CITY OF ATLANTA
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BANKHEAD MARTA STATION TRANSIT AREA LCI STUDY

Prepared for the CITY OF ATLANTA, Bureau of Planning
by HDR, INC.
TUNNELL-SPANGLER-WALSH & ASSOCIATES
MARKETEK, INC.
DOVETAIL CONSULTING

Shirley Franklin
Mayor, City of Atlanta

Atlanta City Council
Lisa Borders
President of Council

Carla Smith

Debi Starnes

Ivory Lee Young Jr

Cleta Winslow

Natalyn Mosby Archibong

Anne Fauver

Howard Shook

Clair Muller

Felicia A. Moore

C.T. Martin

Jim Maddox

Joyce Sheperd

Ceasar C. Mitchell

Mary Norwood

H. Lamar Willis

Department of Planning & Community Develompent
James Shelby, Acting Commissioner

Bureau of Planning
Beverly Dockeray-Ojo, Director

City Manager
Bryan Kerlin

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Section 1: Inventory and Analysis

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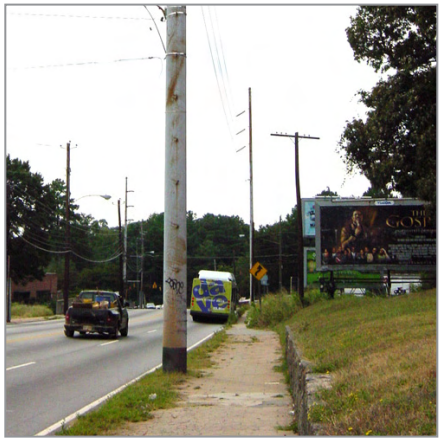


The LCI program supports the improvement of pedestrian and transit facilities

1.1 OVERVIEW

This section provides an overview of the study and provides a summary of existing conditions within the Study Area. Study Area components are divided into functional categories for the purpose of organization, including Policies & Projects, Markets & Housing, Land Use, Transportation, Urban Design, and Infrastructure & Facilities. Within each category an overview is provided with background information and theories. Following this, existing conditions are described and strengths, weaknesses, opportunities and threats are summarized. In cases where the issues are the same for different Study Area, the summaries are combined.

Purpose of the Study

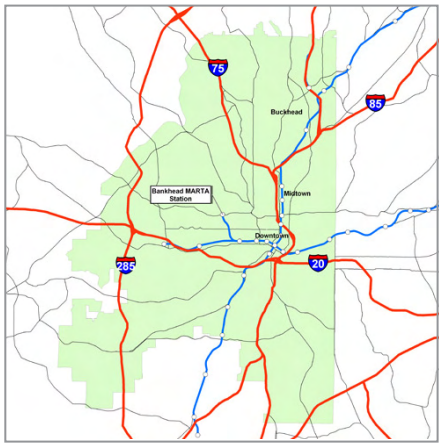
The Livable Centers Initiative (LCI) program is intended to promote greater livability, accessibility, mobility and development in existing and developing employment center, town centers and corridors. The rationale is that directing development towards areas with existing infrastructure will benefit the region and minimize sprawling land use patterns. Minimizing sprawl, in turn, will potentially reduce the amount of vehicle miles traveled and the air pollution associated with those miles. Lastly, the LCI program is using the successful 1996 Olympics model to promote the concept that investment in public infrastructure will spur private investment. Thus, the LCI program is a vehicle whereby the ARC can attempt to direct mixed-use and mixed income development towards existing infrastructure by providing implementation dollars.

In this context, the City of Atlanta seeks to develop a long-term vision for promoting growth around the Bankhead MARTA station and in adjacent neighborhoods by promoting visual appeal, establishing a compatible mix of land uses, preserving local identity, ensuring multiple transportation options, improving public safety, and supporting economic development. This study will assist the community in defining their vision and creating a master plan that utilizes transportation improvements, land use policies, and sound urban design to improve the quality of within the station area and nearby neighborhoods. Recent changes in different parts of each Study Area have highlighted the need to establish a new vision for this historic section of intown Atlanta. By recognizing existing challenges and building upon opportunities, the Study is intended to serve as a guide for positive change that both benefits the immediate area and the citizenry of Atlanta.

The creation of a walkable street environment is central to the LCI program

As part of the LCI program, the Atlanta Regional Commission (ARC) provides specific goals that must be met in the planning process. These include:

1. Encourage a diversity of medium to high-density, mixed income neighborhoods, employment, shopping and recreation choices at the activity and town center level.
2. Provide access to a range of travel modes including transit, roadways, walking and biking to enable access to all uses within the Study Area.
3. Encourage integration of uses and land use policies/regulations with transportation investments to maximize the use of alternate modes.
4. Through transportation investments increase the desirability of redevelopment of land served by existing infrastructure at activity and town centers.
5. Preserve the historical characteristics of activity and town centers and create a community identity.
6. Develop a community-based transportation investment program at the activity and town center level that will identify capital projects, which can be funded in the annual Transportation Improvement Program (TIP).
7. Provide transportation infrastructure incentives for jurisdictions to take local actions to implement the resulting activity or town center study goals.
8. Provide for the implementation of the Regional Development Plan (RDP) policies, quality growth initiatives and Best Development Practices in the Study Area, both through local governments and at the regional level.
9. Develop a local planning outreach process that promotes the involvement of all stakeholders particularly low income, minority and traditionally under-served populations.
10. Provide planning funds for development of activity and town centers that showcase the integration of land use policy and regulation and transportation investments with urban design tools.



Map showing Bankhead MARTA station within the City of Atlanta

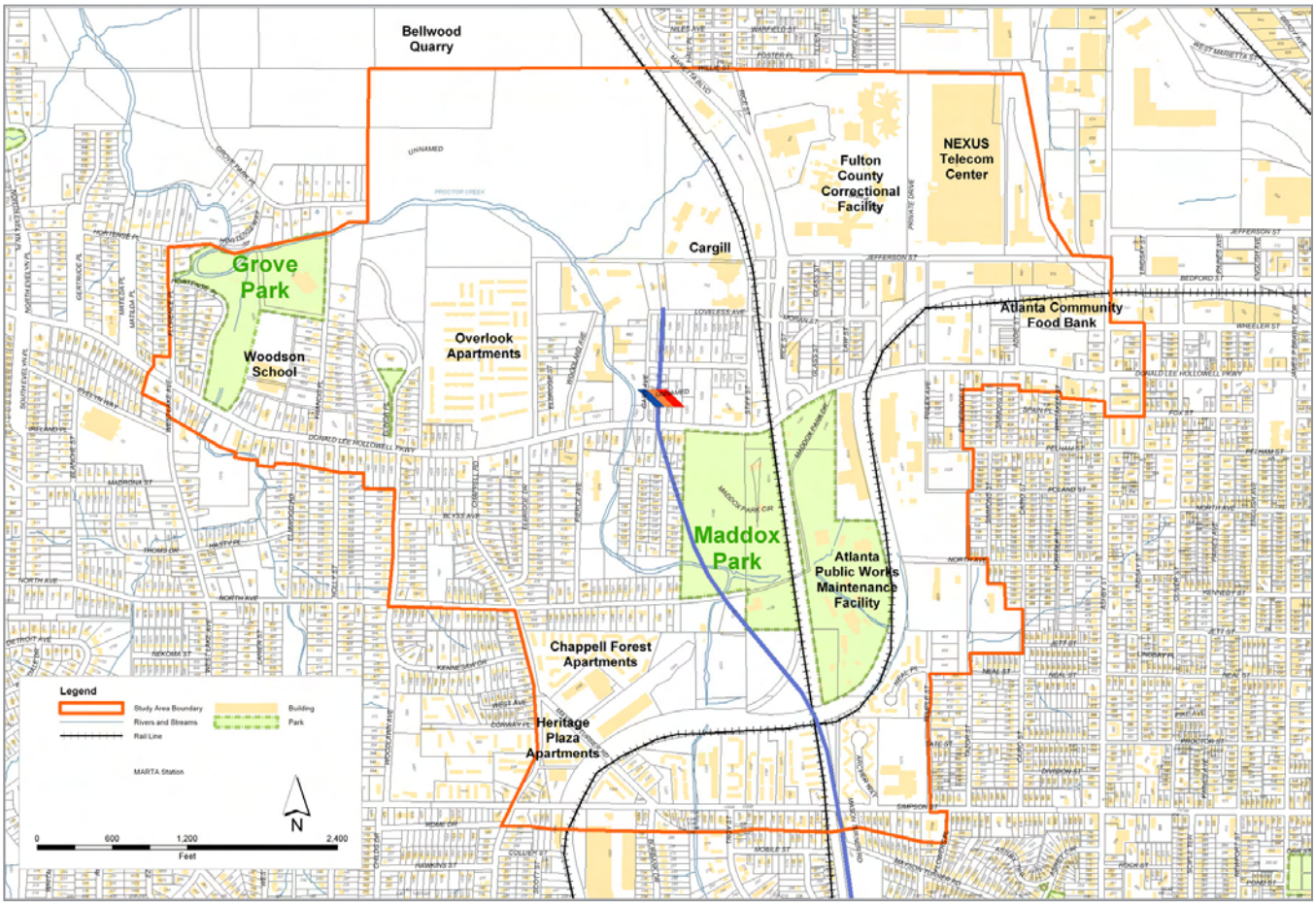
Location and Context

The Study Area is located approximately two miles west of Midtown Atlanta at the terminus of MARTA's Proctor Creek rail line. Generally, it is bounded by the Bellwood Quarry and Willie Street to the North; a rail spur, Joseph Lowery Boulevard, Etheridge Street, Cairo Street, and Temple Street to the east, Simpson Street to the south, and Chappell Road, Woodlawn Avenue and Florence Place to the west. The Study Area constitutes 738 acres.

Please see the map below for more detailed boundaries.

The Study Area is located within City Council Districts 3 and 9, and Neighborhood Planning Units J, K, and L. It also borders or includes portions of seven neighborhoods: Rockdale, Knight Park, Bankhead, English Avenue, Washington Park, Hunter Hills, and Grove Park.

Figure 1.1: *Study Area Map*



1.2 POLICES & PROJECTS

Existing Area Studies

The City of Atlanta has a long-standing tradition of working to support neighborhood growth and revitalization. Significant portions of the City have been studied, including portions of the Study Area. However, unlike this study, many of these previous efforts were not focused on the transit station area or linkages between it and the surrounding neighborhoods. For that reason, this study represents an opportunity to build on these previous efforts.

Existing area studies affecting the Study Area include:

Donald L. Hollowell Corridor Redevelopment Plan. In 2003 a study of Donald L. Hollowell Parkway was undertaken by the Bureau of Planning for the corridor's entire 5.3 miles. The plan was intended to build upon previous planning efforts, particularly the Northwest Atlanta Framework Plan, to guide public and private decision-making and investment along the corridor over the next 20 years. The plan utilized an extensive public process to develop a vision to make the Donald L. Hollowell Parkway corridor a more vibrant and livable community. Central to this was using nodal land use patterns and strategic infrastructure investment to benefit both the corridor and the adjacent neighborhoods. One area of critical concern was around the Bankhead MARTA Station, where further study was warranted. This LCI Study was a direct outcome of the corridor study.

BeltLine Redevelopment Plan. Undertaken by the Atlanta Development Authority (ADA) in 2005 as a land use and financial feasibility study for the BeltLine, a proposed transit greenway that would utilize existing rail corridors ringing Atlanta's core for future transit and recreational facilities, the Redevelopment Plan traversed the Study Area. Within the Study Area, the Plan calls for constructing a new transit stop for the BeltLine at the southern edge of Maddox Park that would serve as a transfer between to the existing MARTA line. The BeltLine would then run north along the abandoned easternmost rail line to Jefferson Street, west to Marietta Boulevard, north on Marietta Boulevard, with a stop at Donald L. Hollowell Parkway.

Upper Westside LCI. The 2004 Upper Westside Livable Centers Initiative Study is a guide for public and private investment in a two square mile study area within the Northwest quadrant of the City of Atlanta. The plan assessed area needs, interests, and opportuni-

ties with input from a series of interactive public workshops, focus groups, stakeholder interviews, and committee meetings. The strategies identified in this plan reflect the community's vision for housing, economic development, transportation, land use and zoning, urban design and area character, and real estate development. The Study Area was located to the northeast of the Bankhead MARTA Station Transit Area LCI Study Area.

The Beltline Emerald Necklace: Atlanta's New Public Realm. A 2005 study commissioned by the Trust for Public Land identified significant and unequaled new opportunities for a proposed transit project taking advantage of the BeltLine. The study, conducted by respected Yale University professor Alexander Garvin, shows the potential for developing the first great park of the 21st century, adding 1,400 acres of new green space, mixed-use developments and neighborhood connectivity. Within the Study Area, the plan identified opportunities to transform the quarry to the north into a major park.

Northwest Atlanta Framework Plan. In 2002, the City of Atlanta Department of Planning and Bureau of Planning Redevelopment Planning Division prepared the Northwest Atlanta Framework Plan. This plan presented a vision to guide growth, improve corridor access, promote retail opportunities and stimulate development in northwest Atlanta. For Bankhead Highway (now Donald Lee Hollowell Parkway), authors recommended concentrated commercial development to provide retail and support services, along with construction of infill housing and improved pedestrian safety through more frequent crosswalks and wider sidewalks. Recommendations to achieve these goals included concentrating commercial development within two nodes (one at the intersection of Hollowell and James Jackson Parkway and a second at the intersection of Hollowell and Hollywood Road), with medium to high density residential between the two. Industrial development was encouraged along Hollowell from I-285 to the Chattahoochee River.

Simpson Corridor Urban Redevelopment Plan. In 1997, Atlantic Design and Common Sense prepared a redevelopment plan for the Simpson Road Corridor. Their study found that commercial development along the corridor was minimal, many multifamily developments were dilapidated and about half of property owners along the corridor were delinquent in their property taxes. However, the corridor and adjacent neighborhoods held many potential opportunities for single family homeownership and infill housing, which, if conserved and rehabilitated, would generate demand for future retail development. Authors developed an implementation strategy aiming to preserve what currently successfully serves area residents,

improve the quality of goods and services available to residents and spur development through specific programs and projects. Linking the Simpson corridor with surrounding neighborhoods by strengthening pedestrian, vehicular, social and economic ties was an additional goal. The redevelopment plan is to be updated in 2006.

English Avenue Redevelopment Plan. The Georgia Tech Graduate City Planning Program and Community Design Center of Atlanta prepared a redevelopment plan for English Avenue in 1995. The study found that the majority of English Avenue residents were African American (96%) and living in poverty (53%). The area's population in 1990 was 3,396, which represented a steady decline since 1960. This decline resulted in high levels of sub-standard, dilapidated and tax-delinquent housing. To address this problem, the authors recommended demolition of dilapidated housing, programs to rehabilitate and construct owned housing and an acquisition strategy for vacant and deteriorating multifamily housing. Recommendations were also made for improved retail services, job opportunities and youth mentoring and educational programs. Further, authors described several strategies to improve public safety and quell drug consumption and sales and related crimes. Recommendations regarding transportation issues included improving parking facilities and voicing opposition to future widening of Northside Drive.

Annapolis, MD, features a fine-grained mix of land uses

1.3 LAND USE

Existing Land Uses

Land uses and the relationship between them impact the quality of life in a community. Different land uses have varying impacts on transportation and utility systems. The physical arrangements of these land uses and their proximity also support or discourage the use of different modes of transportation, including bicycling and walking; this can directly impact the vehicular system by reducing or increasing automobile traffic.

Towns and cities were traditionally built as mixed-use environments featuring housing, shops, offices, religious institutions, schools, parks and factories all within a short walk of one another. As the benefits of mixed-use areas become know, it becomes increasingly important to understand the types of uses that can operate in close proximity. Many uses are very compatible, including retail, office, open space, civic, and residential uses. Other uses, such as industrial and transportation services, are more difficult to reconcile with other uses in a mixed-use setting.

Existing Conditions

The Study Area's 738 acres contain a variety of uses organized into single-use, rather than mixed-use sectors. This single-use nature is typical of much of intown Atlanta, where mixed-use buildings were rare until very recently, with the exception of a few neighborhoods dating from the late nineteenth century.

At 20.7% of the total Study Area, Vacant lands constitute the majority of the Study Area and are generally located north of the MARTA station, adjacent to Bellwood Quarry, although scattered vacant lots can be found within the neighborhoods. The presence of such a high percentage of vacant land may seem unusual in an urban setting, but is due to the fact that the presence of the jail, the quarry, and certain undesirable industrial land uses has historically made the area less than ideal for development.

The second-largest residential land use, at 19.6% of the Study Area, is Industrial. This land use includes traditional manufacturing uses, but also warehousing, recycling and auto salvage lots. Industrial land uses are concentrated west of the CSX rail line, adjacent to the English Avenue and Bankhead neighborhoods. This adjacency presents a significant challenge to both neighborhoods.

This business represent the highway oriented commercial uses lining Donald L. Hollowell Parkway

The third-largest land use category is Transportation/Utilities. The streets and rail lines in the Study Area represent 17.1% of its area.

In total, the three top land uses – Vacant, Industrial and Transportation/Utilities – represent 57.4% of the Study Area's land. It is important to note that this is an exceptionally high percentage for an urban area, particularly one in the vicinity of a transit station. This unbalance is the legacy of historic tendency to put many of the city's undesirable uses within this area – a tendency that recently came to the fore when a plan was unveiled for a waste transfer station on the Study Area's north end. Luckily, the planned facility mobilized area residents and Atlanta City Council Members, who successfully stopped the plan.

The remaining 42.6% of land is a combination of residential and commercial uses. Please see the table below for specific details.

Study Area Existing Land Use Summary

Land Use	Acres	% of Study Area
Single-Family	59.3	8.0%
Multifamily	68.4	9.3%
Commercial	36.3	4.9%
Office	7.2	1.0%
Institutional	58.9	8.0%
Parks/Open Space	72.7	9.9%
Industrial	144.8	19.6%
Transportation/Utilities	126.4	17.1%
Vacant	152.5	20.7%
Unknown	11.5	1.6%
Sum	**738.0**	**100.0%**

Strengths

- The existence of various land uses within the Study Area, which can minimize travel distances and support walking.
- Historic neighborhoods.
- Existing churches and other civic facilities.
- Maddox Park and the Grove Park.

Weaknesses

- Concentration of undesirable land uses, including junk yards, marginal commercial facilities, the Atlanta Public Works Maintenance Facility, and the Fulton County Correctional Facility.

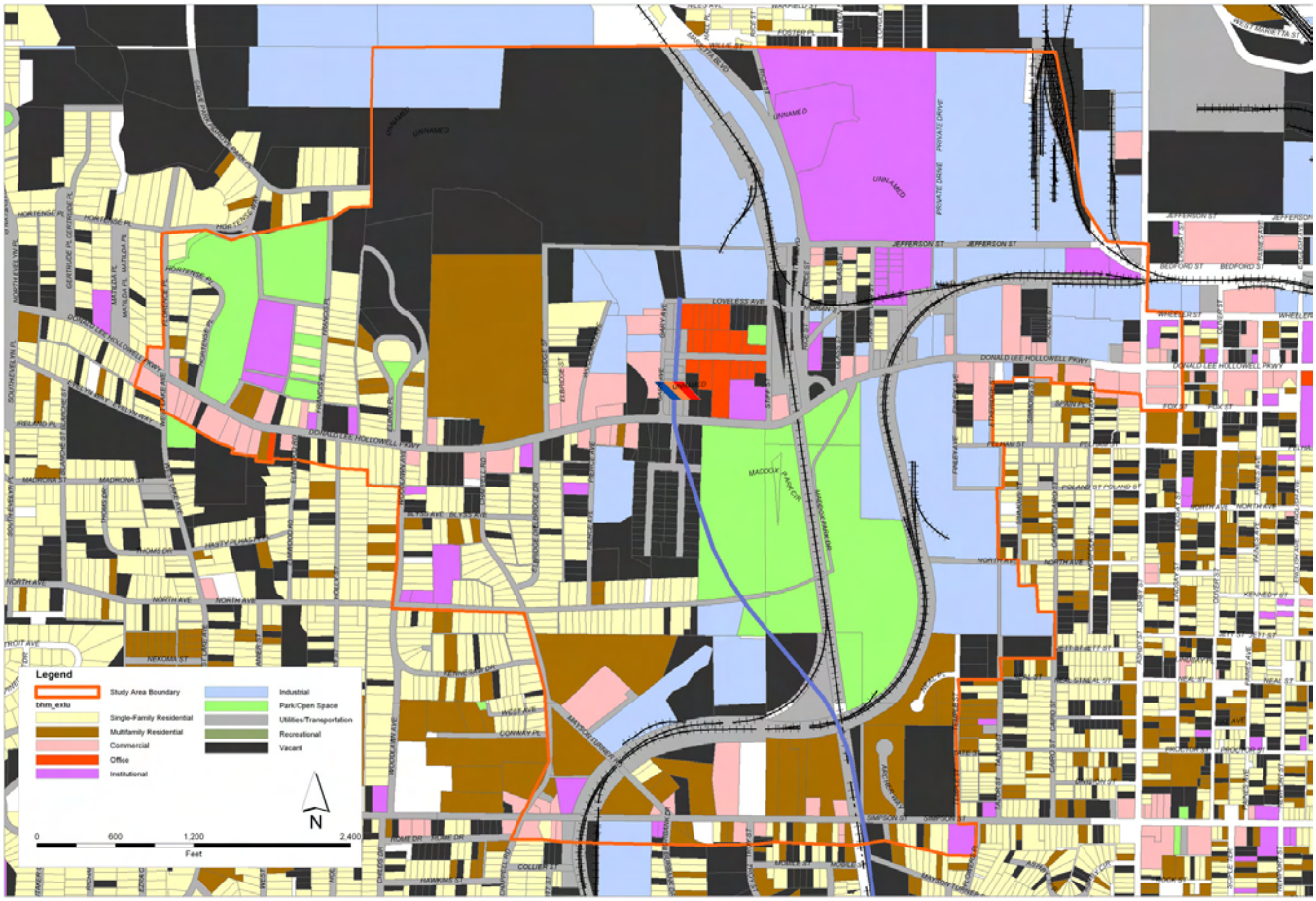
Marginal land uses, such as this junked car lot, could be used for park space or redevelopment

- Close proximity between industrial uses and historic neighborhoods.
- Lack of vertically mixed-use land uses.
- Lack of housing in commercial areas, which precludes the positive benefits of housing, including street monitoring, making a place feel "lived in," and pedestrian activity.
- Proliferation of auto-oriented land uses along arterials.

Opportunities

- New mixed-use development with residential over retail could create a greater sense of "ownership."
- Redevelopment of under-utilized, auto-oriented and industrial land uses could absorb housing demand and reduce pressure to increase density in the core of neighborhoods.

Figure 1.2: *Existing Land Use Map*



The continued proliferation of undesirable land uses, such as scrap yards or waste facilities, would erode the Study Area's neighborhoods

- Acquisition of marginal land uses for open space, which could serve as a catalyst for revitalization.
- The MARTA station, which could foster transit-oriented land uses.
- The potential Belt Line transit greenway, which could foster transit-oriented development around proposed stops.

Threats

- Auto-oriented commercial land uses along Donald L. Hollowell Parkway, Simpson Street, or Joseph Lowery Boulevard could transform them into a continuous commercial strip.
- Financial markets, which can make it difficult to finance mixed-use projects.
- Commercial, multifamily, or industrial encroachment into neighborhoods, which could disrupt their historic patterns.
- Small lots north of Donald L. Hollowell Parkway and east of the CSX rail line, which could make it challenging for developers to acquire the critical mass necessary to develop economically viable mixed-use buildings.
- Structured parking costs, which could limit future parking to surface lots in all but the most intense redevelopments.

Zoning & Land Use Policies

The City of Atlanta Comprehensive Development Plan (CDP) establishes future land use classifications for all areas of the city via 15 Year Future Land Use Maps. The classifications need not comply with current on-the-ground land uses, but rather reflect long-term land use desires. Under Georgia law, the future land use plan is the legal basis for rezoning activity on the part of the city. Therefore, it is important that the plan accurately reflects the desired vision for the study area. The classifications should serve as a guide for directing public infrastructure upgrades that support desired land uses.

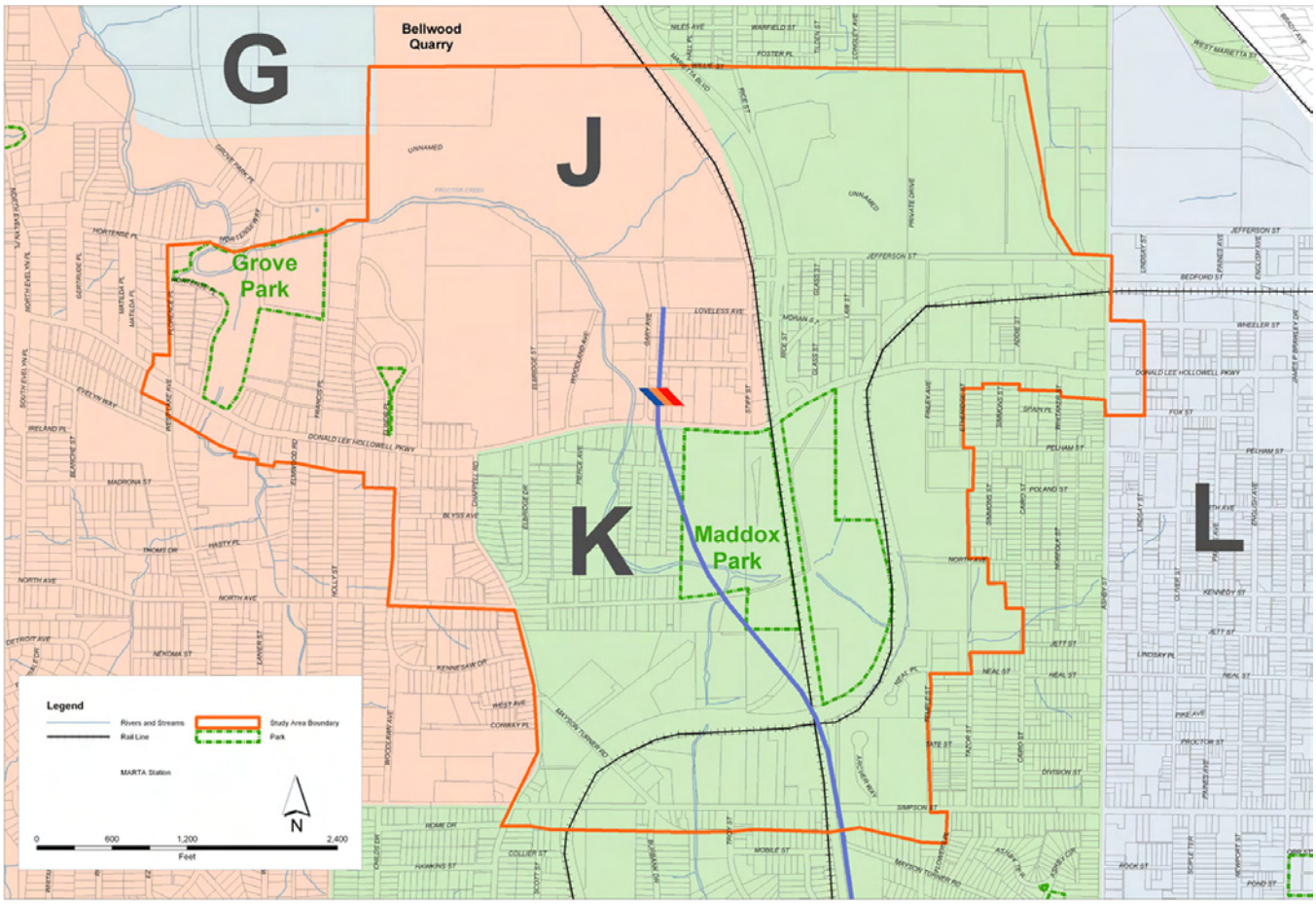
15 year Future Land Use Maps are organized by Neighborhood Planning Unit (NPU). NPUs are Citizen Advisory Councils that make recommendations to the Mayor and City Council on zoning, land-use and other planning issues. The NPU System was established in 1974 to provide an opportunity for citizens to participate actively in the CDP. It is also used as a way for the citizens to receive informa-

tion concerning all functions of City government.[1]

A key implementation tool of the CDP is zoning. The City of Atlanta regulates the development of property through the use of zoning districts. The districts control things such as height, use, setbacks, parking, etc. They are the implementation tool of the 15 Year Future Land Use Plan and should support the desired future land uses. Because it directly shapes development, zoning has a profound impact on built environment. More than any other element, zoning affects how a community looks and functions for decades

1 *City of Atlanta. Department of Planning & Community Development. Bureau of Planning. Neighborhood Planning Units. Available from apps.atlantaga.gov/citydir/DPCD/Bureau_of_Planning/BOP/NPU/npu_system.htm Internet. Accessed November 20, 2004.*

Figure 1.3: *Neighborhood Planning Unit Map*

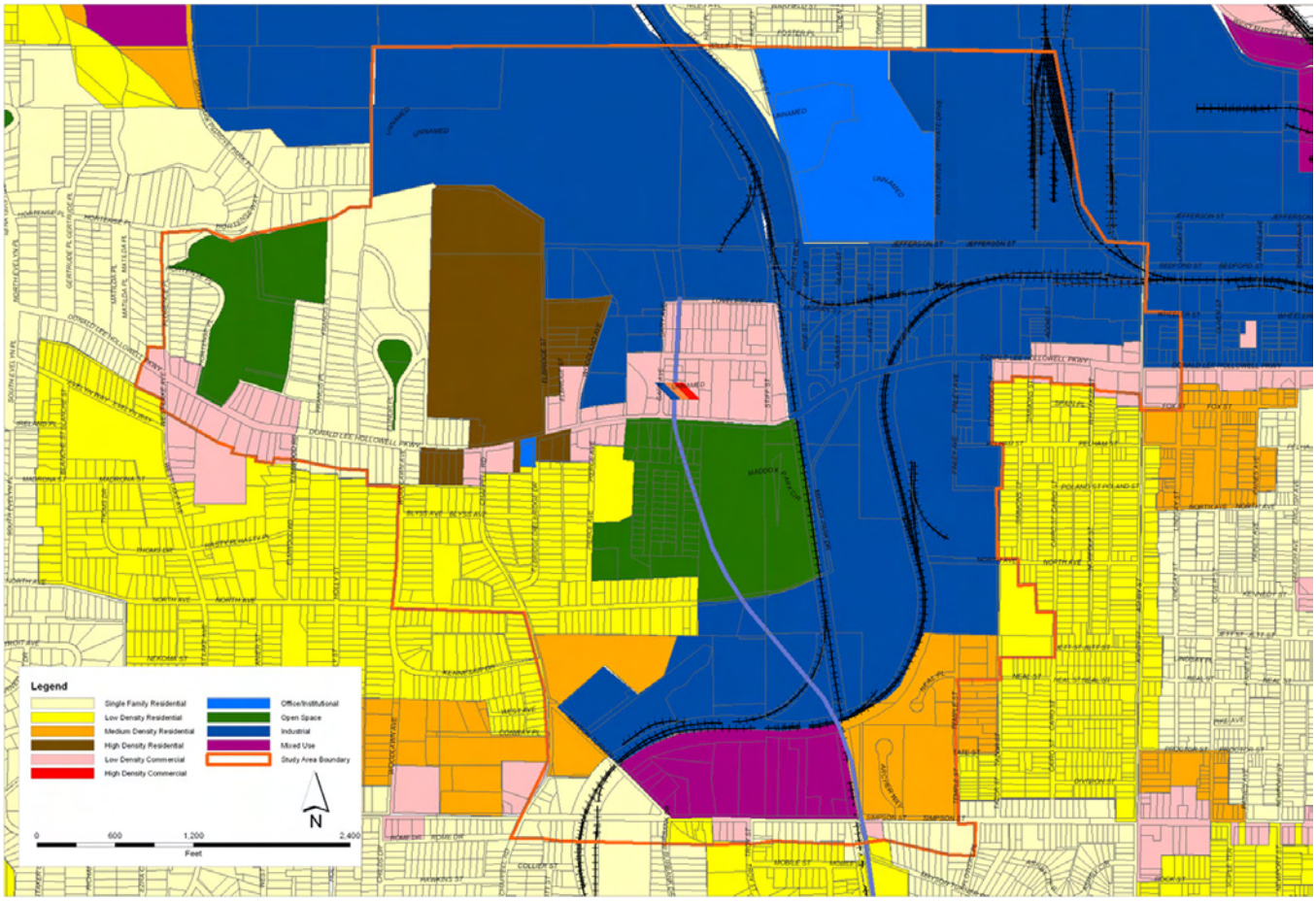


Existing Conditions

Located in NPUs G, J, K and L, the Study Area's 15 Year Future Land Use Plan Map shows:

- "Low Density Commercial" along Donald L. Hollowell Parkway, at key commercial nodes.
- "Industrial" on the Study Area's east side.
- "High Density Residential" at Overlook Apartments.
- "Mixed-Use" north of Simpson Street.
- "Single Family Residential" and "Low Density Residential" in the neighborhoods.

Figure 1.4: *Existing 15 Year Land Use Plan Map*

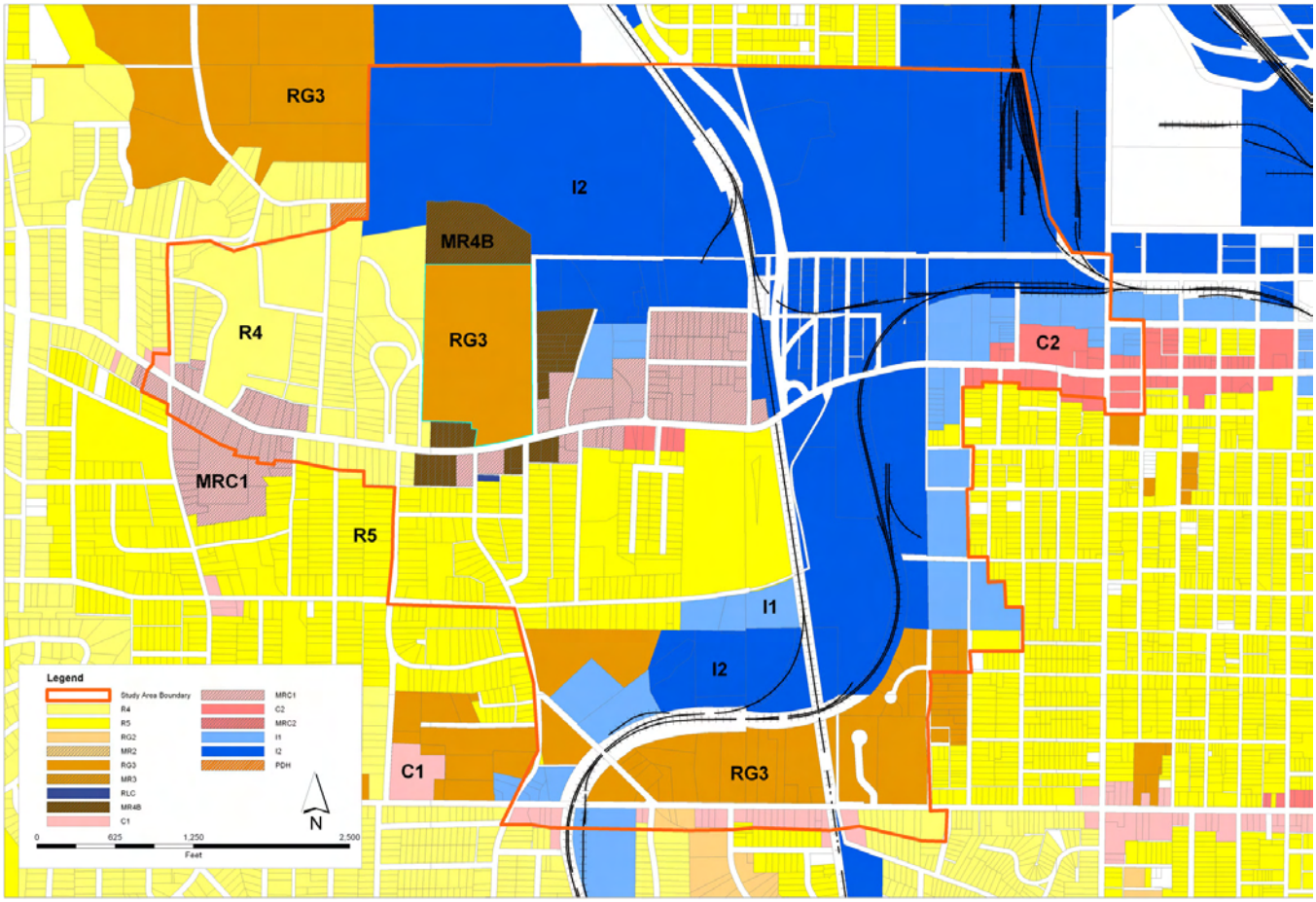


Study Area zoning generally reflects these classifications. Much of Donald L. Hollowell was rezoned as part of the implementation of the recommendations of the Donald L. Hollowell Redevelopment Plan. This resulted in the introduction of several of the City's Quality of Life zoning districts to the area, including MR-4B and MRC-1.

Strengths

- There are no instances of land use classifications higher than zoning designations. This protects against spot zoning to higher intensities.
- Existing Quality-of-Life Zoning Districts support community-desired patterns along Donald L. Hollowell Parkway.

Figure 1.5: *Existing Zoning Map*



Weaknesses

- Current R4 and R5 designations do not prevent inappropriate housing infill.

Opportunities

- Existing City of Atlanta Quality-of-Life Zoning Districts could support community-desired building patterns in areas not current designated with them.
- CDP amendments could support long-term land use change.

Threats

- The lack of administrative variations in the Quality-of-Life Zoning Districts could discourage their use.

The arrangement of streets defines towns and cities the world over

1.4 TRANSPORTATION

Transportation is comprised of several components that encompass a quality transportation network. Those include street and block patterns, traffic, transit, pedestrian systems, and bicycle facilities.

First, streets and blocks are the most important defining characteristics of a community. While buildings and land uses often change, the platting pattern of a community usually remains unchanging over the centuries. Blocks and streets can be thought of as the "bones" of a community. As bones determine human height, stature, and looks, the arrangement of different block and street patterns directly affect the types of communities that they can support and the importance of key building sites.

Street & Block Patterns

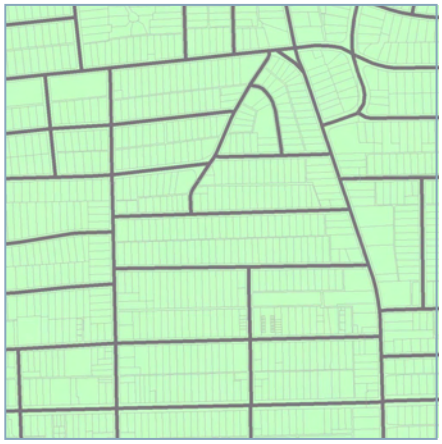
There are two principal types of block and street patterns:

Dendritic, or tree-like, street systems are made up of many small and disconnected local streets that feed into fewer collector streets that, in turn, feed into even fewer arterials. The pattern contains many dead-end local streets forcing all traffic onto collectors and arterials and resulting in large block sizes and increased trip distances.

A dendritic street system

Interconnected street systems are made up of a series of small and medium sized streets arranged in a grid or modified grid pattern. In this pattern, virtually all streets connect to other streets. This provides small blocks, ensuring many possible routes of travel and eliminating the need for wide and high traffic arterials and collectors.

"Smart growth" principles generally support an interconnected system over a dendritic system, because it balances pedestrian and vehicular needs better. Both cars and pedestrians operate more efficiently when many routes of travel, shorter distances, and more direct trips are available. Generally, block sizes of not more than 800 feet in length, but preferably between 200 and 600 feet. In developed areas with an existing dendritic system achieving this can be a challenge because interconnected systems work best over a large area. In most places the reality is that arterials and collectors serve transportation needs that extend beyond the immediate area. Even so, a localized interconnected system can reduce congestion on these streets by dispersing local trips.



An interconnected street system

This trestle over North Avenue provides one of the few east-west street connections in the Study Area

Existing Conditions

Because the north-south rail lines that bisect the Study Area are a historical barrier between neighborhoods, the Study Area exhibits a variety of street systems within its different parts.

The western portion of the Study Area, within the Grove Park neighborhoods, exhibits most the characteristics of an urban, interconnected street system. Most streets connect and there are few dead-ends, other than Elinor Place. Blocks typically range from 300 to 400 feet in width and 1,200 to 1,300 feet in length. Their orientation is towards Donald L. Hollowell Parkway, reflecting its historic role as a trolley line.

Outside of the Grove Park neighborhood, block sizes increase and the system becomes less interconnected. However, it would be a mistake to label the system in these other areas as dendritic, as it exhibits none of the hierarchical patterns contained therein. Rather, these other areas represent an interconnected system on an extremely large scale.

Even at this large scale, there are several major breaks in the Study Area's street system. The three rail lines at the Study Area's center serve as barriers to east-west movement. Along the CSX rail line, there are only three locations to cross, including: where a Donald L. Hollowell Parkway passes under the line, where North Avenue passes under the line (inside Maddox Park), and where Simpson Street passes over the line. The former two are 1,200 feet apart, while the latter two are 1,800 feet apart. Remnants of now-closed at-grade crossings also can be found, including at the terminus of Jackson Street and within Maddox Park.

Another major break in the street system occurs along the Study Area's north side, where Bellwood Quarry, the Fulton County Jail, and the Nexus Telecom Center serve as barriers between the Study Area's core and the areas to the north.

Strengths

- Existing interconnected system in the Grove Park neighborhood, which provides multiple route options.
- Existing small blocks in the Grove Park neighborhood.

Weaknesses

- Lack of connectivity across the CSX rail line forces trips onto Donald L. Hollowell Parkway and Simpson Street, both of which are hostile to pedestrians and bicyclists.

- Lack of east-west connectivity west of the CSX rail line, between the MARTA station and Francis Place.
- Lack of east-west access to the proposed Belt Line transit greenway from the English Avenue neighborhood.
- Speeding, which can occur on local streets in an interconnected network when said streets are excessively wide or exclude traffic calming measures.

Opportunities

- With the long-term development of the Belt Line transit greenway, pedestrian, bicycle or vehicular access could be provided across it.
- New streets or alleys, which could provide increased route options with redevelopment.
- The terminus of Jackson Street at the north-south CSX rail line, which has topography that could support the development of a bridge and new east-west street.

Threats

- Well-intentioned, but poorly conceived, efforts by neighborhood to close streets to prevent cut through traffic could compromise the overall street network.

Traffic Systems

Traffic system operations are affected by a variety of factors, including intersection operations, light timings, turning movements, volume, capacity, and speeds. The interface of these different components affects each other and defines the ability of the whole system to operate efficiently and as part of a well-balanced system.

Existing Conditions

The presence of a major State route is the major defining traffic characteristic of the Study Area. Donald L. Hollowell Parkway serves as both State Route (SR) 8 and United States Highways (US) 78 and 278. It connects Midtown Atlanta with the city's west sides and points west, including suburban Cobb County. According to 2005 Georgia Department of Transportation (GDOT) data, the corridor's Annual Average Daily Trips (AADT) in 2003 were 15,880 at West Lake Drive and 13,880 at Joseph E. Lowery Boulevard. In 2004 the

Donald L. Hollowell Parkway is a high-volume, high-speed urban arterial

AADTs had increased to 17,000 and 14,130, respectively.

In 2004 the City of Atlanta completed the Donald L. Hollowell Parkway Redevelopment Plan, which examined traffic along the corridor. A key recommendation from the Plan was to implement a long-term GDOT plan to straighten the parkway within the Study Area underneath the CSX rail line. GDOT is currently finalizing these plans will start construction in 2006.

Other arterials in the Study Area include Simpson Street and Marietta Boulevard. Marietta Boulevard was recently studied as part of the Northwest Atlanta Framework Plan, while the City is preparing to embark on a corridor study of Simpson Street. As such, both corridors will not be extensively analyzed in this study.

Collector and local streets in the Study Area include all other streets. These streets serve the cores of neighborhoods and operate well from a traffic point of view. Speeding has historically been a problem on Francis Place, but the recent installation of speed tables has addressed this problem.

Strengths

- Planned upgrades to Donald L. Hollowell Parkway.
- Low traffic volumes on local streets.
- Existing traffic calming on Francis Place.
- Existing on-street parking on local streets, which calms traffic and reduces speeding.

Weaknesses

- Speeding along Donald L. Hollowell Parkway.
- Depressed curbs along Donald L. Hollowell Parkway.

Opportunities

- Traffic calming could be implemented on local streets if speeding becomes a problem.

Threats

- Traffic growth along Donald L. Hollowell Parkway, which could cause drivers to use local streets to avoid the corridor.

This bus stop in Barcelona, Spain is flanked with transit-supportive land uses and includes posted schedules

Transit Systems

In an urban area like Atlanta, transit plays a key role in the transportation system. When property planned, transit can serve to clean the air, reduce congestion, promote compact land use patterns, spur economic development and promote sense-of-place.

Existing Conditions

Transit plays an important role in the Study Area's transportation system. Existing facilities include both MARTA bus and rail, and future facilities are currently being planned that will have a significant impact on the Study Area.

Rail transit is provided via the Bankhead MARTA rail station, which occupies the center of the Study Area. The station is located at the end of MARTA's Proctor Creek rail line, and provides direct access to Downtown Atlanta and MARTA's North-South and East-West rail lines. Two-car trains operate on ten minute headways during weekday rush hour and 15 minute headways at all other times. On weekdays before 8:00 PM trains also run to the King Memorial station, while all other times trains stop at the Vine City station. During the latter times, patrons must transfer to the East-West rail line for travel farther east than Vine City. According to MARTA, average weekday station entries in July of 2005 were 1,698, while average Saturday and Sunday entries are 1,065 and 647, respectively. The monthly total was 44,212.

The Bankhead MARTA rail station serves as an inter-modal facility for bus and rail transfers. Several MARTA bus routes operate out of the station, including:

- Route #11 McDaniel/English Avenue, which runs east on Donald L. Hollowell Parkway within the Study Area and connects to the English Avenue neighborhood, Downtown Atlanta, the Five Points rail station, and the Mechanicsville neighborhood.
- Route #26 Perry Boulevard, which runs on Donald L. Hollowell Parkway and Marietta Boulevard within the Study Area and connects to the Knight Park neighborhood, the West Highlands redevelopment, the Carver Hills neighborhood and the Perry Heights neighborhood.
- Route #50 Bankhead, which runs on Donald L. Hollowell Parkway within the Study Area and connects to points west along the parkway, including the Fulton Industrial Boulevard employment center.

The Bankhead MARTA station is an important inter-modal facility for northwest Atlanta

- Route #52 Knight Park, which runs on Donald L. Hollowell Parkway and Marietta Boulevard within the Study Area and connects to the Knight Park neighborhood, the English Avenue neighborhood, the Vine City neighborhood, the Historic Westside Village redevelopment, the Ashby rail station, and the Vine City rail station.

Three other MARTA bus routes serve the Study Area but not the Bankhead rail station directly, including:

- Route #51 Simpson, which runs on Simpson Street in the Study Area's south side and connects to the Vine City rail stations.
- Route #53 Grove Park, which runs on North Avenue and Chappel Road in the Study Area's southwest corner and connects to the Hamilton E. Holmes and Ashby rail stations.
- Route #98 West End/Arts Center, which runs on Joseph E. Lowery Boulevard and Donald L. Hollowell Parkway in the Study Area's east side and connects to Georgia Tech, Atlanta University Center, and the Arts Center and West End rail stations.

The user-friendliness of bus routes is compromised by the lack of auxiliary facilities. There are no bus shelters within the Study Area, and none of the MARTA stops that exist provide posted schedules, maps, lighting or wastebaskets. The result is that bus patrons (other than those catching a bus at the Bankhead rail station itself) must wait exposed to the elements and with no means of knowing when the bus will arrive, unless they have their own schedule. Although frequent riders are used to these substandard facilities, these are clearly deterrents for riders with choice.

Existing bus service is also compromised by delays. Frequent stops (one on almost every block), red-lights and exceptionally long routes can result in periods of unreliable service. Buses sometimes stop as often as every 400 feet to serve patrons. This can result in delays and frustration for other patrons. It also makes it challenging to plan bus scheduling because a day with unusually high-ridership (as expressed in the number of stops) can slow the bus down.

Finally, the avenue is potentially impacted by several recent or current transit studies, including:

- **BeltLine Redevelopment Plan**, which was undertaken by the Atlanta Development Authority (ADA) as a land use and financial feasibility for the BeltLine, a proposed transit green-

In Germany bus stops include route signs for many different buses, as well as schedules and maps

way that would utilize existing rail corridors ringing Atlanta's core for future transit and recreational facilities. Within the Study Area, the Plan calls for constructing a new transit stop for the BeltLine at the southern edge of Maddox Park that would serve as a transfer between to the existing MARTA line. The BeltLine would then run north along the abandoned easternmost rail line to Jefferson Street, west to Marietta Boulevard, north on Marietta Boulevard, with a stop at Donald L. Hollowell Parkway.

- **Inner Core – BeltLine/C-Loop Study**, which is being undertaken by MARTA to identify feasible routes and modes of transportation within the greater BeltLine area by evaluating various technologies and land use patterns. To date, six alternatives and a no-building scenario have been identified. Of these, only Concepts A and F would traverse the Study Area; both via the route identified in the BeltLine Redevelopment Plan. To date, however, no alternative has been selected as the preferred alternative, although such decision is forthcoming.

Strengths

- Existing bus service, which is better than that found in most parts of the Atlanta region.
- Existing MARTA rail service.

Weaknesses

- Transit unsupportive land use patterns, which include a concentration of industrial uses and vacant land within walking distance of the MARTA station.
- Limited rail service during off-peak hours, which makes MARTA patrons wishing to access the north-south rail line transfer at the Vine City station.
- Lack of auxiliary bus facilities, including shelters, signage, maps, schedules and lighting, which discourages would-be transit riders.
- Long bus routes, which can reduce reliability.

Opportunities

- Existing studies and plans, which could enhance transit offerings.

Missing sidewalks prevent patrons from safely accessing bus and rail transit in the Study Area

- Long-term BeltLine rail service.
- Bus stop improvements, which could encourage ridership and improve conditions for existing patrons.
- Bus signal actuation, wherein approaching buses could turn lights green to minimize disruptions from red lights.

Threats

- Lack of adequate funding, which could limit MARTA's ability to make transit improvements and result in further service cuts.
- Future traffic growth, which could further degrade bus reliability.

Pedestrian Systems

Because every trip begins as a pedestrian trip, the walking experience is critical to understanding the current transportation system. Pedestrian trips are also important as they have the opportunity to take the stress off of vehicular systems and create a safer Study Area.

Existing Conditions

The pedestrian experience within the Study Area is generally poor, particularly along the Study Area's arterial streets. Along Donald L. Hollowell Parkway, Joseph E. Lowery Boulevard, Marietta Boulevard, and Simpson Street, the Study Area's three major arterials, sidewalks are broken and missing in many areas, curb cuts extensive, and street trees are non-existent. This is particularly true along Donald L. Hollowell Parkway near the Bankhead MARTA station, where pedestrians walking east from the station must walk in the street to cross under the CSX rail line.

Along all portions of the arterials, other challenges to pedestrians include high traffic speeds, acceleration and deceleration lanes (which support higher speeds), lack of protected walk phases at signals, and a lack of street trees to buffer pedestrians from cars and provide summer shade. Auto-oriented land uses also do pedestrians a significant disserve and force them to walk unprotected across parking lot to access businesses. The greatest offenders to the pedestrian environment are the gas stations at Donald L. Hollowell Parkway and Pierce Avenue, which exhibit excessive curb cuts and not have buffers between pedestrians and their parking. It is impor-

Sidewalks in the Grove Park commercial node are narrow and leave pedestrians exposed to traffic

tant to note, however, that some buildings do engage the street in a pedestrian-friendly manner, including at the north-western corner of Donald L. Hollowell Parkway and Lowery Boulevard, where historic street-oriented buildings front the sidewalk with storefronts and entrances.

Plans currently exist to improve pedestrian facilities along one arterial within the Study Area. The Draft 2006-2011 City of Atlanta Capital Improvement Program (CIP) includes $1,125,000 for a streetscape project on Donald L. Hollowell Parkway (DPW-05-0146). GDOT is also preparing to undertake a roadway project along the parkway, between Carey and Finley Avenues, which will result in six feet wide new sidewalks along that segment. There will also be a two feet wide grass strip adjacent to the curb, but no street trees.

Along other streets, sidewalk conditions vary, and street trees are sporadic, but can be found along:

- The west side of Chappell Road north of North Avenue.
- The north side of North Avenue between Woodlawn Avenue and Chappell Road.
- The north and south sides of Jefferson Street.

Along these and other local streets, buildings are more pedestrian-oriented than along arterials due to their historic residential nature.

Strengths

- The proximity of neighborhoods and commercial uses makes walking a viable transportation choice if facilities are provided.
- Existing Quality of Life Zoning (MRC-1 and MR-4B) on portions of Donald L. Hollowell Parkway requires wide sidewalks with redevelopment.

Weaknesses

- Excessive and wide driveway curb cuts along Donald L. Hollowell Parkway and Simpson Street.
- Auto-oriented land uses, including frontal parking and buildings set back from the street.
- Poorly marked crosswalks, which are hard for drivers to see.

- Lack of walkways from buildings to the sidewalk in existing auto-oriented sites.
- Lack of protected pedestrian signal phases.
- Lack of sidewalks along Donald L. Hollowell Parkway under the CSX rail line, which forces pedestrians to walk in the travel lane on a segment of road with poor sight distance.
- Speeding traffic, which causes drivers to focus in front of them, rather than to the side of the street, where pedestrians are.
- The lack of connectivity between the MARTA station and areas directly east and west.
- Curb ramps and wheelchair accessibility are lacking at many intersections.

Opportunities

- Crosswalks could be better marked.
- Planned streetscape improvements along Donald L. Hollowell Parkway could improve the pedestrian experience.
- Other potential streetscape improvements could improve pedestrian facilities.
- Enforcement of speeding laws could slow traffic.
- Zoning could be used to require wider sidewalks along the length of the corridor as redevelopment occurs.
- City code could be amended to require sidewalks in front of new single-family homes.
- Future traffic growth could result in lower travel speeds along arterials, which would benefit pedestrians and make walking more viable than driving for short distance trips.
- Increased City enforcement of requirements for property owners to maintain adjacent sidewalks in good repair.

Threats

- The continuation of auto-oriented development patterns along arterials could degrade the pedestrian environment.

Bicycling is a form of both recreation and transportation

- Lack of planned street trees in the GDOT widening along Donald L. Hollowell Parkway could do little to buffer the pedestrian from traffic or provide shade.

Bicycle Facilities

Bicycles are an increasingly important means of transportation, particularly for low-to-middle income families. Any well-balanced transportation system must include bicycle facilities to ensure a range of mobility options. Bicycle facilities can take three major forms.

Off-street facilities are generally 12 feet wide paved areas that permit bicycle travel in two directions. Lanes may or may not be striped. Usually, these facilities are built in conjunction with greenways.

Bicycle lanes are striped one-way on-street facilities. They are usually located next to the curb and designed so those bicyclists move in the same direction as traffic. In Georgia, bicycle lanes are required to have a minimum width of five feet if they are to be designated as such. It is possible, however, to stripe narrower widths, provided they are not labeled such. Bike lanes are necessary on most streets with an average vehicular speed greater than 25 miles per hour. On streets with slower speeds, bicyclist can safely ride with traffic.

Bicycle routes are not facilities, per se, but rather locations where bicycling can occur. They can be off-street facilities, bicycle lanes, or locations where cyclists are expected to ride with traffic.

Existing Conditions

Within the Study Area there are no bike lanes or off-street facilities. However, most streets have slow enough traffic to safely accommodate bikes in the vehicular lanes. Donald L. Hollowell Parkway and Simpson Street do not fall into the bikeable category, as speeds and, sometimes, volumes exceed what is comfortable for bicyclists. However, both avenues are straight, which make them ideal for commuter bicyclists.

Plans are underway that could improve the bicycle environment. The planned reconstruction of Donald L. Hollowell Parkway between Carey and Finley Streets includes bike lanes on both sides. Likewise, the BeltLine transit greenway will provide off-street bicycle facilities that will connect the Study Area to points north and south. The Atlanta Commuter On-Street Bike Plan also contains facilities for this area, including a bike route along North Avenue and bike lanes on Donald L. Hollowell Parkway, as well as an off-street facility run-

When bike racks are not provided cyclists must use whatever is available

ning on the abandoned CSX rail line at the north side of the English Avenue neighborhood to Georgia Tech.

Strengths

- Slow speed local streets, which allow cyclists to bike through portions of the Study Area while avoiding unsafe arterials.
- Existing City Code requires bicycle racks as part of commercial development.
- Existing Quality of Life Zoning (MRC-1 and MR-4B) on portions of Donald L. Hollowell Parkway bicycle racks as part of all new development.

Weaknesses

- Lack of bicycle lanes along major arterials, due to limited right-of way.
- Dangerous bicycling environment.
- Lack of bicycle racks.
- Connectivity across the CSX rail line is limited to Donald L. Hollowell Parkway, Simpson Street, and North Avenue, the former two of which are unsafe for cyclists, while cyclists must content with truck traffic along the latter.
- Curb cuts along arterials create unsafe conditions for bicyclists.

Opportunities

- Bicycle lanes on arterials. The City of Atlanta Commuter On-Street Bike Plan identifies Donald L. Hollowell Parkway and North Avenue as bike route.
- Off-street facilities along the BeltLine transit greenway.
- Off-street facilities along Proctor Cree, which could connect from the BeltLine transit greenway to points to the northwest.
- Off-street facilities connecting to Georgia Tech via the abandoned CSX rail line along the north side of the English Avenue neighborhood.

- Increased enforcement of existing City Code requirement for bike racks at businesses could result in more such facilities.

Threats

- Difficulty balancing pedestrian and vehicular needs and space along arterials.

A plaza surrounded by mixed-use buildings in Mashpee, MA

1.5 URBAN DESIGN & HISTORIC RESOURCES

Urban Design

Urban Design is a comprehensive review of the collective patterns that define a community and the design opportunities that they represent. It looks at the physical impacts of the variety of factors that shape our communities, and evaluates their ability to create a whole that is greater than the sum of its parts. A key component of urban design is the experience that a place provides. This experience is defined by a complex interaction of building, street, trees, sidewalks, topography, and a plethora of other physical features which work together to define "place" and establish physical character.

A key component of "place" is the public realm and its spatial form. Spatial Form refers to the way in which the placement and massing of buildings work together to a form a space greater than the individual buildings. Different spatial forms have different impacts of human psychology and the ability of places to support certain activities. For example, most people like to feel protected while walking. This is best achieved by making people feel enclosed. From a psychological point of view, a street with a height to width ratio of between 1:1 and 1:3 provides the necessary enclosure. Therefore, if there is a desire to create an environment where walking is encouraged, said street should respect these ratios. The existence or lack of enclosure has a direct impact on driver behavior; all else being equal, buildings close to the street psychologically narrow it and result in slight decreases in vehicular speeds.

Spatial form also takes into account the legibility of a place, or how easy it is for a visitor to quickly understand its overall organization. A figure ground study is a valuable tool for understanding this component of spatial form. In a figure ground study, the placement of buildings and their inter-relationships are reduced to a simple map showing their location on an otherwise blank background. This allows for an understanding of not just the buildings as objects, but, more importantly, the spaces between them, which tend to reflect public or quasi-public space.

Existing Conditions

From an urban design perspective, the Study Area is a collection of disparate parts that fail to form a single-cohesive place. There is no single spot that represents the area's identity, nor a positive distinct character.

Most development built in the past 40 years is incompatible with the historic character of the surrounding neighborhoods

The greatest design liability in the Study Area is its vacant lands, industrial lands, and major arterials. Within these areas there is a poor spatial definition through either buildings or landscape, resulting in streets which feel generally uncomfortable to spend much time in. Even around the MARTA station, the Study Area's most significant focal point, there is not distinguishing place to greet patrons as they exit or leave the station.

The historic neighborhoods partially within the Study Area are perhaps the greatest design strength. In these areas, buildings often share a common setback and street orientation, while trees create a pleasant environment.

Strengths

- Strong sense of enclosure within neighborhoods.
- Existing parks.

Weaknesses

- Lack of quality public realm around MARTA station.
- Lack of street-oriented buildings in commercial and industrial areas.
- Auto-oriented building forms, which give the impression of "Anywhere, USA."
- Overhead utilities and visual blight, particularly on Donald L. Hollowell Parkway, Joseph Lowery Boulevard, and Simpson Street.

Opportunities

- Redevelopment, which can be programmed to occur in a cohesive manner.
- New public spaces on redeveloped land.

Threats

- Development, which could occur without appropriate open spaces and relationships to surrounding structures
- Poorly designed open spaces, which could limit their use and fail to capitalize on the need for a community focal point.

Although appropriate in other parts of the city, this two story infill home's scale and styles are not in character with the surrounding neighborhood

Historic Resources

Historic structures are key community resources that must be preserved and protected. In this day of increasingly homogenous cities and towns, historic buildings have become critical to preserving local identify and sense-of-place. Not only does the preservation of historic structures preserve an architectural legacy, it also preserves the buildings and places that represent a community's collective memory.

There is also an economic benefit to preservation. Towns and cities around the country have found that the best way to promote future growth is by preserving the past. This is particularly true where historic buildings are of a quality that is financially prohibitive today. The National Trust for Historic Places identifies tourism of historic site - called "cultural tourism" - as a key to revitalization.

Existing Conditions

The Study Area is home to many a buildings that are over fifty years old (one of the criterion used to determined eligibility for the National Register of Historic Places). However, the Study Area contains protected buildings or districts.

Most of the historic structures are single-family residential homes. Major historic styles present include:

- **Craftsman** (1905-1930), defined by low pitched, gabled roofs (occasionally hipped) with wide, unenclosed eave overhangs, beams and exposed rafters. Porches are always provided and are usually full or partial width and with roofs supported by tapered, square columns. These homes usually have a one story or "bungalow" form, although examples of two story craftsman homes may be found. [2]

- **Minimal Traditional** (1935-1950), defined by a reference to earlier styles, but lacking decorative detailing and exhibiting close, rather than overhanging, eaves. These homes usually include a large chimney and at least one front facing gable. Most are one story, but two story examples exist. [3]

- **Ranch** (1935-1975), defined by a horizontal orientation, built-in garages and asymmetrical one-story shapes with low pitched roofs and large overhangs. These homes often have brick siding, with modest chimneys. [4]

2 *McAlester, Virginia, A Field Guide to American Houses (New York: Alfred A. Knopf, Inc., 1994) 453.*
3 McAlester 478.
4 McAlester 479.

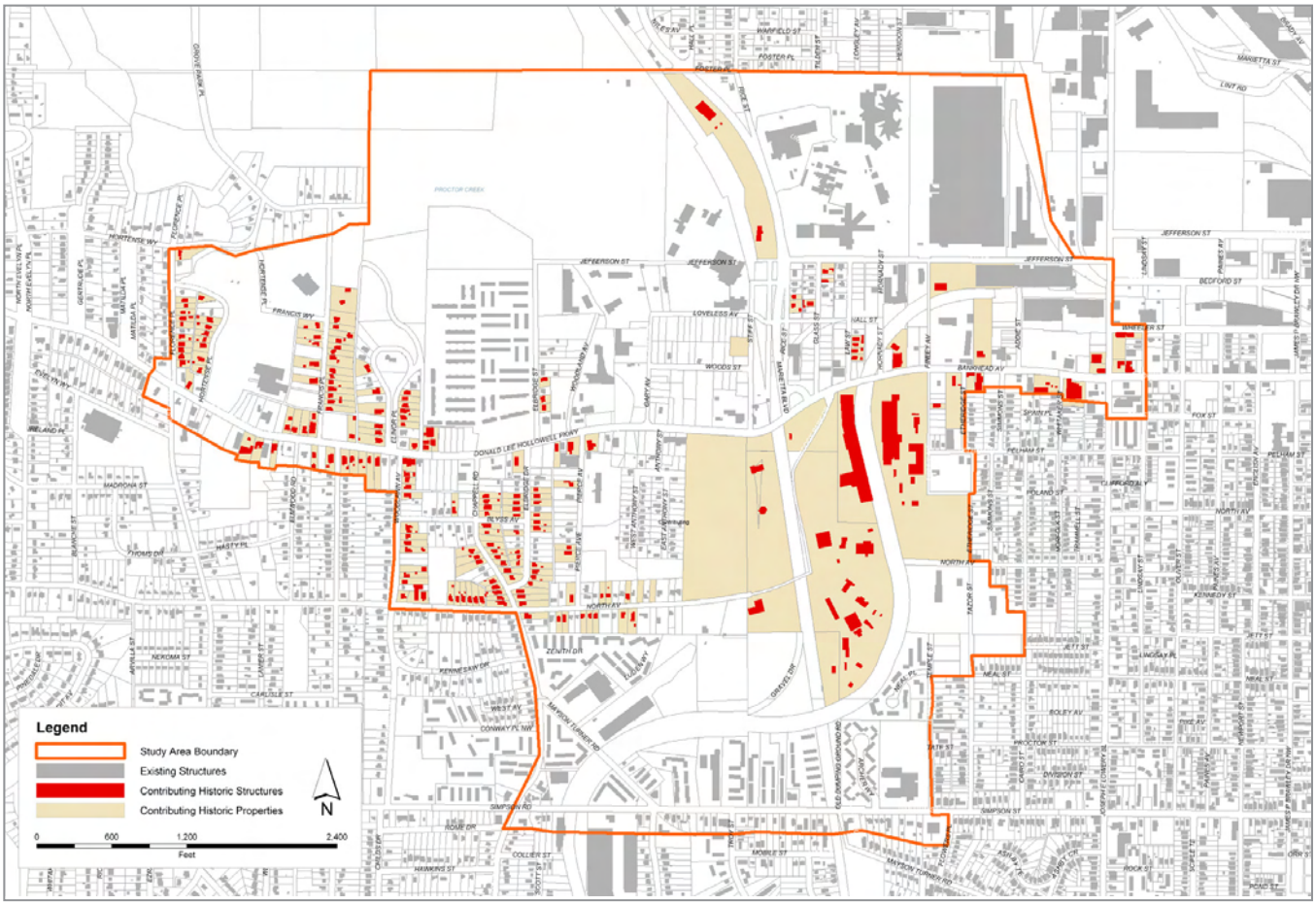
This building has a historic vaguely classical art deco facade

Newer homes in the Study Area often do not reflect the historic styles found within it. Although vaguely inspired by historic styles found in the Study Area, they generally lack the detail, urbanism, and craftsmanship that mark the original. Additionally, their form is often out-of-scale with adjacent homes. One of the most prevalent instances of the latter is the two-story, vaguely craftsman home with two-story porch that has appeared throughout the Study Area in recent years, often on streets where every historic home is single-story.

Historic commercial and civic structures also exist. There are several notable non-residential historic buildings, including:

- The two story commercial building at 921 Joseph E. Lowery Boulevard (northwest corner of Joseph E. Lowery Boulevard and Donald L. Hollowell Parkway)
- The Grove Park Theater, located at 1580 Donald L. Hollowell Parkway.

Figure 1.6: *Contributing Historic Structures*



Many communities are starting to recognize the historic value of early Modern buildings

- The Georgia Oliver United Methodist Church, located at 1380 Donald L. Hollowell Parkway.
- The Bankhead building, located at 1060 Donald L. Hollowell Parkway.
- Gazebo and service buildings in Maddox Park.
- Ministries of God church at 1235 Donald L. Hollowell Parkway.

Strengths

- Existing historic structures.
- Historic neighborhoods.

Weaknesses

- Disrepair and neglect found in many historic properties.

Opportunities

- Many early Modern buildings are now more than 50 years old and their protection and preservation is increasing nationwide; they are likely become more valued for their historic character in the future.
- Designating key buildings through the City's existing historic protection program could provide historic resource protection.

Threats

- Redevelopment, which could eliminate historic buildings.

The proposed BeltLine transit greenway site is currently and overgrown, trash-filled ravine

1.6 INFRASTRUCTURE & FACILITIES

Infrastructure and facilities are the foundations upon which communities are built. They support growth by providing essential services such as water, wastewater collection and treatment, stormwater management, fire, police, EMT, schools, and libraries. Effective systems are essential to a community's health.

Existing Conditions

Major public infrastructure and facilities within the Study Area include:

- Bankhead Center, which is located adjacent to the Bankhead MARTA Station. The Bankhead Center contains the following:
  - Asa G. Yancey Sr. MD Health Center – Grady Health System
  - Fulton County DEFACS
  - Fulton County Department of Mental Health
  - Fulton County Health Department Teen Clinic

The Fulton County DEFACS facility employees about 250 people and services approximately 350 clients per day (about 80% of whom use public transportation). The Asa G. Yancey Sr. MD Health Center – Grady Health System employees approximately 50 people.

- Maddox Park, located at 1115 Donald L. Hollowell Parkway, contains 51.5 acres. The park also contains 1 picnic pavilion, one swimming pool, two basketball courts, 1 playground, one tennis court, and one ballfield.

Maddox Park also contains a Public Works Maintenance Facility as well as several Parks Maintenance Buildings.

- Grove Park, located at 709 Hortense Place, contains 15 acres. Grove Park also contains one playground, two tennis courts, one ballfield, one recreation center with gym, one gazebo, and two picnic shelters.
- Other small neighborhood parks, which enhance the entrances to neighborhoods.

The Study Area includes two schools. Carter G. Woodson Elementary School opened in 1972 at 1605 Donald L. Hollowell Parkway. It has

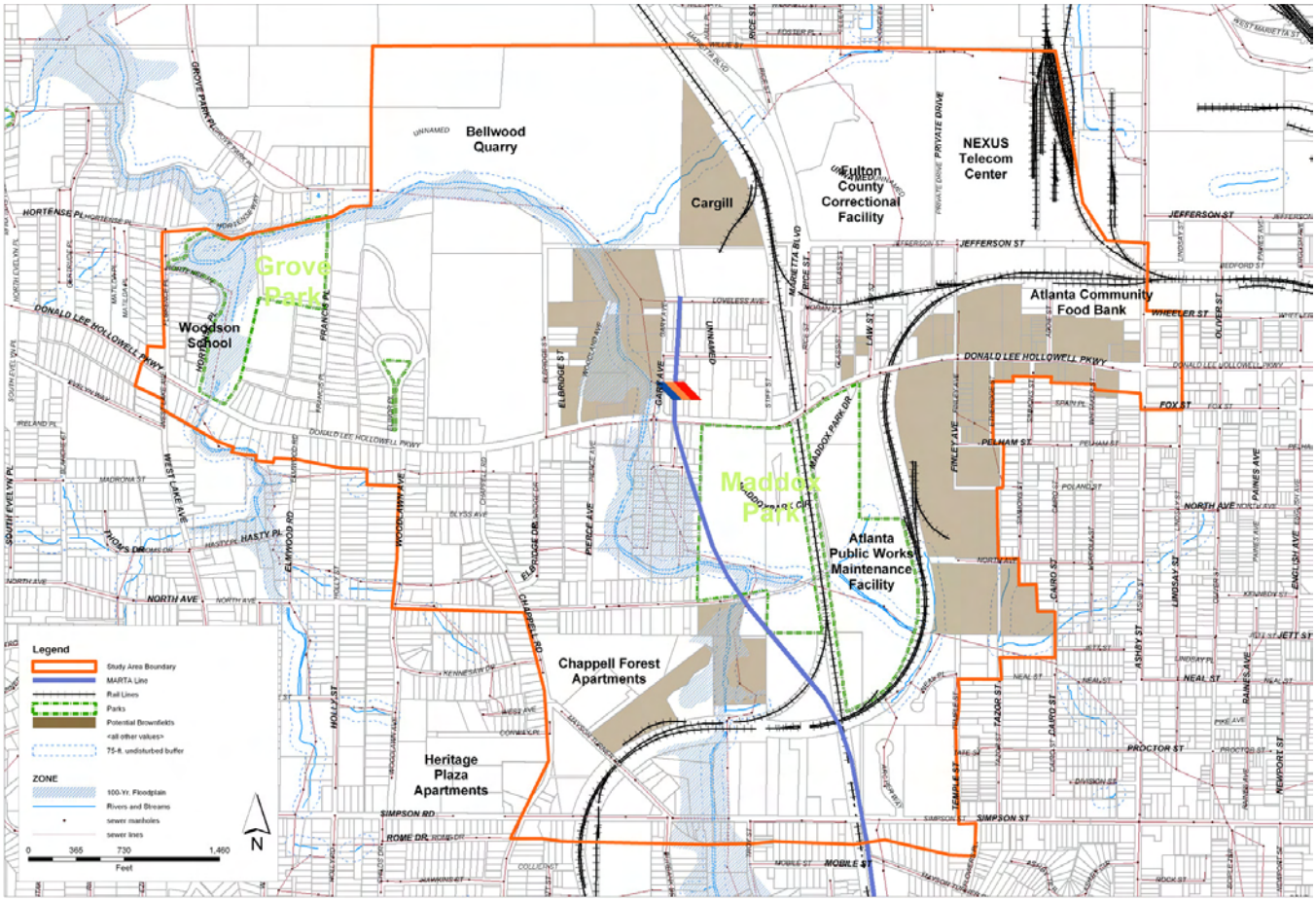
Major utility lines run down the middle of Florence Place and disrupt its residential character

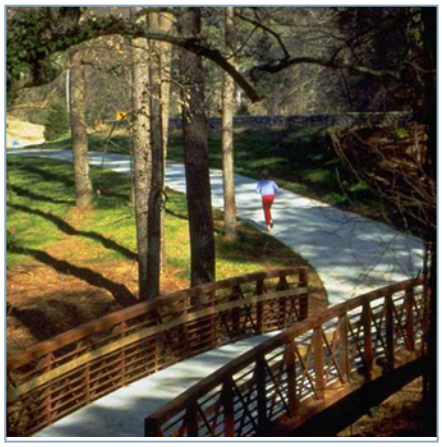
353 students in grades K through 5, and is 100% African American. 88% of students are eligible to receive free/reduced price lunches. Alonzo F. Herndon Elementary School is also located in the Study Area at 350 Temple Street. It has 400 students in grades K through 5. 97% of the student body is African American, 2% is Hispanic, and 1% white. 99% of students are eligible to receive free/reduced priced lunches.

The Study Area is also served by Grove Park Elementary School, White Elementary School, West Fulton Middle School, Turner Middle School, Mayes High School, and Washington High School.

Wastewater facilities in the Study Area are located in Maddox Park, which includes the North Avenue Combined Sewer Overflow (CSC) Facility which screens and treats sanitary sewage and stormwater before it is discharged into Proctor Creek. I t will be the site of a drop shaft for a deep tunnel to take overflows to the RM Clayton Water Reclamation Facility. The tunnels are scheduled to come on-line in

Figure 1.7: *Existing Environmental/Utility Conditions Map*




Greenway trails can link parks

2007 and would lessen sanitary sewer overflows into Proctor Creek to an average of four times a year.

Part of the Study Area lies in the Combined Sewer Basin. There are no limitations to sewer capacity in the area. However, the majority of the Study Area is in the separated sewer area, Proctor Creek Basin, which is capacity limited with available capacity credits. This means that additional flow can be added to the sanitary sewer lines only if system improvements free capacity in the existing lines. Prior to 2011, when the City plans to upgrade the area trunk lines, developers can pay for improvements that would allow capacity for additional development. The upgraded trunk sewers are designed to serve development for the next 50 years.

The Study Area is located in the Proctor Creek watershed and is bisected by Proctor Creek. Some existing development is located in the floodplain and is subject to frequent flooding.

There are no capacity constraints on drinking water in the Study Area.

Strengths

- Extensive water and sewer coverage.
- Existing public facilities.

Weaknesses

- Aging infrastructure.
- Street flooding and plugged drains in some locations.
- Lack of usable space in Maddox Park, due to the Public Works facility and the City's CSO facility.
- Crime problems in existing park, which are due, in part, to their disconnect from the surrounding area.
- Intrusion of major utility lines into neighborhoods, particularly along Florence Place.

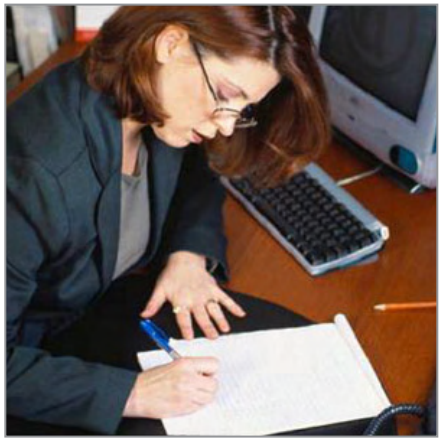
Opportunities

- Redevelopment can utilize existing infrastructure.
- Utilize greenspace for stormwater management.

This rail line cuts through Maddox Park

Threats

- Maintenance costs may increase due to age of systems.
- The real and perceived quality of Atlanta Public Schools (APS) hurt efforts to attract families unless they can afford private schools.



Demographics and markets inform sound planning decisions

1.7 MARKETS & HOUSING

Demographics and markets are two of the bases of sound planning. These forces often extend beyond the immediate Study Area and must be carefully understood due to their impacts on land use and development decisions.

A disconnect often exists between what the market can support and what a community desires. In some instances, a community may yearn for upscale housing and retail for which there is little market support. Given these conditions, a plan must include incentives to stimulate new development or it must utilize other techniques to increase market demand, such as expanding the potential draw or market area via creating a unique destination. In other cases, market demand may be very strong, with the total demand for new development far surpassing what the community desires. In this situation, the plan must temper market realities with the will of the community to determine their own future.

The socio-economic characteristics of the Study Area are provided in this section as well as Retail and Residential Market Areas. The Local Retail Market Area is defined by a five-minute drive (approximately 2-mile radius) from the Bankhead MARTA station; the Greater Market Area is represented by five-minute drive (approximately 4-mile radius) from this point. The Residential Market Area is delineated by a ten-mile radius from the Bankhead MARTA station. These market areas are defined as the geographic areas from which the large majority of potential customers or residents of new housing constructed in the Study Area originate.

Population & Housing

According to ESRI Business Information Solutions (ESRI BIS), a market resource provider, the 2005 population estimate for the Study Area is 6,969 or 1,577 households. The average annual household growth rate from 2000 to 2005 was slow at 0.57%. ESRI BIS-forecast annual growth rates through 2010 are slightly higher for the Study Area at 1.06%. Slightly higher household growth rates are shown for the Local Retail, Greater Retail and Residential Market Areas through 2010: 1.25%, 1.15% and 1.32%, respectively.

Household income levels in the Study Area and Local Retail Market Area are significantly below those of the larger market areas, the City and the Atlanta MSA. The Study Area has a median household income of $25,596 and the Local Market Area's median household income level is $28,258. The Greater Market Area, the City of Atlan-

Many of the homes in the Study Area are well-built structures from the early twentieth century

ta, the Residential Market Area and the Atlanta MSA have median household incomes of $42,985, $44,710, $51,575 and $62,156, respectively.

To gain a better understanding of market area residents, households have been grouped in Community Tapestry market segments. While the characteristics of each market segment varies, households generally range from low to moderate income, family-oriented households (e.g., City Commons, Family Foundations, Modest Income Homes) to young, upwardly mobile singles and married couples with few if any children (e.g., Laptops and Lattes, Metro Renters). As a result, purchases range from necessities/children's products/home improvement items to entertainment/trendy apparel/fitness. Primary market segments within the Residential Market Area are relatively mobile, receptive to higher density housing and potentially adventuresome (i.e., perhaps willing to live in emerging, diverse communities).

From 2000 to 2004, 70 building permits were authorized within the Study Area, with a total estimated value of $32,683,718, an average value of $466,910 and a median value of $19,000. Most permits range in value from zero to $300,000. Higher value permits included warehouse alterations ($12,000,000) in 2000, alterations to public utilities ($800,000 and $12,333,000) in 2001, construction of an amusement/recreation building ($1,337,393) in 2002 and an addition to a public school ($1,900,000) in 2003. Over one-fifth (22.8%) of units permitted were for alterations or repairs to multi-family housing, with one new multi-family building permitted. One-seventh (14.3%) of permits were for repairs or alterations to businesses or office space.

Employment

Within the Study Area, there are an estimated 132 businesses that employ 1,358 workers. A large share of Study Area jobs (29.6%) are concentrated in the services sector, followed by government (21.4%), manufacturing (15.2%), wholesale trade (13.3%), retail trade (11.9%), finance, insurance and real estate (4.3%). The ratio of employees ("daytime population") to residents is 0.19, indicating a stronger residential than commercial base.

Within a one-mile radius of the MARTA Station there are 2,432 workers; within two miles there are 19,506 workers; and within three miles there are 141,470 employees.

Major employers within the Study Area include Grady Clinic and

Many workers in the Study Area work at auto-related businesses

the Department of Family and Children Services. Immediately to the north in the Upper Westside, major employers include Mead Packaging, Georgia Power, Fulton County Jail, ADM Distributors, Greyhound, Vanderplay Recycling and United Foods.

Retail and Residential Market Potential

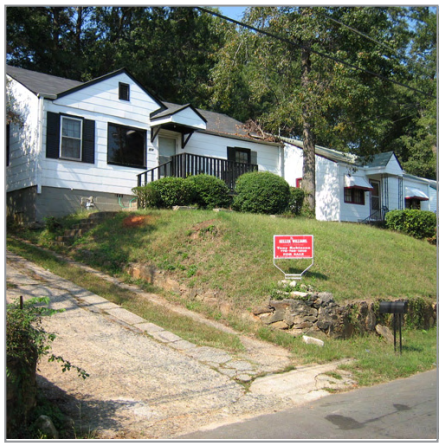
The Bankhead Study Area is adjacent to intown Atlanta and the Upper Westside district (located northwest of the Study Area), where new construction and adaptive re-use projects are increasing in response to a deepening demand for housing and commercial space.

There are a relatively low proportion of estimated owner-occupied housing units in the Study Area (20%) compared to the City of Atlanta (45%), the Residential Market Area (48%) and the Atlanta MSA (69%). Only an estimated 27% of the housing units in the Study Area are single-family units while 56% are multifamily with nine units or more. The estimated median value of owner-occupied housing units in the Study Area is also low ($82,614) compared to the City of Atlanta ($170,688), the Residential Market Area ($175,060) and the Atlanta MSA ($169,439).

Based on interviews with local real estate professionals, there have been only a handful of single-family sales in the Study Area during the past year, with sales prices averaging $80,000 to $100,000 in the Grove Park area. Typically, homes are frame cottages and brick ranches built in the 30s and 40s with two and three bedrooms.

Multifamily housing within the Study Area consists primarily of three apartment complexes: Overlook, Chappell Forest and Heritage Point Apartments. The Overlook consists of 512 one-, two- and three-bedroom units, with rents of $475, $510 and $620, respectively. Located on Donald Lee Hollowell Parkway, Overlook is well occupied with an occupancy rate of 96%. The occupancy rate at the Chappell Forest apartments is considerably lower at 50%. All units in this 215-unit complex are 950 square foot, two-bedroom units with monthly rents of $399. Overall, the supply and quality of multifamily development in the Study Area is limited. As building permit records for the past four years show, most permits issued for multifamily housing in the Study Area were for alterations and repairs rather than for new construction.

Although there are few multifamily housing options within the Study Area, apartment development in the Upper Westside has flourished in recent years. Since 2002, five complexes opened in this area: 1016 Lofts (formerly Alta Vista), M Street Apartments, Intown Lofts



Sale prices in the Study Area's neighborhoods have risen in recent years

& Apartments, Legacy Lofts and Stonewall Apartments. Featuring loft townhouses and flats, one-and two-bedroom rents in these complexes range from $850 to $1,575 and $1,050 to $1,755, respectively. Occupancy rates for multifamily development surveyed in the Upper Westside range from the high 80% range in some of the newer projects to mid- to high 90% range, indicating a healthy rental market.

Estimates of potential market depth for market rate for-sale and rental housing reveal that the Study Area could support an additional 4,019 for-sale and rental units over the next ten years: 1,388 (35%) for-sale units and 2,631 (65%) rental units. This would entail a 2% capture of total demand for new housing throughout the Residential Market Area. The analysis assumes that a majority of prospective Study Area homebuyers have annual incomes of $40,000 and higher and that renters have incomes ranging from $25,000 to $60,000. The analysis also assumes that residents of new housing developed in the Study Area live in one- to three-person households.

Opening price points of condominium units in the Study Area should range from $150,000-$200,000 with townhouses priced from $170,000-$230,000. Opening price points for scattered site single family detached infill housing in the Study Area's established neighborhoods should range from the high $100,000s to the high $200,000s. Smaller, more affordable units will appeal to first time homebuyers while larger, more expensive units will appeal to move-up or move-over buyers as well as empty nesters/retirees. Although there is demand for units priced above the high $200,000s, it is our opinion that when unit prices rise above this level – particularly in the early phase of redevelopment – demand will begin to thin out. Based on current monthly rents at the market rate rental communities in the competitive market area, market rents in the general range of $950 to $1,150 for a two-bedroom unit would be achievable in the Study Area.

The retail market in the Study Area is characterized by fast-food establishments and a few small eating places, auto-oriented businesses, some light industrial and a range of neighborhood-serving businesses such as small convenience food stores, hair salons, videos, dry cleaners/laundry, etc. Many of these businesses appear marginal, some are vacant and the corridor is interspersed with vacant lots. A Family Dollar store is located on D. L. Hollowell as well as an obsolete Food Giant that is in need of improvements.

Study Area residents have approximately 163,460 square feet of retail space within two miles of the MARTA Station center point. With the exception of Historic Westside Village (a 100,000 square foot

The Study Area stands to benefit from the revitalization of the Upper West Side, immediately to the east

community center with a remaining 30,000 square feet under construction), small neighborhood centers with the two-mile area have characteristics similar to those located in the Study Area.

Clearly, the residents of the Study Area and the Local Retail Market Area have limited shopping opportunities. The nearest supermarket to the Study Area is the Publix at Westside Village, 1.51 miles from the Bankhead MARTA Station. The Kroger Citi-Center at Cascade is 2.27 miles away. The closest shopping location for shoppers goods is Atlantic Station, 2.60 miles.

A retail demand analysis was completed to estimate market support for retail uses in the Study Area. Estimates of potential demand include existing "unmet demand" due to the limited supply of nearby retail establishments, indicating that the area is not presently meeting its retail potential. Based on this analysis, the Study Area has the potential to capture 18% of the increase in Greater Retail Market Area expenditures over the next ten years, representing a total of 278,000 square feet of retail space when combined with existing unmet demand. Forty-four percent (44%) of potential supportable space in the Study Area is allocated to shoppers goods (122,691 square feet); 24% to convenience goods (65,823 square feet); 18% to restaurants (49,027 square feet); 9% to personal services (23,660 square feet); and 6% to entertainment (16,798 square feet).

Estimates of potential demand should be considered conservative as demand generated by persons living outside of the Greater Retail Market Area are not accounted for, including: a portion of the almost 20,000 employees who work within two miles of the Study Area, a portion of the 13,000 students at nearby colleges and universities who are not primary residents of the Greater Retail Market Area, commuters driving through or on the periphery of the Study Area, MARTA riders and residents of new housing developed in the Study Area who will likely have disproportionately high expenditures at Study Area businesses.

Excellent transit access means that vacant land the MARTA station should be transit-oriented

Competitive Assessment

Key observations about the competitive environment for retail and residential expansion and development in the Study Area are noted below.

Strengths

- Strong access: to the interstate system, to MARTA, to intown neighborhoods, to west side neighborhoods, to the north side and to Atlanta's south side.
- Strong population growth in the intown area and in the Upper Westside immediately to the north.
- Strong intown housing market, including the Upper Westside.
- Strong retail market intown and in the Upper Westside.
- Established, historic neighborhoods.

Weaknesses

- Low median household income.
- Disinvestment during the last few decades.
- Lack of connectivity with Jefferson Street.
- Poor maintenance/aesthetics.

Opportunities

- Existing "unmet" retail potential could support immediate development.
- Relative affordability will draw "pioneers."

Threats

- Crime, perceived and real.
- Continued neighborhood disinvestment.
- New development nearby could capture "credit tenants" and therefore challenge new retail development.

Section 2: Visioning

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2.2 Community Visioning 2:7
2.3 Goals and Objectives 2:13

The planning process included several public meetings

2.1 METHODOLOGY & PROCESS

Overview

The Bankhead MARTA Station Transit Area LCI Study was developed over a three and one half month period utilizing a Consultant Team, a Project Management Team, a Project Steering Committee, and the General Public. The members and purpose of the Consultant Team, the Project Management Team, and the Project Steering Committee are listed in Table 2.1.

Data Gathering

The Consultant Team conducted site visits, utilized input from the public participation process and stakeholder interviews, used GIS data and aerial photography, conducted market and demographic analyses, and employed concepts and data from previous planning-related studies pertaining to the Study Area to produce this document.

Figure 2.1: *Project Teams*

The Consultant Team: Responsible for managing and documenting the project process and producing the project deliverables.

- HDR, Inc.
- Tunnell-Spangler-Walsh & Associates
- Dovetail Consulting
- Marketek, Inc.

The Project Management Team: Responsible for making sure that the goals of ARC's LCI Program and the project purpose, as established by the City of Atlanta, are met.

- The Consultant Team
- The City of Atlanta
- The Atlanta Regional Commission (ARC)

The Project Steering Committee: Responsible for representing community interests during the planning process and for encouraging members of the General Public to participate in the planning process.

- The Project Management Team
- Metropolitan Atlanta Rapid Transit Authority (MARTA)
- Neighborhood Planning Units (NPUs) - G, J, K, L
- English Avenue Neighborhood
- Grove Park Neighborhood
- Washington Park Neighborhood

Residents discuss the future of their community at the Charrette/Workshop

Public Process

The public participation process consisted of community meetings, a Charrette/Workshop, a project web site, and steering committee meetings from September to December 2005.

Kickoff Meeting

The Public Kick-off Meeting was held on September 13, 2005 at the Word of God Ministries, 1235 Donald Lee Hollowell Parkway, Atlanta. Fifty-one members of the general public participated in several visioning exercises. The objective of the exercises was to solicit public opinion regarding how the community views its neighborhood and what can be improved within the Study Area.

City of Atlanta staff and members of the HDR consultant team facilitated the meeting. The two-hour meeting combined a variety of communications methods to ease information gathering, share community concerns, priorities and reactions to scenarios..

First, participants were assigned to different stations and were asked questions concerning what they viewed favorably about the Study Area and what portions of the Study Area needed improvement. This allowed for smaller group discussions in a relaxed and informal atmosphere. A map of the Study Area was displayed that depicted existing conditions..

Next, Consultant Team representatives delivered a formal presentation that described the project and LCI requirements, the project schedule, the LCI planning process, consistency of the Bankhead MARTA Transit Area LCI Study goals with other plans and studies, efforts to gather community input, and scenario development framework that identified strategies to improve services and mobility throughout the corridor.

Third, a group exercise was held for the purpose of gaining insights to the community's vision for the neighborhood. Each individual in attendance was called on and asked to give a word or phrase describing their individual vision for the neighborhood in 20 years. The next part of the meeting was dedicated to a Question and Answer session. The last part of the meeting involved participants prioritizing the words or phrases given during the group exercise.

The results of the visioning exercises were used to develop the Community Vision & Goals section of this document and served as a starting point for identifying priority Issues & Opportunities.

The Consultant Team used the time between the Public Kick-Off Meeting and the Charrette/Workshop to create the Draft Community Vision & Goals and Existing Conditions sections of this document. These sections were further refined with information gathered during the Charrette/Workshop.

Charrette/Workshop

The Charrette/Workshop was conducted over a four day period from October 5 – 8, 2005 at the Georgia Oliver United Methodist Church, 1380 Donald Lee Holloway Parkway, Atlanta, in the Study Area. Public meetings were held on Thursday, October 6, 2005 from 6:30 p.m. – 8:00 p.m. and on Saturday, October 8, 2005 from 9:30 a.m. – 11:30 a.m. In attendance at the Charrette/Workshop were the Consultant Team, the Steering Committee, Key Stakeholders, and the General Public. Thirty-three members of the general public were in attendance over the four day period.

The objectives of the October Charrette/Workshop were to:

- Collect and validate information;
- Refine and finalize the community vision & goals and existing conditions;
- Develop recommendations for the Bankhead MARTA Transit Area including improvement of housing, transportation, infrastructure, community facilities and services, and historic resources; and
- Conduct Stakeholder Interviews, Steering Committee Meetings, and Public Meetings.

The Charrette/Workshop consisted of Stakeholder Interviews, two Steering Committee Meetings, two formal Public Presentations, and multiple open work sessions. City of Atlanta staff and members of the HDR consultant team facilitated the meetings held during the Charrette/Workshop. Three open work sessions were held for members of the general public to offer insights and opinions concerning how to improve area facilities surrounding the Bankhead MARTA Transit Area.

Public Meeting to Present Draft Plan

The Public Meeting to Present the Draft Plan was held on November 3, 2005 at the Georgia Oliver United Methodist Church, 1380 Donald Lee Hollowell Parkway, Atlanta. The purpose of the meeting

was to present the draft plan to the general public for comments. Thirty-three members of the general public were in attendance at this meeting.

City of Atlanta staff and members of the HDR consultant team facilitated this meeting. The meeting format allowed for an overview of the project, followed by a presentation of the draft recommendations, and concluding with a discussion of the recommendations and proposed projects.

Draft recommendations of the MARTA Bankhead Station Transit Area LCI Study included:

- Markets and Housing
- Land Use
- Transportation
- Urban Design
- Infrastructure & Facilities

The Consultant Team also presented three Conceptual Site Master Plans illustrating potential future development scenarios for key locations in the Study Area.

Following the presentation of draft recommendations, an open comment period was held for the public to provide feedback to the Consultant Team. The meeting concluded with a discussion of next steps. In addition, the meeting attendees were encouraged to comment on the draft plan via the project website.

Final Public Meeting

The Final Public Meeting was held on December 1, 2005 at the Word of God Ministries, 1235 Donald Lee Hollowell Parkway, Atlanta. Since the November 3 meeting, further changes were made to the Plan based on input from several sources including: General Public, Transportation Agencies, and the City of Atlanta Department of Parks, Recreation, & Cultural Affairs. The December meeting was designed to present the changes to the Draft Plan and to review the legislative schedule. Twenty-eight members of the general public were in attendance at this meeting.

City of Atlanta staff and members of the HDR consultant team facilitated the meeting. The meeting format allowed for an overview of the project first, followed by Final Plan recommendations, and concluding with a discussion between meeting attendees and members of the Consultant Team.

Stakeholder Interviews

Stakeholder interviews, (see Table 2.2), were conducted with identified elected and appointed officials, agency representatives, and community leaders in the Study Area. By involving local groups on an individual basis, the interviews expanded opportunities for community participation and helped to develop a base of support for plan implementation.

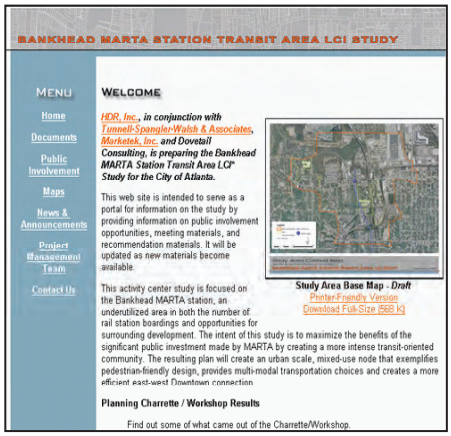
Public Notices and Informational Materials

The City of Atlanta provided the Consultant Team with a mailing list of stakeholders including property owners, and members of the NPUs and neighborhood groups within the Study Area. Public meetings, including the Charrette/Workshop, were announced to the community using a variety of notification methods. Flyers were sent out by regular mail and email to the individuals on the mailing list and were posted on the project website. The planning Charrette/Workshop flyer was also posted in various locations within the Study Area. In addition, MARTA displayed the Charrette/Workshop meeting information on the electronic display boards located on buses, trains, and in the Bankhead MARTA transit station.

Figure 2.2: *Stakeholders Interviewed*

The following organizations were interviewed during the Charrette/Workshop:

- City of Atlanta Bureau of Planning
- City of Atlanta Parks Design Office
- City of Atlanta Department of Watershed Management (Program Management Team, Bureau of Engineering Services, & Greenway Acquisition Project)
- City of Atlanta Bureau of Solid Waste
- Trust for Public Land
- Metropolitan Atlanta Rapid Transit Authority (MARTA)
- Georgia Department of Transportation (GDOT)
- Atlanta Community Food Bank
- Northwest Business Association
- Woodson Elementary School
- The Beltline Partnership
- The PATH Foundation
- Georgia Power
- The NPUs



A project website was used to keep the public informed of the planning process

At the public meetings, a Consultant Team representative requested each participant sign-in and state how they heard about the meeting. Meeting participants were also provide with handouts at each meeting which included the project website, project team contact information, and a comment form.

Project Web Site and Email Subscription:

A key public involvement tool was the project web site. The web site was used to post meeting announcements, meeting results, distribute documents, and solicit community feedback. The website was accessed at:

www.tunspan.com/bankheadlci

Visitors to the website had the option of subscribing to an email distribution list. Subscribers were sent study documents for review and comment as well as meeting notifications. Over 55 people subscribed to the service during the course of the study.

2.2 COMMUNITY VISIONING

During the Kick-Off Meeting, the public was asked two questions in an effort to establish a vision for the Study Area:

- What do you like about the Study Area?
- What needs improvement in the Study Area?

The public was then asked to rank the importance of the things they liked and those they felt needed improvement. The results are displayed below.

What do you like about the Study Area?	**Votes**
Easy Access to MARTA and Downtown	16
More businesses in area	8
New residential development	6
Grady clinic by MARTA Station	6
Family-oriented	4
Great history	4
It's home	2
Close-in / Intown / central location	1
Affordable	1
Great development/redevelopment opportunity	1
Not much traffic	0

What needs improvement in the Study Area?	**Votes**
More City maintenance service and code enforcement (property, houses, junk cars)	49
Clean up abandoned houses	11
More information on grants/loans for community improvement like facades	10
Multi-family housing (including North Avenue Apts. & Norfolk Street Apts.)	9
Drug Problems — Norfolk and Cairo Streets	8

What needs improvement in the Study Area?	Votes
More children's "educational" entertainment / more opportunities for young people	8
493, 511, 517 Cairo (dead end street)	7
Too many liquor stores and repair shops	7
More minority businesses around MARTA Station	7
More police presence	6
Truck entrance to Hollowell from I-285	4
More trails and greenspace	4
Houses for the homeless	4
Need grocery facilities	4
Need brighter streetlights / more security lighting	4
Need job placement center and training	4
Blight along Hollowell from Northside Drive to I-285 (empty buildings)	3
Update Maddox Park	3
Sidewalks	3
Better vendors and stores to create jobs	3
More housing options	3
Bellwood Quarry	3
City clean up of land across from MARTA Station	2
Widen Hollowell (at Lowery and at Stiff)	2
Need medical offices	2
Light at Stiff & Bankhead	2
Need neighborhood shopping options	2
More buses stopping during the day	1
Need mixed-use, expanded commercial (not strip mall)	1
Need ice cream shop	1

What needs improvement in the Study Area?	Votes
Need infill guidelines to match character of existing housing	1
More playgrounds for children (with more equipment)	1
ADA office in area	1
Better Hollowell streetscape	0
Need infill housing	0
Need neighborhood compatible development	0
Need buffers between industrial and single family residential	0

The public was also asked "What would you like to see in the Study Area?" The responses are listed below and serve as the basis for the Study Area vision and the Goals and Objectives section.

What would you like to see in the Study Area?

- Pedestrian-friendly
- New commercial shops
- Housing
- Jobs
- More jobs
- Youth center
- Grocery store
- Nice housing / affordable
- Community center
- Nice park
- Recreation opportunities
- Emergency response plans and facilities and drills
- Streetlights
- Sidewalks
- Better landscape
- Mixed neighborhood – mixed-income housing

- Fewer liquor/beer Stores
- Arts & entertainment
- More mixed-use (residential & commercial.)
- More community involvement
- Nice restaurants
- Garbage pick-up
- Get rid of abandoned houses
- State-of-the-art library
- Less crime
- Mini-mall
- More activities for kids after school
- Restoration of abandoned buildings
- Reasonable taxes
- Focus on higher education
- Financial empowerment
- Barnes & Noble
- Movie theater
- Improve parks, flowers, plants
- More churches
- Healthcare facilities / clinic
- Safety for kids
- Senior center
- Public-private partnership to focus on programs in sciences
- “Do Not Litter” signs
- Multi-family/quality housing
- Widen Bankhead
- Code enforcement

- Underground utilities
- Industrial park for trucks/businesses
- More shopping centers
- Clean environment
- Safety
- Large grocery stores
- Beautiful landscape
- Clean businesses (like in Buckhead)
- More retail (Neighborhood Commercial)
- Homeless center
- Less junk cars, lots, etc.
- Fitness center
- Pharmacy
- Center for battered women
- Reliable trash pick-up
- Public transit that won't overwhelm existing infrastructure
- Large greenspaces
- Home improvement
- Safe neighborhood
- Independent elderly living
- No vacant/abandoned homes
- Gymnasium
- Kid facilities
- More Atlanta Police Department protection
- Better elementary and high schools
- Clean-up (better City services)
- Less truck traffic

- Better transit service facility
- Better street curbs
- Clean streets
- Surveillance cameras
- More brick homes
- Bike lanes/bike-friendly
- Extended MARTA line to…
- More mixed-use, family-oriented facilities around MARTA

2.3 GOALS AND OBJECTIVES

The results of the Community Visioning session were used to establish goals and objectives for the Study Area for Markets & Housing, Land Use, Transportation & Circulation, Urban Design & Historic Resources, and Infrastructure & Facilities. The goals and objectives for the Study Area are presented below.

Markets and Housing

Goal: Establish community-supported, market-based development strategies.

Objective: Promote the area as one that is family-oriented.

Objective: Build upon the Study Area's proximity to Downtown and MARTA to create a viable and functioning market that supports transit-oriented development and redevelopment.

Objective: Encourage neighborhood commercial uses.

Objective: Establish market-based and financially viable development concepts, while respecting the community's vision for its future.

Objective: Provide a healthy mix of retailers, restaurants, services and professional uses.

Objective: Encourage housing options in the Study Area that address a mix of incomes and ages.

Objective: Create incentives to attract some higher income residents to the Study Area in an effort to rejuvenate the market.

Objective: Create a diversity of jobs in the Study Area for residents.

Objective: Provide support for small business enterprises.

Objective: Spur redevelopment of the Study Area by physically linking it to and conceptually associating it with the Upper West Side, West Highlands, and other proximate revitalizing areas.

Goal: Ensure a mix of quality housing options.

Objective: Encourage a variety of housing types that reflect the desired and unique scale and character of the Study Area.

Objective: Provide housing opportunities in mixed-use developments and redevelopments.

Objective: Reduce multi-family encroachment pressure into single-family areas by focusing new multi-family housing along major arterials and around the Bankhead MARTA Station.

Objective: Increase the enforcement of existing codes to improve the quality of existing single-family and multi-family housing in the Study Area.

Objective: Encourage in-fill single-family housing in existing single-family neighborhoods, while keeping it in character with the historic housing stock.

Objective: Promote a housing market that will support attractive housing options for a mix of incomes and ages within the Study Area.

Objective: Discourage the displacement of existing residents.

Land Use

Goal: Provide a balanced and compatible mix of land uses.

Objective: Ensure a compatible mix of light industrial, commercial, and residential land uses.

Objective: Protect single-family neighborhoods from incompatible industrial, commercial and residential encroachment; encourage appropriate in-fill housing within single-family neighborhoods.

Objective: Utilize land use and zoning to create a unique sense of place.

Objective: Encourage transit-supportive land-use densities around the Bankhead MARTA Station.

Objective: Offer incentives that encourage the redevelopment of brownfield properties, including junkyards.

Objective: Increase enforcement of existing codes to secure vacant buildings, remove trash and junk cars, and improve the care and upkeep of private property.

Objective: Improve the maintenance and care of public property in the Study Area.

Objective: Provide appropriate transitions and buffers between land uses.

Objective: Assess the compatibility of land zoned for industrial uses with adjacent development.

Objective: Encourage preservation and restoration of the Study Area's natural resources.

Transportation and Circulation

Priority Goal: Enhance the pedestrian environment by making walking comfortable, safe and convenient.

Objective: Create and maintain a system of safe sidewalks and pedestrian street crossings to improve pedestrian circulation and reduce vehicle/pedestrian conflicts.

Objective: Ensure that all pedestrian facilities are accessible and accommodating to persons with disabilities.

Objective: Provide an attractive, pedestrian-friendly sidewalk environment with greenery, street trees, wide sidewalks, pedestrian lighting, and buried utilities.

Objective: Utilize building and site planning designs that reduce walking distances.

Objective: Improve the public safety of the Study Area so that pedestrians feel comfortable walking as a primary mode of transportation.

Objective: Create appropriate transportation linkages between the commercial corridors and neighborhoods.

Priority Goal: Improve vehicular safety along major arterials, while respecting its urban context and impact on other modes of travel.

Objective: Utilize access management solutions, such as consolidated curb cuts, cross-access easements, and alleys, to reduce the number of curb cuts.

Objective: Utilize roadway design and signalization programs that favor drivers who drive the speed limit.

Objective: Reduce unnecessary roadside clutter so that traffic signs

and design cues can more effectively support responsible driving in an urban context.

Objective: Eliminate drainage problems.

Objective: Target problematic intersections and develop targeted improvement programs (i.e. Hollowell and Lowery, etc.).

Objective: Provide adequate parking in commercial and mixed-use nodes.

Objective: Address the amount of traffic and speed through residential neighborhoods.

Objective: Connect new developments with the existing street pattern.

Objective: Identify opportunities to connect the street grid across obstacles such as railroad tracks and former industrial properties.

Objective: Accommodate truck and bus traffic within the Study Area in a manner that is compatible with urban residential living.

Priority Goal: Make transit a more viable means of travel.

Objective: Enhance and improve transit facilities with trolley facilities along arterials and emphasizing implementation of the Belt Line.

Objective: Utilize transit to reduce the impact of the automobile on the quality of life.

Objective: Provide land use patterns that support transit.

Objective: Provide improved bus facilities, such as posted schedules, shelters, and improved reliability.

Objective: Integrate transit with pedestrian improvements.

Objective: Encourage enhancement of existing MARTA service.

Objective: Improve accessibility to the Bankhead MARTA Station from all directions and all modes.

Urban Design and Historic Resources

Goal: Identify and preserve historic resources.

Objective: Identify, preserve and protect historically significant buildings and sites.

Goal: Utilize redevelopment to mend the urban fabric.

Objective: Ensure that new development is truly urban, rather than suburban, in form and scale.

Objective: Respect the primacy of the sidewalk as a city's primary public space.

Objective: Utilize building materials that are durable.

Objective: Avoid internally-focused buildings and sites.

Objective: Install new streets to increase connectivity with the Study Area and to create walkable, urban blocks.

Infrastructure and Facilities

Goal: Create a safe environment for residents and businesses.

Objective: Provide effective policing within the Study Area.

Objective: Remove threatening persons, especially those engaged in illegal activity such as drugs and prostitution.

Objective: Provide adequate, but not excessive, street and sidewalk lighting.

Objective: Encourage urban design principles that promote safety.

Objective: Provide for homeless and transient populations in the Study Area.

Objective: Create a community center in the Study Area offering daycare, after school, youth & senior activities, job training/placement, and adult education.

Objective: Clean up the streets with landscaping, pedestrian lighting, and safe, accessible, and connected sidewalks.

Objective: Provide social services within the Study Area.

Goal: Ensure adequate infrastructure to support future development.

Objective: Maintain and rehabilitate utilities and infrastructure.

Objective: Incorporate natural resource protection and open space provision into infrastructure improvement projects.

Objective: Identify stormwater management and sewer improvements to mitigate flooding of low-lying areas.

Objective: Improve the care and upkeep of the area's existing parks and greenspaces.

Objective: Improve the variety and quality of public recreation programs in the community.

Objective: Increase and accentuate the number of well-maintained parks and green spaces.

Section 3: Recommendations

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3.3	Markets & Housing Recommendations	3:4
3.4	Land Use Recommendations	3:7
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The MARTA station area must house transit-supportive land uses that provide opportunities to live, work and play without a car, while providing access to nearby open space

3.1 OVERVIEW

This section includes recommendations for the Study Area. The recommendations define the direction for its future character and provide short and long-range actions to improve the conditions identified through the public planning process. The recommendations also support the Goals and Objectives identified in Section 2: Visioning.

Recommendations are a synthesis of the desires expressed by residents, businesses, property owners, the City of Atlanta, MARTA and other stakeholders during the planning process, coupled with sound planning. They represent a visionary yet achievable blueprint for change that reflects the Study Area's environmental conditions, limited rights-of-way, existing and proposed transit access, proposed roadway projects, and proximity to Atlanta's major employment centers. To this end, recommendations strengthen the transportation and land use relationship by:

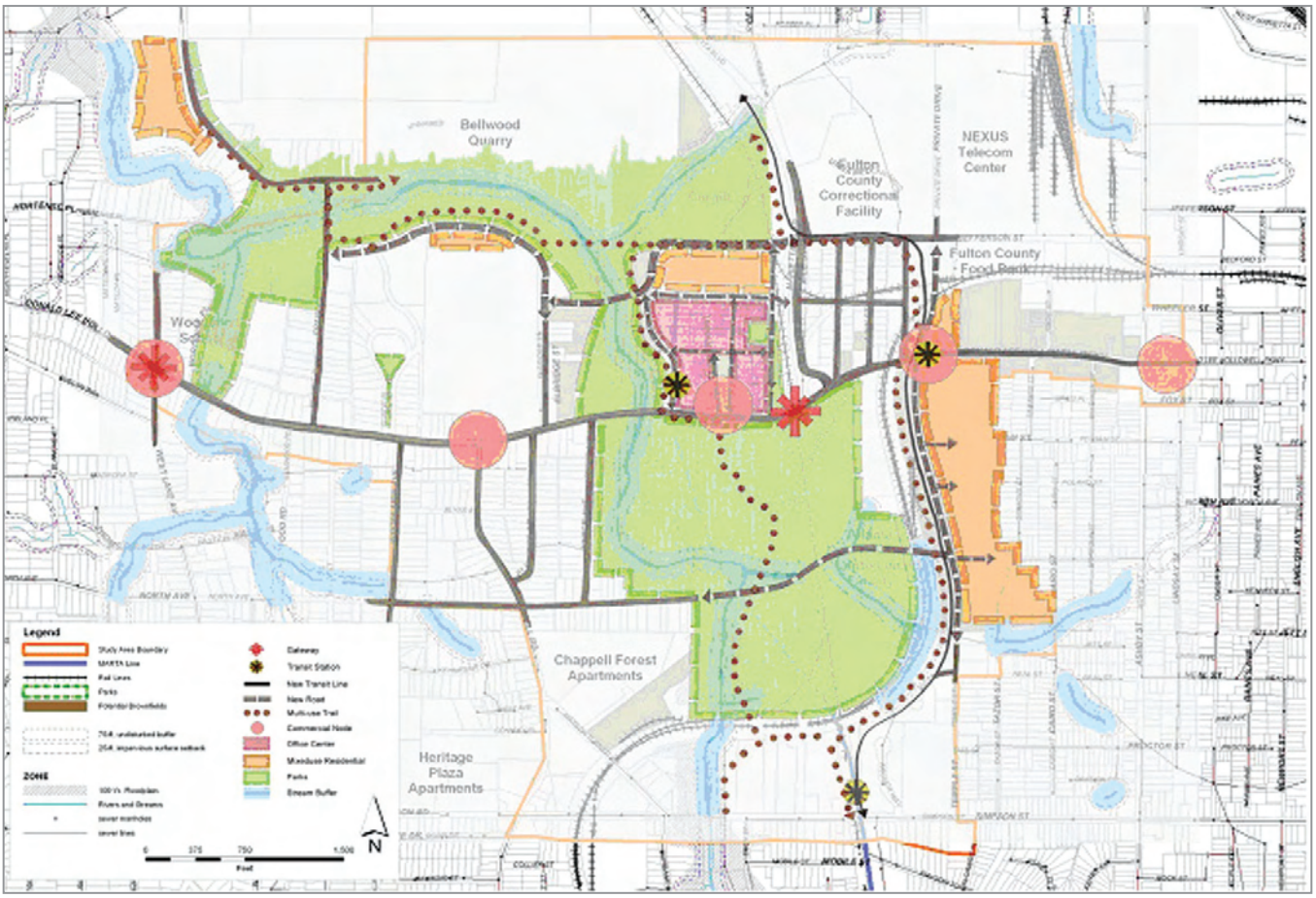
- Making existing MARTA transit facilities more user-friendly and efficient.
- Concentrating the highest intensity proposed development immediately around the Bankhead MARTA station to support transit ridership and provide transportation options.
- Utilizing greenspace improvements to stabilize and revitalize neighborhoods.
- Balancing the citywide need to focus mixed-use development around MARTA stations while minimizing negative impacts on existing single-family neighborhoods.
- Establishing a series of pedestrian-oriented mixed-use nodes that build on historic or existing commercial nodes.

With time, Study Area recommendations will transform the area around the Bankhead MARTA station into a green, transit-oriented neighborhood center with: wide, tree-lined sidewalks; quality bicycle facilities; safe accessible open space; convenient transit service; safe and smooth traffic flow; human-scaled buildings; and neighborhood services within walking distance. This vision also extends to nearby neighborhoods, where vibrant neighborhood commercial nodes, new sidewalks, and expanded parks benefit area residents.

Recommendations are organized into categories including: General Recommendations, Markets & Housing, Land Use, Transportation, Urban Design, and Infrastructure & Facilities. Recommendations include policies and projects, as applicable. Projects are followed

by a project number as identified in Section 4: Action Plan, which contains an implementation strategy, including cost, funding and responsible parties. Section 4 also includes details on proposed 15 Year Future Land Use Plan Map changes.

Figure 3.1: *Study Area Concept Plan Developed During Charrette/Workshop*



3.2 GENERAL RECOMMENDATIONS

These recommendations recognize the tremendous amount of public infrastructure and planning investment that has already occurred within the Study Area. They are intended to take full advantage of this investment and build upon it as a foundation for future change.

General Policies

- Build upon existing studies (Northwest Atlanta Framework Plan, D. L. Hollowell Parkway Redevelopment Plan, Upper Westside LCI, and BeltLine plans) to provide a detailed vision for the MARTA area and surrounding neighborhoods.
- Maximize use of the existing Bankhead MARTA station through increasing transit supportive land uses around it.
- Build community cohesiveness and quality through a shared network of parks, streetscapes, and other amenities.
- Utilize public investment in open space, transit, bicycle facilities, and roadways as a catalyst for positive change.

3.3 MARKETS & HOUSING RECOMMENDATIONS

The long-term preservation and regeneration of neighborhoods is central to recommendations for housing and markets. Recommendations are aimed at establishing a market-based mechanism for positive change that allows existing neighborhoods to determine their own future.

Markets & Housing Policies

- Support the Northwest Business Association (NBA) to focus on business development (recruitment and retention programs) and marketing the area.
- Offer a variety of housing options that meet the needs of varying income groups and help create authentic, vibrant and sustainable communities.

  The BeltLine Tax Allocation District includes $240 million for subsidizing work-force housing. The City will be developing a policy for using these funds in early 2006 and should consider the Study Area as a focus of these efforts.
- Encourage owner-occupied housing options by providing amenities that support home-ownership.

  See Land Use, Transportation, and Infrastructure & Facilities Recommendations.
- Work closely with the City to ensure appropriate land use regulatory policies, secure assistance with land acquisition, develop creative financing to bridge economic gaps, utilize tax incentives and provide adequate infrastructure.

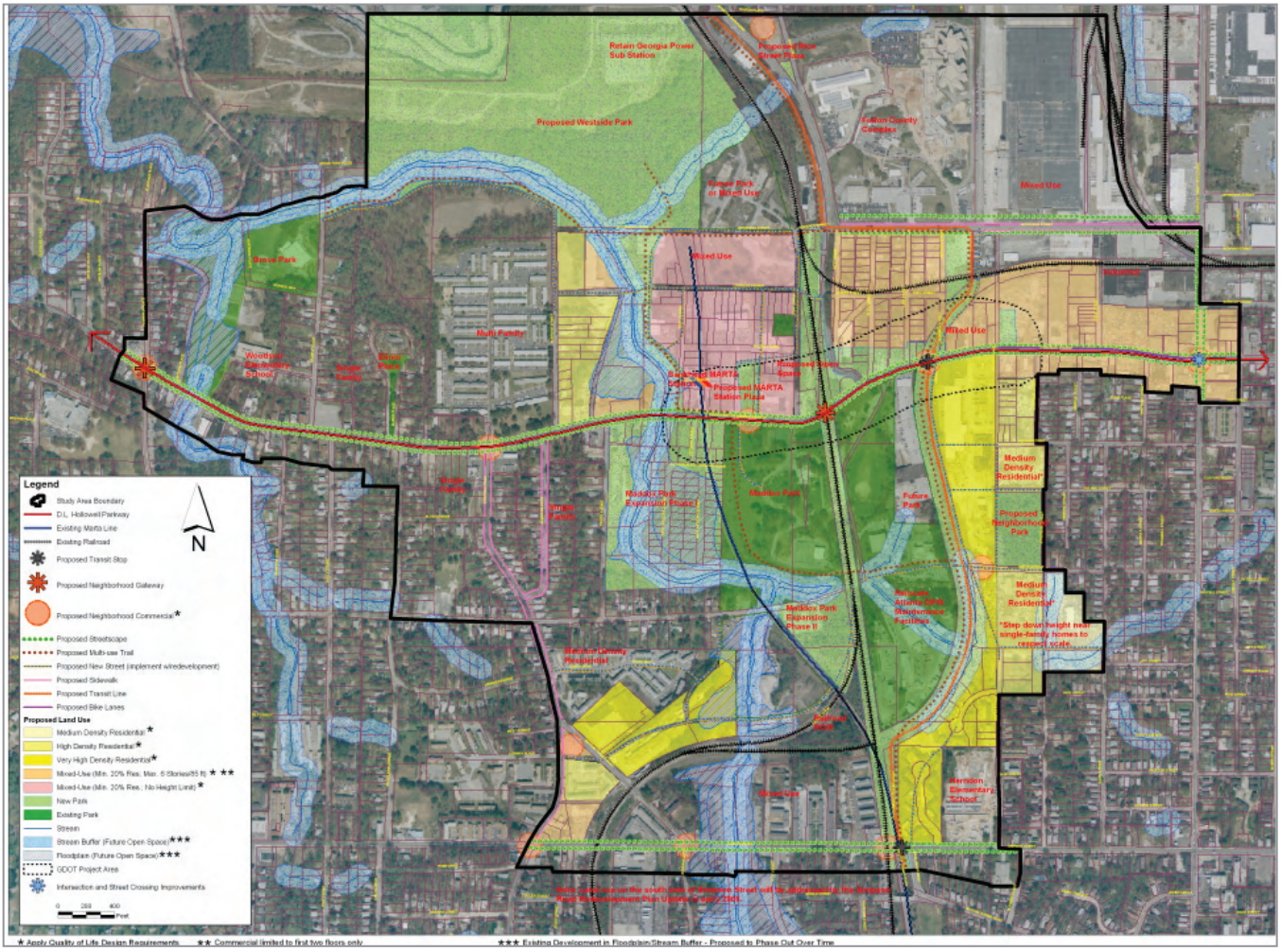
  These will be key steps in attracting housing development for a range of income groups.
- Support the adoption of government-sponsored programs to facilitate affordable housing development such as Low Income Tax Credits, the HOME program and the CBDG program, as well as other tactics to keep housing prices down like smaller unit size, denser development, and in-law/accessory units in single-family development.
- Ensure that long time residents can remain in the community – particularly seniors – as redevelopment progresses,

through measures like equitable property taxes, home repair grants and debt counseling.

Markets & Housing Projects

- The Atlanta Housing Authority and Community Development Corporations (CDCs) should bank affordable land in single family neighborhoods for future affordable and work force single family housing development.
- Create a CDC for the Grove Park Community.
- The future Grove Park CDC and the existing English Avenue and Simpson Road CDCs should establish programs to create and retain affordable and work force housing.

Figure 3.2: *Study Area Concept Plan*



- The CDCs should compile and distribute information to homeowners regarding existing tax relief and housing rehabilitation programs.
- The NBA should participate in joint marketing with nearby neighborhoods and business districts.
- The CDCs and the NBA should institute programs to prevent the displacement of businesses and residents.
- The NBA should develop a Market Position Statement to the Study Area which is unique, authentic, and appealing.
- Improve neighborhoods through targeted block by block revitalization.
- Install a public information kiosk on the MARTA site for posting area events.

3.4 LAND USE RECOMMENDATIONS

Atlanta's west side neighborhoods were historically defined by single-family homes focused around nodes of higher-density residential and commercial uses. This land use pattern should serve as the foundation for future development, with a general decrease in density as the distance from the MARTA rail station increases.

Regardless of scale, future land uses should be more pedestrian-oriented and urban than the auto-oriented, suburban-style land uses found in much of the Study Area today, particularly along D. L. Hollowell Parkway. They should also be planned to avoid negative impacts on established neighborhoods and historic resources.

Figure 3.3: *Proposed 15-Year Land Use Plan*

Land Use Policies

- Utilize land served by rail transit for higher density, mixed-use development.
- Preserve existing single-family neighborhoods (such as Grove Park and English Avenue) and protect them from inappropriate commercial and multifamily encroachment.
- Promote neighborhood commercial nodes on D. L. Hollowell Parkway as identified in the D. L. Hollowell Parkway Redevelopment Plan and on the Study Area Concept Plan (Figure 3.2).
- Encourage high density mixed uses along D. L. Hollowell Parkway between neighborhood commercial nodes identified in the D. L. Hollowell Parkway Redevelopment Plan and on the Study Area Concept Plan (Figure 3.2).
- Utilize opportunities to reclaim the floodplain and stream buffers through buyouts and clean-up of flood-prone and stream side developments.

Land Use Projects

- Develop the land surrounding the Bankhead MARTA Station as a mixed use, high density office, retail, civic, service, multi-family, and live-work residential area.
- Develop the properties along the east side of Maddox Park and the Beltline (between Simpson Road and D. L. Hollowell Parkway) as high density residential served by a centrally located neighborhood commercial node near North Avenue.
- Redevelop uses on the north side of Simpson Road and on the east side of Chappell Road (south of North Avenue) as high density residential and mixed use.
- Create a neighborhood commercial node and small park at the entrance to the Knight Park Neighborhood (near the intersection of Marietta Boulevard and Rice Street).
- Create neighborhood commercial nodes at the intersection of Simpson Road and Mayson Turner Road, at the intersection of Simpson Road and Chappell Road; at the intersection of Chappell Road and Mayson Turner Road; and at the proposed Beltline station on Simpson Road.
- Expand Maddox Park. (O-3, O-4, O-5, O-6, O-7, 0-8)

- Utilize the Proctor Creek floodplain and stream buffer to create a greenway, including trails, to connect Maddox Park to Grove Park and beyond. (T-18)
- Implement the Beltline greenway trail concept to link Washington Park to Maddox Park to Marietta Boulevard and beyond. (T-17)
- Strategically acquire greenspace, including the Bellwood Quarry, to create a new Westside Park. (O-14)
- Acquire greenspace bounded by D. L. Hollowell Parkway, Marietta Boulevard, Jefferson Street Extension and Stiff Street to create a publicly protected green space. (O-17)
- Use brownfield clean-up funds strategically to reclaim contaminated sites for development and community facilities such as parks.
- Encourage low-impact development techniques.

  Low Impact Development is a new, comprehensive land planning and engineering design approach with a goal of maintaining and enhancing the pre-development hydrologic regime of urban and developing watersheds by incorporating stormwater management into site design components such as open spaces, rooftops, streetscapes, parking lots, sidewalks, and medians. For more information visit http://www.lid-stormwater.net/.

3.5 TRANSPORTATION RECOMMENDATIONS

Transportation improvements in the Study Area are intended to support an interconnected multi-modal transportation system. To this end, recommendations focus on improving existing facilities and connecting them with new ones in order to minimize travel time and provide multiple route options. Emphasis is placed on improving walking, bicycling and transit facilities, while recognizing the continued role of the automobile.

Transportation Policies

- Require new development to provide roads along the edges of parks and greenways.

  Rezoning to Quality of Life Zoning Districts will require this.

- Require new development to provide roads that reduce block size and increase connectivity consistent with the Study Area Concept Plan (Figure 3.2).

  Rezoning to Quality of Life Zoning Districts will require this.

- Require access management along D. L. Hollowell Parkway as the corridor develops to a greater intensity.

Transportation Projects

- Reconstruct D. L. Hollowell Parkway between Proctor Creek and Etheridge Street to widen and remove the unsafe curve in the road, provide sidewalks, and install bicycle lanes. (T-29)

  Law Street should remain accessible from D. L. Hollowell Parkway to promote development of adjacent property. See Figure 3.5.

- Provide transit along the Beltline connecting MARTA's East/West rail line to Simpson Road, northward along the east side of Maddox Park to D. L. Hollowell Parkway, and north on Marietta Boulevard. (T-14)

- Install wayfinding signage on the MARTA site directing patrons to parks, neighborhoods and similar features.

- Create a Beltline/MARTA transfer stop at Simpson Road, consistent with ADA's BeltLine Redevelopment Plan. (T-12)
- Create a Beltline stop at D. L. Hollowell Parkway, consistent with ADA's BeltLine Redevelopment Plan. (T-13)
- Install multi-use trails along the proposed Beltline and in the proposed Proctor Creek Greenway. (T-17, T-18)
- Install multi-use trails that connects the BeltLine and the Bankhead MARTA Station through Maddox Park. (T-19)
- Create a pedestrian crossing at the Lowery Boulevard and D. L. Hollowell Parkway intersection, including striping, ramps and signalization. (T-8)
- Develop a pedestrian streetscape along the length of D. L. Hollowell Parkway to include: buried utilities, a five foot tree planting zone with street trees, street lighting, curbs, ramps and a five foot sidewalk. (T-2, which includes T-2a and T-2b; T-3, which includes T-3a and T-3b; T-4, which includes T-4a and T-4b)
- Develop a pedestrian streetscape along the length of Simpson Road to include: buried utilities, a five foot tree planting zone with street trees, street lighting, curbs, ramps and a five foot sidewalk. (T-7)
- Develop a pedestrian streetscape along the length of Lowery Boulevard, from Jefferson Street to Fox Street, to include: buried utilities, a five foot tree planting zone with street trees, street lighting, curbs, ramps and a five foot sidewalk. (T-6, which includes T-6a and T-6b)
- Develop a pedestrian streetscape along Jefferson Street, from Lowery Boulevard to Marietta Boulevard, to include: buried utilities, a five foot tree planting zone with street trees, street lighting, curbs, ramps and a five foot sidewalk. (T-5, which includes T-5a and T-5b)
- Install a six foot sidewalks along both sides of Elbridge Drive from Chappell Road to D. L. Hollowell Parkway. (T-9)
- Install a six foot continuous, ADA-compliant sidewalks along both sides of Chappell Road from Simpson Road to D. L. Hollowell Parkway. (T-1)
- Implement on-street bike routes identified in the CDP and the Atlanta Commuter On-Street Bike Plan including D. L.

Hollowell, Simpson Road, Grove Park Place, Chappell Road, West Lake Avenue, Lowery Boulevard and North Avenue.

- Improve the network of local streets through private redevelopment and public capital projects by:
  - Expanding Temple Street north along the proposed Beltline to Jefferson Street. (T-20)
  - Connecting Jett, North, Poland and Pelham Streets to the Temple Street extension. (T-28)
  - Realigning Gary Street to the west to create an edge along the proposed Proctor Creek Greenway and provide development options closest to MARTA rail access. (T-28)
  - Extending Loveless Avenue and Jefferson Street across the CSX Railroad to the Bankhead MARTA Station area to connect with a realigned Gary Street and expanded Stiff Street. (T-23, T-21)
  - Designing and signing Jefferson Street and Jefferson Street Extension as an on-street bike route. (T-24, T-11)
  - Installing bike lanes on D.L. Hollowell Parkway between Lowery Boulevard and Finley Avenue. (T-10)
  - Connecting Loveless Avenue from the MARTA station to Woodland Avenue and Elbridge Drive. (T-22)
  - Extending Elbridge Street to Francis Place.
  - Extending Finley Avenue from Pelham Street to North Avenue. (T-27)
  - Exploring options to connect North Avenue across Maddox Park.
  - Connecting Neal Place through Archer Way to Simpson Road. (T-28)
  - Connecting North Avenue at the CSX rail line south and west along the railroad to Mayson Turner and Chappell at Conway Place, including a bridge. (T-25, T-26)
  - Changing Zenith Drive and Luden Way to public streets and connecting Luden Way north to North Avenue and

south to the proposed road along the railroad tracks. (T-28)

- Creating an entrance to Maddox Park opposite the entrance to the Bankhead MARTA Station (at the traffic light).
- Reopening Grove Park Place or another connection from the Study Area to the north (West Highlands Area).

- Increase the service and ridership of the Proctor Creek rail line and thus the number of riders using the Bankhead MARTA Station by:
  - Intensifying the land use immediately surrounding and within walking distance of the MARTA Station.
  - Considering running the Bankhead trains to the Avondale Station. (T-15)
  - Considering expanding the Proctor Creek Line past Bankhead Station through a rail line extension study. (T-16)
  - Considering the preservation of a corridor for the future Proctor Creek Line expansion.
  - Considering expanding the platform at the Bankhead Station to accommodate 4-car trains.
  - Considering routing more buses to the Bankhead Station.
- Improve D. L. Hollowell Parkway and Lowery Boulevard intersection through geometric design and utility pole relocations. (T-30)

Bankhead MARTA Station Concept Plan

The Bankhead MARTA Station Concept Plan is a mixed-use, transit-oriented development located around the existing Bankhead MARTA Station. As one of MARTA's least-used stations, it is critical that the area around it is developed with active, transit-supportive land uses, including housing, retail, services, and offices. To do otherwise is to limit the long-term viability of MARTA rail transit within the Study Area.

The concept plan envisions achieving transit-supportive land use patterns by adding 28,000 sf of new office space, 40,000 sf of retail, including a neighborhood-scaled urban market of 10,000 - 15,000 sf, and 70,000 sf of "flex space" that could serve as retail, office or housing space. In addition, the Concept Plan proposes adding a significant number of owner-occupied housing units, including 17 live-work units, 39 townhomes, and 450 multi-family units. Small open spaces are provided throughout, while street-oriented buildings front them with stoops, storefronts or windows.

Buildings are envisioned between four and six stories in height. Regardless of scale, all are envisioned as high quality designs that take advantage of existing vistas both on-site and in relationship to the surrounding streets.

Figure 3.4: *Bankhead MARTA Station area Concept Plan*

BeltLine Transit Stop Concept Plan

The Concept Plan for the D. L. Hollowell BeltLine transit stop envisions the creation of a primarily residential transit-oriented development along the west side of the proposed stop. The proposed site is bounded on the west by Marietta Boulevard, on the south by D. L. Hollowell Parkway, and on the east by the BeltLine transit greenway.

The concept plan envisions achieving transit-supportive land use patterns via a fine grained mix of 104 multifamily units, 20 townhomes and 17 live-work units, all focused around new, slow streets and wide, tree lined sidewalks. Parking is located below the multifamily buildings, while townhomes and live-work units are accessed from discrete rear garages. Small open spaces are provided throughout, while street-oriented buildings front them with stoops, doors and windows. Along the BeltLine, buildings front it and connect to it via multi-use trails and transit stop access ways.

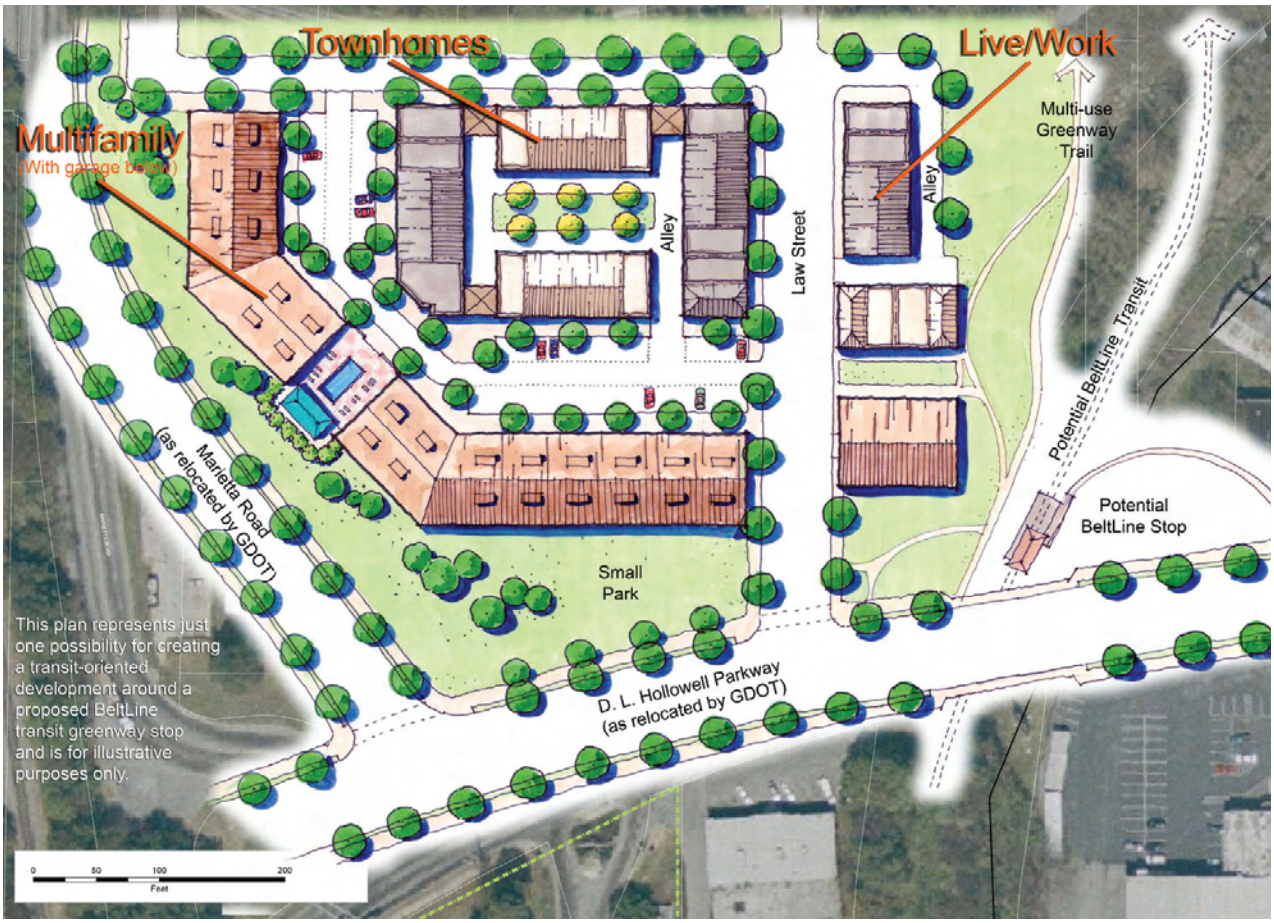


Figure 3.5: *Beltline Transit Stop Concept Plan*

Donald Lee Hollowell/Joseph Lowery Concept Plan

The Concept Plan illustrates a neighborhood commercial center located between Joseph Lowery Boulevard and the BeltLine transit greenway. The Concept Plan for this node envisions the creation of a residential and retail neighborhood center, complete with a much-needed neighborhood supermarket and park space.

The concept plan envisions a mix of 54 above-shop multifamily units, 38 townhomes, 40 live-work units, 81,000 sf of retail space, and 33,000 sf of office space focused along D. L. Hollowell Parkway. Along the street, pedestrian-oriented shops, offices or residences front wide, tree-lined sidewalks, while behind, a 55,000 square foot grocery store provides needed retail services without compromising the historic, pedestrian-oriented character of the area. Parking is located between the two uses. Within parking areas, parking drives are treated as streets, complete with sidewalks and trees, so that they may one day be redeveloped into buildings sites.

Multi-modal activity is enhanced along Donald Lee Hollowell Parkway via the addition of five foot wide bike lanes on both sides of the street from the BeltLine transit greenway to J. Lowery Boulevard. These lanes are achieved by moving the curb ten feet to the north along the north side of the street. Thus, the currently planned bike lanes west of the BeltLine are allowed to continue further east.

Figure 3.6: *D.L. Hollowell/J. Lowery area Concept Plan*

3.6 URBAN DESIGN RECOMMENDATIONS

Urban design recommendations are intended to define the formal relationships between the different recommendations found in this study. To this end, they focus on using said projects to establish a clearly defined sense-of-place for the Study Area that creates a high quality of life for residents and visitors.

Urban Design Policies

- Apply Quality of Life Zoning design requirements to all development/redevelopment projects.
- Encourage new buildings to be built to the highest standards of design and to take advantage of their potential roles as important area landmarks.
- Encourage the retention and re-use of historic structures.
- Support the creation of a mixed-use, transit-oriented development around the Bankhead MARTA Station.

  Please see Figure 3.4.
- Support the creation of a mixed-use, transit-oriented development around the proposed D.L. Hollowell Parkway BeltLine transit stop

  Please see Figure 3.5.
- Support the creation of a mixed-use, neighborhood commercial node north of D.L. Hollowell Parkway at J. Lowery Boulevard.

  Please see Figure 3.6.
- Ensure that Study Area improvements are compliant with ADA standards.

Urban Design Projects

- Create gateways at the intersection of D. L. Hollowell Parkway and West Lake and at the intersection of D. L. Hollowell Parkway and the CSX railroad. (O-1)

3.7 INFRASTRUCTURE & FACILITIES RECOMMENDATIONS

- Remove Department of Public Works facilities from Maddox Park. (O-9)

  Facilities should be relocated to a new 30 acre site in the vicinity, as to be determined by the City of Atlanta.

- Prepare a master plan for improving Maddox Park and expansion areas. (O-2, O-3, O-4)

- Improve and expand Maddox Park. (O-5, O-6, O-7, O-8, O-9)

  Remove all possible non-park buildings and facilities from Maddox Park, although the combined sewer overflow facility will likely remain. Align entrances to Maddox Park from D. L. Hollowell Parkway with intersections containing traffic lights. Expand the park west towards Pierce Avenue and south toward the CSX railroad tracks.

- Create a MARTA Station Plaza with new curbs, sidewalks, decorative plaza pavement, focal element, landscaping, lighting, and site furniture. (O-10, O-11)

- Create Rice Street Plaza with new curbs, sidewalks, decorative plaza pavement, focal element, landscaping, lighting, and site furniture. (O-12, 0-13)

- Utilize the Proctor Creek floodplain and stream buffer to create a greenway, including trails, to connect Maddox Park to Grove Park and beyond. (T-18)

- Strategically acquire greenspace, including the Bellwood Quarry, to create a new Westside Park. (O-14)

- Create a new neighborhood park between North Avenue and Poland Street adjacent to the English Avenue Neighborhood. (O-15, O-16)

- Increase policing of the Study Area in an effort to reduce crime.

- Increase code enforcement in the Study Area.

- Improve maintenance of public properties in the Study Area.

- Increase the number of community, social service, and civic facilities located immediately around the Bankhead MARTA Station.
- Consolidate all utilities in a common area, preferably underneath new streets or drives so that redevelopment can occur on individual portions of a development site without requiring the redevelopment of the entire site.

Section 4: Implementation

4.1	Action Program	4:1
4.2	Land Use and Zoning Changes	4:12
4.3	Employment & Population Analysis	4:14
4.4	Consistency with LCI Components	4:17

Public actions will be necessary for the community's vision to become reality

4.1 ACTION PROGRAM

The Action Program outlines the next steps after adoption of this plan by the City of Atlanta. It includes a list of projects, time lines and responsible parties and is intended to serve as a blueprint for achieving the community's vision for its future.

Stakeholders identified several efforts to assure implementation. These included continued diligence on the part of area residents, business, and the City to monitor development in the Study Area and ensure compliance with the vision of this plan. This includes both private development, as well as public projects, such as the BeltLine transit greenway. Part of this diligence should include revisions to this plan, as needed. Stakeholders must also work with the City to implement land use and zoning changes which support the vision.

Recommendations are assigned to a timeline based on community input. Projects in the near future represent those community-supported projects addressing areas with the most critical need for improvement or those where public investment can spur private investment. Longer-term projects are less urgent, but equally key to the long-term success of this study.

Amendments to the Upper Westside LCI

The geographic extent of the Bankhead MARTA Station Transit Area LCI Study overlaps with the Upper Westside LCI Study east of Marietta Boulevard and north of D. L. Hollowell Parkway. As a result, some of the projects which were recommended by the Upper Westside LCI Study fell within the study area of this Plan. Projects and portions of projects from the Upper Westside LCI Study have been updated and included in the Action Program Matrices of this Plan and have been assigned new project numbers. To avoid duplicating projects between the Upper Westside LCI Study and this Plan, it is recommended that the Action Program Matrices from the Upper Westside LCI Study be amended to delete those projects or portions of projects falling within the Study Area of this Plan. The table on page 4:0 lists the projects from the Upper Westside LCI Study which overlap this Plan's study area. The table includes a recommendation to modify or delete each project to eliminate the portions falling within the study area of this Plan.

The BeltLine TAD could use tax revenues from new development to repay public infrastructure bonds

Transportation Projects and Funding

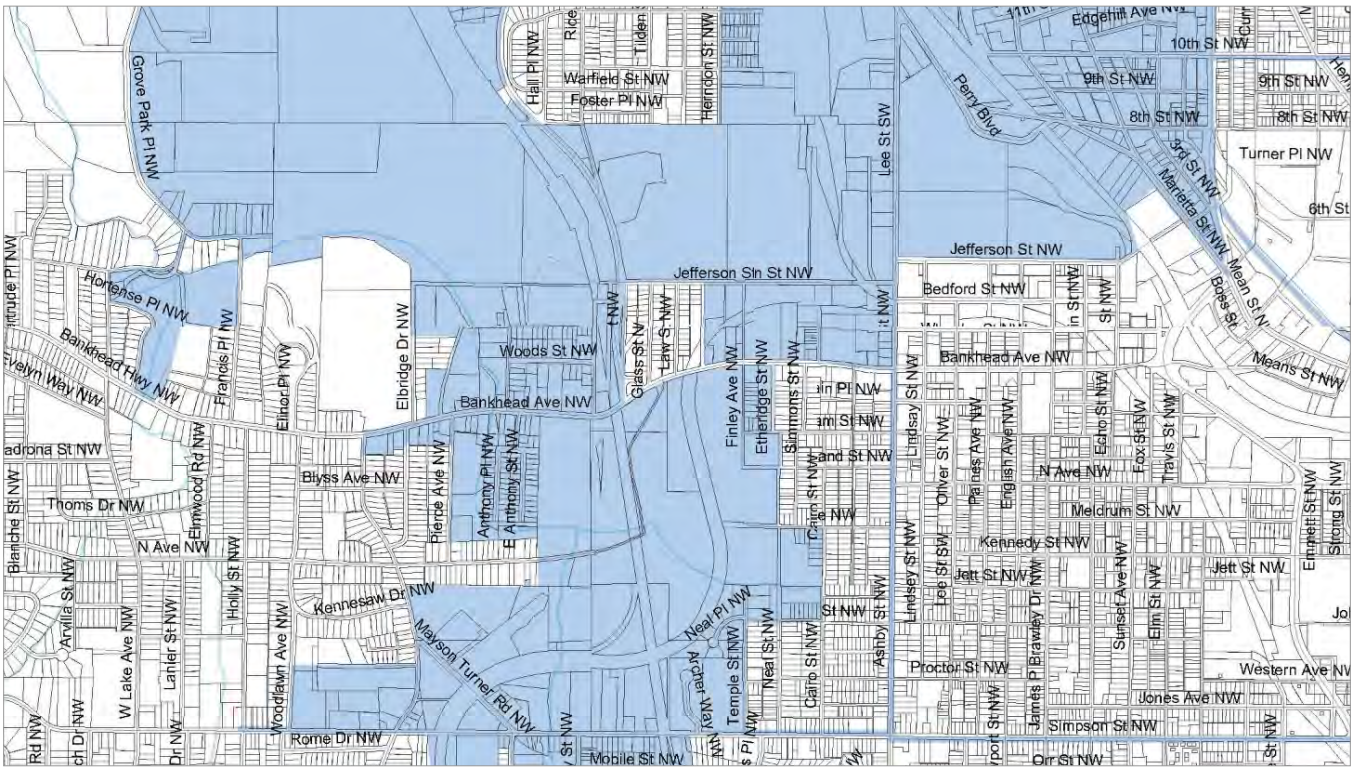
Because this is an LCI study, the ARC has committed to provide funding for implementation of plan elements related to transportation, subject to a competitive project funding process. ARC's expressed desire is for public infrastructure investments to spur private investment within existing activity centers and corridors. The strategies for funding improvements outlined herein often supplement potential funding from the LCI Program.

Transportation projects may also be funded through a variety of other sources administered through the ARC. The City of Atlanta should work with ARC staff to ensure that projects that require transportation funds are included in future Regional Transportation Plans (RTPs). Revisions to such plans are made every five years.

Most funds administered via the ARC or using federal dollars will require a twenty percent local match. Key sources for this match could include:

- **Proposed BeltLine Tax Allocation District (TAD)**: If approved by Fulton County, the BeltLine TAD will generate bond funds to pay for transportation and open space improvements near

Figure 4.1: *Map showing proposed BeltLine TAD boundaries in the Study Area*



The PATH Foundation has built trails citywide and will likely be a participant in the Study Area

the BeltLine transit greenway. The proposed TAD includes most of the non-residential portions of the Study Area, and would be ideal for funding park, transit, bicycle and pedestrian improvements.

- **Quality of Life Bonds:** In 2001 Atlanta's voters authorized the City to issue $150 million of Quality of Life Bonds to fund transportation and open space improvements. $61 million of the $150 million has already been issued. In 2006, the City is expected to issue more bonds. If successfully used to leverage federal funds, the funds from these bonds could increase the City's ability to construct critical projects by serving as the required local match.
- **Development Impact Fees**: As new development occurs citywide, impact fees are generated to fund transportation, parks, and public safety improvements. These could be used to leverage federal funds within the Study Area.
- **Private Donations:** Private funds may be used to fund specific "special interest" projects. For example, the PATH Foundation funds multi-use greenway trails, while the Trust for Public Lands has a major role in funding park space acquisition.

Without detailed analysis that is beyond the scope of this study, the ideal local match mechanism cannot be determined. However, the City should carefully explore all available options.

Implementation Steps

This document is an aggressive, but achievable, plan for transforming the Bankhead MARTA station area into a vibrant center for surrounding neighborhoods and the greater Atlanta community. However, for the vision contained in these pages to become a reality there must be both, short and long-term commitments to its principles. The following paragraphs are intended to provide steps that guide the short and long-term implementation processes.

Short-Term

Short term implementation should strive to remove regulatory barriers to the vision contained herein. Plan approval should be accompanied by updates to the Future Land Use maps, as recommended herein. Plan approval is constituted by an official adoption of the plan into the City's Comprehensive Development Plan (CDP), making the plan an official part of the City-wide plan.

Consistent with the City's established practices, other short-term implementation steps are as follow:

- Capital Projects will be identified in the CDP. CDP project tables receive yearly update and status reporting.
- Short term capital projects will be identified in the CIP, which has very high visibility and for which status is reported more frequently.
- Projects within specific council districts are reviewed regularly with council members (at least once per year) for funding and priority-setting.
- Neighborhood Planning Units are given copies of the complete plan document, containing capital and other projects. NPUs provide an ongoing review for projects and request project statuses as needed from the Bureau of Planning and from City Councilmembers.
- Annual LCI progress reporting is also required.
- The plan will include preliminary zoning recommendations, reviewed with the community. These recommendations are implemented in a follow-up process, with additional input from the community. The involved communities and NPUs always provide a natural impetus to implement the rezoning recommendations as soon as possible (generally within a year following plan adoption).

Long-Term

The realization of the vision contained herein will also require a long-term commitment. The plan's aggressive long-term vision cannot be achieved overnight, and must be regularly reviewed to remain relevant. Any plan that does not do this risks obsolescence.

As the City of Atlanta moves forward with implementing the vision of this study, it is critical that the following are kept in mind:

- **The Plan's Lasting Vision**: Of all of the components of this study, the vision should represent its most lasting legacy. The ideas contained in Section 2: Visioning represent the results of an extensive and inclusive public involvement process. It is highly unlikely that the general vision and goals resulting from such process will change significantly, although the steps to achieving them may.
- **The Need for Flexibility**: While the vision is unlikely to change, it is critical that the community recognize that the

ways in which the vision is achieved can and will change. The future addition or subtraction of policies or projects should not be viewed as a compromise of the study, but rather its natural evolution in response to new conditions. Many of the assumptions used to guide this process, including the regional and national economy; land costs; transportation costs; transportation funding programs; and development trends are never fixed. The City of Atlanta must be prepared to respond to changes of these and other factors in order to ensure a fresh, relevant plan.

- **A Redevelopment Guide**: One of the greatest long-term values of this document, in addition to its role in procuring transportation funding, is that it lays out a detailed land use vision. To this end, as development proposals are submitted to the City, said proposals should be reviewed for compatibility with the plan. The plan contains specific recommendations for specific sites, and the City should use the development review process to work with the private sector to achieve this vision.

By being mindful of these four ideas, the Bankhead MARTA Station Transit Area LCI Study can guide positive change around the MARTA station for years to come.

Cost Assumptions

As with any macro-level planning process, it is impossible to perfectly assign costs to future projects. However, it is possible to estimate based on standard cost assumptions. The following assumptions are used in the Action Program Matrices. All costs include demolition and installation.

- Street trees = $600 each
- Atlanta Light Type "C" pedestrian lights = $4,500 each
- Concrete sidewalks = $6/sf
- Concrete curbs = $7.50/lf
- New streets (36 feet curb to curb) = $140/lf
- Buried utilities (existing street) = $275/lf
- Bulbouts = $3,000 each
- Landscape strip on existing streets = $1.75/sf
- Dermatherm crosswalks = $9/sf or $4,500/leg
- Thermoplastic crosswalks = $3,000/leg
- Bike lanes = $3/linear foot
- Multi-use trails (12 feet wide) = $100/lf
- Major Park Improvements = $250,000/acre
- Minor Park Improvements = $5,000/acre
- Bridges (short spans) = $60/lf
- Bridges (long spans) = $100/lf
- Land Costs = $325,000/acre

Where project cost has already been estimated by an outside agency, these costs are used.

All costs are in 2005 dollars.

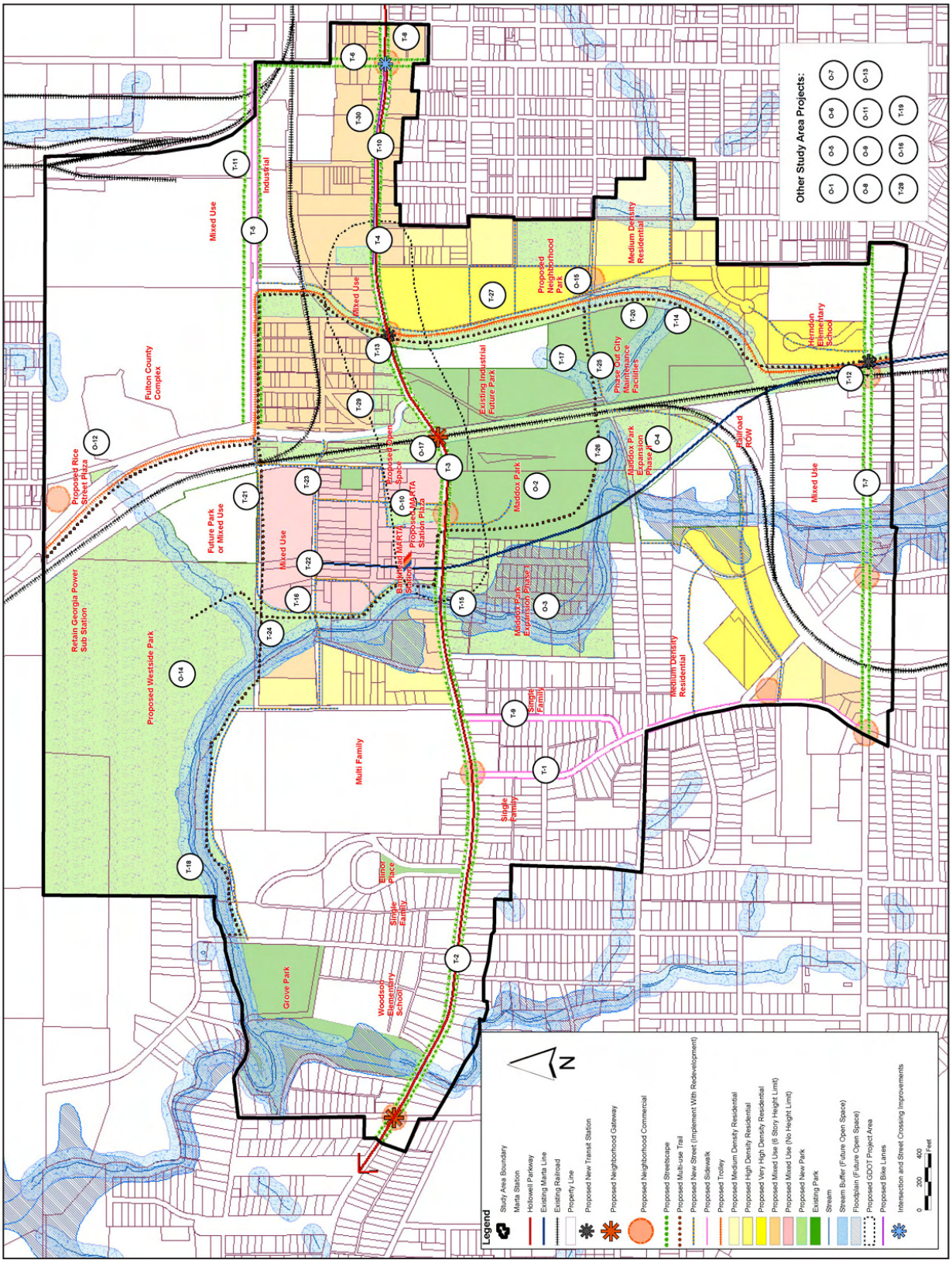


Figure 4.2: Map showing proposed projects for the Study Area

DRAFT FIVE YEAR IMPLEMENTATION PLAN

Bankhead MARTA Station Transit Area LCI: Transportation Projects

ID	Description	Type of Improvement	Engineering Year	Engineering Costs	ROW Year	ROW Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source &	Match Amount
	Pedestrian facilities												
T-1	Sidewalks - Chappell Rd - both sides - 6' - 5,500 LF - From Simpson to Hollowell	Pedestrian	2006	$29,700	N/A	$0	2008	$198,000	$227,700	COA	TBD	TBD	$69,300
T-2	Pedestrian Facilities - D. L. Hollowell - From Study Area Boundary west to Proctor Creek (T-2a+T-2b)	*Pedestrian/Roadway Operations*											
T-2a	Pedestrian Facilities- 4,000 lf	Pedestrian/Roadway Operations	2007	$187,125	2007	$89,532	2010	$1,247,500	$1,524,157	COA	QOL Bonds/LCI/TE	COA	$436,625
T-2b	Utility Burial	Pedestrian	2007	$220,000	N/A	$0	2009	$1,466,666	$1,686,666	COA	QOL Bonds/General Funds	COA	$1,686,666
T-3	Pedestrian Facilities - D. L. Hollowell - From Proctor Creek to Proposed Beltline Transit Station (T-3a +T-3b)												
T-3a	Pedestrian Facilities- 2,010 lf	Pedestrian/Roadway Operations	2007	$116,409	2007	$179,959	2010	$776,058	$1,072,425	COA	QOL Bonds/LCI/TE	COA	$271,620
T-3b	Utility Burial	Pedestrian	2007	$110,550	N/A	$0	2009	$737,000	$847,550	COA	QOL Bonds/General Funds	COA	$847,550
T-4	Pedestrian Facilities - D. L. Hollowell - From Proposed Beltline Transit Station to Study Area Boundary East (T-4a+T-4b)												
T-4a	Pedestrian Facilities- 2,230 lf	Pedestrian/Roadway Operations	2007	$109,979	2007	$49,914	2010	$733,195	$893,088	COA	QOL Bonds/LCI/TE	COA	$256,618
T-4b	Utility Burial	Pedestrian	2007	$122,650	N/A	$0	2009	$817,666	$940,316	COA	QOL Bonds/General Funds	COA	$940,316
T-5	Pedestrian Facilities - Jefferson Street - From Lowery Blvd to Marietta Blvd (T-5a+T-5b)												
T-5a	Pedestrian Facilities- 2,560 lf	Pedestrian/Roadway Operations	2011	$113,856	2012	$0	2014	$759,040	$872,896	COA	LCI/TE/Westside TAD	COA	N/A
T-5b	Utility Burial	Pedestrian	2011	$140,800	N/A	$0	2013	$938,666	$1,079,466	COA	Westside TAD/General Funds	COA	N/A
T-6	Pedestrian Facilities - Lowery Boulevard - From Jefferson St to Fox St (T-6a+T-6b)												
T-6a	Pedestrian Facilities- 920 lf	Pedestrian/Roadway Operations	2007	$38,847	2008	$20,592	2010	$258,980	$318,419	COA	LCI/TE/Westside TAD	COA	N/A
T-6b	Utility Burial	Pedestrian	2007	$50,600	N/A	$0	2009	$337,333	$387,933	COA	Westside TAD/General Funds	COA	N/A
T-7	Pedestrian Facilities - Simpson RD- From Chappell Rd to Flowers Pl - 3,420 lf	Pedestrian	2006	$321,027	2007	$76,550	2008	$2,140,180	$2,537,757	COA	LCI/TE	COA	$749,063
T-8	Lowery Boulevard & DL Hollowell Parkway Pedestrian Crossing	Pedestrian Crossing	2011	$13,000	N/A	$0	2012	$117,000	$130,000	COA	LCI/TE	COA	$36,400
T-9	Sidewalks - Elbridge Drive - Both sides - 6' - 1,200 LF - From Chappell Rd to D.L. Hollowell Pkwy	Pedestrian	2007	$6,480	N/A	$0	2009	$43,200	$49,680	COA	TE	COA	$15,120
	Bicycle facilities												
T-10	Bike Lanes - DL Hollowell - From Lowery Blvd to Finley Ave - 1,400 lf	Bicycle	2007	$26,040	2008	$0	2009	$173,598	$199,638	COA	QOL Bonds/TE	COA	$60,759
T-11	Jefferson Street On-Street Bike Route - From Lowery Blvd to Marietta Blvd	Bike Route	2014	$3,450	N/A	$0	2015	$23,000	$26,450	COA	QOL Bonds	COA	$8,050
	Transit												
T-12	MARTA Station - Beltline Transfer on Simpson Rd - 4 acres	Transit	2006	$5,250,000	2009	$1,300,000	2011	$35,000,000	$41,550,000	MARTA	Beltline TAD	MARTA	$12,250,000
T-13	Beltline Transit Stop - DL Hollowell - 1 acre	Transit	2006	$30,000	2009	$325,000	2011	$200,000	$555,000	COA	Beltline TAD	COA	$70,000
T-14	Beltline Transit Line (within Study Area) - 31 ft ROW	Transit	2006	$437,500	2009	$1,808,689	2011	$2,916,667	$5,162,856	COA	Beltline TAD	COA	$1,020,833
T-15	Proctor Creek Existing Rail Line Operations Study	Transit	2006	N/A	N/A	$0	N/A	N/A	$150,000	MARTA	MARTA	N/A	N/A
T-16	Proctor Creek Northwest Rail Line Extension Study	Transit	2006	N/A	N/A	$0	N/A	N/A	$550,000	MARTA	MARTA	N/A	N/A
	Trails												
T-17	Beltline Trail (within Study Area) - 10' wide - 7,820 lf x 15' ROW	Pedestrian/Bicycle/Transit	2006	$117,300	2009	$875,172	2011	$782,000	$1,774,472	COA	LCI/TE/Private	COA	$273,700
T-18	Proctor Creek Trail - Bankhead MARTA to NW Study Area Boundary - 10' wide - 4,260 lf x 15' ROW	Pedestrian/Bicycle/Transit	2006	$63,900	2006	$476,756	2011	$426,000	$966,656	COA	LCI/TE/Private	COA	$149,100
T-19	Other Multi-Use Trails - 10' wide - 4,265 lf x 15' ROW	Pedestrian/Bicycle/Transit	2006	$63,975	N/A	$0	2011	$426,500	$490,475	COA	LCI/TE/Private	COA	$149,275

DRAFT FIVE YEAR IMPLEMENTATION PLAN

Bankhead MARTA Station Transit Area LCI: Transportation Projects

ID	Description	Type of Improvement	Engineering Year	Engineering Costs	ROW Year	ROW Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source &	Match Amount
	New streets/ bridges/street improvements												
T-20	New Street - Temple Street extension (Temple St to Jefferson St) - 3,250 lf	Pedestrian/Roadway Operations	2007	$68,250	2008	$7,201,705	2009	$455,000	$7,724,955	COA	LCI/Private	COA	$159,250
T-21	New Street Bridge - Jefferson St at railroad	Pedestrian/Roadway Operations	2007	$216,000	N/A	$0	2008	$1,440,000	$1,656,000	COA	LCI/Private	COA	$504,000
T-22	New Street - Loveless Ave (Elbridge to Marietta Blvd) - 1,935 lf	Pedestrian/Roadway Operations	2007	$40,635	2008	$1,440,341	2009	$270,900	$1,751,876	COA	LCI/Private	COA	$94,815
T-23	New Street Bridge - Loveless Ave at railroad	Pedestrian/Roadway Operations	2007	$144,000	N/A	$0	2008	$960,000	$1,104,000	COA	LCI/Private	COA	$336,000
T-24	New Street - Jefferson St extension (Marietta Blvd to Gary Ave) - 2,260 lf	Pedestrian/Roadway Operations	2007	$47,460	2008	$2,659,091	2009	$316,400	$3,022,951	COA	LCI/Private	COA	$110,740
T-25	New Street - North Ave connector - 1,271 lf	Pedestrian/Roadway Operations	2007	$26,691	2008	$332,386	2009	$177,940	$537,017	COA	LCI/Private	COA	$62,279
T-26	New Street Bridge - North Ave connector at BeltLine	Pedestrian/Roadway Operations	2007	$67,500	N/A	$0	2008	$450,000	$517,500	COA	LCI/Private	COA	$157,500
T-27	New Street - Finley Ave extension (Pelham St to North Ave - 860 lf	Pedestrian/Roadway Operations	2007	$18,060	2008	$586	2009	$120,400	$139,046	COA	LCI/	COA	$42,140
T-28	Other New Streets	Pedestrian/Roadway Operations	2007	$110,000	N/A	$0	2009	$100,763	$210,763	COA	Private	Private	$210,763
T-29	Widening and Reconstruction of D.L. Hollowell Parkway from Proctor Creek to Etheridge St	Pedestrian/Roadway Operations	1993	$945,900	2005	$3,000,000	2007	$8,800,000	$12,745,900	GDOT	Federal/State	COA	$2,705,900
T-30	DL Hollowell Parkway & Lowery Boulevard Intersection Improvements	Intersection	2009	$75,000	2005	$0	2010	$500,000	$575,000	COA	LCI/COA/CIP/QOL Bonds	COA	$175,000
		Totals		**$9,332,683**		**$19,836,273**		**$64,109,652**	**$93,978,608**				**$23,849,383**

NOTES
N/A: Not Applicable

DRAFT FIVE YEAR IMPLEMENTATION PLAN

Bankhead MARTA Station Transit Area LCI: Other Projects

ID	Description	Type of Improvement	Engineering Year	Engineering Costs	ROW Year	ROW Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source
O-1	DL Hollowell Gateways	Urban Design	2007	$30,000	N/A	N/A	2007	$200,000	$230,000	COA	COA
O-2	Master Plan for Maddox Park (existing 51.5 acres)	Parks	2007	$30,000	N/A	N/A	N/A	N/A	$30,000	COA	COA/Blank Foundation Funds
O-3	Master Plan for Maddox Park Expansion Phase I (22.5 acres)	Parks	2007	$20,000	N/A	N/A	N/A	N/A	$20,000	COA	COA/Blank Foundation Funds
O-4	Master Plan for Maddox Park Expansion Phase II (5.5 acres)	Parks	2007	$15,000	N/A	N/A	N/A	N/A	$15,000	COA	COA/Blank Foundation Funds
O-5	Maddox Park Expansion - Phase I - Land (22.5 acres)	Parks	N/A	N/A	2006	$7,247,500	N/A	N/A	$7,247,500	COA	COA/Private
O-6	Maddox Park Expansion - Phase I - Improvements (22.5 acres)	Parks	2008	$16,875	N/A	N/A	2009	$112,500	$129,375	COA	COA
O-7	Maddox Park Expansion - Phase II - Land (5.5 acres)	Parks	N/A	N/A	2006	$1,787,500	N/A	N/A	$1,787,500	COA	COA/Private
O-8	Maddox Park Expansion - Phase II - Improvements (5.5 acres)	Parks	2008	$4,125	N/A	N/A	2009	$27,500	$31,625	COA	COA
O-9	Maddox Park - Remove and Relocate DPW Facility	Parks	2006	$1,612,500	2006	$9,750,000	2007	$10,750,000	$22,112,500	COA	COA
O-10	MARTA Station Plaza - Land (1.5 acres)	Parks	N/A	N/A	2006	$375,000	N/A	N/A	$375,000	COA	COA
O-11	MARTA Station Plaza - Improvements (1.5 Acres)	Parks	2007	$65,000	N/A	N/A	2008	$650,000	$715,000	COA	COA
O-12	Rice Street Plaza - Land (0.2 acres)	Parks	N/A	N/A	2006	$65,000	N/A	N/A	$65,000	COA	COA
O-13	Rice Street Plaza - Improvements (0.2 acres)	Parks	2007	$27,500	N/A	N/A	2008	$275,000	$302,500	COA	COA
O-14	Westside Park - Land (65 acres)	Parks	N/A	N/A	2006	$21,125,000	N/A	N/A	$21,125,000	COA	COA/Private
O-15	Neighborhood Park between North Avenue and Poland Street - Land (4.5 acres)	Parks	N/A	N/A	2007	$1,462,500	N/A	N/A	$1,462,500	COA	COA
O-16	Neighborhood Park between North Avenue and Poland Street - Improvements (4.5 acres)	Parks	2008	$3,375	N/A	N/A	2009	$22,500	$25,875	COA	COA
O-17	DL Hollowell Pkwy/Marietta Blvd Greenspace - Land (5 acres)	Parks	N/A	N/A	2009	$1,625,000	N/A	N/A	$1,625,000	COA	COA/Private
O-18	Proctor Creek Floodplain Park (25 acres)	Parks	N/A	N/A	2006	$8,125,000	N/A	N/A	$8,125,000	COA	COA/Private
O-19	15 Year Land Use Plan Amendments	Land Use	N/A	N/A	N/A	N/A	2006	Staff Time	Staff Time	COA	COA
O-20	Study Area rezoning	Land Use	N/A	N/A	N/A	N/A	2006	Staff Time	Staff Time	COA	COA
		Totals		**$1,824,375**		**$0**		**$12,037,500**	**$65,424,375**		

NOTES
N/A: Not Applicable

Upper Westside LCI: Project Amendments

Project ID	Project Name	Project Type	Project Description	Recommended Amendment
Pedestrian and Bike				
P-3	Donald Lee Hollowell Parkway Streetscape	Streetscape - Primary	Sidewalks, street furniture, street lighting, curbs, ramps, and street trees from Northside Drive to Marietta Boulevard	Change Project Limits to "from Northside Drive to Lowery Blvd"
P-11	Jefferson Street Sidewalks	Streetscape - Secondary	New sidewalks and street lighting along both sides of Jefferson Street from Echo Street to Marietta Boulevard	Change Project Limits to "from Echo Street to Lowery Blvd"
P-14	Lowery Streetscape	Streetscape - Primary	Sidewalks, street furniture, street lighting, curbs, ramps, and street trees. From DLH to W. Marietta Street	Change Project Limits to "from W. Marietta Street to Jefferson Street"
P-18	Marietta Boulevard Greenway	Greenway	Acquire land on the east or west side of Marietta Blvd for future greenway, from Maddox Park to Elaine Avenue	Change Project Limits to "from Bankhead LCI Study Area Boundary (north) to Elaine Ave"
P-20	Jefferson Street Bike Path	Bike Route	Signs designating Jefferson Street as a bike path. Road improvements that make Jefferson Street usable for on-street biking. From Echo Street to Marietta Boulevard.	Change Project Limits to "from Echo Street to Lowery Blvd"
Pedestrian Crossing				
X-13	Lowery & DLH Street Crossing	Pedestrian Crossing	Create a pedestrian crossing including striping, ramps and signalization.	Delete Project
Intersection Improvements				
I-3	DLH & Lowery Boulevard	Intersection	Intersection project to include geometric improvement, utility pole relocations.	Delete Project
Improved Roadway				
IR-2	Donald Lee Hollowell Parkway Corridor (western section)	Improved Roadway	Along Donald Lee Hollowell Parkway between Marietta Boulevard and Joseph Lowery Boulevard. Roadway improvement project to include drainage system improvement, roadway capacity improvement	Delete Project

4.2 LAND USE & ZONING CHANGES

A key recommendation of this study is eliminating auto-oriented land uses in favor of more mixed-use, pedestrian-oriented buildings. Before this can occur, however, amendments to the City of Atlanta's 15 Year Future Land Use Plan Map and subsequent zoning changes must occur. Current land use classifications and zoning designations have created the auto-oriented land uses that residents, businesses, and property owners so desperately want to change.

15 Year Future Land Use Plan Map and subsequent zoning changes are priority actions for this study. They are intended to codify recommended land uses, urban design standards and streetscape treatments. Recent actions resulting from the D.L. Hollowell Parkway Redevelopment Plan addressed critical land use changes along the parkway itself, allowing this study to focus on changes in other areas.

The zoning changes recommended in this study are intended to balance the community's wishes for the Study Area, market realities, and the current rights of land owners. They are intended to maintain property values, while enacting controls to support greater transit-orientation, pedestrian-orientation and contextualism. Many of the urban design characteristics envisioned will increase development costs and challenge the expressed desire to increase affordable or workforce housing. As a result, the study recommends zoning changes that achieve the community's vision while providing an economic incentive to redevelop existing, profitable auto-oriented uses while including an affordable housing component.

15 Year Future Land Use Plan Map Amendments

Prior to rezoning, the 15 Year Future Land Use Plan Map must be amended to support proposed zoning changes. The map on the following page illustrates recommended changes.

Zoning Changes

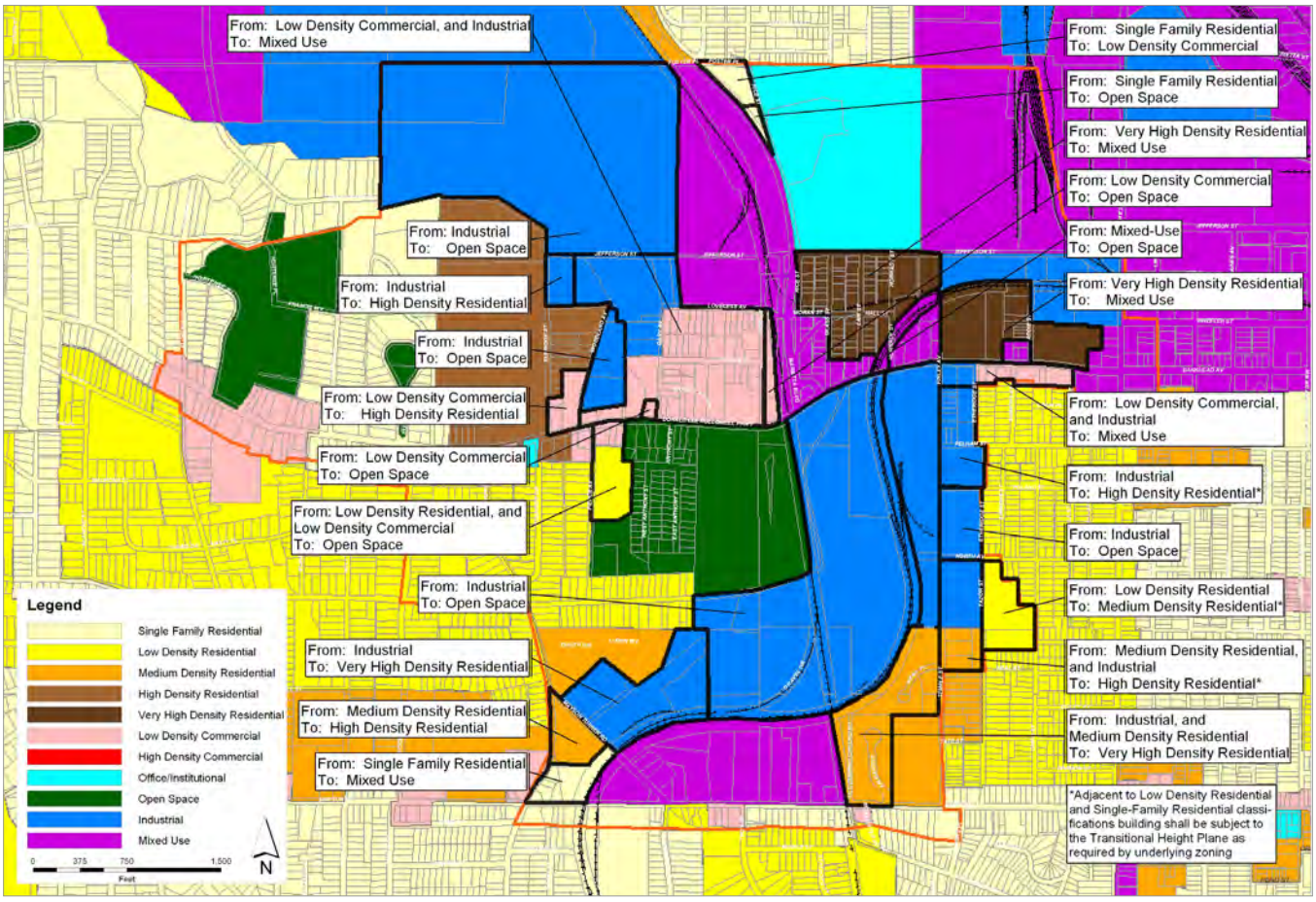
TO BE DETERMINED BY CITY OF ATLANTA

Affordable Housing

Affordable or workforce housing is critical to the diverse urbanism envisioned for the Study Area. However, because of land costs and the nature of development, the private sector has failed to meet the

demand for this housing type. Given market conditions, imposing both mandatory affordable housing requirements and higher development costs associated with street-oriented buildings and streetscapes is not the answer. This will only drive developers to other areas where these requirements do not exist. For this reason, projects with tax abatements or other public supports notwithstanding, the affordable housing bonuses contained in the current Quality-of-Life Zoning Districts are unlikely to ever be utilized anywhere in the city because they require 20% of the entire development, above a given base, to be affordable. Luckly, the proposed BeltLine TAD will set aside 15% of all revenue for affordable housing.

Figure 4.3: *Proposed 15 Year Future Land Use Plan Map Amendments*



4.3 EMPLOYMENT & POPULATION ANALYSIS

It is projected that the built-out Concept Plan will add population and jobs to the Study Areas as follows:

2016 Population and Employment

It is estimated that 6,969 residents currently live within the Study Area. The recommended land uses will increase the number of residents to 7,969 by 2011 and 9,529 by 2016.

Population: 2006 - 2016

	Single-Family	Townhomes	Multifamily	Total*
January 1, 2006				
Housing Units	320	0	1,277	1,597
Average Household Size	3.75	N/A	2.25	2.67
Population	1,200	0	2,873	**6,969**
Plan - 2011 Estimate				
New Unit Household Size	3.25	2.0	1.94	
Net New Units	20	80	400	500
Net New Population	65	160	775	1,000
Total Population	1,260	160	3,648	**7,969**
Plan - 2016 Estimate				
New Unit Household Size	3.25	2.0	1.81	
Net New Units	0	100	750	850
Net New Population	0	200	1,360	1,560
Total Population	1,260	360	5,008	**9,529**

**Population figures do not sum to due to inclusion of current prisoners.*

Currently, 1,358 employees are estimated to work in the Study Area. When the recommended land uses are factored in, 196 new jobs will be added by 2011, and 64 additional by 2016. The table on the following page displays projected employment from development in the Study Area. Please note that the loss in Industrial/Auto/Warehousing is due to redevelopment of said sites into housing, parks or other new uses.

Employment: 2006 - 2016

	Commercial	Industrial/Auto/ Warehousing	Office	Total
January 1, 2006				
Employees	*128*	*387*	*843*	*1,358*
2011 Estimate				
Net Square Footage	*125,000*	*-67,400*	*35,000*	
Net Employees	*152*	*-40*	*84*	*196*
Total Employment	280	347	927	1,554
2016 Estimate				
Net Square Footage	*100,000*	*-294,875*	*70,000*	
Net Employees	*71*	*-175*	*168*	*64*
Total Employment	351	172	1,095	1,618

2031 Population and Employment

Forecasting employment and population growth beyond ten years is difficult on the micro-level. Real estate and economic trends are complex and subject to change. Although the recommended land use plan is largely based on a ten-year build-out, longer-term forecasts can be made based on real estate cycles and the assumption that some facilities will be redeveloped.

Study Area Estimated Housing Units from 2006 - 2031

Year	Single-Family	Townhomes	Multifamily	Total
2006	320	0	1,277	**1,597**
2011	340	80	1,677	**2,097**
2016	340	180	2,427	**2,947**
2021**	340	180	2,956	**3,476**
2026**	340	180	3,538	**4,058**
2031**	340	180	4,179	**4,699**

***Assumes a 10% increase every 5 years in multifamily housing.*

Study Area Estimated Population from 2006 - 2031

Year	Single-Family Residents	Townhome Residents	Multifamily Residents	Total***
2006	1,200	0	2,873	**6,969**
2011	1,260	160	3,648	**7,969**
2016	1,260	360	5,008	**9,529**
2021**	1,260	360	5,961	**10,482**
2026**	1,260	360	7,009	**11,530**
2031**	1,260	360	8,162	**12,683**

****Population numbers do not sum due to inclusion of current prisoners.*
*****Assumes a 10% increase every 5 years in multimfamily residents.*

Employment: 2006 - 2031

Year	Commercial	Industrial/Auto/ Warehousing	Office	Total
2006	128	387	843	1,358
2011	280	347	927	1,554
2016	351	172	1.095	1,618
2021*	386	86	1,205	1,677
2026*	425	43	1,325	1,793
2031*	467	22	1,457	1,946

**Assumes a 10% increase for Commercial and Office every five years to reflect the City's policy of concentrating development around transit, and assumes a 50% decrease in Industrial/Auto/Warehousing every five years to reflect conversion to other uses.*

4.4 CONSITENCY WITH LCI COMPONENTS

The Bankhead MARTA Station Transit Area LCI Study and the recommendations contained herein are consistent with the ten components of the LCI program as identified below:

1. Efficiency/feasibility of land uses and mix appropriate for future growth including new and/or revised land use regulations needed to complete the development program.

   The land use recommendations call for the introduction of increased housing, retail and office options. These include above-shop housing in new mixed-use buildings, live/work units, multifamily buildings and townhomes. Single-family homes are provided in the preserved nearby neighborhoods.

   The plan also calls for expanding the offerings of: small neighborhood commercial uses; larger, community-oriented commercial uses near Joseph Lowery Boulevard; offices; civic space; and certain preserved industrial uses.

2. Transportation demand reduction measures.

   The plan proposes reducing auto-demand by shifting some auto trips to pedestrian and bicycle trips via a multifaceted effort to: locate different land uses within walking distance; improve pedestrian facilities; improve transit usability and access; and improve bicycle facilities.

3. Internal mobility requirements, such as traffic calming, pedestrian circulation, transit circulation, and bicycle circulation.

   One of the central tenets of this study, as expressed in its support for the projects contained in the Donald Lee Hollowelll Redevelopment Plan, is to make it advantageous for drivers to drive responsibly and at the speed limit through psychological cues that make them aware that they are in an urban setting. By doing so, while refraining from roadway widenings that could be detrimental to other modes and land use desires, the plan improves mobility for drivers and accessibility for non-drivers.

   Accessibility for non-drivers is improved by: building new tree-lined sidewalks along key streets; establishing sidewalks standards for new development; creating an on-street bike

lane or bikerout network on Donald L. Hollowell Parkway; establishing a multi-use trail network, improving pedestrian and bicycle connectivity over existing rail lines; and providing improved access to bus and rail transit facilities.

4. Mixed-income housing, job/housing match and social issues.

   The Study Area currently contains many affordable or workforce housing units, with most being in the form of garden apartments or detached homes. The Plan proposes preserving existing housing options and introducing new ones (identified in item 1 above) to the Study Area in currently auto-oriented commercial or former industrial sites. Affordable housing is encouraged through modest zoning bonuses contained within the Quality of Life Zoning Districts and potential public supports via the BeltLine TAD.

   The plan also proposes increasing diverse employment options within walking distance of existing and proposed housing. The Bankhead MARTA station area is envisioned as a mixed-use node featuring retail, office and live-work opportunities. To the west, strengthened neighborhood commercial nodes will support local merchants and keep dollars in the community, while to the east, opportunities exist for pedestrian-scaled big box retail development.

5. Continuity of local streets in the study area and the development of a network of minor roads.

   The Study Area has a strong network of local streets and minor roads within its neighborhoods, but this breaks down outside of these neighborhoods. In these areas, the plan identifies opportunities to improve circulation most notably by extending North Avenue across Maddox Park, extending Jefferson Street across the CSX rail line, and making other new street connections.

6. Need/identification of future transit circulation systems.

   The planning process reviewed existing MARTA service and proposed short and long-term improvements, including a rail line extension of the Proctor Creek Rail Line to the northwest, as well as extending the existing rail service east to the Avondale MARTA station.

   The study also incorporates the latest recommendations of the ADA's BeltLine Redevelopment Plan including the

BeltlLne transit route and two BeltLine stations within the Study Area.

7. Connectivity of transportation system to other centers.

   The closest centers are Midtown and Downtown. The Plan includes recommendations that would improve connectivity to these centers via enhanced transit service, enhanced bicycle facilities, and improved roadway operations.

8. Center development organization, management, promotion, and economic restructuring.

   The various portions of the Study Area are marked by a strong community support. The plan supports existing efforts by the Northwest Business Association, the English Avenue Community Development Corporation (CDC), and the Simpson Road CDC to market their neighborhoods. The plan also encourages a new CDC to be founded in Grove Park. The introduction of new housing near existing and proposed commercial or mixed-use nodes will also support retailers by increasing the potential customer base.

9. Stakeholder participation and support.

   The study process included extensive public involvement in the form of community meetings, steering committee meetings, stakeholder interviews and charrette/workshop.

10. Public and private investment policy.

    The plan calls for the City of Atlanta to continue its efforts to direct investment into the corridors and transit station areas via public improvements. The City has a long history of using public infrastructure to spur private development that will continue into the future. The proposed BeltLine transit greenway could prove to be a substantial public investment that will spur adjacent private development.