions in the area
   - Concentrate MARTA connections at the village core

3. ***Encourage the redevelopment of Westgate Shopping Center***-- as gateway to emerging residential areas to the north of Campbellton.

Keys to Development—East Campbellton

4. ***Convert vacant automotive uses/commercial uses to moderate density residential*** —At western edge of Campbellton East near Maxwell Dr. convert large vacant commercial tract to townhome residential, encourage development of senior housing by churches with major presence on Campbellton Road.

– ***Create Parkway along Northern Boundary of Fort McPherson*** — strengthen surrounding residential areas by softening edge with Fort McPherson—discourage strip commercial uses, reconnect street grid with residential areas to the north, preserve the residential character of Campbellton Road up to connection with Campbellton Village at Delowe

– ***Provide unifying Streetscape on Campbellton--***to link areas together and lessen the visual impact of the commercial clutter along the right of way.

Keys to Development—West Campbellton

- ***Strengths***—Rapidly growing residential area, new affluent households, open land suitable for development, and excellent regional access

- ***Issues***—Older, deteriorated commercial areas, momentum of commercial development shifting to unincorporated South Fulton, little connection to areas inside I-285

Strategies:

1. ***View the Future Development of West Campbellton as distinct from East Campbellton*** —I-285 is a physical and psychological barrier separating the two areas. The future of West Campbellton is more dependent on development to its North/South/West than what occurs on eastside of highway.

Keys to Development—West Campbellton

2. ***Link/redevelop existing Ben Hill, Fairburn Retail Areas***– Create continuous retail commercial area linking these two areas together into a new commercial village. Focus retail on:
   - Convenience goods,
   - Local services/professional services
   - Civic and religious uses
   - Linkage to MARTA and Region
   - Intersperse with townhome and other residential
   - Should be a different experience that West Cascade, Camp Creek, Greenbriar

Keys to Development—West Campbellton

3. ***Create an Appealing Identity for the Village*** —Ben Hill, Fairburn, Boat Rock, West Campbellton could be used to create a new identity/theme for the commercial area, providing a "brand" to attract consumer appeal to the area. Create a symbolic gateway from I-285 into the area.
4. ***Bring In-fill Residential to West Campbellton Road*** —Limit commercial development to the Village and County Line Road nodes, encourage new /preserve existing residential development that fronts on other parts of Campbellton and Main Roads.
5. ***Create smaller, crossroads retail node at County Line--***Allow for smaller retail development to service surrounding residential areas, not compete with Ben Hill/Fairburn village

Keys to Development—Cascade

- ***Strengths***—linkage to Beltline, quality residential areas, established commercial nodes, reinvestment beginning to occur.

- ***Issues***—Other than Kroger Center, retail is unanchored, scattered, underinvested, doesn't reflect solid market demographics,

Strategies

1. ***Concentrate retail at two key nodes*** —Beltline MXD, Intersection with B. Mays

2. ***Beltline MXD*** —building around existing Kroger Center as commercial core, extend street level retail on Cascade and Abernathy.
   - Retail focus: convenience retail, personal and business services, restaurants,
   - Community services
   - Include significant mix of residential lofts over retail, townhomes, new rental housing near transit connection.
   - Encourage the conversion of outmoded apartments and industrial uses along White Street/railroad consistent with Beltline plan

Keys to Development—Cascade (cont.)

3. ***Benjamin Mays Intersection*** —create commercial village to serve strong surrounding residential areas:
   - Retail concept: include convenience retail, personal services, restaurants and shops geared to local market needs
   - Reuse of existing retail structures, with in-fill new development, possible off-street parking lot
   - Residential, encourage new/infill residential as lofts over retail, townhomes, in-fill, small lot single family
4. ***Strictly Limit Commercial on Cascade to the Two Areas--*** Preserve existing residential uses on Cascade, encourage in-fill residential on vacant/underutilized commercial to concentrate commercial development at the two key nodes

Transportation

Existing Conditions

- Traffic Conditions
  - Traffic volumes
  - Level of service
  - Signalization
  - Roadway configurations
  - Sidewalk inventory
  - Traffic safety (high accident locations)
  - Bicycle route
- MARTA Transit Routes
  - Existing transit routes
  - Ridership
  - Bus stop locations
  - Connecting Routes
- Future Planned Projects

Cascade Avenue: Traffic Conditions

- Minor arterial roadway with 3-4 lanes
- Nine signalized intersection
- Gaps in sidewalks west of Cascade Terrace
- Average daily traffic volumes range 12,000 to 18,000
- Existing overall LOS is C = moderate congestion
- Future average daily traffic range 12,300 to 22,800
- Future overall LOS is E = severe congestion
- Traffic Safety – accidents
  - accidents and pedestrian conflicts between Ralph David Abernathy Blvd. and Donnelly; and Beecher Rd.

Campbellton Road East: Traffic Conditions

- Minor arterial roadway with 2-5 lanes
- Eight signalized intersection
- Significant gaps in sidewalks throughout corridor
- Average daily traffic volumes range 9,300 to 15,000
- Existing overall LOS is C = moderate congestion
- Future average daily traffic volumes range 10,400 to 30,000
- Future overall LOS is B = light congestion
- Traffic Safety – accidents
  - accidents and pedestrian conflicts between Walker Ave., Centre Villa Rd. and DeLowe Dr.

Campbellton Road West: Traffic Conditions

- Designated SR154/166
- Minor arterial roadway with 2-4 lanes
- Four signalized intersections
- Significant gaps in sidewalks throughout
- Average daily traffic volumes range 16,000 to 28,000
- Existing overall LOS is D = heavy congestion
- Future average daily traffic volumes range 24,800 to 40,000
- Future overall LOS is D = heavy congestion
- Traffic Safety – accidents
  - Ten or more accidents at all signalized intersection

MARTA Transit Conditions

- Cascade Ave.
  - Served by Route 71 with 14 minute peak headway with off-peak of 25 minutes
  - Link to West End Transit Station & Routes 64, 66, 68
  - 3,700 daily riders
  - Low to moderate ridership
  - Limited bus shelters
  - Limited sidewalk access
- Campbellton Road
  - Served by Route 83 with 15 minute headways
  - Blue Flyer Route 283 with 14 minute peak headway
  - Link to Oakland City Transit Station & Routes 81
  - Route 83 has 5500 daily riders
  - Route 283 has 900 daily riders
  - Low to moderate ridership
  - Limited bus shelters
  - Limited sidewalk access

Future Planned Improvements

- Cascade Ave.
  - Streetscape Improvements
  - Southwest Atlanta Sidewalks Program- from Cascade Rd. to Delowe Dr.

- Campbellton Road

  East:
  - Road widening from Star Mist Dr. to Lee St. (from 2-5 lanes)
  - City of Atlanta Traffic Signal Upgrade

  West:
  - GDOT Traffic Signal Upgrade
  - Road widening from Enon Rd. to Barge Rd. (from 2-5 lanes)
  - City of Atlanta Sidewalks around schools near Niskey Lake Rd.

Major Transportation Issues

- Cascade Ave.
  - Traffic Congestion
    - Bottlenecks at Herring Rd., & Langhorn St.
    - High traffic volumes near Avon Ave., Beecher St., Donnelly Rd. & RDA.
  - Cut-through traffic on roads linking Campbellton
  - Corridor maintains functionality in the future
  - Traffic accidents & pedestrian conflicts at RDA
  - Limited bus shelters and sidewalk access
  - Gaps in pedestrian and bicycle facilities

- Campbellton Road
  - Traffic Congestion
    - Bottlenecks at Delowe Dr. & County Line Rd.
    - High traffic volumes near Venetian Dr., Stanton Rd., Centra Villa Dr., Dobson Rd., Barge Rd., Butner Rd., Fairburn Rd., & County Line Rd.
    - Without planned improvements congestion becomes severe on Campbellton Rd. East
    - With planned improvements congestion remains heavy on Campbellton Rd. West
  - Traffic accidents & pedestrian conflicts throughout corridor
  - Limited bus shelters and sidewalk access
  - Under utilized park and ride lot
  - Gaps in pedestrian and bicycle facilities

Defining a Corridor Vision

Defining a Corridor Vision

Streets & Public Spaces

Defining a Corridor Vision

Streets & Public Spaces

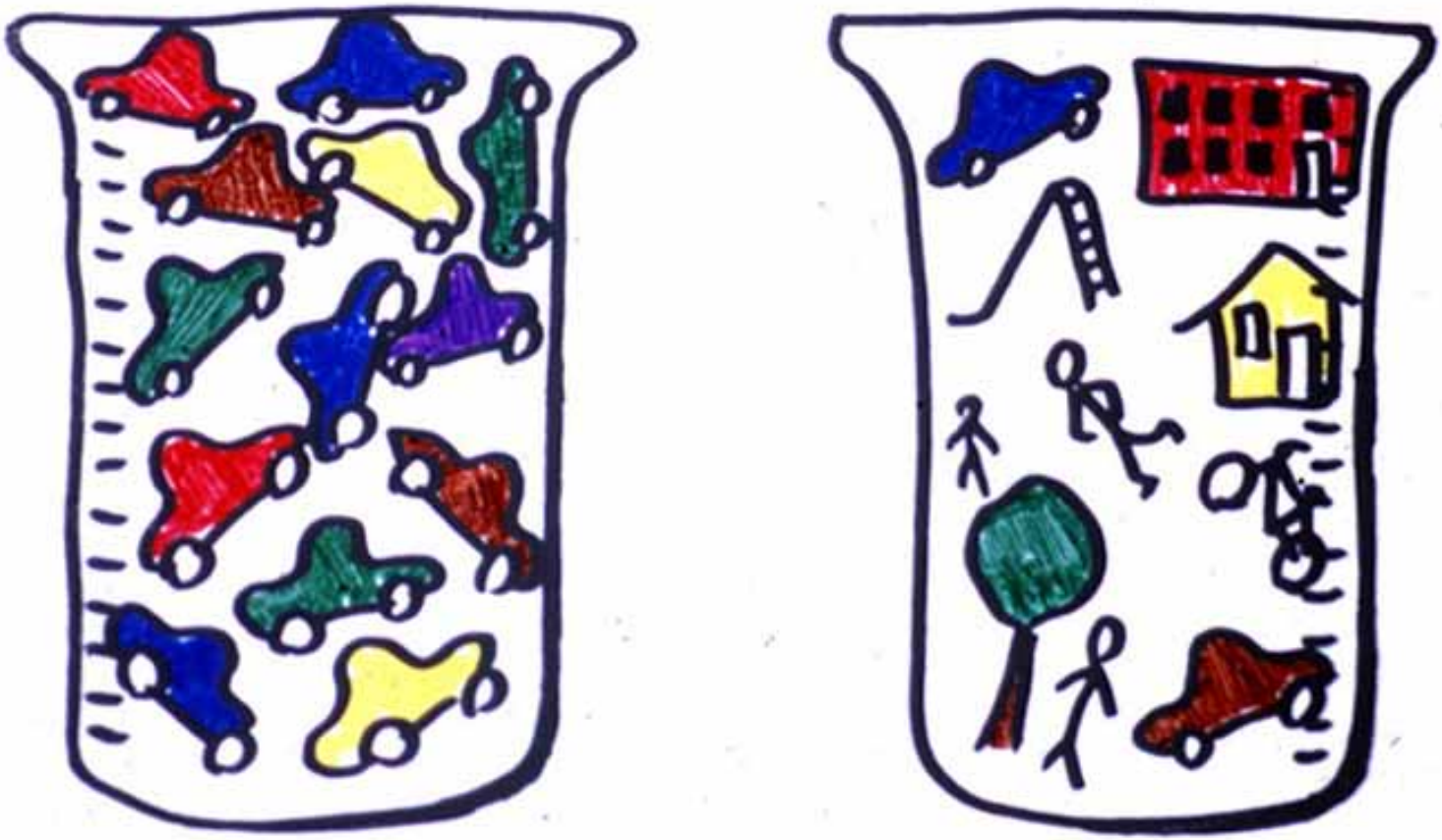
Site Design & Architecture

Defining a Corridor Vision

Streets & Public Spaces

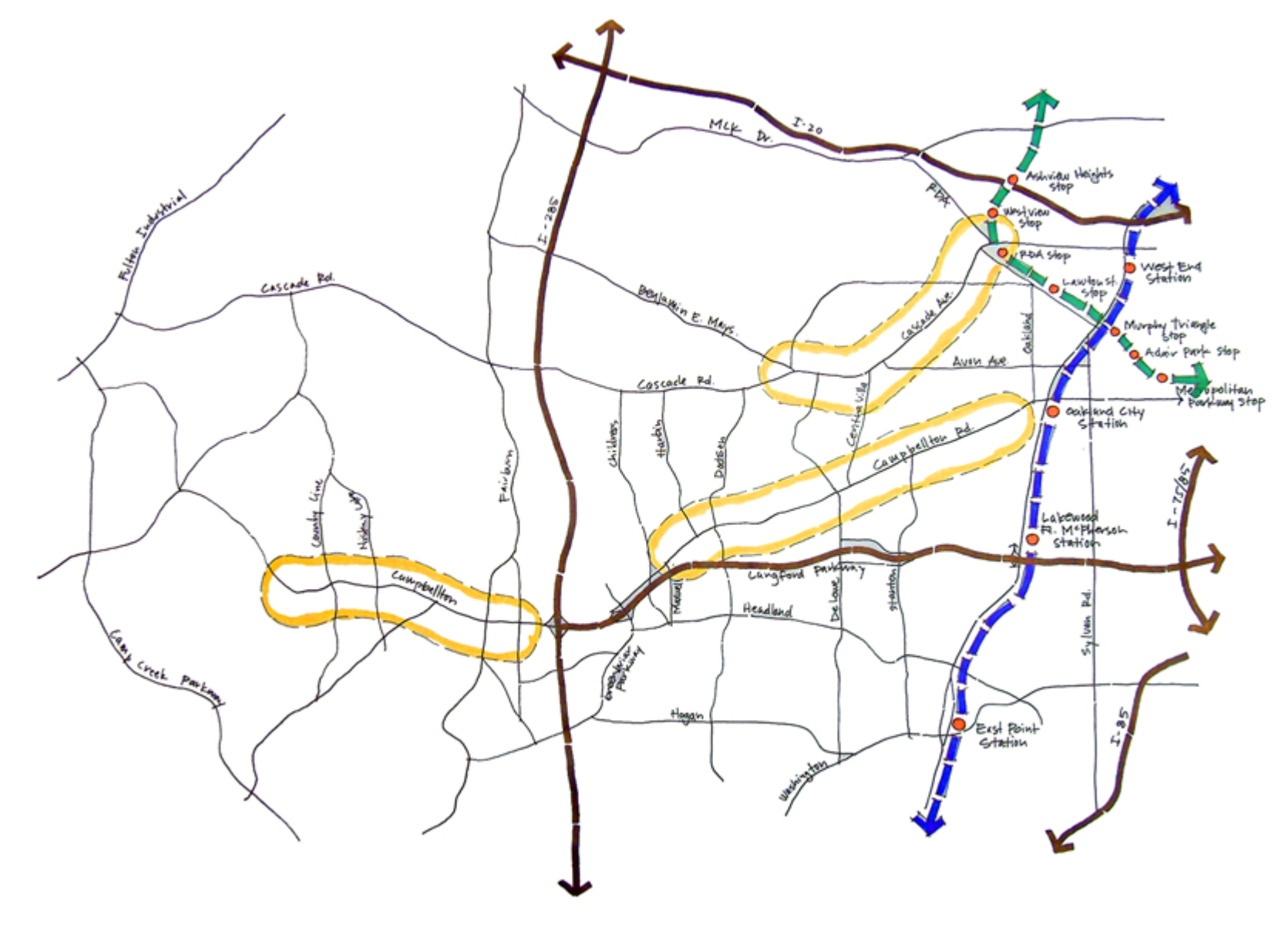
Site Design & Architecture

Mix and Intensity of Use

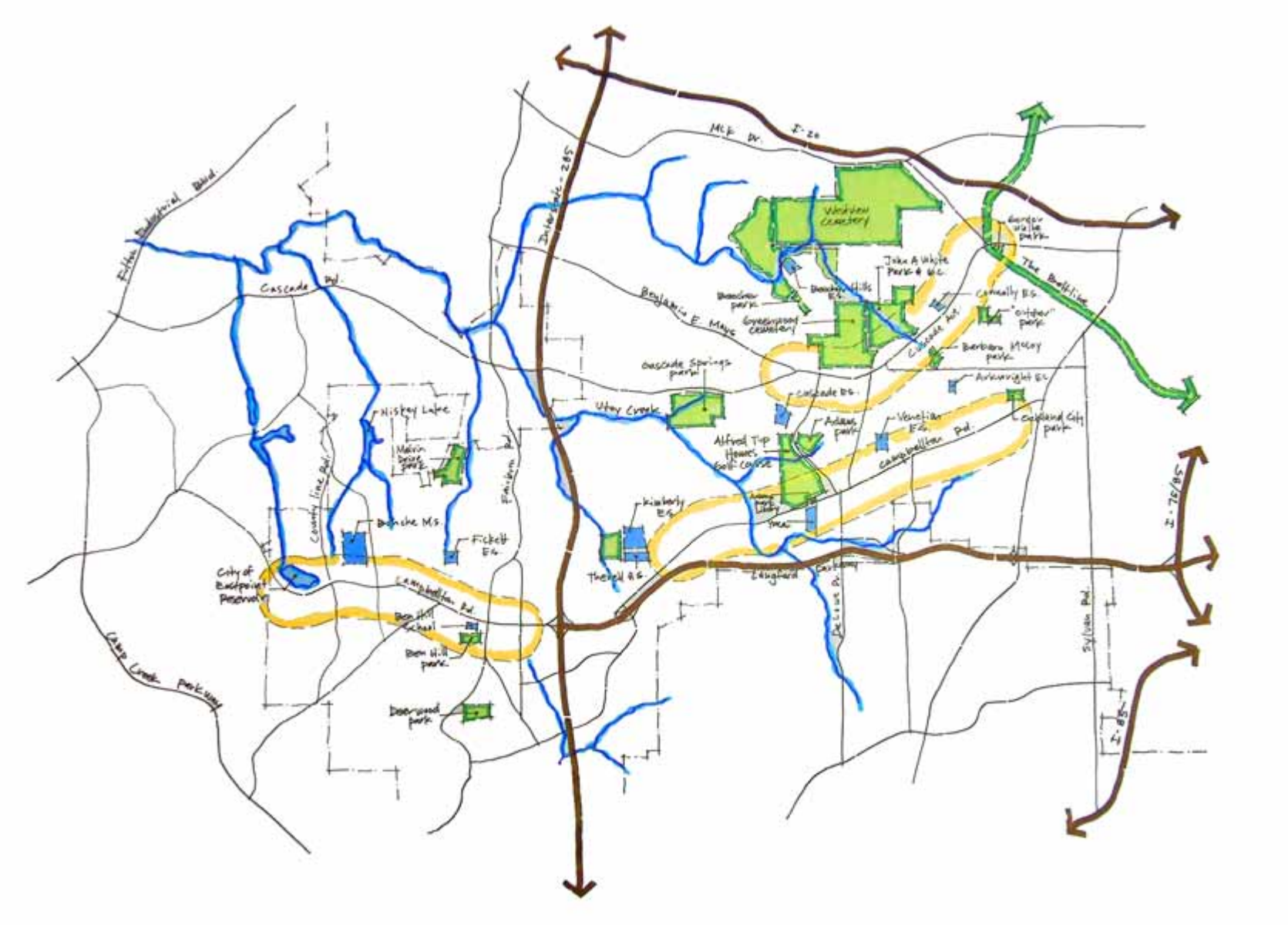


CAPACITY OF STREETS

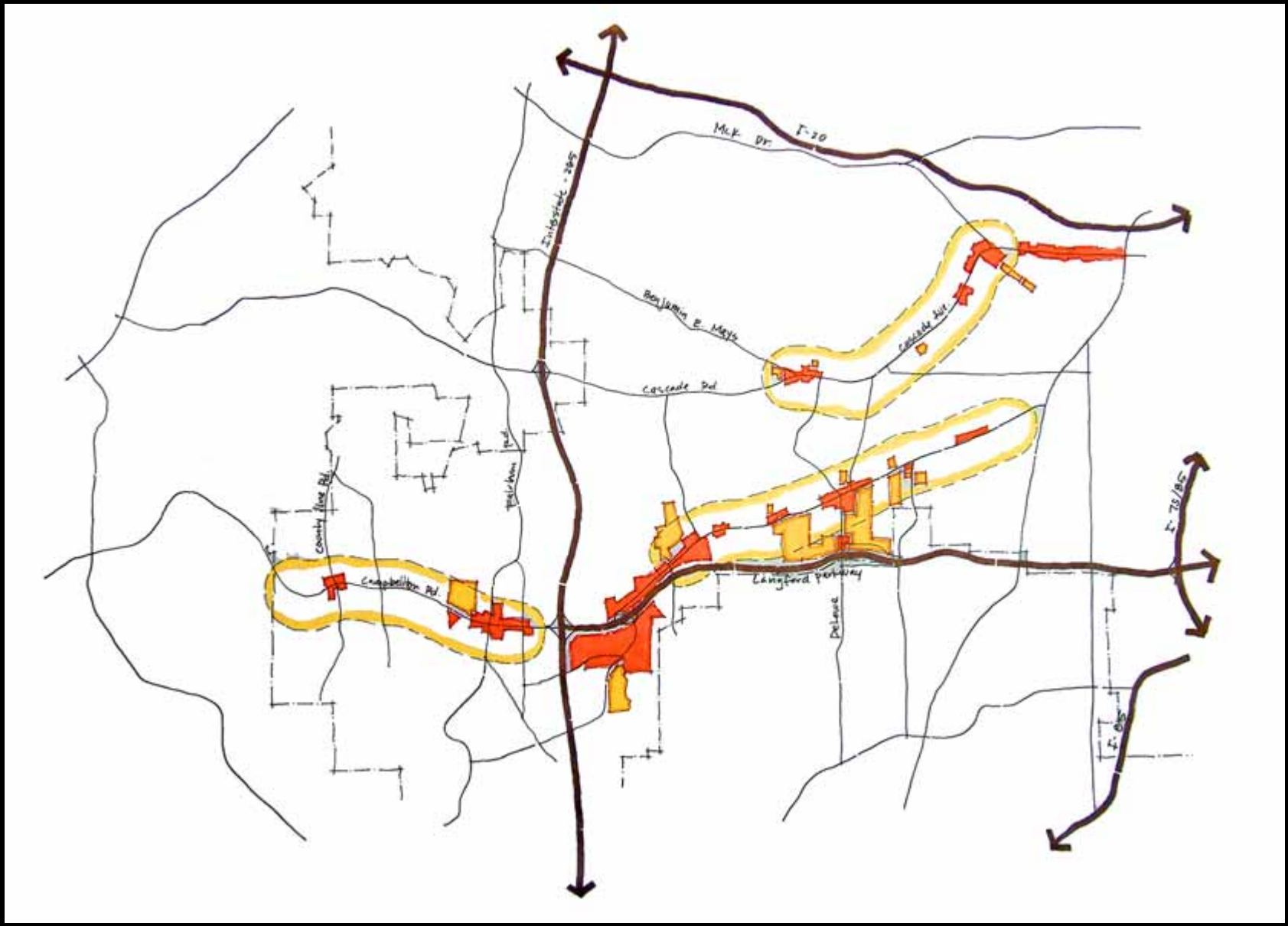
Transportation



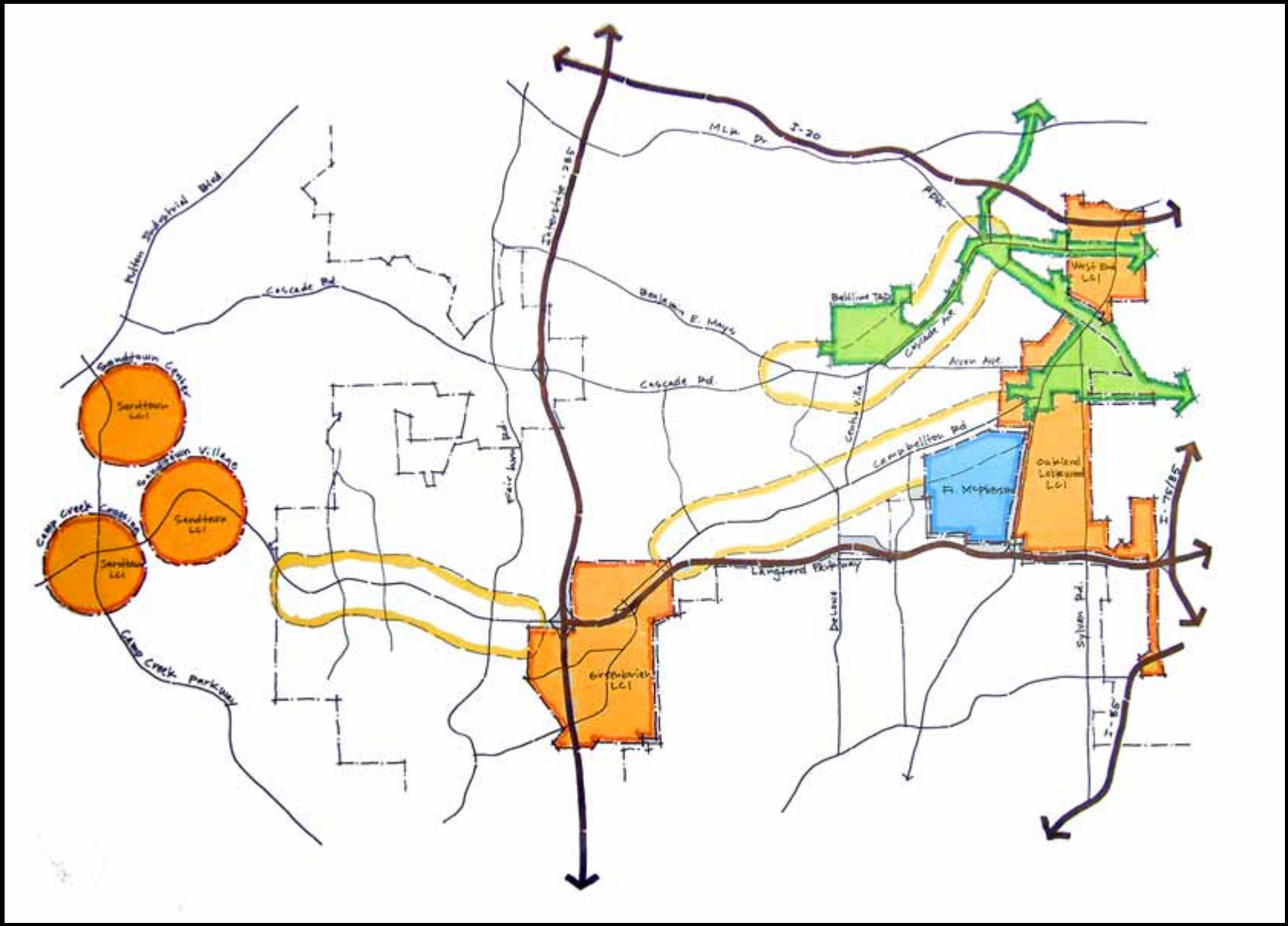
Parks & Open Space



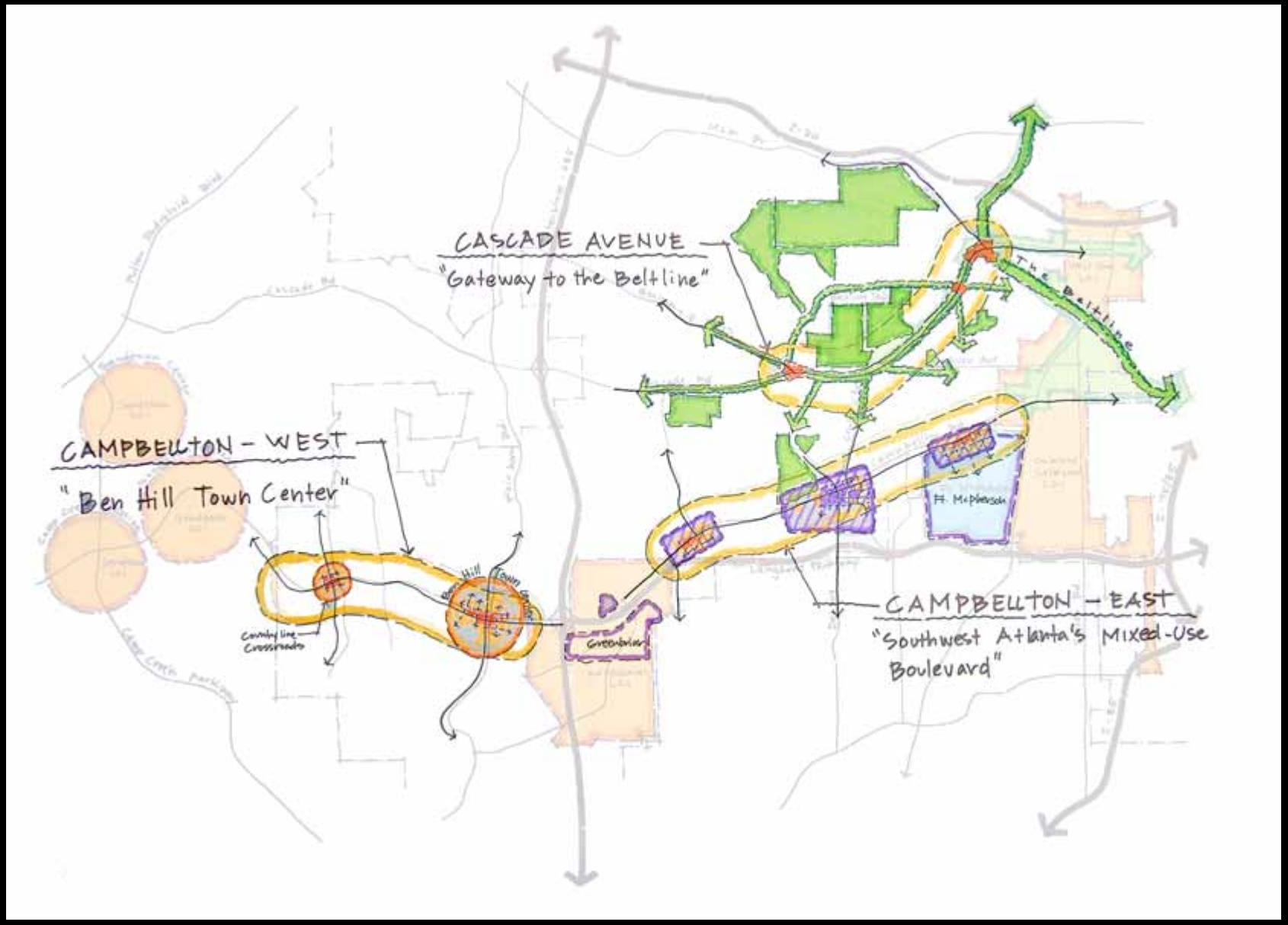
Commercial & Multi-Family



Planning Projects



"Three Corridors"



Cascade Avenue

"Gateway to the Beltline"

Targeted infill/revitalization @ three nodes:

- Cascade/RDA (Beltline)
- Cascade – Beecher
- Cascade – Ben Mays

- Create strong pedestrian connection to Beltline

- Traffic Calm? Narrow from 4 to 3 lanes? (allowing bike lanes or wider sidewalks)

Campbellton - East

"Southwest Atlanta's Mixed-Use Boulevard"

- "Prune" the Retail & Multi-family
- Redevelop key catalyst sites with a new mix of uses
- Key sites include: DeLowe & Harbin
- Potential future BRT corridor
- Is there a need for a consistent 5-lane cross section? (3-lanes vs. 5-lanes)

Campbellton - West

"Ben Hill Town Center"

- Capture & Control the Strong Market
- Identify key retail/mixed-use opportunities to create centers (Fairburn & County Line Rd.)
- Build new street network for & as development occurs
- Redevelopment opportunity @ MARTA park-n-ride lot?