



BUCKHEAD REdeFINED ▶

Sponsors:

Buckhead CID, Livable Buckhead,
Buckhead Coalition, Buckhead Business
Association, Buckhead Rotary

Consultant Team:

Kimley-Horn & Associates
TSW
Bleakly Advisory Group
Blue Zones

December 2017

>> ACKNOWLEDGEMENTS

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Sponsors

Buckhead Community Improvement District
Livable Buckhead
Buckhead Coalition
Buckhead Business Association
Buckhead Rotary
Atlanta Regional Commission

Consultant Team

Kimley-Horn
TSW
Bleakly Advisory Group
Blue Zones

Coordinating Partners

Stantec
Lenox Road Scoping and Corridor Study
Rogers Partners Architects + Urban Designers
Park over GA400 Study

Coordinating Sponsors

MARTA
GDOT
Atlanta International School
One Alliance Center
Two Alliance Center

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- // The LCI Story + Celebrate the Past
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CITY OF ATLANTA
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Atlanta, GA 30303-3584

From: COUNCIL MEMBER
Howard Shook
District 7

To whom it may concern,

This plan is a major update to the Buckhead Livable Centers Initiative plan. The Atlanta Regional Commission's (ARC) Livable Initiative Program provides grant funding to communities to develop plans that:

- Provide access to a variety of travel modes including transit, roadways, walking and biking;
- Encourage mixed-income residential neighborhoods, employment, shopping and recreation options; and
- Develop an outreach process that promotes the involvement of all stakeholders.

Implementation of LCI studies is supported by supplemental studies and, more significantly, the availability of transportation project construction funds. When evaluating applications for transportation funding, the ARC considers if the LCI has been officially adopted by the local government and efforts are underway or planned to implement the plan recommendations. In addition, ARC provides expedited reviews for Developments of Regional Impact (DRIs) located within the boundaries of an adopted LCI.

Upon adoption of the Buckhead REdeFined Plan by the City of Atlanta, the plan will be incorporated in the Comprehensive Development Plan and the projects listed in the Implementation section will be added to the Community Work Program.

Comprehensive planning is the foundation for quality growth management. The Comprehensive Development Plan (CDP) brings together and addresses all aspects of community and economic functions with the objective of sustaining and improving these functions in the future. The Comprehensive Development Plan addresses, but is not limited to population, economic development, housing, natural resources, historic resources, community facilities, transportation, urban design, and land use. In summary, the Comprehensive Development Plan:

- Is a guide for growth and development;
- Provides information on the characteristics of the community;
- Identifies needs and opportunities to be addressed;
- Sets forth policies for the City and for communities;
- Provides a framework for evaluating zoning/development proposals;
- Includes future land use maps, which complement and implement policies; and
- Includes a list of projects and actions to be completed over the next 5 years and beyond in order to implement the plan recommendations and policies. This list of projects is in the Capital Improvements Element (CIP) and the Community Work Program (CWP).

The City of Atlanta's Capital Improvements Program (CIP), updated annually, is an implementation plan for the construction, maintenance, and renovation of public facilities and infrastructure. The CIP shows the allocation of projected expenditures for capital projects expected over the next five years. The Community Work Program (CWP) is a list of community and economic development initiatives, programs, major capital improvements, infrastructure expansions, regulatory measures, and land development regulations to be adopted or amended. The CWP Project List includes programs and partially funded, as well as unfunded capital projects.

The appropriation of funds for capital projects listed in the CWP is accomplished through the City's normal budget process. Other funds, such as grants and bond proceeds, are appropriated whenever they are received or awarded during the course of the fiscal year. Items programmed in the CIP to be funded from expected revenues are still subject to appropriation in the normal budget process. Programs and initiatives in the CWP are implemented by Departments and added to their work program depending on the availability of staffing and resources. Many of the projects recommended in this plan are conceptual and will require further evaluation and concept development prior to implementation. Proposed projects that are under the purview of City Departments will require coordination with Department staff for community engagement, design, legislation, allocation of funding, and implementation.

Inclusion of a project and initiatives in the Implementation plan does not mean that every project from the plan will occur exactly as proposed. Each recommended project will go through further vetting and refinement prior to implementation. Additionally, priorities and resource availability may change over time, requiring reevaluation of project feasibility and implementation timeframes. In some cases, a project may not be implemented based on findings that emerge during the concept development process, or for a variety of other reasons such as funding constraints or changing community priorities.

Sincerely,

A handwritten signature in black ink, appearing to read "H. Shook". The signature is fluid and cursive, with the first name "Howard" and last name "Shook" clearly distinguishable.

Howard Shook
City of Atlanta Council Member
District 7



EXECUTIVE SUMMARY

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- >> Introduction
 - Six Big Ideas
 - >> The LCI Story
 - Celebrate the Past
 - >> 15-Year Update
 - Buckhead Tomorrow
 - >> Project Lists
 - Big Six Ideas
 - Short-Term Projects
 - 100-Day Action Plan

BUCKHEAD REdeFINED ▶

EXECUTIVE SUMMARY

INTRODUCTION

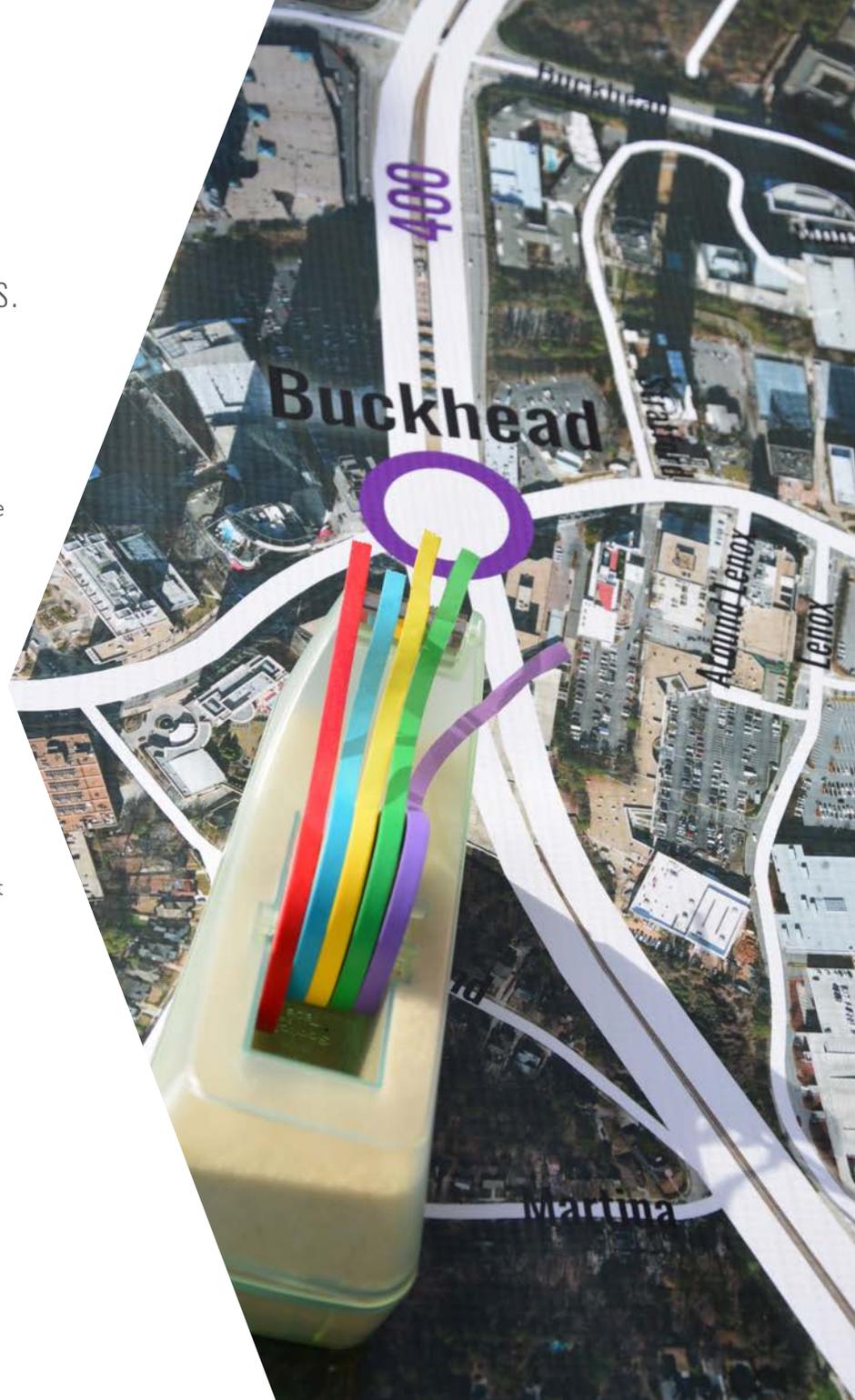
ONE PLAN. SIX BIG IDEAS. A COMMUNITY OF PARTNERS.

Buckhead is recognized internationally for its residential neighborhoods, corporate offices, regional shopping, dining destinations and entertainment options. Today, Buckhead is building upon its reputation by transforming from a place designed around the automobile to a more vital urban center focused on the pedestrian experience and mobility options. Yet, key challenges must be overcome in Buckhead's future public and private realms for it to achieve its full potential as a great, distinctive urban place.

This transformation began more than fifteen years ago, with release of the Buckhead Action Plan, a Livable Centers Initiative (LCI) Plan. The plan set in motion a framework for collaboration and a series of improvements to connect area parks, trails, schools, and neighborhoods to Buckhead's central core and transit. Today's residents, employees and visitors are discovering how connectivity and mobility options that grew from the plan are enhancing quality of life.

BUCKHEAD REdeFINED commenced in the spring of 2016 with support of a grant from the Atlanta Regional Commission. This 15-year plan update to the Buckhead Action Plan of 2002 offers an implementable framework for accommodating inevitable growth across all sectors while maintaining the community's distinctive character.

Buckhead's momentum has been maintained through the collective vision and action of Buckhead's most influential organizations, including the **Buckhead Community Improvement District (BCID)**, **Livable Buckhead**, **Buckhead Coalition**, **Buckhead Business Association**, and the **Buckhead Rotary**. This alliance assembled for the 2016 LCI Update will continue to serve the community and remain critical for achieving the vision for **BUCKHEAD REdeFINED**.



SIX BIG IDEAS

BUCKHEAD REdeFINED is the result of a robust and meaningful public engagement process through which the community defined its values and future aspirations. Their voice and vision is summarized by the plan's SIX BIG IDEAS, which are reinforced by a series of implementable strategies, programs, and actions.



**DEVELOP A DISTRICT-WIDE
MULTI-USE TRAIL TO CONNECT
AND CELEBRATE THE AREA
HISTORY AND CULTURE**



**ACTIVATE AND ENLIVEN A
CONTINUOUS NETWORK OF
STREETS AND DESTINATIONS**



**ENHANCE MOBILITY TO AND
FROM GA400 AND BEYOND**



**FOSTER A DISTINCTIVE
BUCKHEAD IDENTITY ALONG
LENOX ROAD**



**DIVERSIFY HOUSING
OPPORTUNITIES**



**DEFINE THE CIVIC HEART OF
THE COMMUNITY THROUGH
PARKS AND GREENSPACE**

EXECUTIVE SUMMARY

SIX BIG IDEAS

1 DEVELOP A DISTRICT-WIDE MULTI-USE TRAIL TO CONNECT AND CELEBRATE THE AREA HISTORY AND CULTURE

2 ACTIVATE AND ENLIVEN A CONTINUOUS NETWORK OF STREETS AND DESTINATIONS

3 ENHANCE MOBILITY TO AND FROM GA400 AND BEYOND

4 FOSTER A DISTINCTIVE BUCKHEAD IDENTITY ALONG LENOX ROAD

5 DIVERSIFY HOUSING OPPORTUNITIES

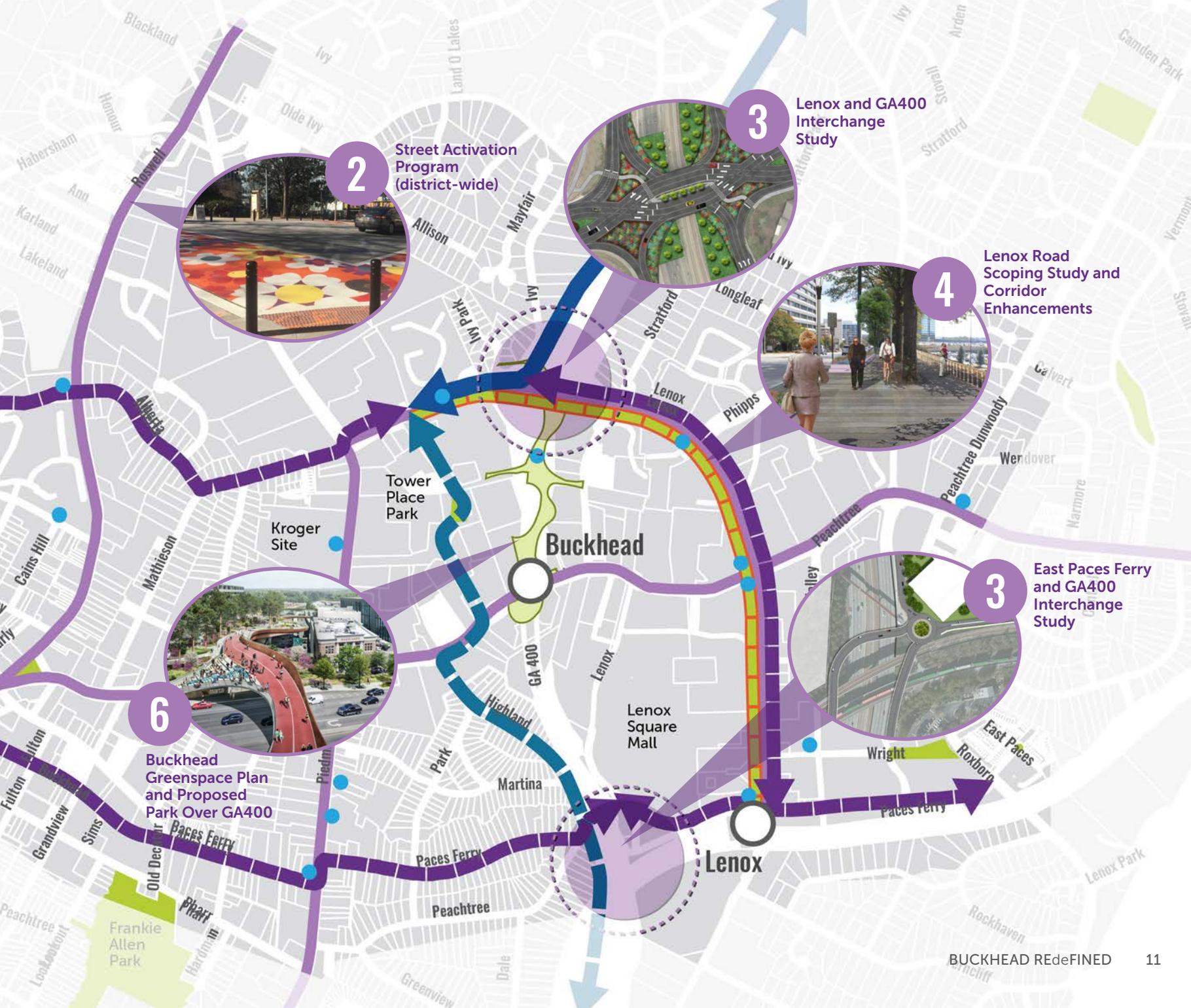
6 DEFINE THE CIVIC HEART OF THE COMMUNITY THROUGH PARKS AND GREENSPACE



LEGEND

-  Existing Parks
-  Potential Park Over GA400
-  Corridor Enhancements
-  Street Art Corridors
-  Buckhead Cultural Loop Trail
-  Additional Corridors from Buckhead Interpretive Art Plan
-  GA400 Interchange Studies
-  BUCKHEAD ReDeFINED Art Opportunities
-  PATH 400
-  Future PATH 400
-  Parcels
-  MARTA Stations





2

Street Activation Program (district-wide)



3

Lenox and GA400 Interchange Study



4

Lenox Road Scoping Study and Corridor Enhancements



3

East Paces Ferry and GA400 Interchange Study



6

Buckhead Greenspace Plan and Proposed Park Over GA400



Tower Place Park

Kroger Site

Buckhead

Lenox Square Mall

Lenox

EXECUTIVE SUMMARY

1

DEVELOP A DISTRICT-WIDE MULTI-USE TRAIL TO CONNECT AND CELEBRATE THE AREA HISTORY AND CULTURE

Physically uniting Buckhead's many destinations and neighborhoods with the vitality of its central core, Buckhead will create a district-wide multi-use trail. The trail will serve dual purposes as an important recreational amenity for residents, employees and visitors, and serve as a meaningful transportation alternative for area commuters both day and night. The loop will add needed east-west connectivity and link to PATH400. It will provide a safe setting for walking and biking, complete with pedestrian-scaled lighting, pavers, landscaping, and serve as the spine for showcasing Buckhead's rich history and cultural traditions.



606 TRAIL
CHICAGO, ILLINOIS

RECOMMENDED ACTION

THE BUCKHEAD CULTURAL LOOP TRAIL FEASIBILITY STUDY



LANDSCAPE BUFFER
WIDTH VARIES

BUCKHEAD CULTURAL LOOP TRAIL
12' MINIMUM

EXECUTIVE SUMMARY

2

ACTIVATE AND ENLIVEN A CONTINUOUS NETWORK OF STREETS AND DESTINATIONS

Buckhead's streets and activity centers will come alive with a curated collection of outdoor public art, inspired lighting, creative experiences and cultural activities -- creating more compelling reasons to explore the area on foot beyond the traditional workday. New storefronts, outdoor dining, temporary vendors, and pop-up spaces will infuse area sidewalks, public spaces, transit stations, office lobbies, and infill parcels with activity and provide opportunities for a mix of national retailers and local boutiques. These additions will build upon the best of Buckhead to create a safe and exhilarating place to walk. Street activation is a key step in moving Buckhead from an office dominated daytime environment to a more dynamic urban walkable place.



DECATUR CROSSWALKS
DECATUR, GA

LENOX SQUARE

RECOMMENDED ACTION

- STREET ACTIVATION
- PUBLIC ART PROGRAM

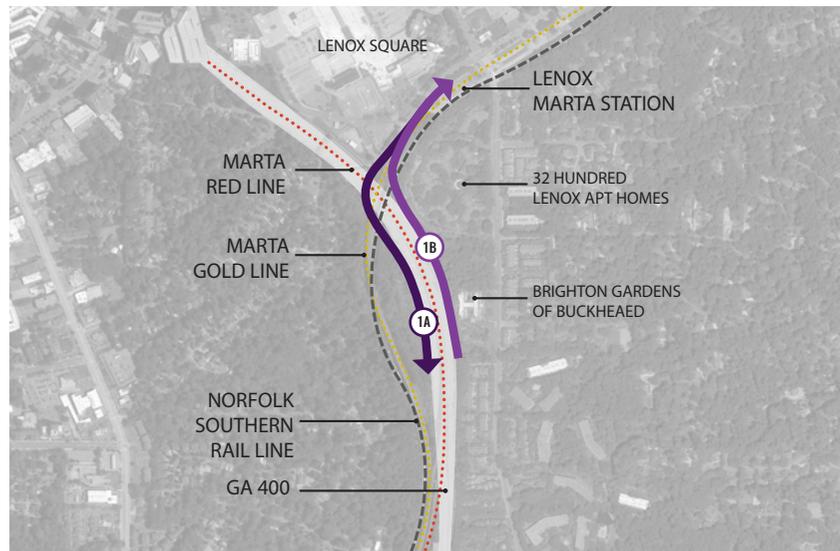


EXECUTIVE SUMMARY

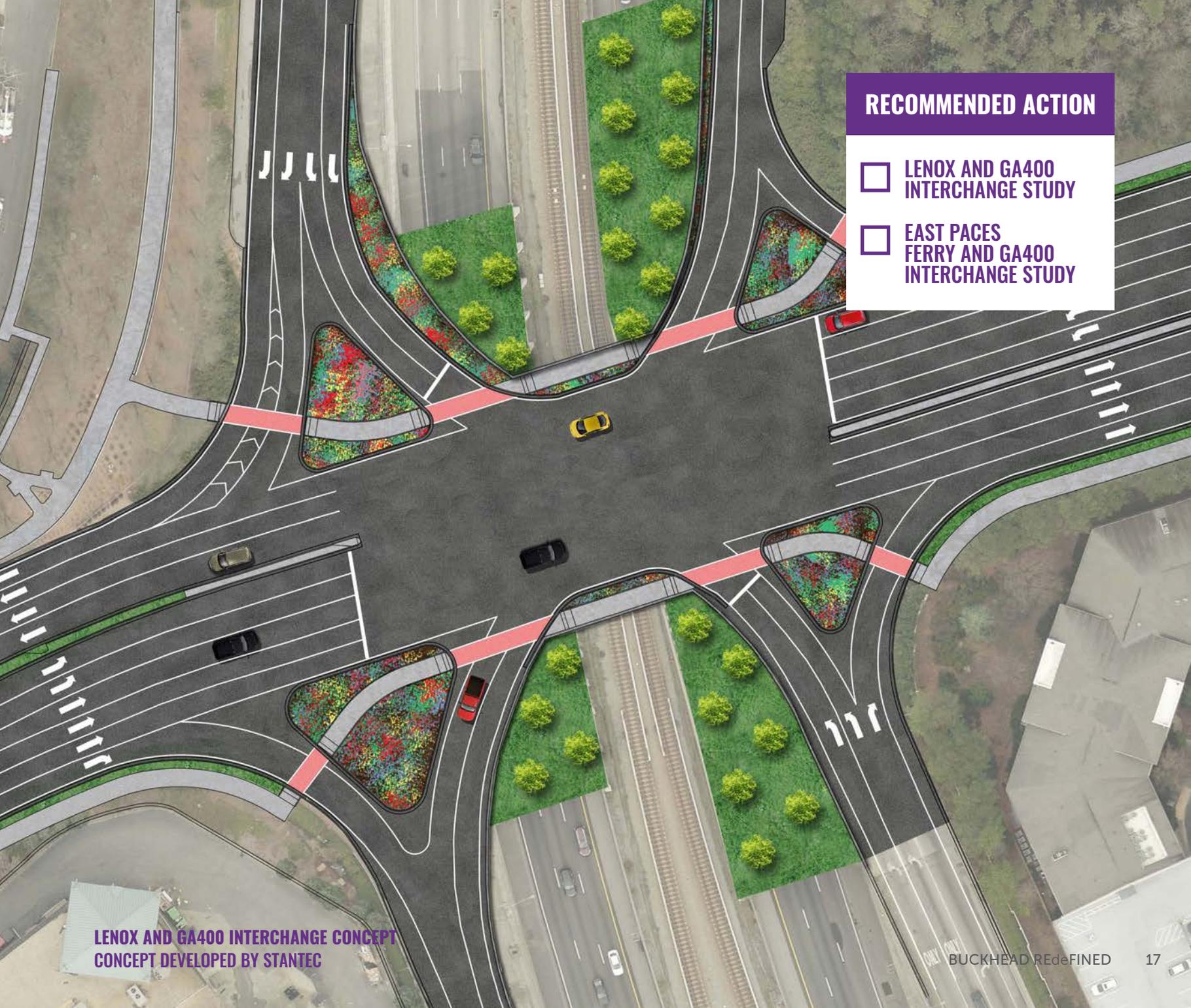
3

ENHANCE MOBILITY TO AND FROM GA400 AND BEYOND

Buckhead will become easier to navigate by connecting the area's many public and private streets and providing better access to transit. Improved and additional ramps at GA400 have the potential to reduce congestion at key intersections and corridors, improve access to the south and east portions of the district, and address traffic congestion. Studies are needed to evaluate the existing interchange at GA400 and Lenox Road to determine how best to accommodate projected growth. Additional access at GA400 and East Paces Ferry Road (north of the railroad) should be examined to fully understand potential benefits and neighborhood impacts. Buckhead's partnerships in regional transit services should be expanded to further reduce peak vehicular demand by providing options for commuters and visitors.



EAST PACES FERRY AND GA400 INTERCHANGE CONCEPT



RECOMMENDED ACTION

- LENOX AND GA400 INTERCHANGE STUDY
- EAST PACES FERRY AND GA400 INTERCHANGE STUDY

LENOX AND GA400 INTERCHANGE CONCEPT
CONCEPT DEVELOPED BY STANTEC

EXECUTIVE SUMMARY

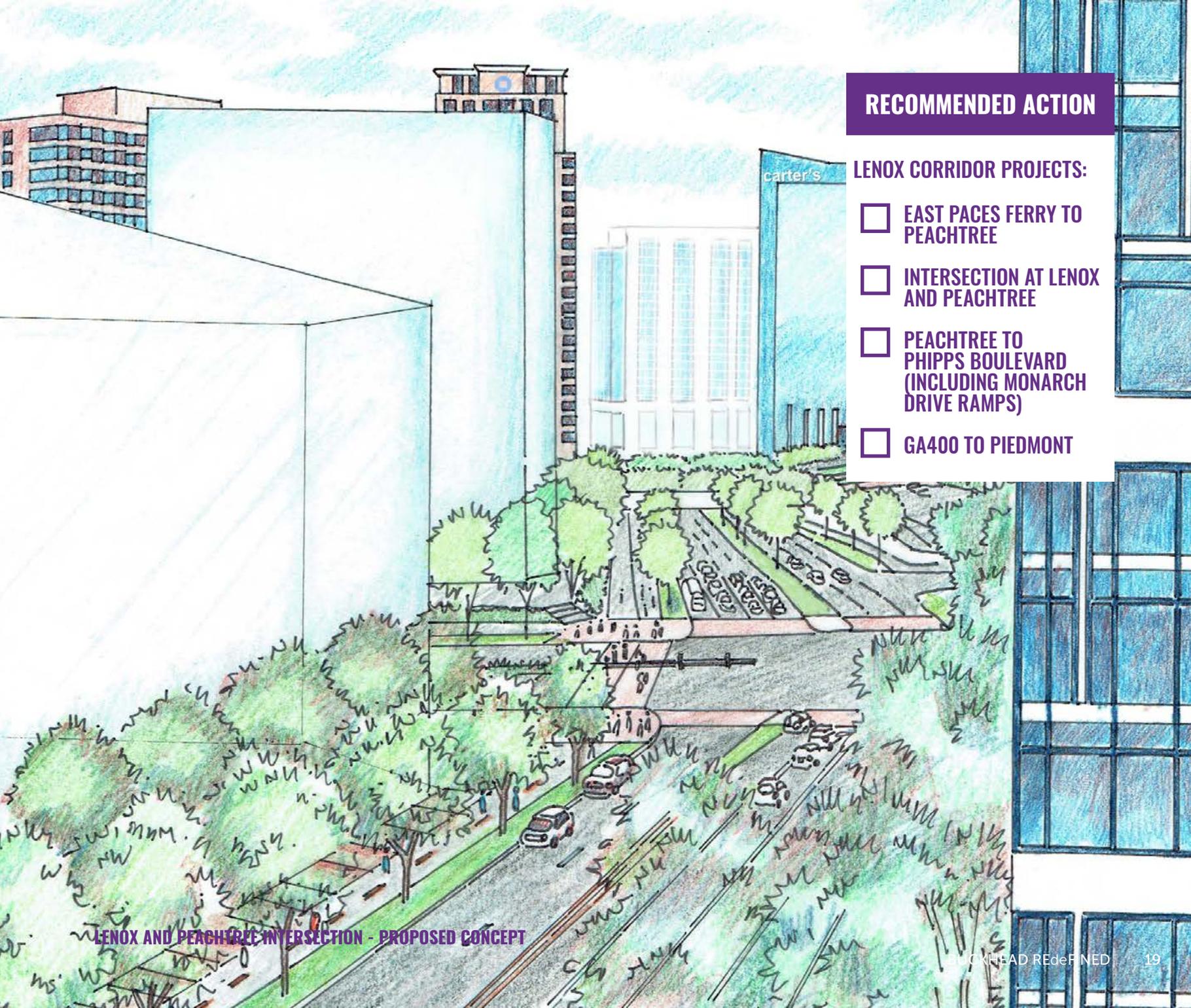
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FOSTER A DISTINCTIVE BUCKHEAD IDENTITY ALONG LENOX ROAD

In addition to Peachtree, Lenox Road will become one of Atlanta's most distinctive and identifiable corridors. Several transformative projects will foster a unique sense of place, including: pedestrian enhancements between East Paces Ferry and Peachtree, intersection improvements at Lenox and Peachtree, reimagined ramps at Monarch Drive, and a reconfigured interchange at GA400. Collectively, these enhancements will improve pedestrian and vehicular mobility, creating Buckhead's next great signature corridor.



LENOX AND PEACHTREE INTERSECTION
EXISTING



RECOMMENDED ACTION

LENOX CORRIDOR PROJECTS:

- EAST PACES FERRY TO PEACHTREE
- INTERSECTION AT LENOX AND PEACHTREE
- PEACHTREE TO PHIPPS BOULEVARD (INCLUDING MONARCH DRIVE RAMPS)
- GA400 TO PIEDMONT

LENOX AND PEACHTREE INTERSECTION - PROPOSED CONCEPT

EXECUTIVE SUMMARY

5

DIVERSIFY HOUSING OPPORTUNITIES

More Buckhead employees will have an opportunity to call Buckhead home with the addition of new housing options. As of 2016, 98% of Buckhead area employees commuted to and from the district from outside of Buckhead. The jobs-to-housing imbalance is a primary contributor to Buckhead's traffic congestion. Buckhead organizations will collaborate to study housing needs within the district and partner with employers and area service providers to diversify the types of housing units available, pursue provision of economical housing options within the district for area workers, and enhance transit usage to provide greater access to residential areas and nearby transit-oriented activity centers, including Lindbergh, Brookhaven, Chamblee, and Doraville.



PIEDMONT AND PEACHTREE INTERSECTION
ATLANTA, GA



RECOMMENDED ACTION

- HOUSING AFFORDABILITY STRATEGY
- HOUSING GAP ANALYSIS
- INTEGRATE AND EXPAND ACCESS TO MARTA AND OTHER REGIONAL TRANSIT SERVICES

EXECUTIVE SUMMARY

6

DEFINE THE CIVIC HEART OF THE COMMUNITY THROUGH PARKS AND GREENSPACE

Buckhead will be united by a network of high-quality parks and plazas that are safe and accessible to all who live, work, and visit the district. Buckhead's greenspaces will meet the area's programmatic needs, and provide a balance of passive and active recreation, while incorporating best practices in sustainability and bold urban design. The network of green will include a combination of new parks, intimate plazas, welcoming courtyards, walkable lanes, and possibly a signature park atop GA400. The Park Over GA400 concept is estimated at 250 million for implementation, and though the concept is complete, a non-profit organization is currently being formed to help identify a funding and park governance strategy to continue the advancement of the concept.



CHARLIE LOUDERMILK PARK
ATLANTA, GA



RECOMMENDED ACTION

- BUCKHEAD GREENSPACE PLAN
- PARK OVER GA400 FEASIBILITY STUDY

PARK OVER GA400 CONCEPT + FEASIBILITY STUDY
CONCEPT DEVELOPED BY ROGERS PARTNERS ARCHITECTS + URBAN DESIGNERS AND NELSON BYRD WOLTZ

EXECUTIVE SUMMARY

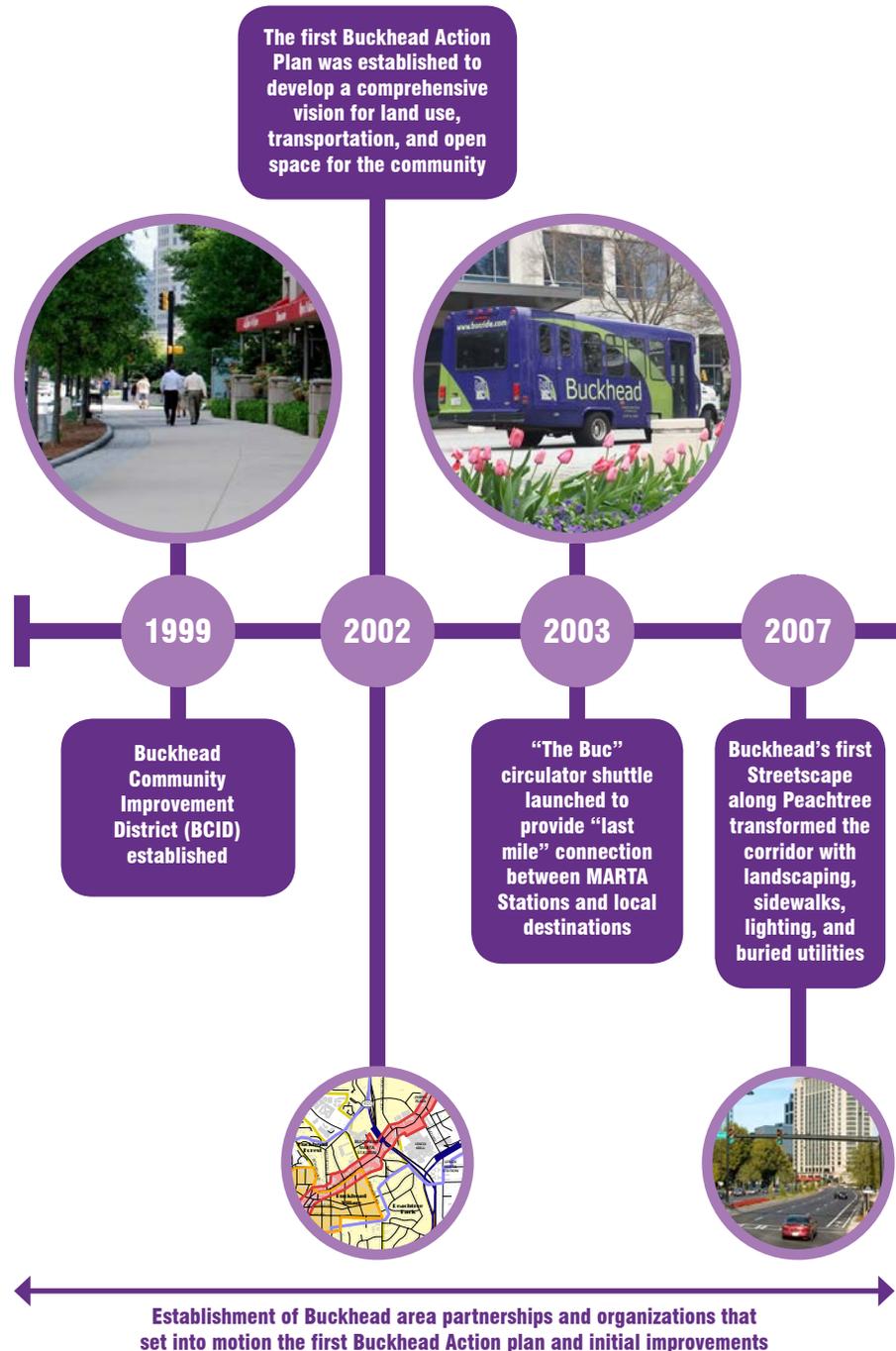
THE LCI STORY CELEBRATE THE PAST

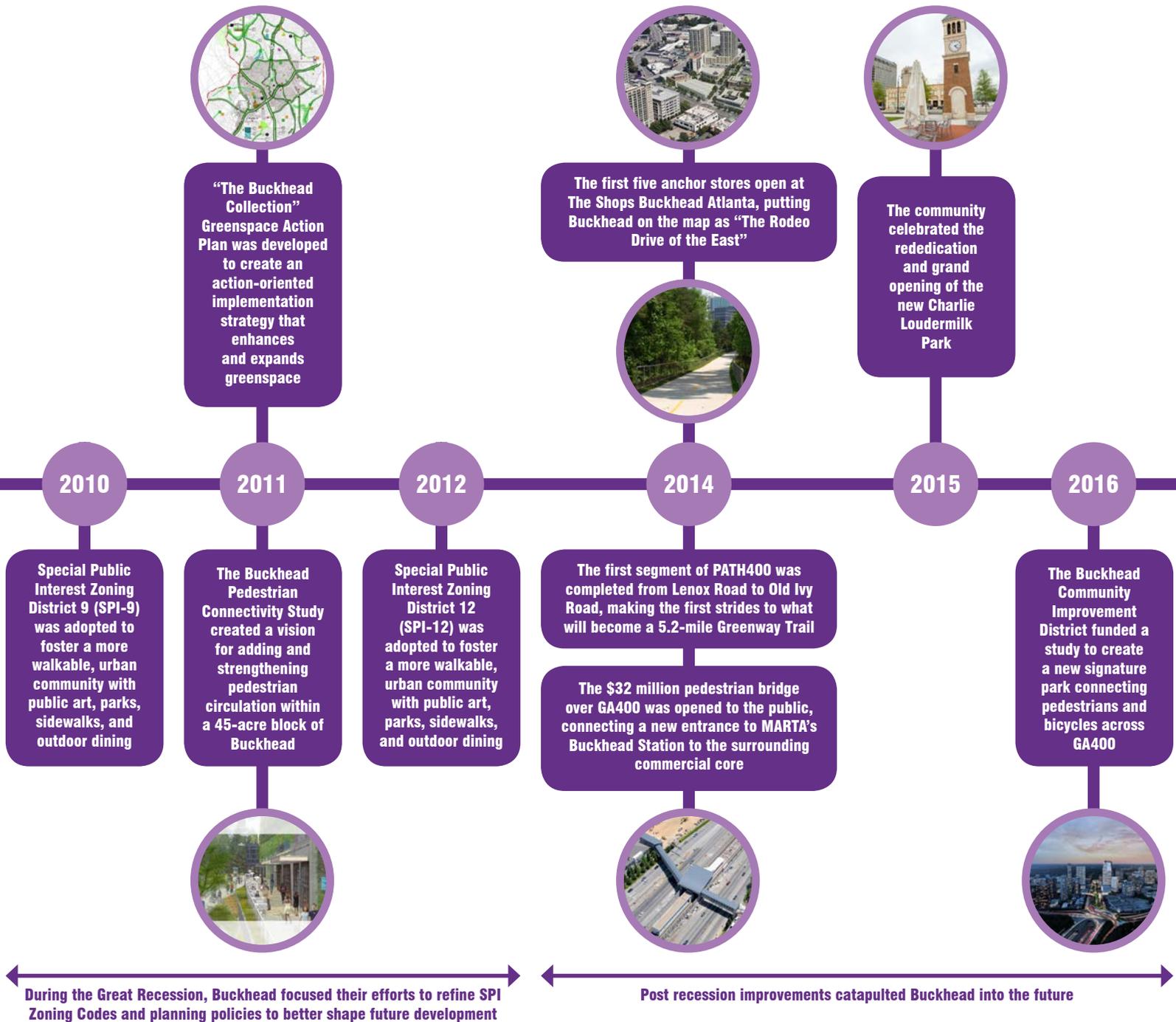
Through planning grants and construction projects the Atlanta Regional Commission's Livable Centers Initiative (LCI) encourages local jurisdictions to implement development strategies that link residents and employees to shopping, dining and other activities via sidewalks and bike trails, rather than strictly by roads. Through LCI funding, communities create plans that increase mobility options, encourage healthy lifestyles, provide easy access to jobs and services, preserve the environment and focus on long-term economic prosperity. The creation of more walkable communities means fewer vehicles on the road, cleaner air, and enhanced quality of life for all.

The Buckhead Action Plan, completed in 2002 was the community's first LCI effort. The plan outlined two fundamental objectives:

- Develop a comprehensive vision for land use, transportation and open space
- Establish a framework for cooperation that will ensure implementation of community improvements

The plan guided a period of unprecedented growth and change. The adjacent timeline chronicles 20 years of transformative milestones and successes, which occurred in three waves.





EXECUTIVE SUMMARY

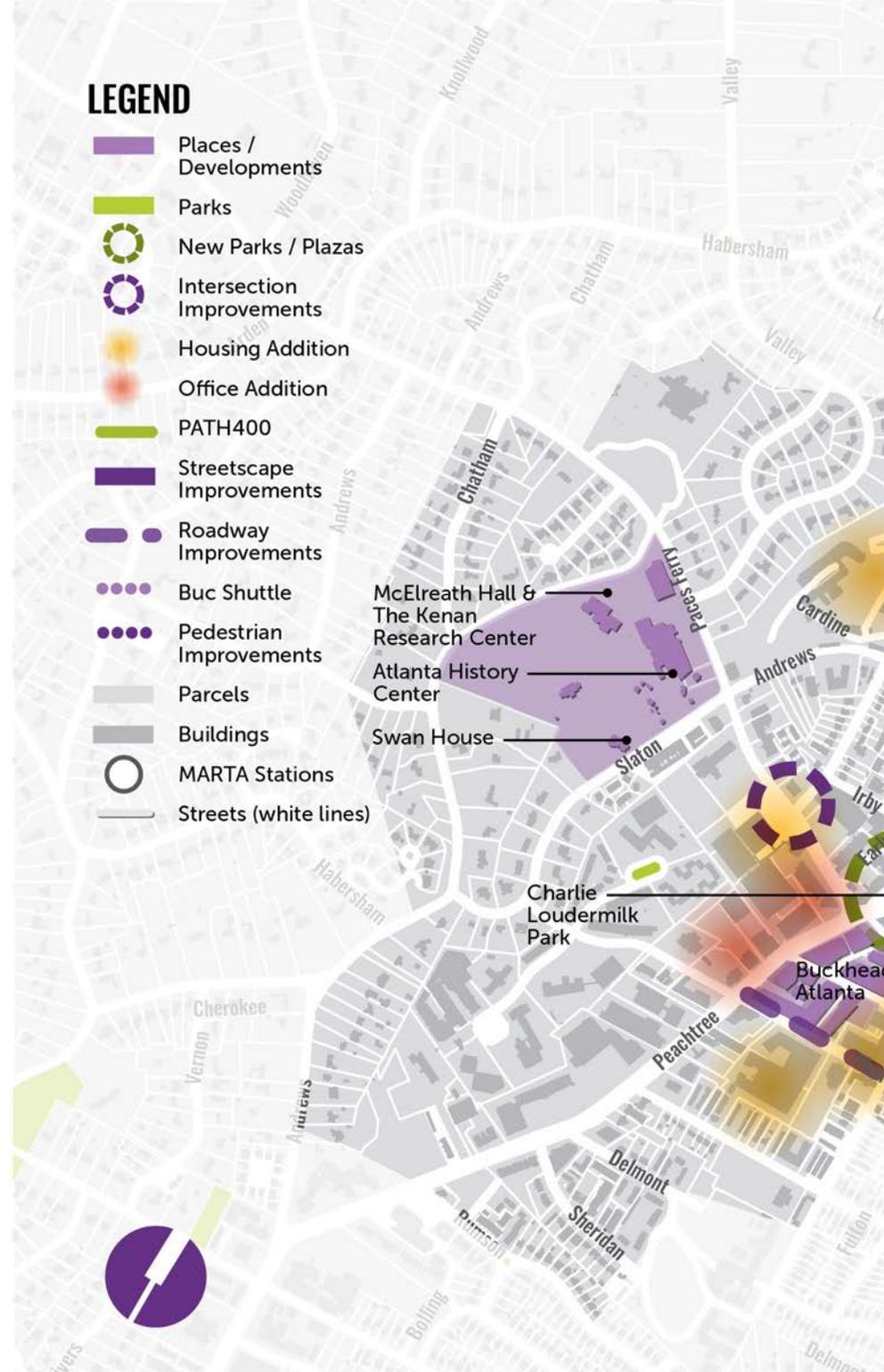
BUCKHEAD TODAY

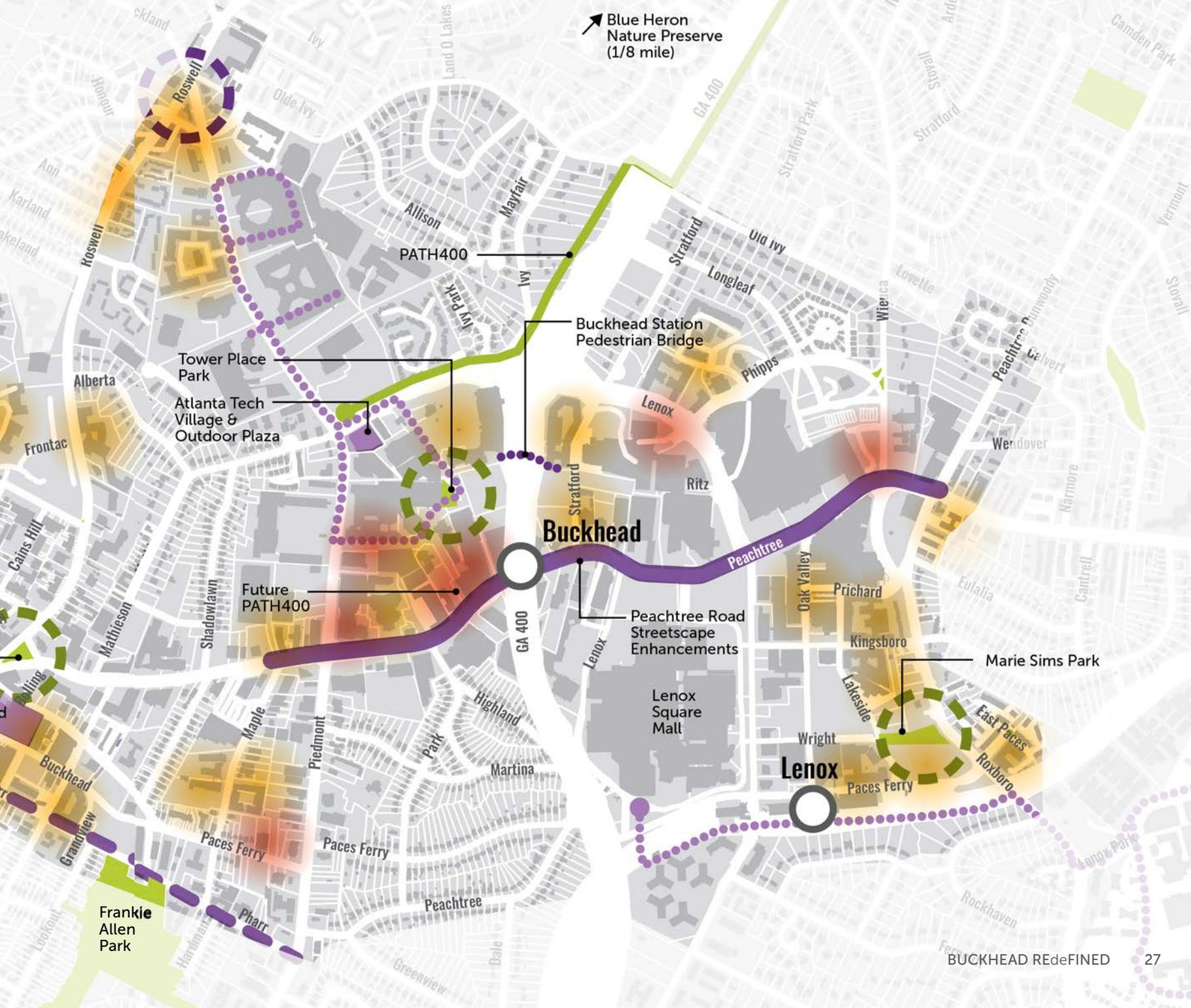
Buckhead experienced unprecedented growth and public improvements in the 17 years following release of the community's initial LCI plan. The map to the right begins to summarize these accomplishments.

Many residential and office developments were added. These additions were largely focused around the MARTA's Buckhead transit station, the intersection of Roswell and Peachtree Roads, and the transformed Buckhead Village. Numerous gathering places and destinations were created through the regeneration of multiple parks, The Shops Buckhead Atlanta, Atlanta Tech Village, and the Atlanta History Center.

Greater pedestrian connectivity is now in place through the construction of the initial PATH 400 trail and the pedestrian bridge at MARTA's Buckhead transit station. Through roadway and streetscape enhancements, vehicular traffic flow was improved while also enhancing the pedestrian experiences.

Buckhead is just getting started. Building upon on the success of the past 17 years, improved connectivity is the next area of focus. Construction of the remaining PATH 400 trail is underway and studies are beginning for a series of signature enhancements to the Peachtree and Lenox Road Corridors.





Blue Heron Nature Preserve (1/8 mile)

PATH400

Buckhead Station Pedestrian Bridge

Tower Place Park
Atlanta Tech Village & Outdoor Plaza

Buckhead

Future PATH400

Peachtree Road Streetscape Enhancements

Lenox Square Mall

Marie Sims Park

Lenox

Frankie Allen Park

EXECUTIVE SUMMARY

15-YEAR LCI UPDATE BUCKHEAD TOMORROW

THIS 15-YEAR UPDATE RE-EVALUATES THE LCI STUDY AND ASSESSES THE DISTRICT'S CURRENT AND PROJECTED NEEDS TO ENHANCE VITALITY, EXPAND MOBILITY, AND STRENGTHEN LIVABILITY.

These themes, form a foundation from which proposed projects and implementation strategies were identified and prioritized:

- **VITALITY** Create usable public spaces that complement current resources and energize Buckhead to become a more vibrant place
- **MOBILITY** Expand connectivity to improve multimodal access in, around, and throughout Buckhead
- **LIVABILITY** Strengthen community bonds with programmatic and policy changes to create a more comfortable, safe, and inclusive district

Informed by the vision themes, **BUCKHEAD REdeFINED** will guide the community's continued growth for the next 10-15 years.





2022

2023

2024

2025

2026

2027

2028

2029

2030

2031

EXECUTIVE SUMMARY

PROJECT LISTS

SIX BIG IDEAS (1-5 YEARS)

#	Name	Description
M.1	Buckhead Cultural Loop Trail	Scoping Study of the district-wide multi-use Buckhead Cultural Loop Trail to determine route, identify funding partners, and create a phased implementation plan.
		Implementation of the Buckhead Cultural Loop Trail that anchors Buckhead's many destinations and neighborhoods with the communities history and culture, provides an important recreational amenity for residents, employees and visitors, and serves as a meaningful transportation alternative for area commuters.
V.1	Street Activation Program	The district-wide Street Activation Program includes public art installations, events, and infill retail.
M.2	GA400 Interchange Improvements	Further Study of Lenox Interchange at GA400
		Feasibility Study of a new interchange at GA400 and East Paces Ferry Road
M.3	Lenox Corridor Enhancements	Further Study of the Lenox Road Corridor, specifically the Phipps/Monarch Ramp and Peachtree/ Lenox Intersection Improvements
L.1	Economical Housing Strategy	Formation of an Economical Housing Committee to promote partnerships with developers, educate area businesses, property owners, and residents on the changing demographics in Buckhead to alleviate the jobs-to-housing imbalance, and conduct a housing study to determine housing gaps, needs and opportunities
L.2	Buckhead Green Space and Park Over GA400 Plan	Identify key locations of potential redevelopment and public space sites to further develop the Green Space Plan
		Further Study of Park Over GA400 and the role it plays in the Green Space Plan

SHORT-TERM PROJECTS

(NEXT 5 YEARS)

#	Name	Description
M.4	SPI-9 and SPI-12 Review	Review SPI-9 and SPI-12 zoning requirements to determine any potential updates or augmentations
M.5	PATH400 Completion	Complete original project scope of PATH400 from Loridans Drive to Peachtree Creek
M.6	PATH400 Extension	Extend PATH400 North to Sandy Springs
M.7	Piedmont North Corridor Enhancements (Peachtree to Lenox Road)	Corridor enhancements along Piedmont from Peachtree to Lenox Road, including pedestrian sidewalk widening, installation of pedestrian lighting, and streetscapes
M.8	Piedmont South Corridor Enhancements (Lenox to Pharr Road)	Corridor enhancements along Piedmont from Lenox to Pharr Road, including pedestrian sidewalk widening, installation of pedestrian lighting, and streetscapes
M.9	Lenox Road Corridor Enhancements from Peachtree to East Paces Ferry	Corridor enhancements along Lenox Road from Peachtree to East Paces Ferry Road, including pedestrian sidewalk widening, installation of pedestrian lighting, and streetscapes
M.10	Intersection Improvement (Lenox at Peachtree Road)	Intersection improvements at Lenox and Piedmont Road, including signal timing, restriping, and reconfiguration
M.11	Intersection Improvement (Piedmont at Peachtree Road)	Intersection improvements at Piedmont and Peachtree Road, in conjunction with Piedmont Corridor Enhancements
M.12	Intersection Reconfiguration at Piedmont/Roswell/Hambersham	Intersection reconfiguration, roadway realignment, and redevelopment at Piedmont/Roswell/Hambersham
M.13	Roswell Road Corridor Enhancements	Roswell Road corridor improvements, including on-street parking realignment, traffic calming between East Andrews and Irby Avenue, from Peachtree to northern city limits
M.14	West Village Streetscape Enhancements	Streetscape enhancements along East Andrews, Cains Hill, Paces Ferry Place, Irby Avenue, and Roswell Road
M.15	Peachtree Streetscapes Phase III and IV	Completion of Phase III and IV of BCID's Peachtree Road Transformation Project
M.16	East Paces Ferry Multi-use Trail	Trail extension east of Bynum Bridge over GA 400, along East Paces Ferry to Roxboro Road

EXECUTIVE SUMMARY

PROJECT LISTS

SHORT-TERM PROJECTS CONTINUED

(NEXT 5 YEARS)

#	Name	Description
M.17	New Roadway from Wieuca to Peachtree Dunwoody	Proposed new E/W roadway between Wieuca and Peachtree Dunwoody with potential to connect to proposed roundabout at Wieuca Road
M.18	Buckhead Cultural Loop Trail - Lenox Square Subarea	Multi-use trail along Lenox Road, improvements are to be in correlation with pedestrian/bicycle facilities being proposed through the Lenox Road Corridor Scoping Study
M.19	Buckhead Cultural Loop Trail - North Piedmont Subarea	Multi-use trail starting at Carson Lane, through pedestrian gate at the end of Mathieson, down Mathieson and right onto Alberta Drive to Roswell Road
M.20	Buckhead Cultural Loop Trail - Atlanta History Center Segment and West Village Subarea	Multi-use trail starting at the end of Alberta Drive, crossing Roswell Road behind the future Camden development site, crossing West Paces Ferry to the Atlanta History Center, along Buckhead Avenue to Peachtree Road
M.21	Buckhead Cultural Loop Trail - Buckhead Village Subarea	Multi-use trail along East Paces Ferry through Buckhead Village to Piedmont Road, crossing Piedmont Road and joining with the Peachtree Park Neighborhood Segment
M.22	Buckhead Cultural Loop Trail - Peachtree Park Neighborhood Segment	Multi-use trail along East Paces Ferry from Piedmont Road to Bynum Bridge
M.23	Kingsboro Road Multi-Use Trail	Multi-use trail along Kingsboro Road from Lenox to Roxboro Road, including sidewalk widening, installation of pedestrian lighting, and streetscapes

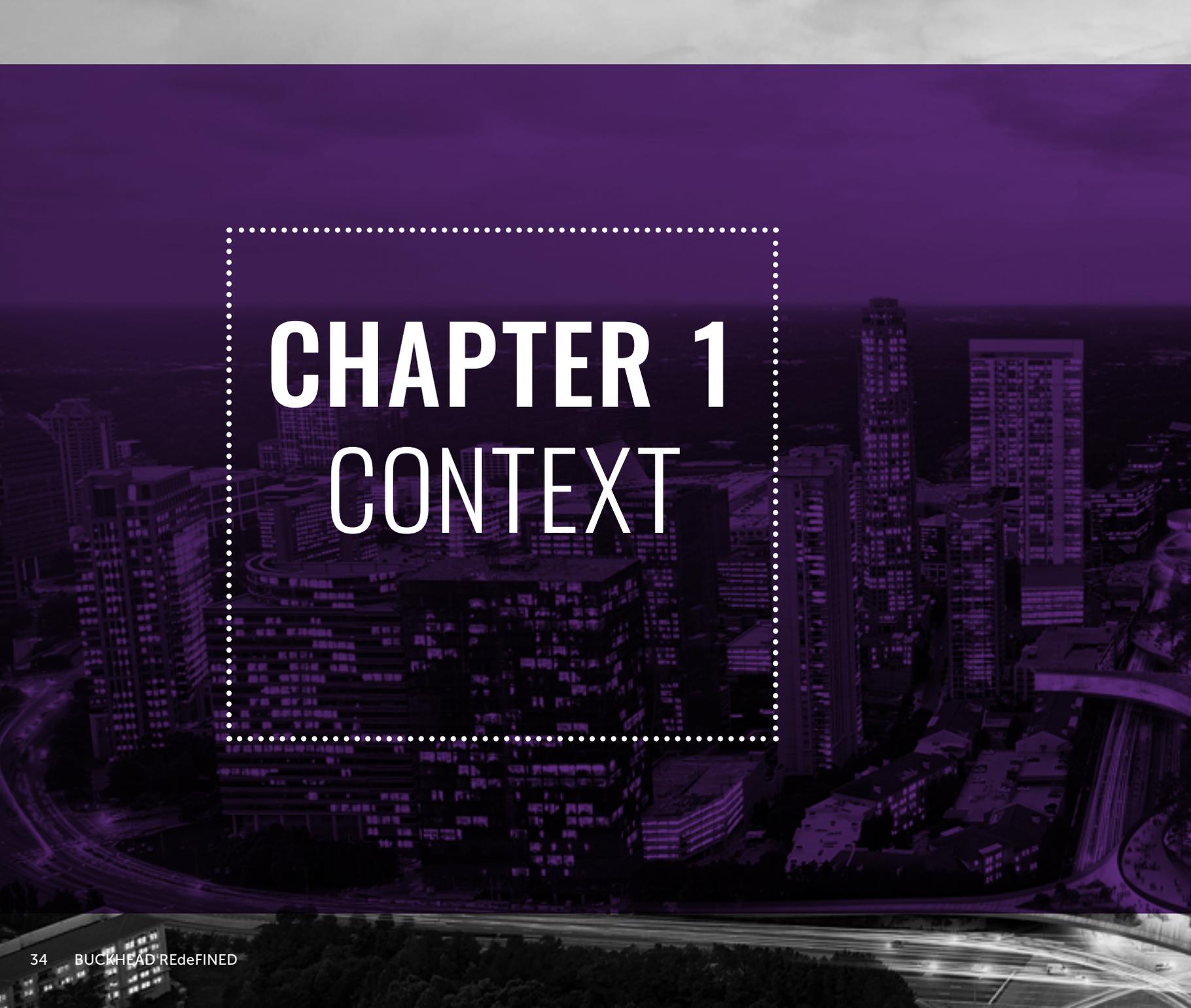
Note: Short-Term Projects listed M.17-M.23 are concepts and require additional feasibility study and prioritization.

100-DAY ACTION PLAN

The 100-day Action Plan is a low-cost list of action items designed as a guiding framework to maintain the plan’s momentum among area stakeholders and partner organizations to define specific projects and programs each would seek to lead and/or advance in partnership with others.

Tasks	
1	Meet with partner organizations to determine primary and secondary responsibilities to advance the programs and initiatives associated with the SIX BIG IDEAS and Short-Term Project lists
2	Confirm BUCKHEAD REdeFINED adoption strategy and process with the City of Atlanta
3	Promote and market the SIX BIG IDEAS within the Buckhead Community
4	Meet with MARTA to determine possible service improvements (bus routing and physical station improvements)
5	Continue conversation with Atlanta Housing Authority and other partners to determine scope for housing gaps, needs, and opportunities analysis
6	Educate area businesses, property owners, residents, and developers on the changing demographics in Buckhead to promote a shift in perspective that seeks to alleviate the jobs-to-housing imbalance, and provide economical housing options
7	Seek TIP funding for short-term, priority projects





CHAPTER 1

CONTEXT

- 
- >> Introduction
 - >> Study Area
 - >> Market Overview

BUCKHEAD REdeFINED ▶

CHAPTER 1: CONTEXT

INTRODUCTION

BUCKHEAD REDEFINED IS A 15-YEAR UPDATE TO THE BUCKHEAD ACTION PLAN, A 2001 LIVABLE CENTERS INITIATIVE STUDY.

The focus of the Master Plan is to identify placemaking, transportation, and quality of life improvements that will refine and build upon community strengths as Buckhead continues its transformation from an employment and retail destination into a mature urban center. Over the last two decades, the Buckhead Community Improvement District and Livable Buckhead, along with many partners, have invested in mobility improvements, streetscapes, green spaces, public safety, and other transportation and quality of life initiatives to make Buckhead one of the Southeast's most dynamic activity centers.

While progress has been made, Buckhead remains in transition as demographics shift and new development occurs. Further investments in access, connectivity, placemaking, and green space are needed to extend the character and quality of the district's core areas throughout the Buckhead Community Improvement District. **BUCKHEAD REdeFINED** seeks to build upon the momentum of the last 15 years to provide the vision and implementable strategies necessary to guide the district's continued success for the next 15 years.

Chapter 1 provides an overview of the **BUCKHEAD REdeFINED** study area, concurrent studies and how they informed the overall plan, and a market analysis of the community changes over the last 15 years.



BUCKHEAD REDEFINED COMPONENTS

As part of the 15-Year LCI Master Plan Update, **BUCKHEAD REdeFINED** incorporated two additional, simultaneous planning efforts. To promote district-wide collaboration and minimize redundancy and public confusion, the Lenox Road Scoping Study and public engagement efforts for the Park Over GA400 concept plan were combined under the **BUCKHEAD REdeFINED** brand. The Lenox Road Scoping Study, led by Stantec, focused on mobility and urban design enhancements along **Lenox Road** while public engagement related to the **Park Over GA400** provided insight into the public's ideas related to the park concept and other potential green spaces needed throughout Buckhead.

PARK
OVER
400

BUCKHEAD
REdeFINED

LENOX RD.
CORRIDOR
STUDY

CHAPTER 1: CONTEXT

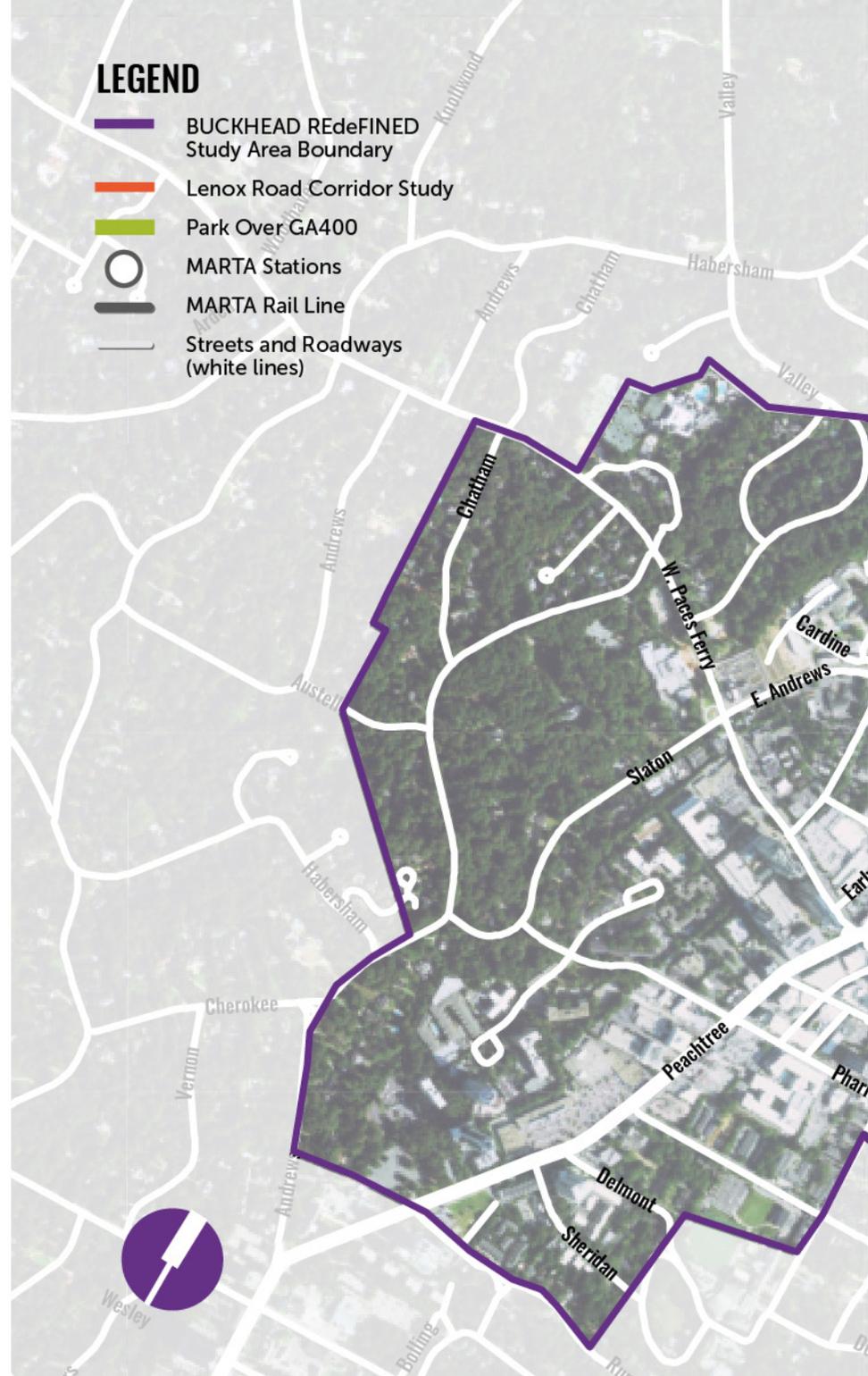
STUDY AREA

The **BUCKHEAD REdeFINED** study area follows the Buckhead CID boundary and includes Buckhead's major commercial, office, and retail nodes. The geography of the study area is generally defined by the following streets:

- Old Ivy Road to the North
- Peachtree-Dunwoody Road / Roxboro Road to the East
- Rumson Road and Pharr Road to the South
- Chatham Road to the West

The map to the right highlights the study area boundary purple, as well as the concurrent planning initiatives: **Lenox Road Scoping Study** and **Park Over GA400**.

Note: For ease of viewing, the study area map is rotated approximately 30 degrees.



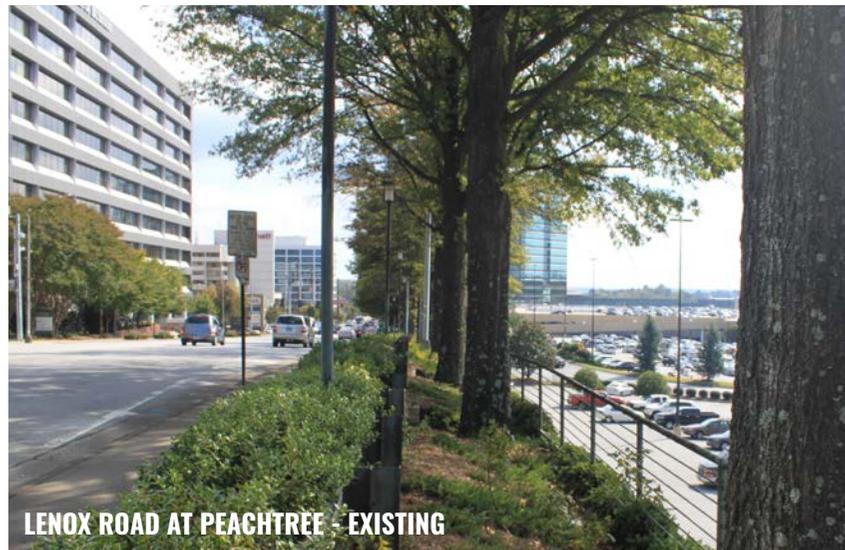
CHAPTER 1: CONTEXT

LENOX ROAD SCOPING STUDY

SPONSORED BY THE BUCKHEAD CID AND LED BY STANTEC CONSULTING SERVICES

The Buckhead CID received funding from the Atlanta Regional Commission to support a feasibility study of pedestrian, bicycle and roadway improvements along Lenox Road to explore how best to improve the function and appearance of the corridor for all current and future users. Four projects were identified for the effort:

- Pedestrian enhancements between East Paces Ferry and Peachtree Road
- Reimagined ramps at Monarch Drive
- Intersection improvements at Lenox and Peachtree Roads
- Reconfigured interchange at GA400





LENOX BOARDWALK - PROPOSED CONCEPT
DEVELOPED BY STANTEC

CHAPTER 1: CONTEXT

PARK OVER GA 400

EFFORTS SPONSORED BY BUCKHEAD CID AND LED BY ROGERS PARTNERS ARCHITECTS + URBAN DESIGNERS, AND PEREZ PLANNING + DESIGN, LLC

The introduction of GA400 provided greater vehicular access in and out of Buckhead, but also created a physical barrier dividing the East and West sides of the community. With the desire to reconnect Buckhead, the viability of a public space atop GA400 is under study to create a signature park that connects pedestrian and bicycle paths across the freeway, and provides the central gathering space that Buckhead currently lacks. The park is envisioned as a model for the multimodal future of Atlanta, improving walkability and access to the MARTA transit station. Community consensus has been favorable toward the concept with over 80% of survey respondents in favor of the proposed park. Further development of the concept, including the funding strategy and park governance recommendations are underway.



PARK OVER GA400 CONCEPT - VIEW FROM PEACHTREE LOOKING NORTH

DEVELOPED BY ROGERS PARTNERS ARCHITECTS + URBAN DESIGNERS AND NELSON BYRD WOLTZ



PARK OVER GA400 CONCEPT - AERIAL VIEW LOOKING SOUTH
DEVELOPED BY ROGERS PARTNERS ARCHITECTS + URBAN DESIGNERS AND NELSON BYRD WOLTZ

CHAPTER 1: CONTEXT

MARKET OVERVIEW

A MARKET ANALYSIS WAS COMPLETED LOOKING AT CURRENT TRENDS WITHIN BOTH THE BUCKHEAD CORE AND THE LCI STUDY AREA TO BETTER UNDERSTAND THE IMPACTS OF RECENT CHANGES.

Over 12,000 residents call the Buckhead Core home. Post-Great Recession rental apartment demand has brought an influx of new residential units and residents, as the area's population has grown by nearly 1,500 since 2010. Most additions have been in the higher-priced market segment with rents averaging over \$2,000 per month for units built since 2013.

While this growth in residential options in the Buckhead Core has added to the urban vibrancy of the district, challenges in sustaining the growth and quality of the district for residents, employees, newcomers, and visitors remain. A summary of the housing challenges and proposed solutions are outlined on the following page.



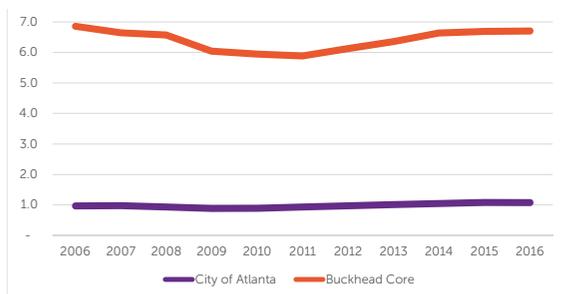
HOUSING CHALLENGES

Employment within the Buckhead Core has out paced residential growth in the last decade. This imbalance has exacerbated the jobs-to-housing ratio that has afflicted the area for years. Today, many employees lack attainable options to live near their place of employment. Their commutes contribute to traffic congestion in the Buckhead Core.

Nearly 40% of the Buckhead Core's estimated 68,500 employees work in industry sectors with average incomes of less \$50,000. However, only approximately 3,500 apartment units are available in the Buckhead Core with rents at or below \$1,500/month.

As shown below, There are currently just fewer than seven employees for every resident in the Buckhead Core, despite the growth in residential units during the period.

EMPLOYMENT TO POPULATION RATIO BUCKHEAD CORE 2006-2016



HOUSING SOLUTIONS

Private market-rate housing development will continue to provide the greatest number of new residential units in the area, adding units with average prices exceeding \$1,500/month. Land and development costs often guide this luxury pricing. However, demand also exists for units at lower rates. To meet demand and expand housing options across a broader range of household incomes in the Buckhead Core a multipronged approach is needed.

While additional study of the housing issues in the Buckhead Core is needed, the LCI planning team offers the following ideas for consideration:

- **Employment-assisted housing program**
- **Preservation of affordable senior housing**
- **Support additional transit oriented development (TOD), both in and beyond the Buckhead Core**
- **Micro-units, or studio apartments, to help provide attainable units if Buckhead improves last mile connectivity and transit accessibility throughout the district**
- **Partnering with Invest Atlanta to identify opportunities to increase the percentage of affordable housing**

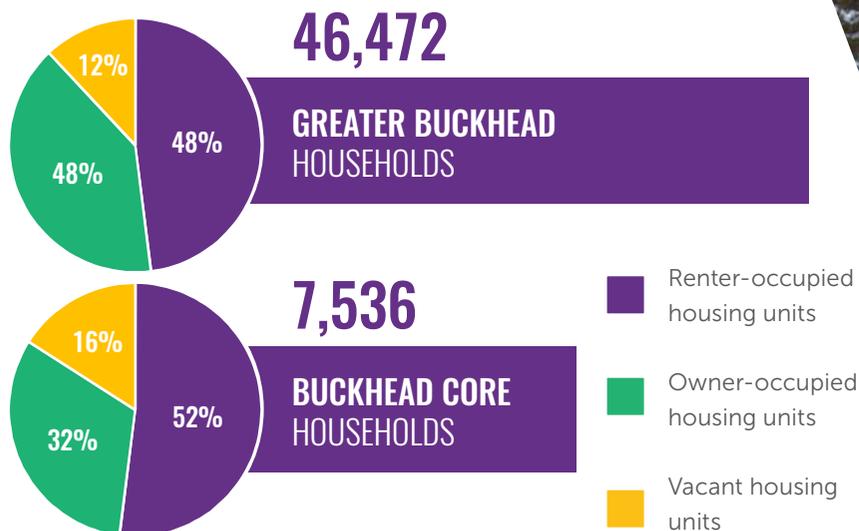
CHAPTER 1: CONTEXT

HOUSING GAP ANALYSIS

MULTIFAMILY HOUSING DEVELOPMENT HAS INCREASED CONSIDERABLY OVER THE PAST 15 YEARS IN THE CITY OF ATLANTA, INCLUDING BUCKHEAD. THE NUMBER OF MULTIFAMILY UNITS HAS NEARLY DOUBLED CITYWIDE SINCE 2000, AND THE BUCKHEAD CORE HAS INCREASED ITS SHARE OF THE CITY'S OCCUPIED UNITS OVER THAT TIME.

HOUSEHOLDS

The growing demand for multifamily housing in the Buckhead Core, and throughout the city, has allowed for additional units to be successfully absorbed into the marketplace. Rental multifamily unit absorption, both citywide and in the Buckhead Core, is at levels similar to the pre-recession peak of multifamily condominium development.



JOBS

While the multifamily rental inventory in the Buckhead Core has grown over the past four years, it has not kept pace with the area's robust employment growth. As a result, the number of jobs per household has increased to 10.1 jobs per household within the Study Area. This ratio of employees to residents in the Buckhead Core is effectively unchanged from a decade prior.



GREATER
BUCKHEAD



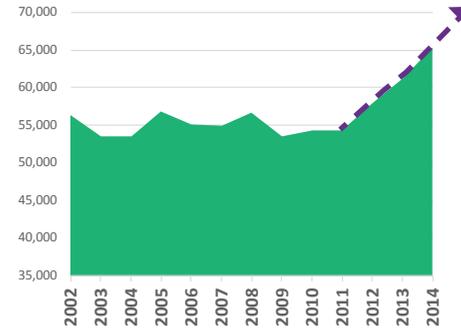
STUDY
AREA

JOBS PER HOUSEHOLD



JOB GROWTH

Study area employment has grown by more than 10,000 jobs since the Great Recession, to over 65,000 total jobs.



TRAFFIC

The imbalance between employment and nearby residential options contribute to area traffic congestion, as commuters are limited in their opportunity to live near their place of employment. In fact, less than 2% of Buckhead Core employees live within the area. While some Buckhead employees commute to work via MARTA, the majority drive alone and contribute to the vehicular gridlock of major thoroughfares.



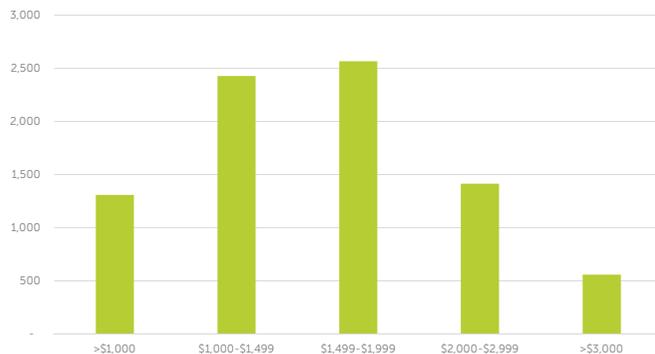
CHAPTER 1: CONTEXT

HOUSING AND INCOME

CURRENTLY, 60% OF THE 8,300 MULTIFAMILY RENTAL UNITS IN THE BUCKHEAD CORE RENT AT \$1,000 TO \$2,000 PER MONTH.

Overall occupancy of multifamily inventory stands above 92% across all price points. The 5,000 units priced \$1,000-\$2,000/month serve an important role in housing middle income households. These units are essential for a comprehensive housing mix. However, the available rental housing options in the Buckhead Core are far from offering a mix that is attainable to all area employees. At the lower rent range, the apartment market is inadequately supplied to meet the demands of service sector and other workers with monthly rent affordability below \$1,000/month. Certainly, many of these employees would not necessarily be interested in renting an apartment in Buckhead, but even factoring in likely housing decisions for these employees, the supply of residential units lags demand. However, as new supply enters the marketplace nearly all new units are expected to be affordable to only those in higher income brackets.

CURRENT APARTMENT INVENTORY BY MONTHLY RENT



The Buckhead Core apartment market is inadequate to meet the demands of service sector employees and other workers with monthly rent affordability below \$1,000/month. As shown below, 18,000 Buckhead Core workers are employed in the retail, hotel, and food sectors. The average income for retail workers in Fulton County is currently \$23,000/year according to the Georgia Department of Labor and \$35,000/year for hotel and food workers. In either case, a single-person household making these incomes can only afford rents below \$1,000/month, assuming no more than 30% of income is spent on housing. Again, not all households would necessarily choose to rent a Buckhead apartment if available and many may be part of households with multiple incomes. But with only one apartment affordable to every 18 service sector employees in the Buckhead Core, opportunities for these workers to live near their place of employment are rare.

Market dynamics provide additional barriers to attainable housing for all workers in the Buckhead Core. The area has emerged as one of the most sought-after housing markets in the Southeast. As demand increases and supply struggles to keep pace, prices will inevitably increase. Further, the price of land and construction costs conspire to place barriers to adding housing across all income affordabilities. Solutions for providing housing to the large service sector employment in the Buckhead Core are difficult. Nevertheless, as housing prices continue to increase and incomes remain relatively stagnant, the solutions become ever more elusive. With that, problems such as traffic congestion are compounded.

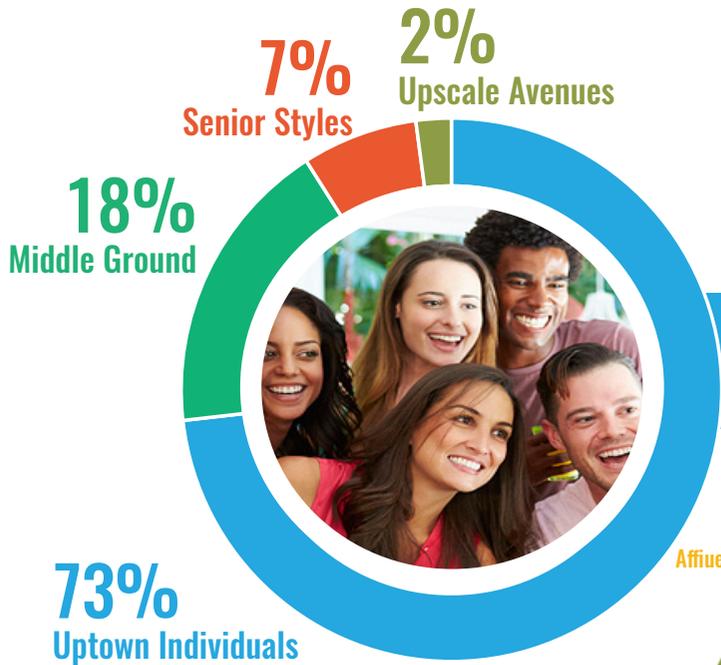
EMPLOYMENT SECTOR	ESTIMATED NUMBER OF EMPLOYEES	ESTIMATED AVERAGE ANNUAL INCOME	MONTHLY RENT AFFORDABILITY
Finance/Insurance	13,410	\$101,140	\$2,781
Professional/ Scientific/ Tech	13,354	\$130,000	\$3,575
Retail Trade	10,061	\$22,828	\$628
Hotel/ Food Service	8,103	\$35,360	\$972
Other	23,651	\$82,368	\$2,265

Based on data from Georgia Dept. of Labor, ARC, US Census

CHAPTER 1: CONTEXT

WHO LIVES HERE?

THE MARKET SEGMENTATION SUGGESTS THAT “UPTOWN INDIVIDUALS” MAKE UP 73% OF THE STUDY AREA’S POPULATION AND 53% OF GREATER BUCKHEAD’S POPULATION.



Study Area



Greater Buckhead

- Intelligent: best educated market
- Hard-working: highest rate of labor force participation
- Averse to: traditional commitments of marriage + home ownership
- Generous to social causes
- Open to new experiences and places
- Partial to city life and high-rise apartments

WHO WORKS HERE?

POPULATION

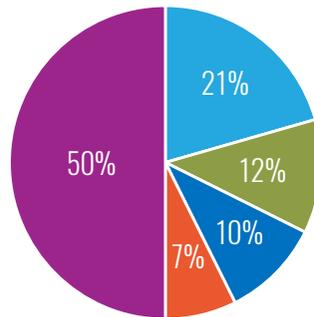
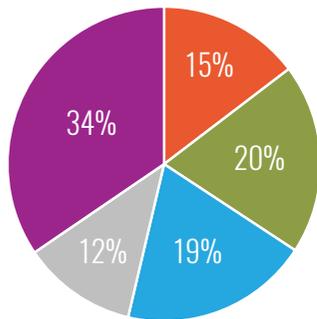
Buckhead attracts well-paid millennials and generation-X, who comprise more than 50% of the Buckhead CID's population. Baby Boomers have garnered more than their fair share of the population growth since 2010. Buckhead residents' incomes are greater than the City of Atlanta overall in every age cohort.

AGE OF WORKERS

The workforce in Buckhead is fairly young, with more than 80% of the workers aged 29 to 54.

TYPES OF JOBS (2016 EMPLOYER VS. LABOR FORCE DISTRIBUTION)

50% of all Buckhead residents work in four employment sectors. Of these, Professional, Tech, Finance are the most high-paying, sought-after jobs.

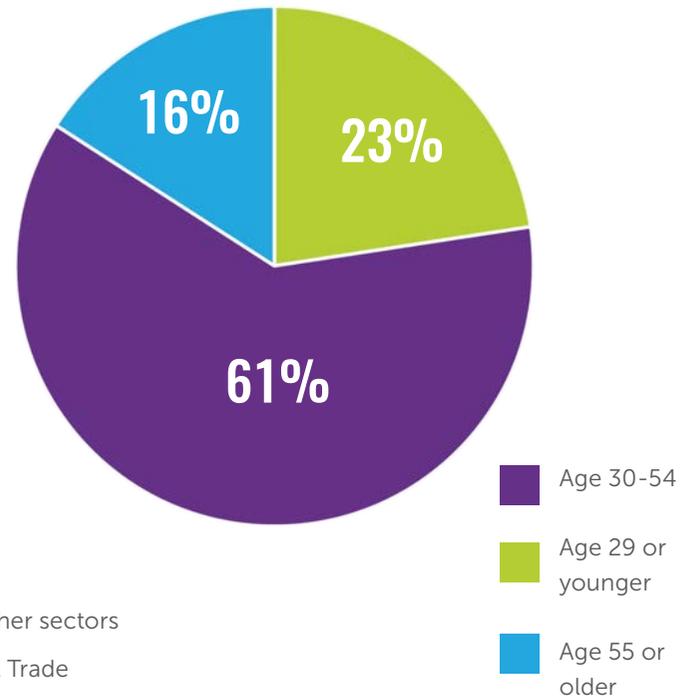


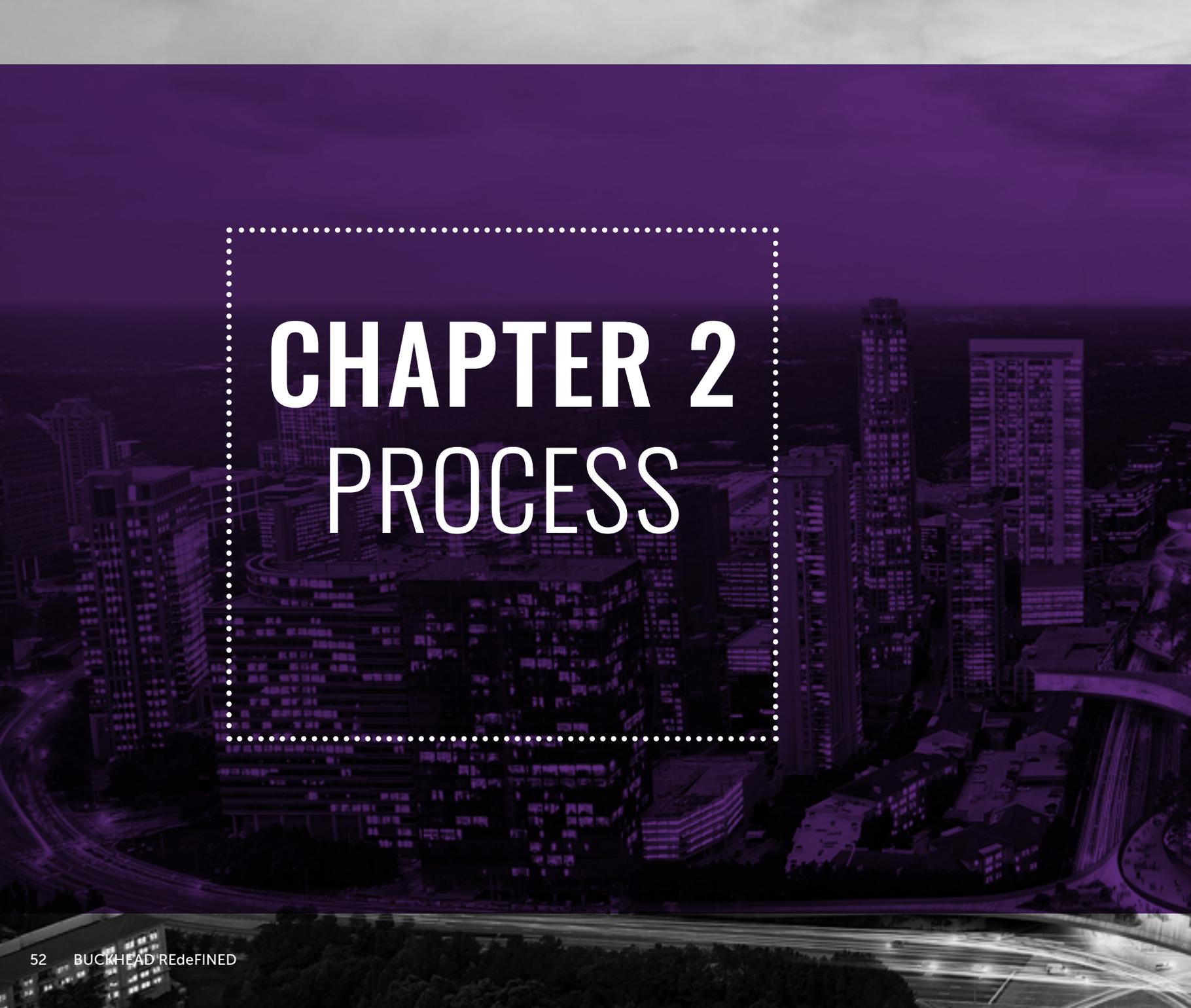
EMPLOYER DISTRIBUTION

LABOR DISTRIBUTION

Based on data from ESRI, provided by Atlanta Regional Commission

EMPLOYMENT AGE DISTRIBUTION





CHAPTER 2 PROCESS

- 
- >> Introduction
 - >> Leading the Effort
 - >> Public Outreach
 - >> Walking Audit

BUCKHEAD REdeFINED ▶

CHAPTER 2: PROCESS

INTRODUCTION

BUCKHEAD REDEFINED REFLECTS THE MANY VOICES OF BUCKHEAD HEARD AS THE RESULT OF ROBUST PUBLIC ENGAGEMENT.

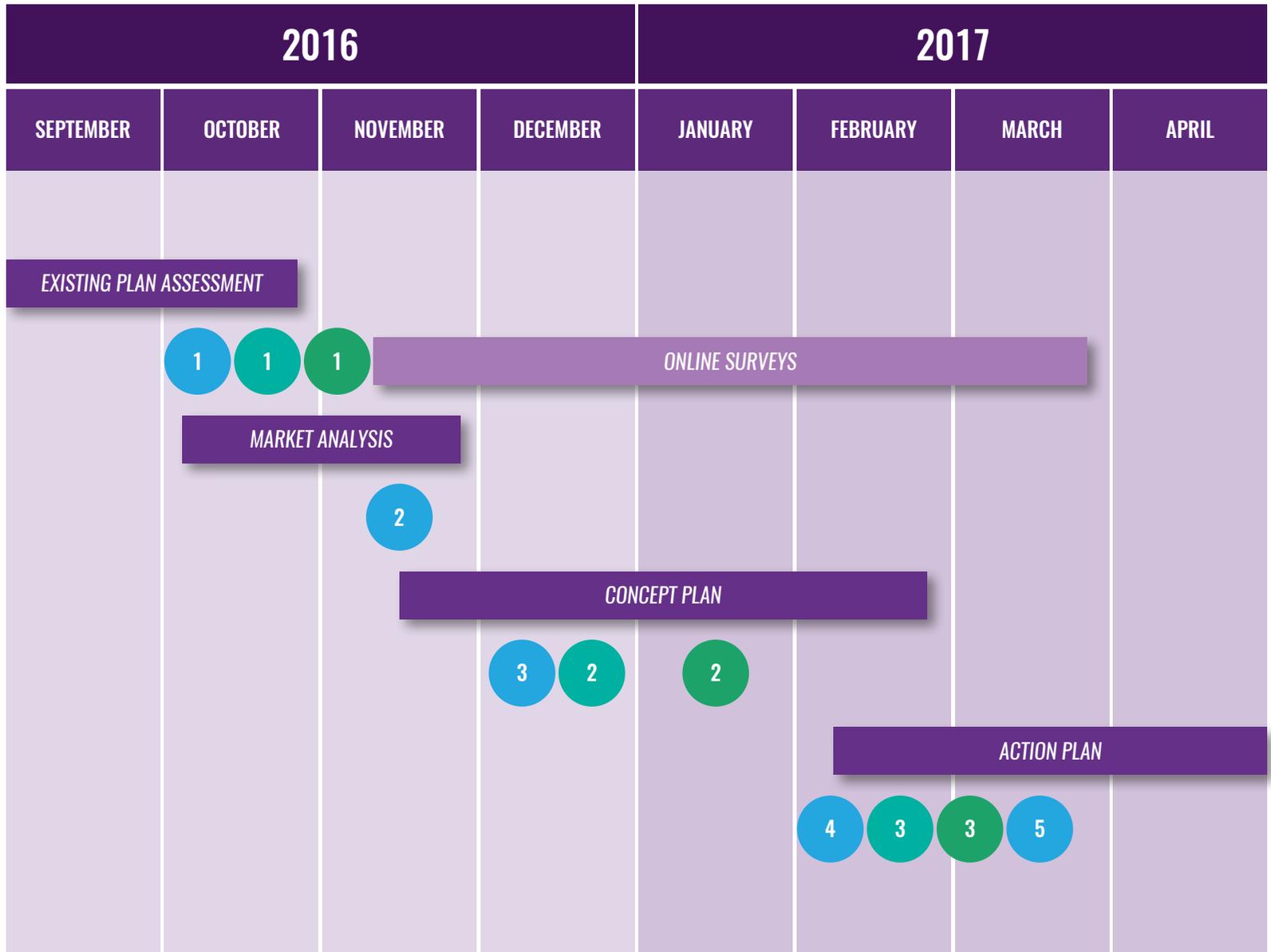
To involve as many Buckhead residents, workers, and visitors as possible, the planning team hosted six focus group sessions, three public workshops, pop-up intercepts, and a walking audit of the study area. For those who could not participate in person, all resources were published online, including three interactive community surveys. All opportunities to participate and join the conversation regarding Buckhead's future were promoted using social media.

BUCKHEAD REdeFINED kicked-off in September 2016 with an audit of all significant planning documents published within the last 15 years. Following the audit, the planning team began data collection and launched the project's online survey to inform the plan's vision and subsequent concept development. As feedback was gathered, the plan began to take shape, and concepts were refined and vetted through the stakeholder committee and public workshops. The result is the **BUCKHEAD REdeFINED** vision, action plan, and implementation strategies.

Public engagement played an integral and ongoing role in the development of the Master Plan. The Project Team focused on three primary forms to collect community input throughout the planning process:

- **STAKEHOLDER COMMITTEE MEETINGS**
- **PUBLIC WORKSHOPS**
- **OUTREACH EVENTS**





● STAKEHOLDER COMMITTEE MEETINGS
 ● PUBLIC WORKSHOPS
 ● PUBLIC OUTREACH EVENTS

CHAPTER 2: PROCESS

LEADING THE EFFORT

A STAKEHOLDER COMMITTEE OF TECHNICAL ADVISORS; AREA REPRESENTATIVES; AND PUBLIC, PRIVATE, AND LOCAL LEADERS PARTNERED WITH THE PLANNING TEAM TO LEAD THE LCI EFFORT. THE STAKEHOLDER COMMITTEE CONSISTED OF 28 MEMBERS WHO MET REGULARLY THROUGHOUT THE PLANNING PROCESS TO REVIEW, DISCUSS, AND AFFIRM RECOMMENDATIONS AND DECISION-MAKING THROUGHOUT THE PROCESS.

BUCKHEAD ReDeFINED Stakeholder Committee Members:

Yoldanda Adrean, City Council District 8
Herbert Ames, Edens - Retail Property Owner
Jim Bacchetta, Office Developer
Dwight Bell, Sustainability Expert
Andrea Bennett, NPU-B
Julia Billings, City of Atlanta Planning Dept.
Gordon Certain, North Buckhead
Time Dahlen, W Hotel
Edward Daugherty, Peachtree Heights West
Mike Dowdle, Buckhead Pool Hall
Darion Dunn, BCID Director
Jim Durrett, BCID Executive Director
John Euart, Peachtree Heights East
Kevin Glass, Atlanta International School
Jo-Anne Haden-Miller, Atlanta Convention and Visitors Bureau
Sheffield Hale, Atlanta History Center

Amy Hillman, Buckhead Forest
Van Hobbs, Police - Zone 2
Elizabeth Long, Post Properties
Patti Pearlberg, Retail Developer
Amanda Rhein, MARTA
Betsy Scattergood, Buckhead Condominium Alliance
Fred Schreiber, Residential Developer
Howard Shook, City Council District 7
Sally Silver, Policy Analyst to Councilman Shook
Denise Starling, LBI Executive Director
Bob Stasiowski, Peachtree Park
Robin Suggs, Retail Operator
Bobby Wolf, Garden Hills



FOCUS GROUPS

Six Focus Group meetings were held during the plan's vision and early concept development phases. Based on their affiliation, each group offered a unique point of view to strengthen the plan.

The six focus groups represent significant and active stakeholder groups within the greater Buckhead community:

- Buckhead Condo Alliance
- Young Bucks / Buckhead Business Association (BBA) Breakfast
- Buckhead Council of Neighborhoods
- Buckhead Rotary Club
- Property Manager Council
- Buckhead Hotel Council

PUBLIC WORKSHOPS

Three public workshops were held throughout the planning process. The first workshop provided the opportunity for area residents and employees to share their input and specific ideas related to transportation, placemaking, the Lenox Road Scoping Study, and the proposed Park Over GA400. The second workshop provided an overview of preliminary concepts that were considered during the plan's development, while the third workshop presented a summary of revised concepts and preliminary plan recommendations. Workshop attendance consisted of a diverse cross section of area residents, employees, business owners, and property owners. Participants varied in age, with a surprising number of young adults. On average, public workshop attendance consisted of 120 participants. Public workshops were scheduled at strategic moments in accordance with each major phase of the planning process:

- October 17, 2016
- January 19, 2017
- February 27, 2017

CHAPTER 2: PROCESS

PUBLIC OUTREACH INTERACTIVE MAP

THE INTERACTIVE MAP USED AT WORKSHOPS, FOCUS GROUPS, AND ONLINE ALLOWED USERS TO IDENTIFY SPECIFIC LOCATIONS IN NEED OF CHANGE.

The interactive map was a primary tool for collecting feedback at in-person events, including focus group meetings, Election Day outreach efforts, and MARTA station intercepts. Using post-it notes, dots, and colored tape, participants expressed their location specific ideas throughout the study area, including extensions and improvements to local transit routes, street networks, bicycle lanes, sidewalks, trails, potential placemaking opportunities, and public gathering places. An online format of the interactive map was made available on the project website to allow for greater participation by those unable to attend the scheduled planning events.

Combining online responses with in person feedback, 97 unique, place-based ideas were identified. Most of them related to connectivity, including the expansion of existing bicycle facilities, intersection improvements, wider sidewalks, multi-use trails, street network expansions, and additional transit options. Placemaking ideas included redevelopment of existing activity centers, incorporation of more green spaces and parks, and revised landuse and development regulations. The most common ideas, concerns, and desires were related to traffic congestion, street maintenance, public safety, and the need for more bicycle lanes.

This collective feedback helped to inform the development of planning strategies and concepts throughout the master plan process.



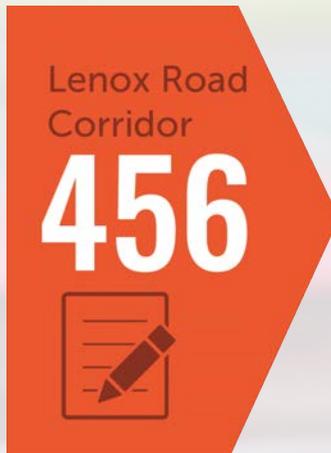
SURVEYS



Placemaking + Connectivity November 2016 to January 2017

Focused on identifying priority locations for capital improvements and how best to alleviate traffic congestion through connectivity and mobility enhancements. Linked to the online Interactive Map this survey helped to identify personal commuting habits and specific corridors in need of change.

- More than 75% of the connectivity ideas related to alternative modes of transportation, including 62% related to improved bicycle and pedestrian facilities
- Approximately half of all placemaking ideas related to adding green space, and large or small parks and plazas



Lenox Road Corridor November 2016 to January 2017

Focused specifically on Lenox Road. Participants were asked their opinions regarding multimodal facilities, streetscape enhancements, and how to make Lenox Road a "Great Street".

- More than 71% of the respondents utilize Lenox Road to visit the Buckhead Business District at least once a week
- More than 67% of respondents reported that vehicles moving along the corridor travel too fast, making it unsafe to walk or cross
- 34% believe Lenox Road could become a "Great Street" and 43% only need to be convinced



Park Over GA400 November 2016 to December 2016

Focused specifically on the Park Over GA400 concept. Participants were asked about their preferences for desired programming and activities, the current design concept, and possible funding options.

- More than 50% of the respondents were interested in dining/events, walking/running/jogging, sitting/socializing, outdoor markets, cafes, movie nights, and group fitness programs
- Approximately 47% of all participants own at least one dog
- Adults aged 25-45 represented over 70% of survey participants

CHAPTER 2: PROCESS

WALKING AUDIT

NATIONAL WALKABILITY EXPERT, DAN BURDEN OF BLUE ZONES, LED THE PLANNING TEAM, CITY OF ATLANTA REPRESENTATIVES, AND LOCAL RESIDENTS ON A WALKING AUDIT PRIOR TO THE JANUARY 19TH PUBLIC MEETING. THE AUDIT LOOKED AT WAYS TO ENHANCE TRANSPORTATION OPTIONS, IMPROVE PEDESTRIAN CONNECTIVITY BETWEEN CURRENT AND FUTURE DESTINATIONS, AND PLACEMAKING OPPORTUNITIES THAT CELEBRATE BUCKHEAD'S DISTINCT IDENTITY.

The walking audit primarily focused on the following corridors:

- Piedmont Road: between Pharr Road to Roswell Road
- Roswell Road: From the intersection of Piedmont, Blackland, and Habersham Roads to Peachtree Road
- Peachtree Road: between West/East Paces Ferry Roads to Pharr Road
- Pharr Road: From Peachtree Road to Piedmont Road

Initial recommendations provide a strong starting point in identifying a combination of both short- and long-term initiatives that can improve the social, physical, and economic health and well-being of individuals and the community through better built environments. Some of these recommendations can be made immediately, while others require additional engineering analysis, budgeting and partnerships with various stakeholders.



MOVING FORWARD

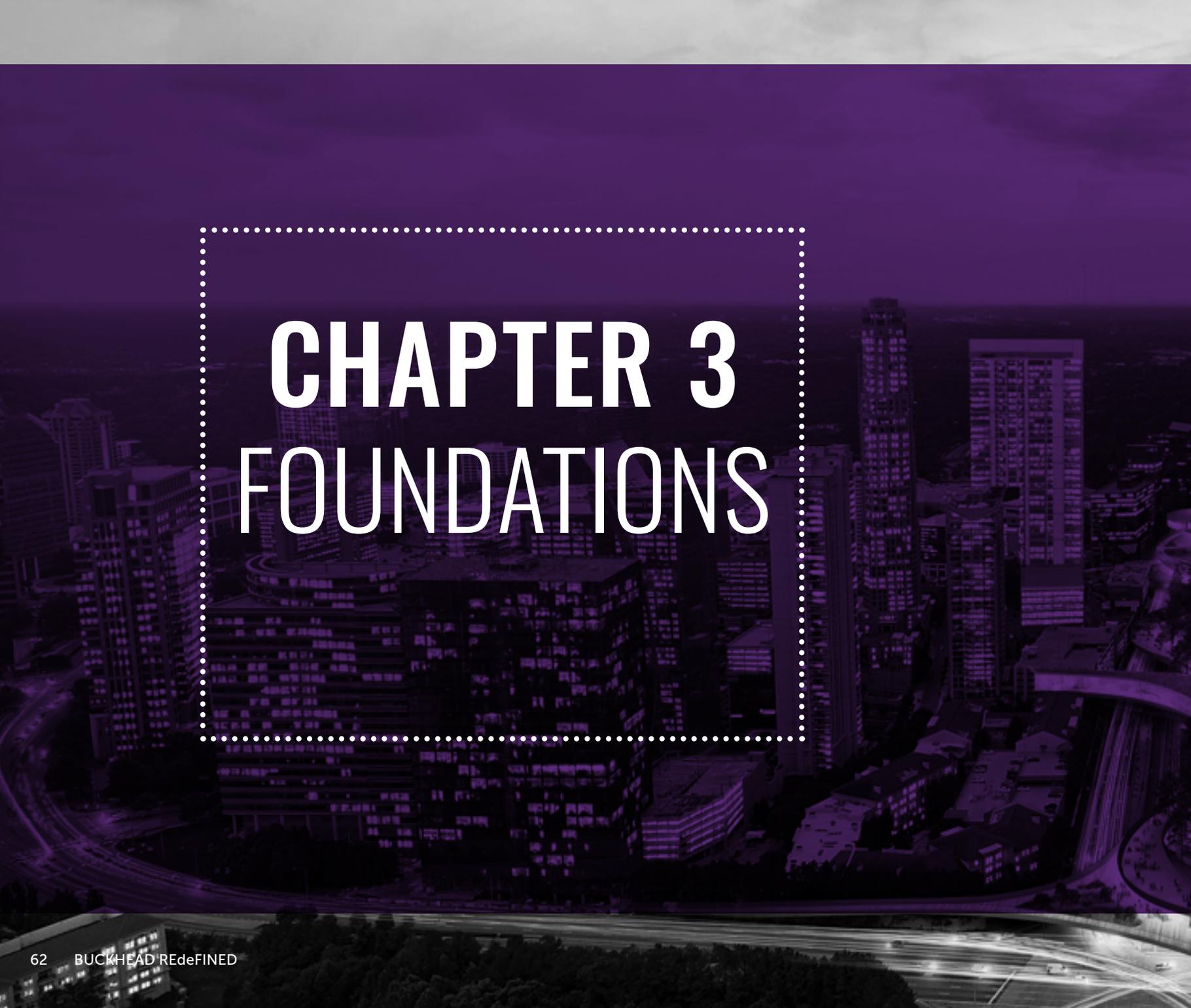
IF PURSUED WITH CARE, BUCKHEAD IS WELL POSITIONED TO CAPTURE THE CROSS GENERATIONAL MARKET PREFERENCE FOR A TRULY WALKABLE AMENITY-RICH COMMUNITY. THIS MEANS A CONTINUED SHIFT FROM BUCKHEAD'S CURRENT AUTO-CENTRIC DESIGN TOWARDS A MORE WALKABLE, LIVABLE, EQUITABLE AND HEALTHY COMMUNITY.

Transitioning to a more people-focused environment is a big paradigm shift. Today, there still is conflict between supporting more vehicular traffic and speed versus making the area a place that is safe, comfortable and convenient to walk and live. Many cities have proved that communities cannot build their way out of traffic by adding more lanes. Rather a multi-modal network and land-use partnership needs to take place. This shift calls for new practices, processes, policies, and incentives in which BUCKHEAD REdeFINED seeks to address.

The following are key observations and recommendations from the walking audit:

- Increase support of well-placed urban densities
- Work with developers to build a great set of urban villages
- Add to street connectivity (active transportation connections, or more)
- Fix key intersections (Lenox and Piedmont, Peachtree and Piedmont)
- Make Piedmont Road (from Peachtree Road NE to Sidney Marcus Boulevard) a high investment, mixed use, urban corridor. Shift from six to four-lanes, add buffered bike lanes, and create midblock crossings
- Set lower target speeds for an urban environment (20-30 mph on local streets)
- Set the default lane width to 10 feet on area roads, but especially on Piedmont Road, Roswell Road, Pharr Road and Peachtree Road
- Improve "first-mile and last mile" connectivity to support transit use
- Provide midblock crossings on all key roads (Roswell Road, Peachtree Road and Piedmont Road)





CHAPTER 3 FOUNDATIONS

- 
- >> Introduction
 - >> Placemaking
 - >> Connectivity

BUCKHEAD REdeFINED ▶

CHAPTER 3: FOUNDATIONS

INTRODUCTION

THE BUCKHEAD COMMUNITY IS DYNAMIC AND EVER-EVOLVING. ESTABLISHED IN 1838, AT THE PRESENT INTERSECTION OF PEACHTREE, ROSWELL, AND WEST PAGES FERRY ROADS, HENRY IRBY PURCHASED JUST OVER 200 ACRES OF LAND FOR \$605, SHORTLY THEREAFTER HE OPENED A LOCAL TAVERN, SETTING THE COURSE FOR BUCKHEAD'S FUTURE.

Today begins Buckhead's next era of transition from a predominately auto-dominated office district into a walkable urban center. But, navigating such transitions are never easy and do not happen by chance. Success requires a clear plan of action backed by the collective voice of community. To begin the process, the Planning Team set out to identify the community's existing assets and outline an approach for making Buckhead a better place.

To ease the transition, while building upon the district's existing assets and tying the community together as a unified whole, the Planning Team recommends that area leaders focus future efforts in two foundational areas: **PLACEMAKING** and **CONNECTIVITY**. Placemaking inventories existing public spaces throughout the district and seeks to identify opportunities to create new and improved places for community interaction and recreation. Connectivity assesses existing roads, transit, sidewalks, paths, and trails to provide access into and out of the district, as well as between destinations and neighborhoods. Enhancing Buckhead's sense of place, urban character, connectivity, access, and mobility are critical to fulfilling the promise of **BUCKHEAD REdeFINED**.



PLACEMAKING

CREATE USABLE PUBLIC SPACES THAT COMPLEMENT CURRENT RESOURCES, ENHANCE THE QUALITY OF LIFE FOR ITS CITIZENS, AND ENERGIZE BUCKHEAD TO BECOME A MORE VIBRANT PLACE.

CONNECTIVITY

EXPAND CONNECTIVITY TO IMPROVE MULTIMODAL ACCESS IN, AROUND, AND THROUGHOUT BUCKHEAD TO IMPROVE THE QUALITY OF LIFE FOR ITS CITIZENS.



CHAPTER 3: FOUNDATIONS PLACEMAKING

CREATIVE PLACEMAKING ANIMATES PUBLIC AND PUBLICLY ACCESSIBLE SPACES, REIMAGINES STRUCTURES AND STREETSCAPES, IMPROVES LOCAL BUSINESS VIABILITY AND PUBLIC SAFETY, AND BRINGS STAKEHOLDERS TOGETHER TO CREATE A DISTINCTIVE SENSE OF PLACE.



TYPES OF PLACES

Public Spaces

- Parks, open spaces, plazas
- Streets and sidewalks
- Trails
- Transit stations

Publicly Accessible Spaces

- Parking lots & decks
- Buffers between developments
- Private plazas & open spaces adjacent to offices, residential, retail and within office parks

CONSIDERATIONS

BUCKHEAD REdeFINED recommends expanding existing programs and policies that encourage and foster a unique sense of place.



Photo courtesy: Erion Shehaj

Parks, Open Spaces, and Plazas

Goal: Create new parks and plazas, and open spaces. Implement the Buckhead Collection Greenspace Vision and update open space requirements in zoning. This will lead to the creation of sizable and usable public spaces. Design and programing should be considered with the design of each new or improved public space to ensure it is active and contributes to the public realm.



Photo courtesy: Visit Indy

Streets and Sidewalks

Goal: Create walkable streets. Streets make up a large percentage of the public space within any built environment. While existing zoning requires sidewalks and public frontages, retrofits to existing streets will be necessary to ensure a continuous public realm, and design considerations are important in all areas to ensure successful sidewalks. Sidewalks must be lined with active street-oriented retail, restaurants, and housing.



Trails

Goal: Provide off-street connectivity. Multi-Use trails should be wide enough to accommodate multiple modes of transport, complete with outdoor seating, public art, attractive landscaping, and facilities to support cycling and pedestrian activity. Particularly in Buckhead, trails should provide a safe, low speed alternative for pedestrians and bicyclists who may not feel secure traveling Buckhead's major roadways.



Photo courtesy: Jason Dozier

Transit Stations

Goal: Make a great first and last impression. Transit stations act as the community gateway for many, particularly commuters. It is important to make transit stations feel safe, secure, and inviting for both current and new riders. Existing MARTA stations have significant under-utilized spaces (plazas and parking) that could accommodate infill retail, public art, special events, and/or large scale redevelopment.



Publicly Accessible Space Opportunities

Goal: Activate existing underutilized spaces. Semi-public and publicly-accessible private spaces can be activated through the addition of new facilities, such as trails through landscape buffers between buildings, seating within private plazas, office building lobbies, or infill retail on underutilized parking lots that front high visibility corridors.

CHAPTER 3: FOUNDATIONS

PLACEMAKING IN BUCKHEAD

BUCKHEAD HAS EXPERIENCED SUCCESS ENHANCING THE DISTRICT'S VITALITY. CONTINUED EFFORTS IN PLACEMAKING AND CONNECTIVITY WILL REFINE BUCKHEAD'S FUTURE.

SUCCESSES & CHALLENGES

Since 2000, Buckhead has made extraordinary progress in improving the beauty and livability of its existing public spaces. Perhaps the most visible, have been the Peachtree streetscape, urban design improvements around MARTA's Buckhead MARTA station, Marie Sims Park, Loudermilk Park, and the impressive public/private environment created by The Shops at Buckhead Atlanta. Equally important, however, have been incremental changes – including PATH400 and other pedestrian connections – that contribute greatly to an inviting and interconnected public realm. This in-progress framework of purposeful civic spaces has the potential to break down the inconsistent “superblock” pattern of Buckhead's past into a more walkable, pleasurable, and coherent place for people to live, work, learn, and recreate. Despite the accelerated rate of construction following the Great Recession, opportunities exist to build upon and embellish this framework, and to add other signature

public spaces to the district. The single most consistent stakeholder survey response regarding “what is needed” in Buckhead is additional green spaces – for recreation, dog parks, multi-use trails, and general civic use (Chapter 2). Finding strategic places where such spaces can be accommodated, and how to fund and implement them in the face of growth pressures and increasing land costs, is an important consideration.

The most significant challenge to vitality today in Buckhead is the lack of true public spaces. Most of Buckhead is experienced as a series of semi-public private spaces that do not allow for community uses or social interactions.

Setbacks

Special Public Interest Zoning adopted in 2010 and 2012 requires buildout of structures to sidewalks. Future efforts should seek to establish a more consistent facade line by building out the leftover setbacks created as a result of prior standards.



Photo courtesy: Marcus Williams

Plazas

Many commercial properties have provided semi-public plazas, including sculpture, seating, and water features per area zoning. However, many of these spaces are infrequently used and isolated from adjacent properties and the public realm. Future efforts should seek identify these spaces and redevelop them to better accommodate public use.



Parking Lots and Decks

Central Buckhead is dominated by parking lots, which serve an important function, but are often bleak, uninviting places that obscure the unique character of Buckhead. Future efforts should build upon minimum screening standards in zoning to provide parking structures with a building-like appearance, indistinguishable from surrounding structures and activated at ground level.

EMERGING TECHNOLOGIES

Two of Buckhead’s most intractable challenges - (1) how to accommodate future growth within a street system with severely limited connectivity, and (2) how to make a fundamentally auto-oriented and largely builtout environment more sidewalk-oriented and walkable – will be dramatically affected by rapid changes in the way people move around. Services like Lyft and Uber, while they haven’t proven to reduce congestion, provide mobility choices, and



Photo courtesy: smoothgroover22

may reduce the need to expand parking inventory. The extent of this impact is impossible to predict, but autonomous vehicles and related technologies may impact road capacities and efficiencies, alter existing curb lanes and service areas, and reduce the need for ownership and storage of private vehicles. This may translate into a reduction in the amount of land area dedicated to parking, freeing up possibilities for re-purposing of such land as public space or infill development. The promise of such changes suggests that our vision for the future should anticipate how they could be most advantageous in meeting Buckhead’s mobility and livability goals.

INFILL OPPORTUNITIES

Looking at Buckhead’s current urban form, few infill opportunities are readily apparent. However, two possibilities that merit attention include:

- The strategic removal of parking spaces from existing parking mega-structures,



Photo courtesy: Christian Hendricks

especially in the Buckhead Loop subarea, could enable trail connections to break down impenetrable “superblocks”

- In some locations, especially along the Peachtree Road, deep building setbacks were imposed on existing buildings. Zoning changes permit construction of low-rise buildings in these locations, which can engage the sidewalk with retail and restaurant space, those corridors can be animated and enriched with new pedestrian-oriented activity (as exemplified by the addition of South City Kitchen along Peachtree Road).

VISION PRINCIPLES

Applying placemaking and connectivity principles to guide future development will redefine Buckhead to have greater vitality, livability, and mobility. Principles and strategies include public spaces, retail, art and street activation, housing, streets, bike and pedestrian networks, and transit, which are detailed in Chapter 4.

CHAPTER 3: FOUNDATIONS

CONNECTIVITY

CONNECTIVITY IS THE WAY THAT PEOPLE NAVIGATE THE NETWORK OF ROADS, SIDEWALKS, PATHS, AND TRAILS TO GET FROM ONE PLACE TO ANOTHER. IMPROVING CONNECTIVITY AND MOBILITY BY EXPANDING TRANSPORTATION CHOICES AND OPPORTUNITIES IS VITAL TO BUCKHEAD'S ECONOMIC SUCCESS.

Buckhead displays indications of movement toward a series of walkable centers based on new land and transportation investments, community preferences, and growing local support among residents, employers, employees, and elected leaders. Nonetheless, the predominant transportation mode in Buckhead today is the automobile limited to a few major roadways and the dominant land use types are segregated and separated from one another (e.g. commercial, housing, entertainment).

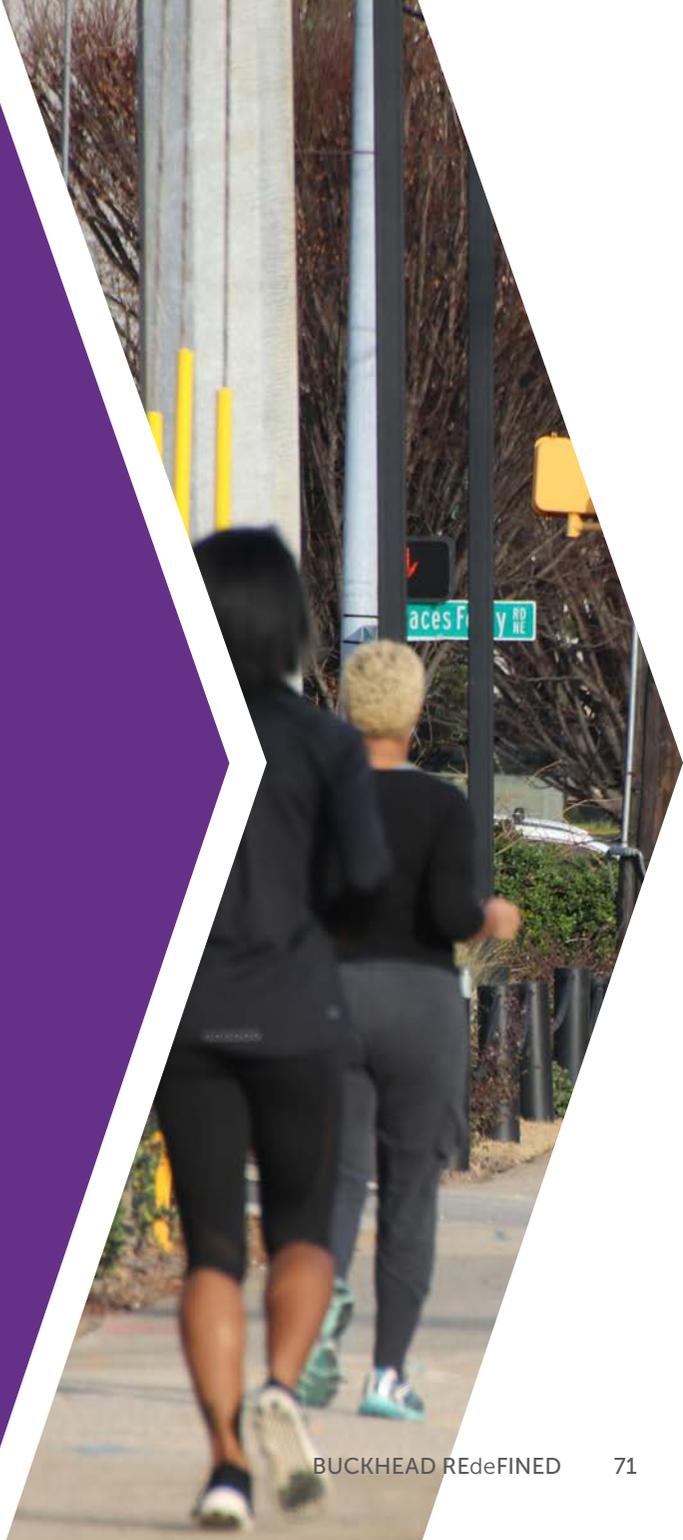
Buckhead's transportation focus over the next decade should facilitate travel to and within, not through, the district. Mobility enhancements should focus on intersection improvements, including higher visibility and safer pedestrian zones and crossings, sidewalk connectivity enhancements within and between Buckhead destinations, providing quality off-street trails that provide east-west connectivity, integration with the district's three MARTA transit stations. Regional transportation improvements should include focus on interchange improvements at GA400 and a partnership to foster regional bus connectivity to Buckhead. In combination with the area's placemaking priorities, local transportation and connectivity improvements should seek to foster the creation of pedestrian oriented subareas and amenities to support active lifestyles with a greater ability to use alternate means to make short-trips (walk, bicycle, transit versus automobile).



IN TRANSITION

BUCKHEAD IS IN TRANSITION, AN ONGOING TRANSFORMATION FROM DRIVABLE SUBURBAN PATTERNS TO WALKABLE VILLAGE CENTERS AND URBANISM. MANY POSITIVE SIGNS AND CHANGES ARE TAKING PLACE INCLUDING PATH400, HIGHER QUALITY URBAN DEVELOPMENT, AND LAST MILE CONNECTIVITY TO THREE MARTA TRANSIT STATIONS, BUCKHEAD, LENOX, AND LINDBERGH STATIONS.

Buckhead is one of a number of Southeastern employment and retail centers that is in the midst of a transformation from a traditional drivable development pattern to a more integrated, urban development pattern at a walkable scale. The transformation is difficult and not only requires a rethinking of infrastructure and development types, but a collaboration of stakeholders including long-term residents and tenants may resist to change. Ultimately, this transition will lead to more sustainable development patterns, higher values, greater walkability and health, and reduced local traffic demand.



CHAPTER 3: FOUNDATIONS

CONNECTIVITY IN BUCKHEAD

WHILE BUCKHEAD OFFERS MOBILITY OPTIONS, INCLUDING RAIL, A CIRCULATOR SHUTTLE, HIGHWAYS AND LOCAL ROUTES, INEFFICIENCIES EXIST. ALTERNATE MULTIMODAL ROUTES THAT EXPAND BUCKHEAD'S NETWORK ARE NEEDED.

SUCCESSSES & CHALLENGES

The face of North Atlanta's highway system began to change with the opening of GA400 in 1971 between I-285 and the communities of North Fulton. Shortly thereafter planning for the section between I-85 and I-285 through the heart of Buckhead made its debut. The Buckhead community resisted and led a revolt against the freeway proposal, fearing it would divide their neighborhoods and destroy homes.

Despite community resistance, the GA400 extension opened in 1993. The project took just over 3 years to construct and nearly 18 years to pay off. The result was a highway that physically divided Buckhead and reduced community connectivity. In addition to the roadway, the MARTA rail system was extended within the highway median and opened in June 1996. Known as the Red Line, the MARTA extension connected Lindberg Center to Perimeter Mall. While GA400 serves as a regionally significant connector, the highway continues to divide Buckhead, creating

segmentation between the eastern and western sides of the core business district. The diagrams on the adjacent page illustrate the existing vehicular network and the roadways that compose Buckhead's primary transportation routes. East/west routes consist of Peachtree and Lenox Roads, with Peachtree Road serving as Buckhead's main corridor. The north/southwest routes are limited to Roswell and Piedmont Roads west of GA400, and sections of Lenox and Roxboro Roads to the east. While local community members systematically utilize alternate routes to avoid traffic along the main corridors, alternate local roadways and limited connections across GA400 limit the ability to alleviate Buckhead's peak traffic volumes.

Corridors and Major Roadways

Recent efforts to enhance existing roadway infrastructure and provide better level of service for multimodal users along Buckhead's major roadways proved successful. The original 2002 LCI Plan sought to refine the Peachtree Road

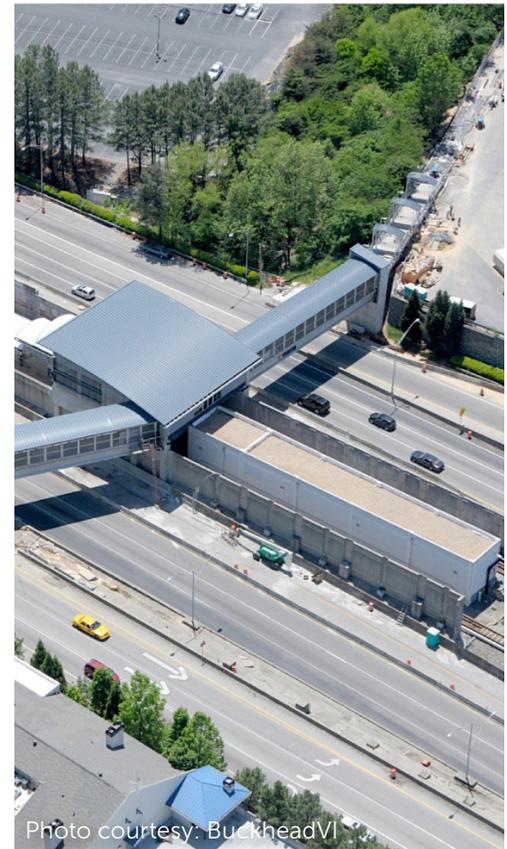
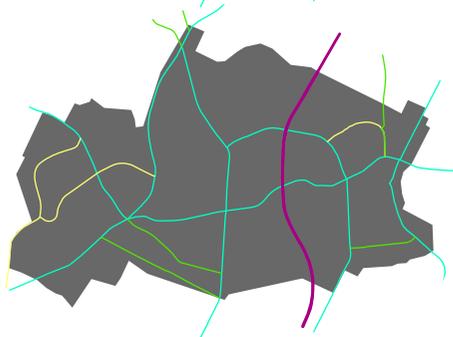
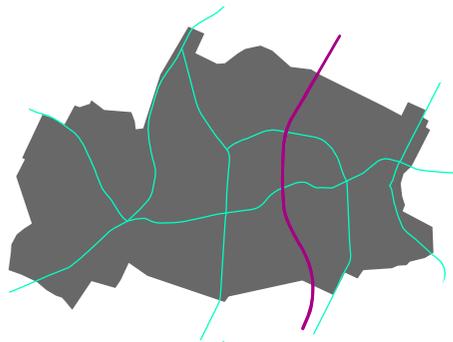


Photo courtesy: BuckheadVI

corridor through a series of streetscape and intersection upgrades that provided a more walkable environment along one of Buckhead's signature streets, while also improving vehicular infrastructure and the ability to more efficiently move vehicles.



Legend

- GA400
- Primary Roadway Network
- Secondary Roadway Network
- Local Roadway Network

Multimodal Network

Peachtree Road Corridor improvements, along with the implementation of PATH400 and Buckhead Village Streetscapes have started to fill the gap and meet the growing demand for transportation options, Providing safe and convenient routes for both bicyclists and pedestrians to access key destinations throughout the district.

Transit Stations

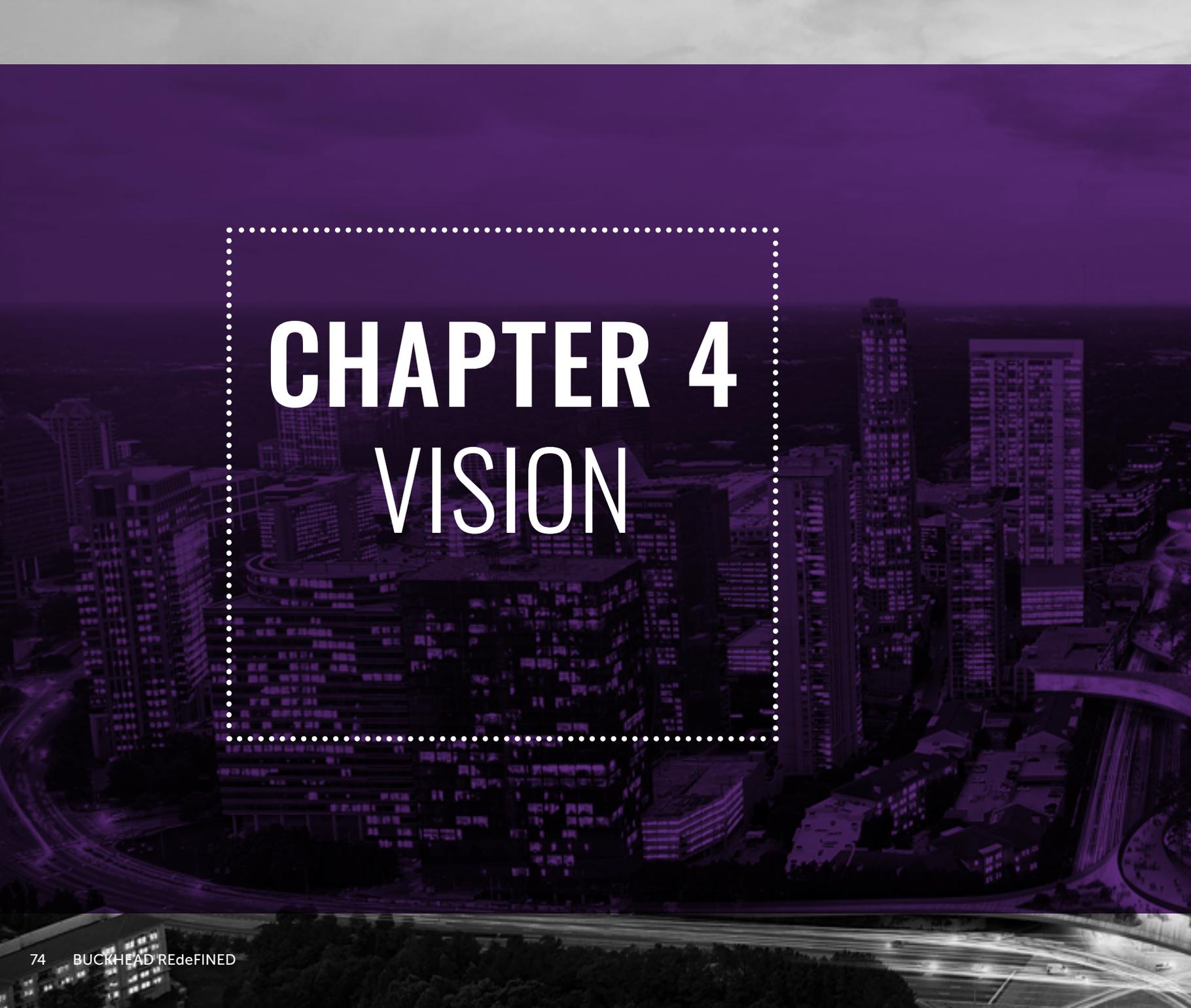
Buckhead transit, includes the Buckhead and Lenox Transit Station. In addition, the recent addition of a pedestrian bridge at the Buckhead Transit Station provides a much needed connection across GA400. The new bridge is open to all, including walkers and bicyclists with or without a MARTA rail pass.

OPPORTUNITIES

Future transportation improvements need to bolster and enhance the existing network of local connections, fund and expand last-mile connectivity to local activity centers with transportation services such as “the buc” and other bus and shuttle services, and provide additional multi-modal amenities throughout the district to link the existing PATH400 and proposed multi-use trails. MARTA transit stations should be renovated to better relate aesthetically and physically to the surrounding area, and provide more convenient access for a greater variety of regional users.

VISION PRINCIPLES

Enhanced connectivity, in conjunction with the previously mentioned placemaking strategies, will redefine the way residents, employees, and visitors move and interact in Buckhead. The following pages define the basic elements needed to overcome Buckhead’s gaps in connectivity and offers an overview of the various types of improvements needed to advance action. Strategies include improved GA400 interchanges and access ramps; upgrades to major, minor, and local roadways, including key intersections; continued expansion of the district’s bike and pedestrian network; and focused efforts to aesthetically improve the MARTA transit stations to enhance the customer experience and put more Buckhead destinations within reach of regional riders.



CHAPTER 4

VISION

- 
- >> Introduction
 - >> Vitality
 - >> Mobility
 - >> Livability

BUCKHEAD REdeFINED ▶

CHAPTER 4: VISION

INTRODUCTION

THE VISION FOR BUCKHEAD IS TO PRESERVE THE INTEGRITY OF THE COMMUNITY, WHILE CREATING USABLE PUBLIC SPACES THAT COMPLEMENT CURRENT RESOURCES AND ENERGIZE BUCKHEAD TO BECOME A MORE VIBRANT PLACE. BUCKHEAD ALSO SEEKS TO IMPROVE MULTIMODAL ACCESS IN, AROUND, AND THROUGHOUT BUCKHEAD, WHILE EXPANDING CONNECTIVITY AND STRENGTHENING COMMUNITY BONDS WITH PROGRAMMATIC AND POLICY CHANGES TO CREATE A MORE COMFORTABLE, SAFE, AND INCLUSIVE DISTRICT.

To sustain a growing community, it is critical for Buckhead to create places for public interaction and recreation, address congestion, enhance mobility, and support policies that make the district more accessible and livable.

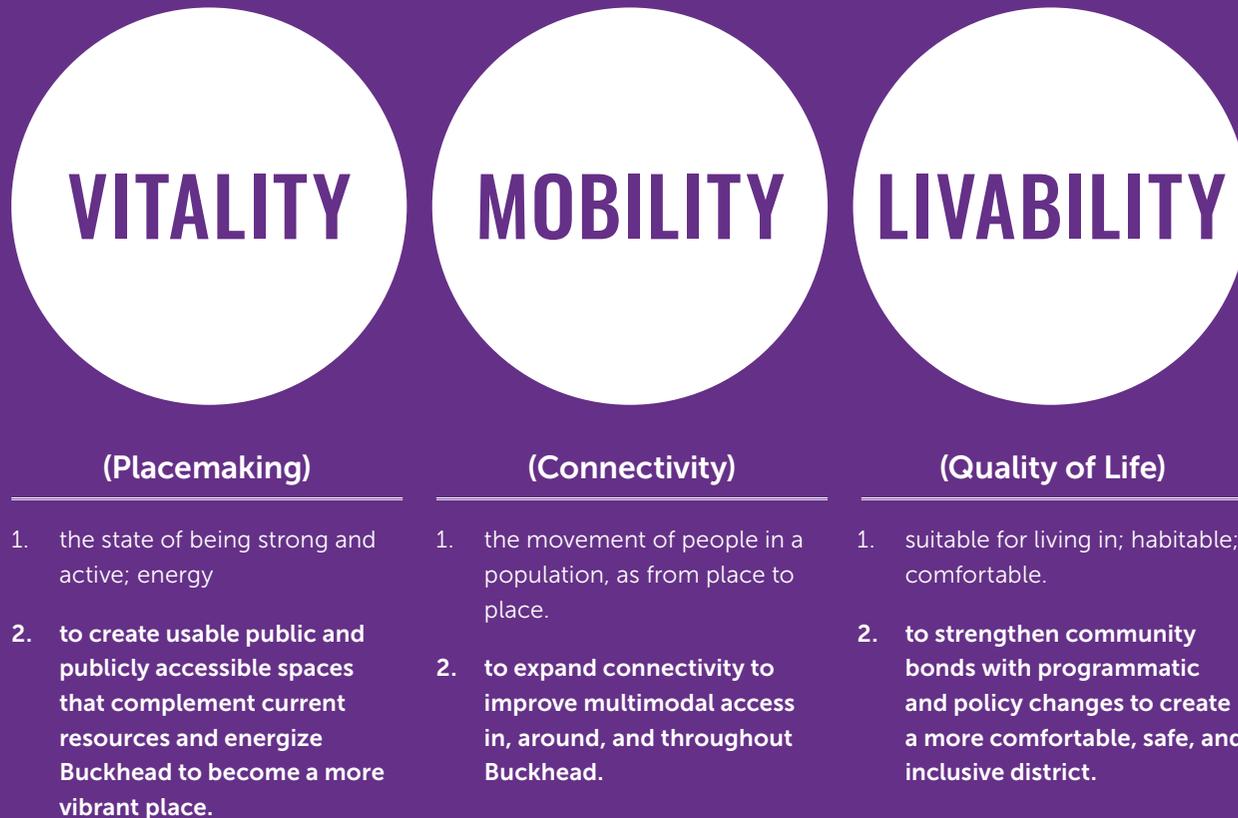
Creating a framework and organizational structure that respects the will and desire of Buckhead's many voices is central to achieving the **BUCKHEAD ReDeFINED** vision outlined in this chapter.

*As a Master Plan, Chapters 4 and 5 of **BUCKHEAD ReDeFINED** outline the vision for the future of Buckhead. While some projects and initiatives are funded and/or in design, others identify potential improvements that require additional study, analysis, and community conversation. Individual projects are conceptual in nature and not necessarily approved or funded by the City of Atlanta.*



VISION THEMES

The **BUCKHEAD REdeFINED** vision can be summarized in three district-wide themes to which each programmatic improvement is tied.



CHAPTER 4: VISION VITALITY

TODAY

BUCKHEAD IS THE CONFLUENCE OF RESIDENTIAL NEIGHBORHOODS, SHOPPING, BUSINESS, AND ENTERTAINMENT ROOTED IN A UNIQUE HISTORY

VISION

BUCKHEAD EMERGES AS AN ENERGIZED AND CULTURALLY VIBRANT COMMUNITY ORGANIZED AROUND A CONNECTED NETWORK OF USABLE AND BEAUTIFUL PUBLIC SPACES THAT COMPLEMENT A GROWING ROSTER OF SHOPPING, BUSINESS, AND ENTERTAINMENT OPTIONS.

While land values in Buckhead make the creation of open space on privately-owned land extremely difficult, particularly within a growing urban district, the community desires more public and publicly accessible spaces. A network of beautiful and usable parks, plazas, and green spaces has the power to transform and connect the community, providing important areas for rest, recreation, and celebration.

Opportunities for new civic spaces in Buckhead exist along major roadways, at high traffic intersections, on vacant and underutilized properties, between current retail and commercial uses, and at the Lenox and Buckhead MARTA transit stations. The **VITALITY** vision plan identifies implementable strategies to create more active public spaces and public art throughout the district.



STRATEGIES

Three implementable strategies are proposed to achieve the **VITALITY** vision.

PUBLIC SPACE FRAMEWORK

Emphasize the importance of implementing the Buckhead Collection Greenspace Action Plan, while recommending additional locations that could be appropriate for public spaces and / or redevelopment.

- Continue study of Park Over GA400
- Aggregate green spaces to create larger community parks within redevelopment sites or on underutilized land where appropriate
- Integrate new green spaces with the existing parks and trails network

STREET ACTIVATION PROGRAM

Enhance street activity through the construction of temporary infill retail (shipping containers, liner buildings, shops in vacant storefronts, food trucks) on vacant and underutilized land, such as semi-public plazas, surface parking lots, and office lobby spaces.

- Construct short-term solutions (shipping container retail or retail retrofits such as South City Kitchen on Peachtree Road) in appropriate places as placeholders for future redevelopment
- Use the portions of underutilized parking lots that face sidewalks to construct temporary buildings.
- Encourage long-term redevelopment to include active uses at street-level

PUBLIC ART PROGRAM

Builds upon the Buckhead Heritage Society's Interpretive History Plan and Livable Buckhead's Mile Long Museum concept, while incorporating newly identified opportunities for curated installations along corridors and at key intersections.

- Formation of Public Art Organization to lead and seek funding for a Public Art Program
- Continue efforts to implement public art installations and strategies outlined in existing Interpretive History Plan and Mile Long Museum concept
- Identify key corridors for additional public art installations and coordination with City of Atlanta Cultural Affairs

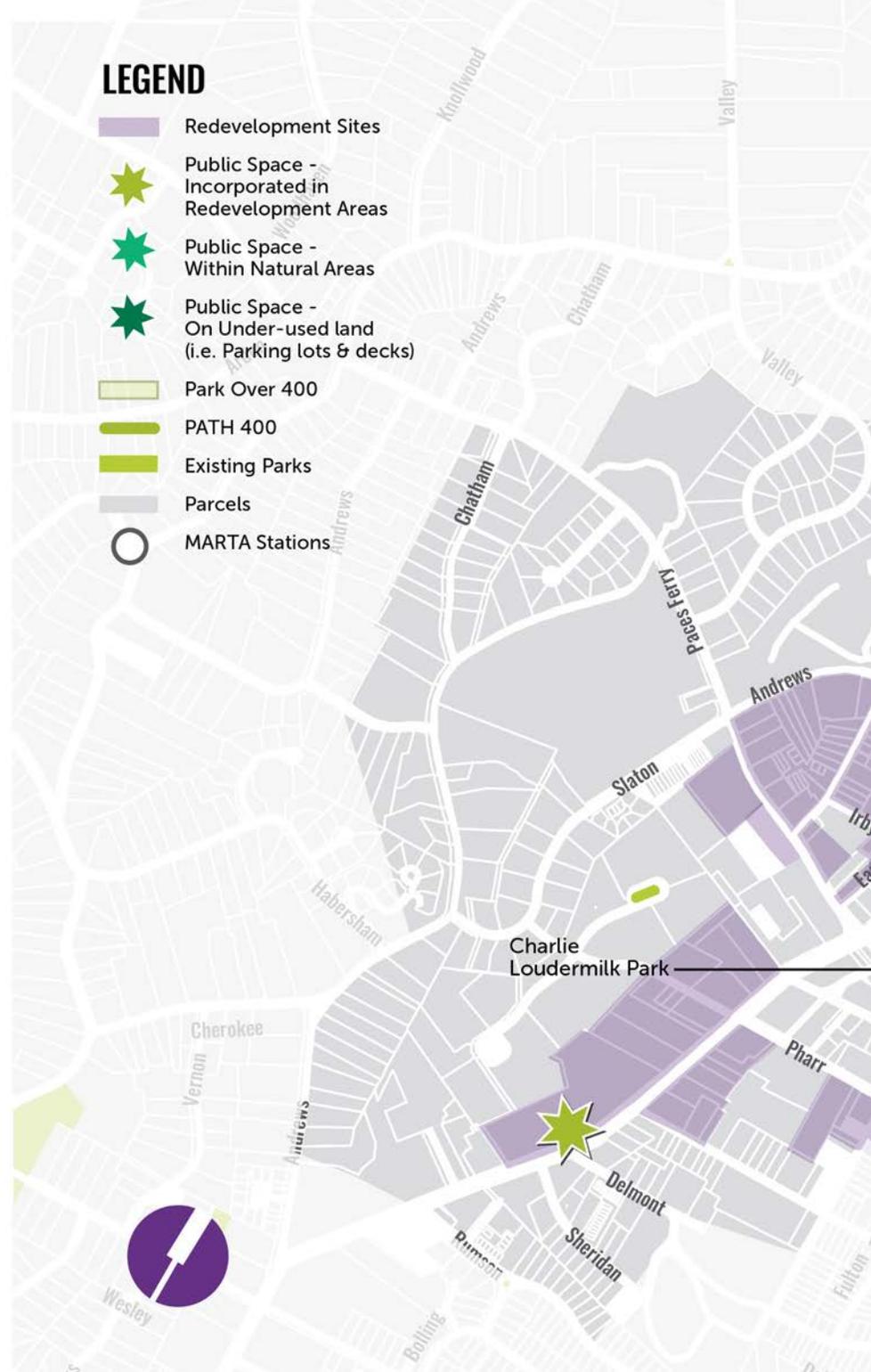
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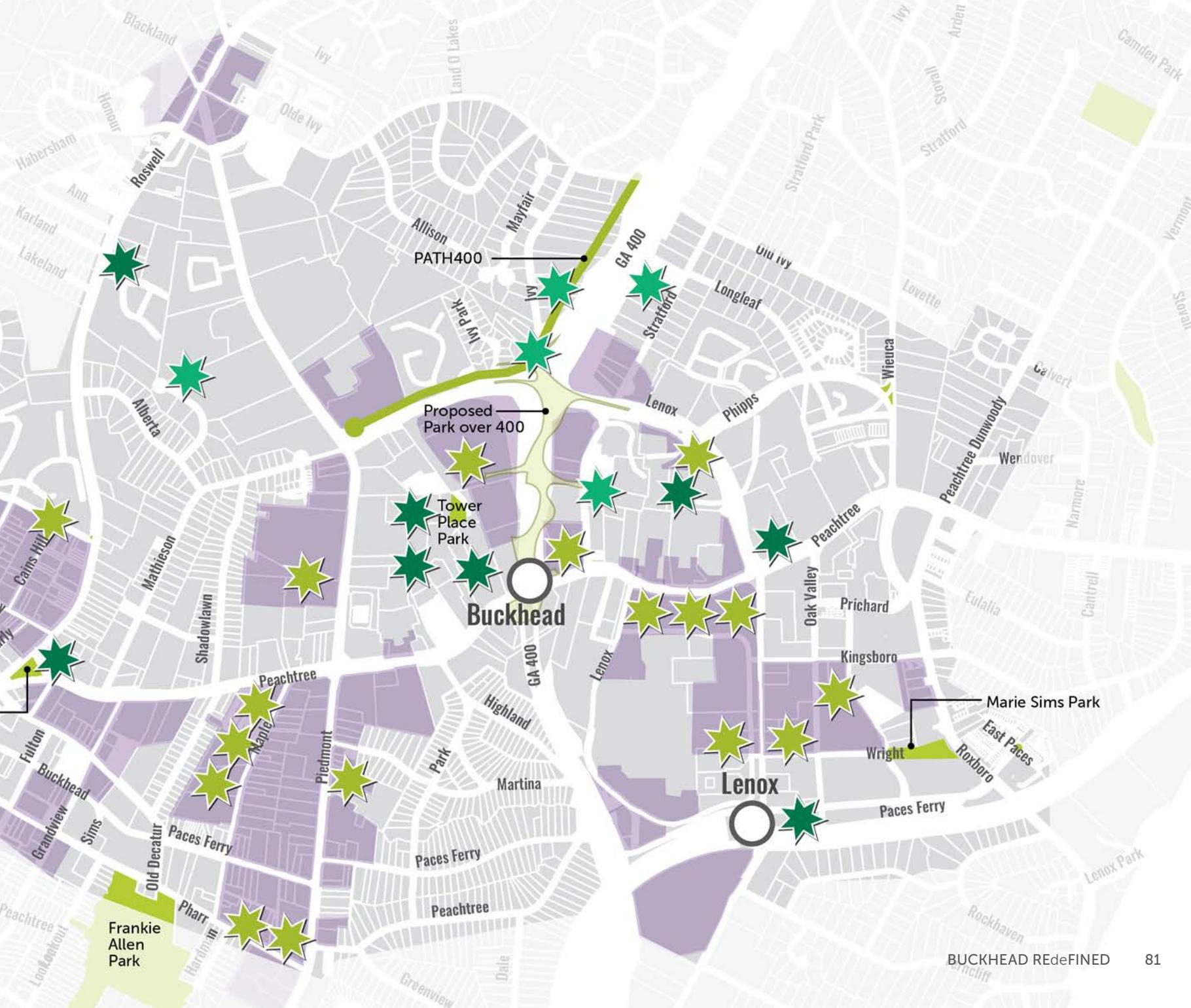
PUBLIC SPACE FRAMEWORK

Although many semi-public greenspaces exist in Buckhead, few are designed for purposeful civic use. Small, private open spaces created in accordance with area zoning rarely provide meaningful gathering spaces desired by the public.

In order to address the lack of public space in Buckhead, a strategic network of green space must be created. Each subarea should accommodate the needs of users by offering a variety of types and sizes of public space that reflect Buckhead’s cultural history in order to achieve greater vitality, street activation, and quality of life.

The opportunities identified in the Public Space Framework to the right represent locations for potential public space, some of which are within future redevelopment sites. Building on the significant investment proposed in the Buckhead Collection Greenspace Action Plan and Park Over GA400, these opportunities could occur on underutilized land such as existing parking lots, undevelopable natural areas, or sites that could provide public space as they redevelop. MARTA transit stations also provide key opportunities to create true public spaces. High-quality public spaces should address a number of social, cultural, and environmental issues in order to ensure Buckhead’s history, culture, and natural resources are preserved.



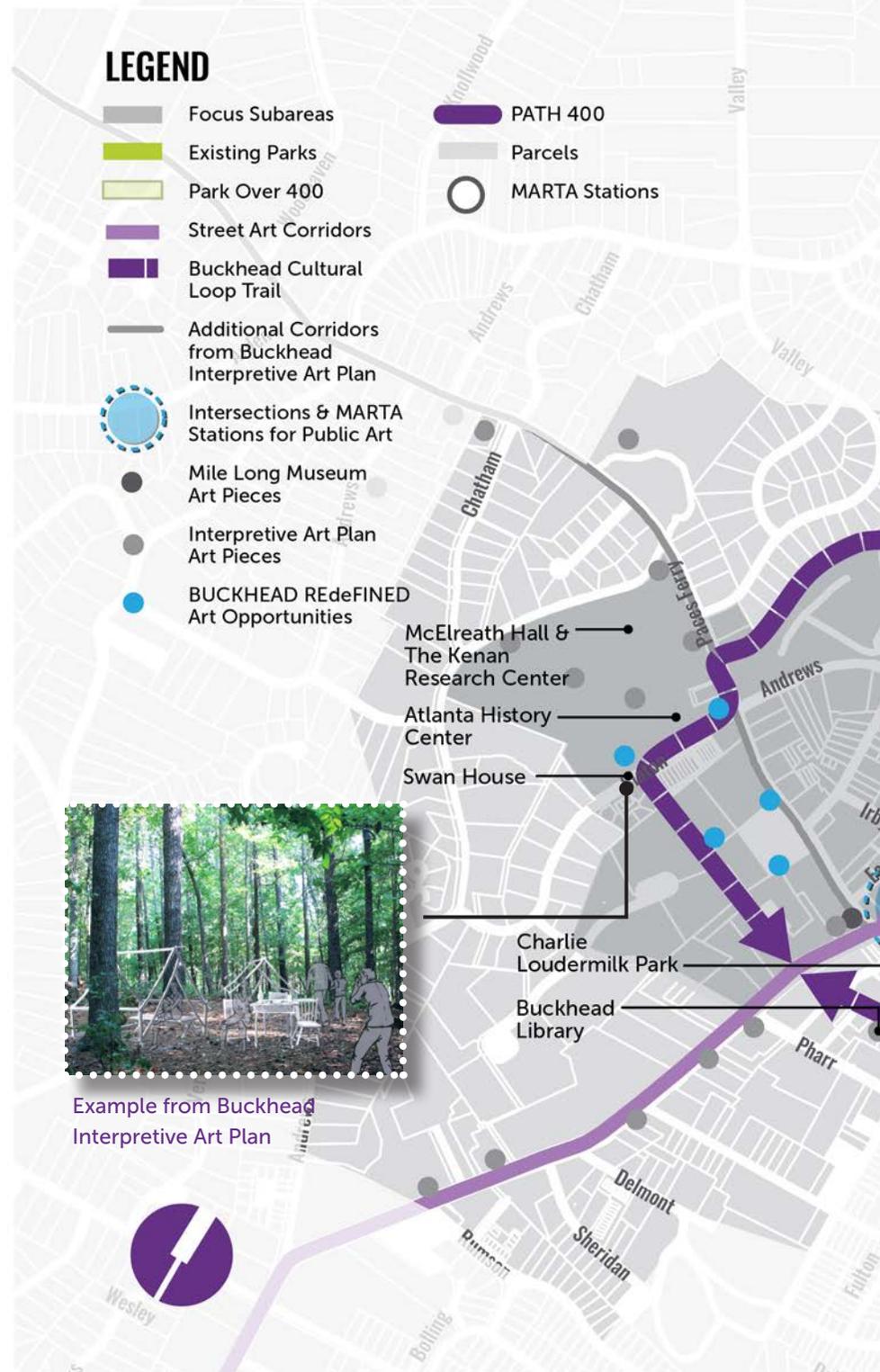


CHAPTER 4: VISION

STREET ACTIVATION PROGRAM

The Street Activation Program suggests using public art installations, programming, and infill retail to add vitality to Buckhead's existing streets. It builds on the Buckhead Heritage Society's Interpretive Art Master Plan and Livable Buckhead's Mile Long Museum concept. Efforts should be concentrated in existing and proposed public spaces, at MARTA transit stations, at key intersections, and along the Street Art Corridors shown at right.

A wide range of art and activities described on the following pages, can enliven places throughout Buckhead. The area's most visible and visited destinations offer ideal locations for art and activation in order to make the most significant impact on the public realm.



Example from Buckhead Interpretive Art Plan

CHAPTER 4: VISION

STREET ACTIVATION PROGRAM

STREET LEVEL RETAIL WILL FURTHER ACTIVATE BUCKHEAD'S STREETS AND UNDERUTILIZED PUBLIC SPACES, WHILE MAKING THE DISTRICT MORE WALKABLE AND CONNECTED.



Retail is a key driver of street vitality in urban areas. Buckhead's existing quality of life zoning requires storefronts to activate sidewalks. In areas built under previous zoning, infill retail and repositioning may be needed to help activate streets and maximize real estate value until major redevelopment occurs. Several priority redevelopment locations have been identified on the adjacent page.

Street activation can take a number of forms, including:

- First floor additions to towers and parking garages
- Street vendors
- Shipping containers repurposed for temporary retail
- Parking lot liner buildings (small retail buildings constructed adjacent to the sidewalk, which could fill a single row of parking)
- Pop-up retail within vacant storefronts or office lobbies



FIRST & NEXT STEPS EXAMPLE

This coffee shop in Midtown was formerly located in a temporary, single-story building and activated an important street corner with outdoor seating. This short term solution has been replaced by a midrise residential building that now houses the same coffee shop in a more permanent building, but serving the same purpose. South City Kitchen on Peachtree Road has accomplished a similar result, and more retail destinations like this should occur where appropriate.



STREET ACTIVATION IN BUCKHEAD

Activation strategies can bring enhanced activity and increased vitality to areas of Buckhead that have not developed in an active, street-oriented form. The appropriate strategy varies based on context. For example, shipping container infill or street vendors in surface parking lots may be more appropriate in the West Village because of the small building scale and types of establishments. MARTA

transit station plazas may also provide opportunities for these activities because of the high volume of pedestrian traffic. Pop-up sidewalk fronting retail within building lobbies is more appropriate in the Buckhead Loop and Piedmont Road north of Peachtree. Retail may be more appropriate at the sidewalk edge of large existing surface parking lots, for example, at Lenox Square Mall or along Piedmont Road south of Peachtree.

CHAPTER 4: VISION

PUBLIC ART PROGRAM

PUBLIC ART IS A KEY COMPONENT OF URBAN STREETS. STRATEGIC ART INVESTMENTS IN BUCKHEAD, LED BY A PUBLIC ART ORGANIZATION WILL ADD VITALITY, WHILE BUILDING ON LOCAL HISTORY AND PREVIOUS PLANNING EFFORTS.

PUBLIC ART TYPOLOGIES

The Public Art Program recommended in BUCKHEAD REdeFINED identifies specific public art typologies that are appropriate in specific locations. Public art can take many forms, including temporary or permanent installations. Buckhead can accommodate both including:

- Monumental sculptures
- Lighting installations
- Interactive installations
- Murals on buildings, bridges, or underpasses
- Temporary installations
- Painted crosswalks, utility boxes, and street furniture
- Performance art and events
- History exhibits and interactions

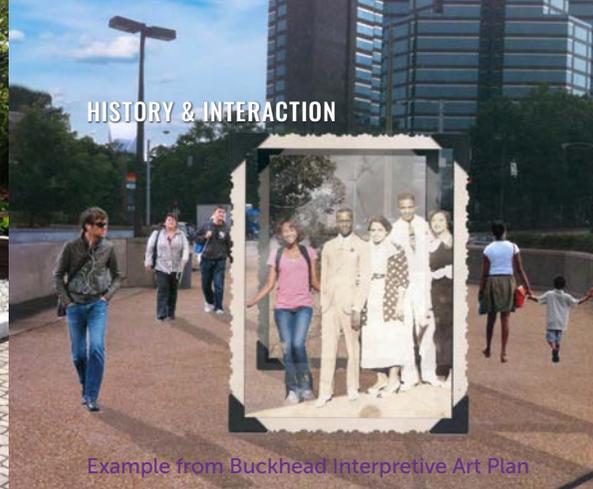
Both the **Interpretive History Plan** and the **Mile Long Museum** incorporate many of these typologies in their recommendations. The Interpretive History Plan identifies locations for art installations, their themes, and types of art that could be appropriate

throughout Buckhead. More than 30 installations are recommended within the study area, on key corridors and along the Buckhead Cultural Loop Trail. The flexibility of the installations presents opportunities to populate the Cultrual Trail and other locations with historic imagery. The Mile Long Museum has four phases of installations identified along the Peachtree Road corridor. BUCKHEAD REdeFINED's recommendations follow the same corridors and offer additional public art typologies, shown in the photos.

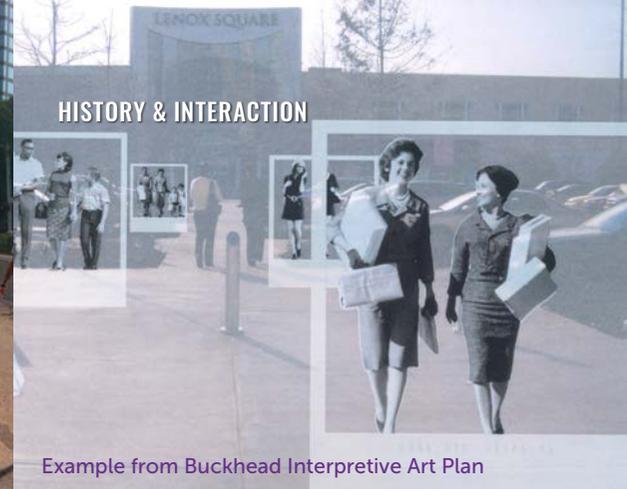




Example from Mile Long Museum



Example from Buckhead Interpretive Art Plan



Example from Buckhead Interpretive Art Plan

HOW CAN THE PUBLIC ART PROGRAM BE IMPLEMENTED?

Cities across North America have created public art organizations in order to fund and implement public art master plans. The role of this organization would be to guide the creation of an official Public Art Master Plan that incorporates the recommendations of this plan, the Buckhead Heritage Society's Interpretive History Plan, the Mile Long Museum, and other public art opportunities that may arise, and to guide the implementation of the Public Art and Street Activation Programs.

PUBLIC ART ORGANIZATION AND STRUCTURE

Public art organizations typically have an appointed board of 7-9 members, including a City Council member. The board would hire a consultant to create a public art master plan to consolidate the recommendations of all existing relevant

plans and create an implementation plan and timeline that addresses art typologies, specific locations, and priority installations. The board would then commission, acquire, and exhibit new art. Special Administrative Permit (SAP) applicants could be required to meet with the board to learn about the public art program before designing their developments.

FUNDING OPPORTUNITIES

The operations of the public art organization would be funded by donations from individuals, businesses, developers, and foundations. A number of other funding opportunities are also available for implementing art projects, including:

- Private grants
- Individual donations
- Crowdfunding
- Fulton County Arts Council
- City of Atlanta Office of Cultural Affairs
- Georgia Council for the Arts

- Metropolitan Atlanta Arts Fund
- Proposed City of Atlanta art sales tax
- National Endowment for the Arts
- Parking revenue
- Atlanta Public Arts Legacy Fund

A public-private matching funds could also allow the public art organization and real estate developers to share the cost burden of art in a public-private partnership. Funds from the arts organization would be made available to developers who contributed significantly toward art within their projects.

A more formal program could also require developers within certain areas to either incorporate art into their projects, or pay fees in lieu to the public art organization, who would then invest funds on art installations throughout Buckhead.

CHAPTER 4: VISION MOBILITY

TODAY

BUCKHEAD IS A TRANSPORTATION HUB WITH THREE TRANSIT STATIONS, MAJOR ROADWAY CORRIDORS, SUPERBLOCKS, AND HIGH TRAFFIC DEMAND

VISION

BUCKHEAD OFFERS A BALANCE OF CONNECTED MOBILITY OPTIONS TO OVERCOME BARRIERS, IMPROVE CONNECTIONS AND FACILITATE TRANSIT USE AND PUBLIC MOBILITY THROUGHOUT THE COMMUNITY AND TO DESTINATIONS BEYOND

Today, over 98% of jobs in the Study Area are filled by employees who live outside of the district. This jobs-to-housing imbalance is a significant contributor to Buckhead's congestion along major roadway corridors. Buckhead has made great strides in improving **MOBILITY** throughout the district, with projects such as the transformation of the Peachtree Corridor; a \$32 million pedestrian bridge across GA400 connecting MARTA's Buckhead transit station; and 2.5 miles of PATH400, a north-south multi-use trail along GA400. While these connectivity projects, along with private-sector driven redevelopment efforts, have greatly enhanced Buckhead's character and walkability—particularly along Peachtree Road near GA400 and in the Buckhead Village, continued vehicular, bicycle/ pedestrian (particularly East-West connectivity), additional housing options for area employees, and increased transit usage is critical to balancing growth and quality of life in the future



STRATEGIES

Four implementable strategies are proposed to achieve the **MOBILITY** vision.

VEHICULAR FRAMEWORK

Identifies existing roadway and corridor enhancements, new street connections, key intersection improvements, and improved access to and from GA400.

- Promote vehicular improvements and connections that foster greater connectivity between Buckhead area destinations and neighborhoods
- Analyze local commute patterns to determine appropriate transportation demand management (TDM) strategies that help to alleviate traffic congestion

BIKE / PED FRAMEWORK

Builds upon the successes of PATH400, providing greater, safer access to foster mobility, enhance recreation opportunities, and create a viable alternative for local commuters.

- Expand and connect to existing bike/ped facilities
- Promote and expand Buckhead's multi-modal network
- Incentivize local developers to incorporate the installation of bikeshare stations

TRANSIT FRAMEWORK

Enhance last mile connectivity to extend access to current transit and expand opportunities for local circulators and shuttle services.

- Enhance the user experience and sidewalk connections to MARTA transit stations
- Expand "the buc" circulator shuttle (funding and service area) to serve a wider range of Buckhead stakeholders, particularly within Buckhead Village
- Evaluate and encourage GRTA Xpress and MARTA bus service to and from the Buckhead business district
- Expand Transportation Demand Management strategies

TRANSPORTATION- HOUSING CONNECTION

Match Buckhead employees to Buckhead residences as a means to reduce the percentage of workers commuting into and out of the district by single occupancy vehicles.

- Conduct a housing study to determine housing gaps, needs and opportunities
- Partner with developers to address housing gaps and needs
- Identify aging residential properties that may be appropriate for renovation and/or repositioning
- Incentivize residential developments to provide better access to alternative forms of transportation

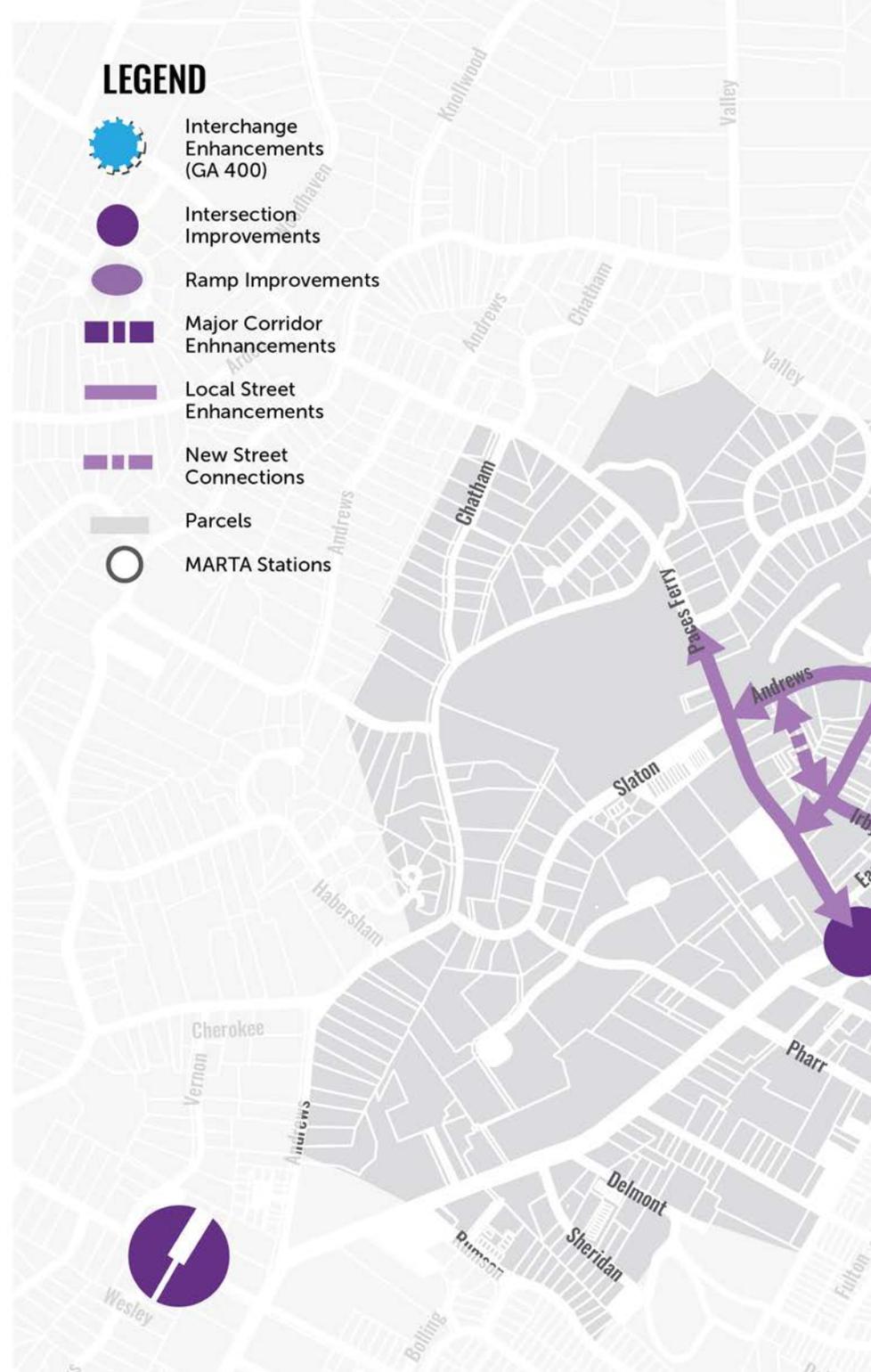
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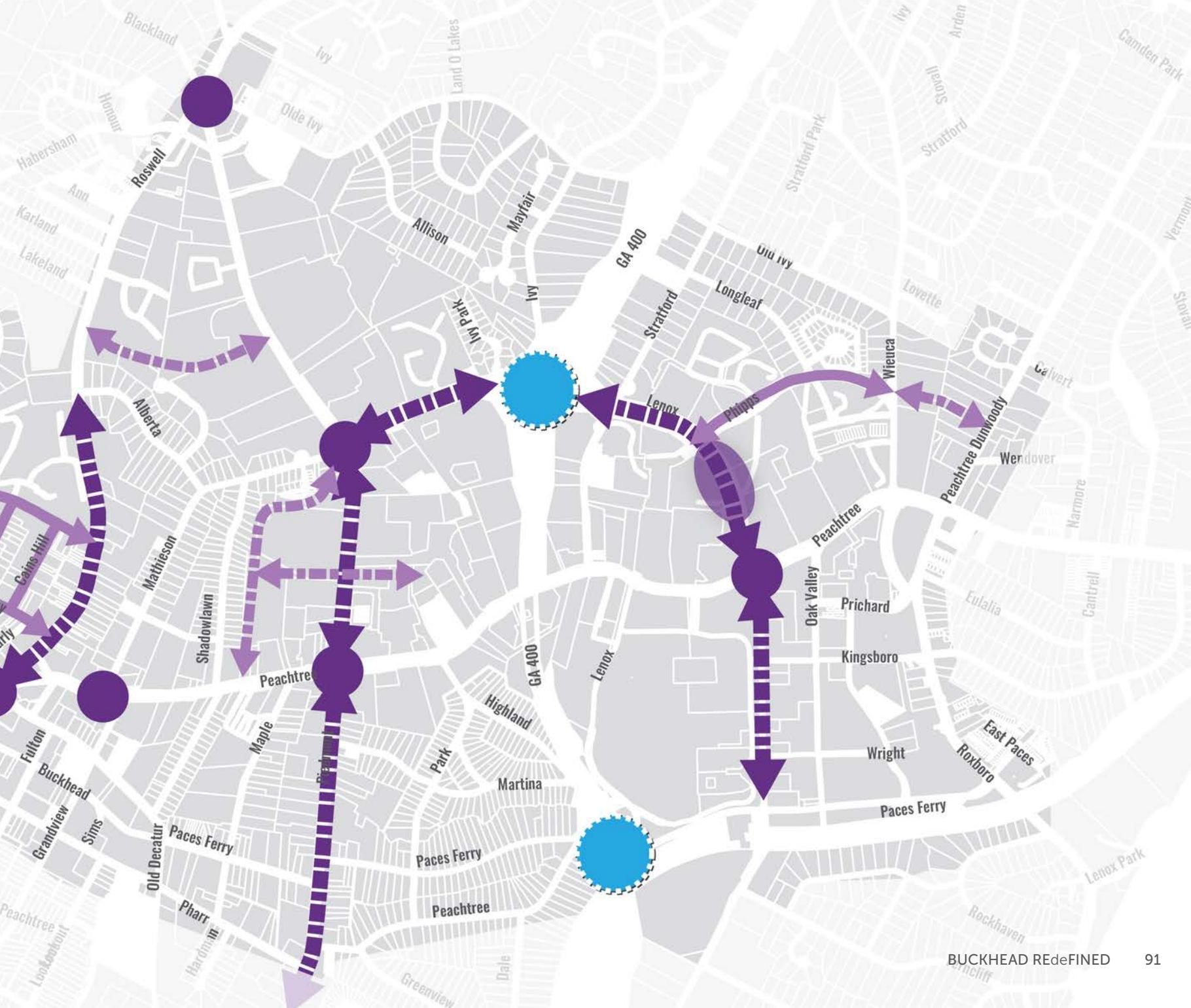
VEHICULAR FRAMEWORK

Strategies to address congestion along Buckhead’s major roadways include **Major Corridor Enhancements** to the Roswell Road, Piedmont Road, and Lenox Road Corridors. Recommended enhancements include the addition of pedestrian sidewalks and bicycle lanes where applicable, roadway expansion and/or contraction depending on current and projected traffic volumes, reconfiguration of intersections at key locations, improved roadway and pedestrian lighting, street trees and landscaping, and the installation of street furniture along high activity corridors.

Local Street Enhancements include multimodal improvements to foster greater connectivity for a variety of modes between Buckhead area destinations and neighborhoods. Typical improvements should consider narrowed travel lanes, on or off-street bicycle facilities, landscape buffers, and wide pedestrian sidewalks.

New Street Connections are intended to fill missing links within the existing roadway network and provide alternate connections.



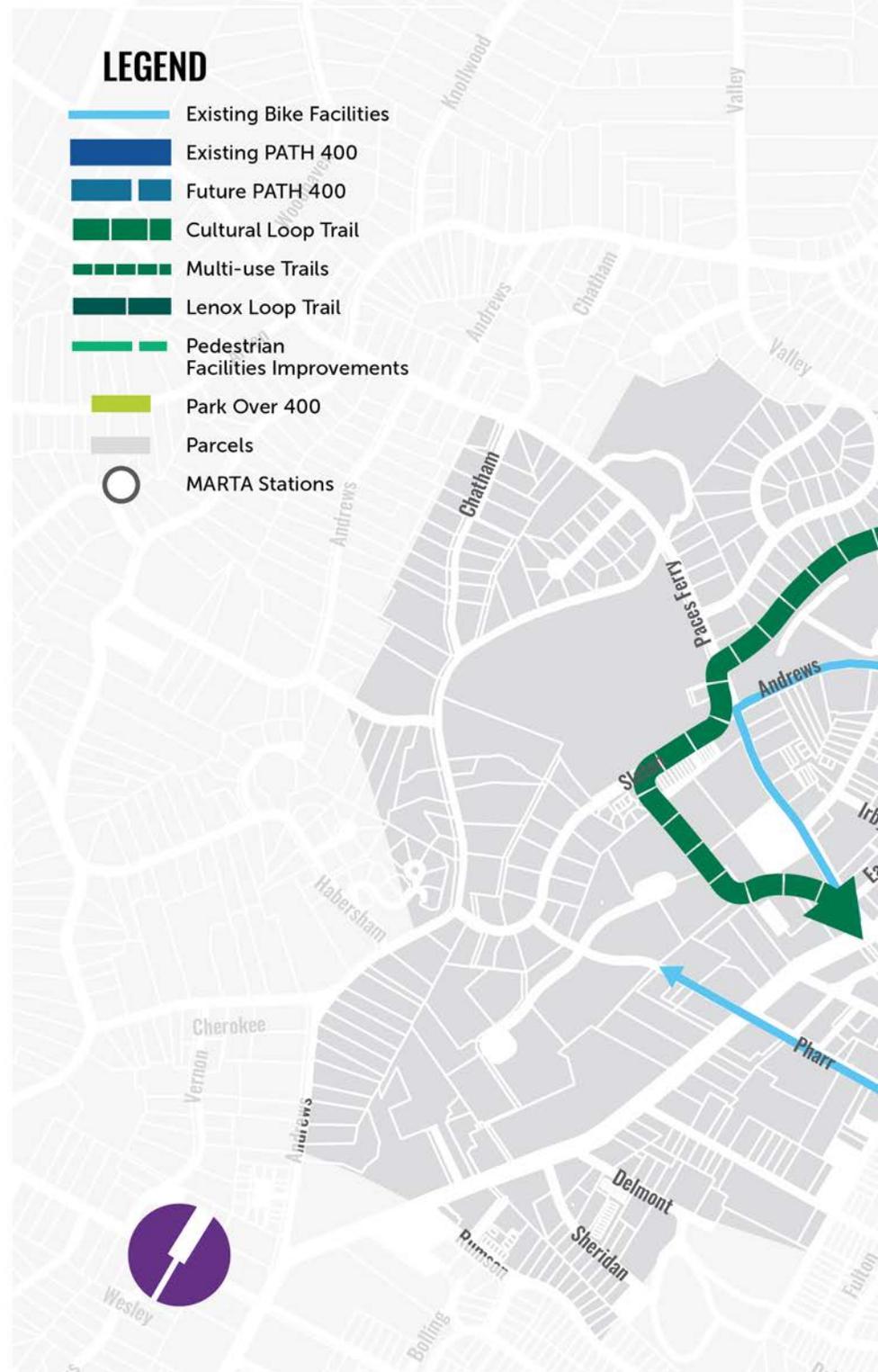


CHAPTER 4: VISION

BIKE / PED FRAMEWORK

Currently serving as the spine of the bike network in Buckhead, **BUCKHEAD REdeFINED** seeks to build upon the success of PATH400. With the implementation of one of the most ambitious improvements projects of the study, the **Buckhead Cultural Loop Trail**. The proposed trail will provide district-wide connections to PATH400 and destinations throughout the community. The Buckhead Cultural Loop Trail links Buckhead's commercial core to the neighborhoods that exist within and surround the Study Area. This project, along with improvement to existing pedestrian facilities, and connections to/from the proposed Park Over GA400 will allow existing bicycle and pedestrian facilities to link to expand Buckhead's multimodal network, fostering greater district-wide mobility.

These alternative routes will provide Buckhead commuters an option to avoid congestion along major roadway corridors and utilize amenities both on and off the major roadway systems, further enhancing quality of life for those who live, work, and visit the community.



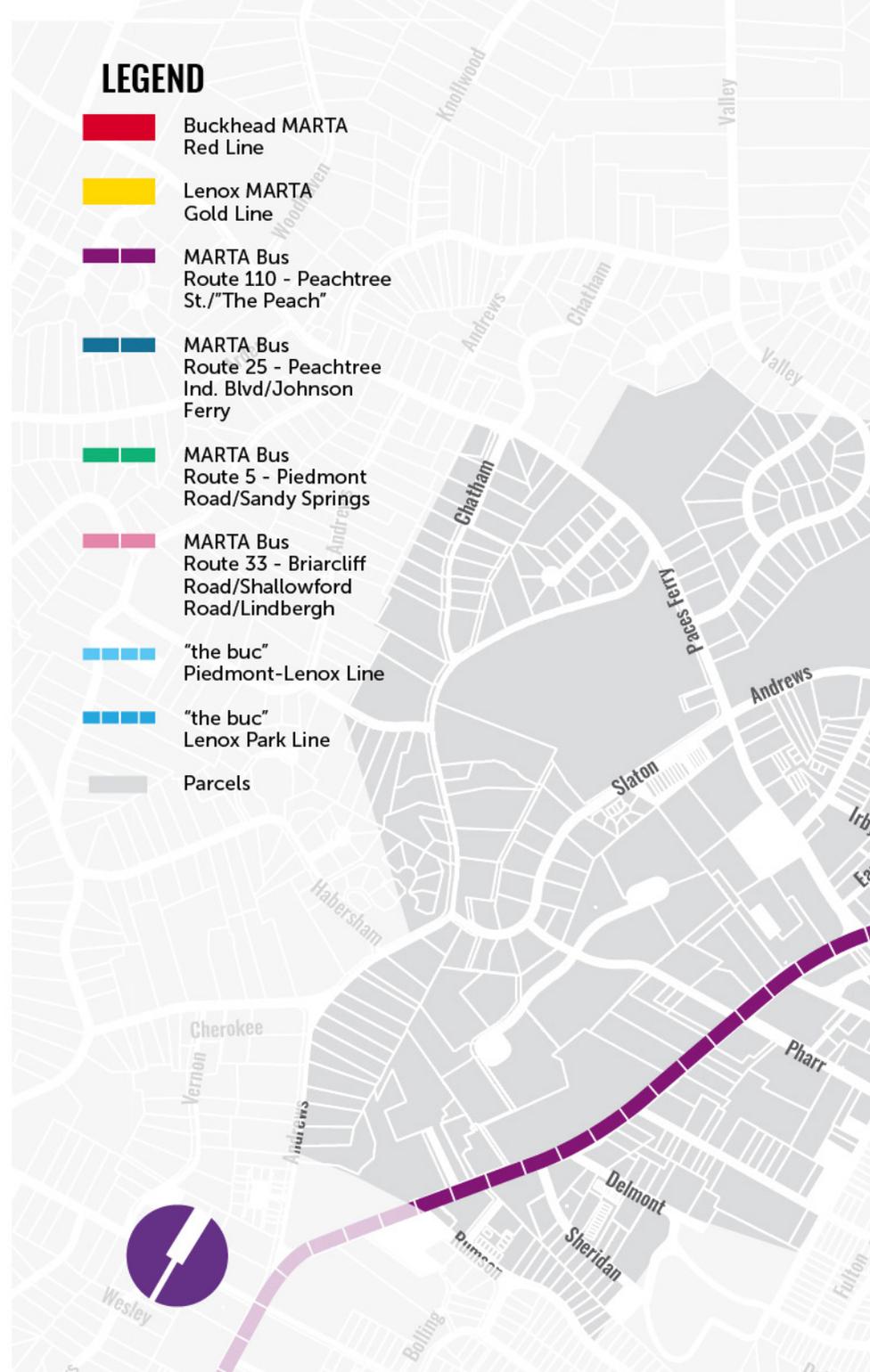
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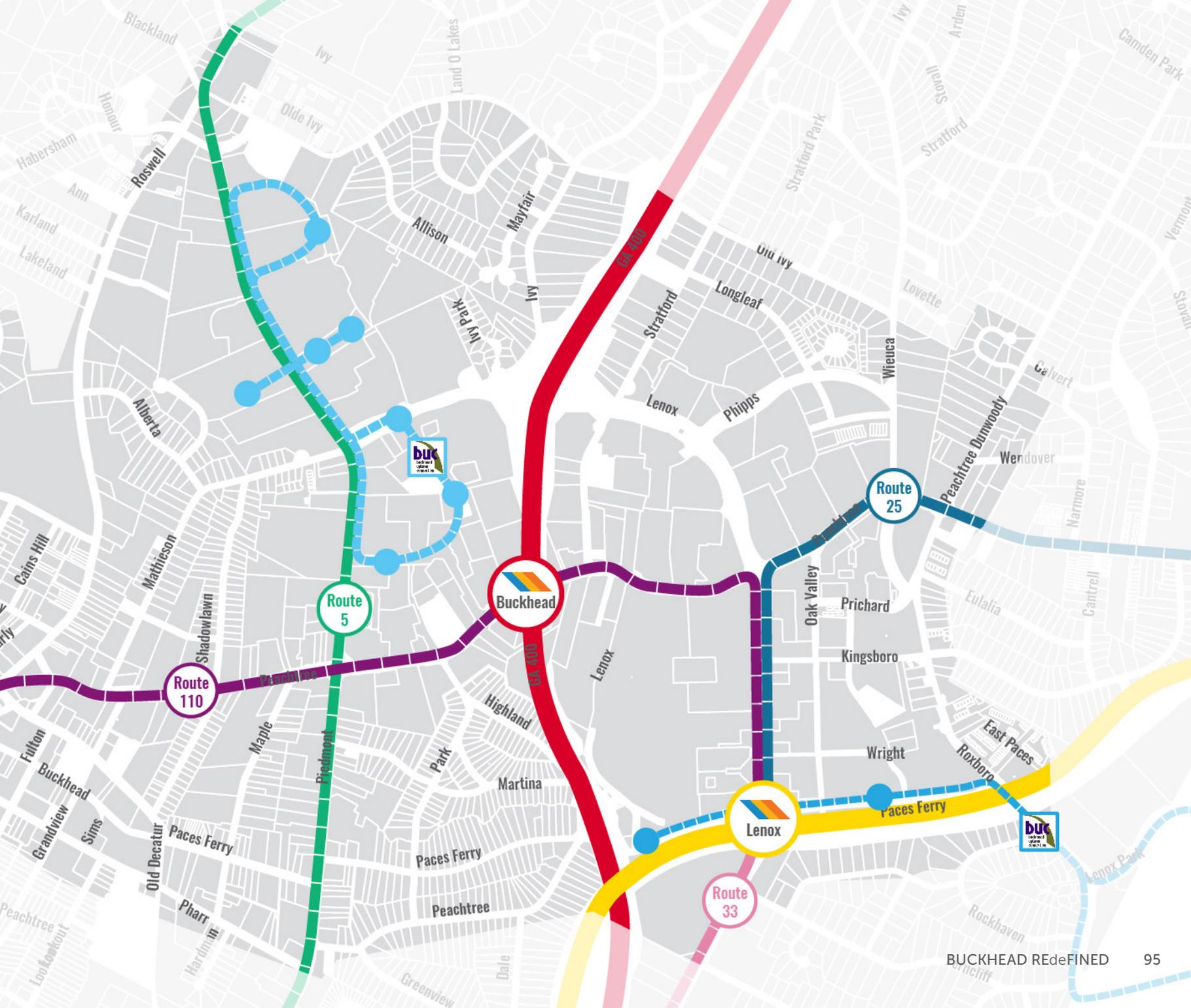
TRANSIT FRAMEWORK

While Buckhead benefits from the presence of two MARTA transit stations and numerous bus routes, existing transit infrastructure only meets the needs of a small percentage of potential riders. Accommodating projected growth will require a variety of transit improvements and investments to provide meaningful options and alternatives to single occupancy automobile travel.

Recommended strategies to address traffic congestion and improve transit infrastructure include:

- Enhance the user experience and sidewalk connections to MARTA transit stations
- Expand “the buc” circulator shuttle (funding and service area) to serve a wider range of Buckhead stakeholders, particularly within Buckhead Village
- Evaluate and encourage GRTA Xpress and MARTA bus service to and from the Buckhead business district
- Expand Transportation Demand Management strategies
- Enhance walkability and connections to stations within walking distance and expand circulator and/or other services beyond walkable distance (bikeshare, Uber, Lyft, shuttle, etc.)





CHAPTER 4: VISION LIVABILITY

TODAY

“OLD BUCKHEAD” VS. “NEW BUCKHEAD”
WITH COMPETING BUSINESS AND RESIDENTIAL
PRIORITIES

VISION

BUCKHEAD STRENGTHENS’ COMMUNITY BONDS
WITH PROGRAMMATIC AND POLICY CHANGES
TO CREATE A MORE COMFORTABLE, SAFE, AND
INCLUSIVE DISTRICT

The strength of a community can be found in its people. While Buckhead is not short on community based organizations, the ability for these organizations to work collaboratively to solve district-wide issues has not been easy. As in the 2002 LCI Plan, **BUCKHEAD ReDeFINED** must result in a renewed collaboration commitment to collaboration and new partnerships to be successful.

It is vital that Buckhead organizations work together with City of Atlanta staff, private developers, and community leaders to provide expanded housing choice, address affordability challenges, enhance public safety, and embrace sustainability practices to propel Buckhead in the direction of positive change.



STRATEGIES

To better facilitate a district-wide vision for improving **LIVABILITY** and quality of life for community members, **BUCKHEAD REdeFINED** includes three programmatic strategies.

AFFORDABILITY

Provide opportunities for Buckhead area employees to live in and around Buckhead, increase the supply of affordable housing in and connected via transit to the District.

- Conduct housing study to determine housing gaps, needs and opportunities
- Partner with Atlanta Housing Authority (AHA) and Invest Atlanta to better utilize existing affordability programs
- Explore potential for employer assisted programs to incentivize local housing and transit usage for district employees
- Evaluate and incorporate transit access to affordable housing throughout the MARTA system

PUBLIC SAFETY

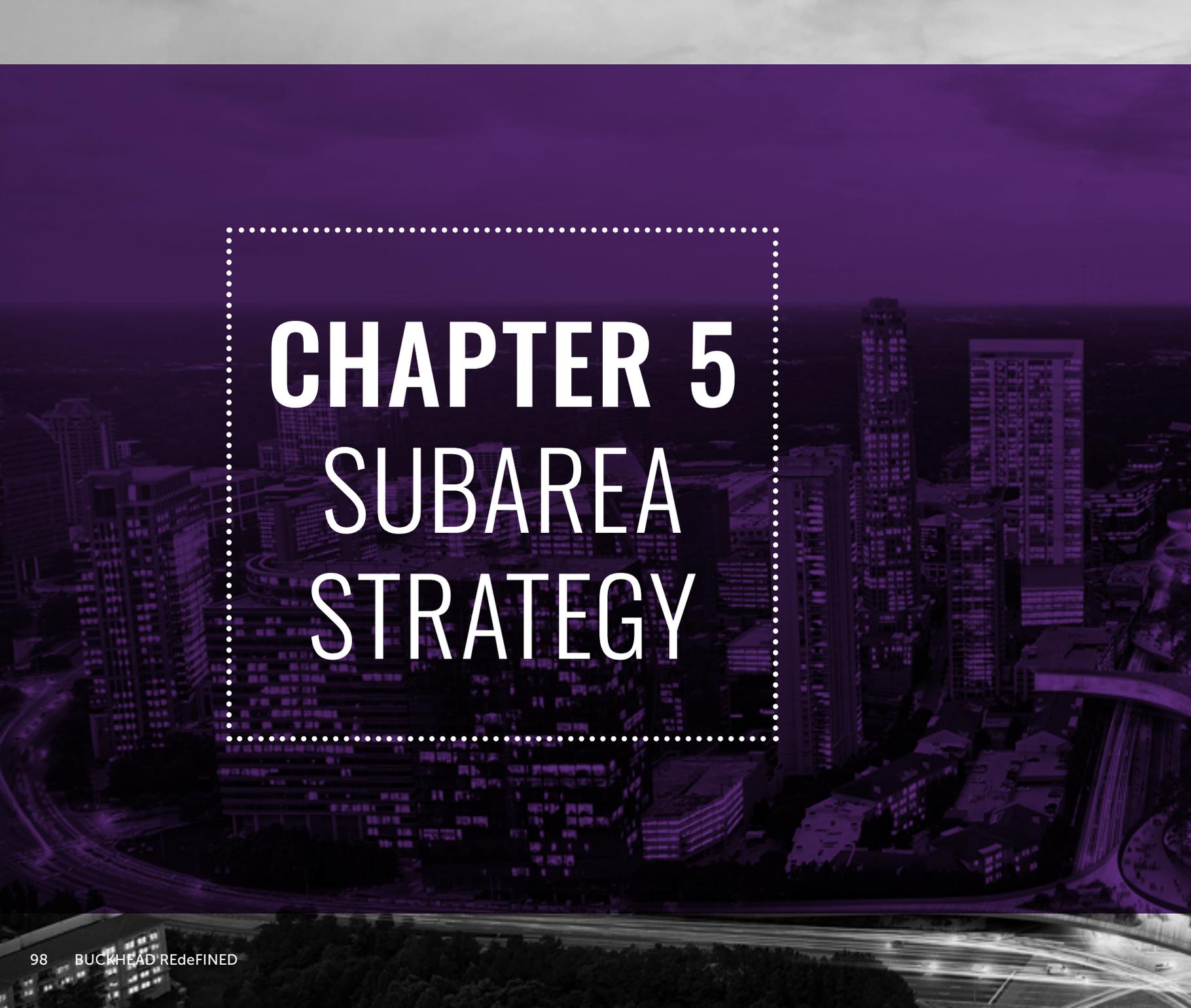
Continue to address and enhance public safety in Buckhead.

- Continue to partner with Zone 2 to monitor and communicate public safety information
- Collaborate with private security forces to communicate and monitor area issues
- Continue partnership between City Council members and Buckhead
- Evaluate the potential to expand the public safety camera system in partnership with Atlanta Police Department

SUSTAINABILITY

Incorporate sustainability measures as a key element of Buckhead area improvements.

- Promote and expand Livable Buckhead's sustainability programs, including Buckhead Recycles
- Capitalize on enhanced walkability and transit access as a sustainability measure
- Increasing public space and tree canopy area-wide



CHAPTER 5 SUBAREA STRATEGY



>> Subareas

- >> West Village
- >> Buckhead Village
- >> North Piedmont
- >> South Piedmont
- >> Buckhead Loop
- >> Lenox Square

BUCKHEAD
REdeFINED ▶

CHAPTER 5: SUBAREA STRATEGY SUBAREAS

BUCKHEAD REdeFINED established six subareas, identified geographically from west to east on the adjacent map.

Each subarea is defined per existing land use patterns, zoning boundaries, major transportation corridors, and potential for future development. Subareas differ from those identified in the 2001 LCI Plan, specifically the removal of Peachtree Road as a standalone subarea due to completion of its recommended streetscape and road design improvements over the last 15 years. Single-family neighborhoods were generally excluded from study in accordance with previous recommendations to preserve their existing character.

Recommended Mobility and Vitality projects are identified by unique project numbers. Mobility projects are listed in order of priority. Vitality projects are identified sequentially and do not necessarily indicate priority. Some recommended projects are listed more than once as they may extend or touch more than one subarea, such as the potential Buckhead Cultural Loop Trail.

*As a Master Plan, Chapters 4 and 5 of **BUCKHEAD REdeFINED** outline the vision for the future of Buckhead. While some projects and initiatives are funded and/or in design, others identify potential improvements that require additional study, analysis, and community conversation. Individual projects are conceptual in nature and not necessarily approved or funded by the City of Atlanta.*





North
Piedmont

Buckhead
Loop

Buckhead

South
Piedmont

Lenox
Square

Lenox

CHAPTER 5: SUBAREA STRATEGY

WEST VILLAGE

Buckhead's West Village offers a unique opportunity for growth because of its combination of local businesses, historic street grid, and civic institutions such as the Atlanta History Center, the Buckhead Theatre, and Loudermilk Park.

In the face of growing development pressure, the village scale and architectural character should be retained. Appropriate locations for new public parks and plazas within the fabric of the West Village should be identified early to shape future development. In addition to providing public space, new development should look to preserve or replicate existing storefronts, with setback mid-rise towers to respect the village scale while accommodating increased density. Walkability and connectivity should be prioritized with the addition of new street connections, streetscape enhancements such as on-street parking, street trees, and wider sidewalks. The proposed Buckhead Cultural Loop Trail (M.21), will add a needed east-west mobility option and greenspace, while enhancing overall Buckhead connectivity.

Five catalyst projects in the West Village subarea, include:

- Central Parking Deck and Mixed-use Development (V.2)
- Village Green (V.3)
- Roswell Road Corridor Enhancements (M.13)
- West Village Streetscape Enhancements (M.14)
- Buckhead Cultural Loop Trail - Atlanta History Center Segment and West Village Subarea (M.21)



-  Development in Progress
-  New Building
-  Multi-use trail
-  New Street Connection

Page 111

Atlanta History Center

Reconfigured Parking at Regions Bank
Townhomes

East Andrews

Mixed-use Development

New Street

New Street

Existing Camden Development

Future Camden Development

Trail includes Public Art & History.

Slaton

West Paces Ferry

Page 109

New Street (by others)
Potential Future Development

New Street (by others)

Proposed Buckhead Cultural Loop Trail

Paces Ferry Place

Village Green

Flex Plaza & Reconfigured Parking

East Andrews

Buckhead Market Place

Infill Retail

Cains Hill

Roswell Corridor Enhancements

Irby Avenue

New Street

Page 107

Loudermilk Park Expansion

Remove Sardis Way

Peachtree Road

Roswell Road



CHAPTER 5: SUBAREA STRATEGY

WEST VILLAGE

PROJECTS SUMMARY

To enhance quality of life, vitality, and community character it is increasingly critical to identify, secure and build true public parks and plaza. Such spaces should be established and distributed equitably beyond those required as part of private development projects. Public art should populate the district with attention given to animating the proposed Buckhead Cultural Loop Trail. Local history should be celebrated through artful installations and context-sensitive high-quality redevelopment.

Areas of surface parking will likely redevelop and may necessitate the addition of a shared central parking structure. If pursued, the facility should be carefully designed to have a building-like appearance and ground-floor retail that contributes to the area's scale and character. This subarea should be designed to connect the Atlanta History Center to the West Village rather than isolating it.

VITALITY		
Public Space & Redevelopment		
#	Name	Description
V.1	103W Development	Mixed-use development with parking deck at East Andrews and West Paces Ferry (residential, office)
V.2	Central Parking Deck and Mixed-use Development	Central parking deck with mixed-use development on Cains Hill Place (first floor retail, residential or office above)
V.3	Village Green	Create a Village Green along Cains Hill Place to encourage additional mixed-use development
V.4	Flex Plazas and Parking	Create flex plazas and reconfigure parking behind existing buildings to allow for gathering spaces and intuitive parking (various locations)
V.5	Expanded Loudermilk Park	Use the Bank of America parcel and remove Sardis Way to expand Loudermilk Park with additional plazas and a pavilion and development fronting it
V.6	Development on West Paces Ferry	Mixed-use development (with residential) with parking deck and shared green space connected to Buckhead Loop Cultural Trail through the crosswalks at the intersection and proposed public art piece
V.7	Development on Roswell Road	Example of reconfiguring development along Roswell Road to reduce access drives to parking, step-back building scale, and bringing buildings to the street
Public Art & Street Activation		
#	Name	Description
V.8	Public Art at 103W Development	Sculpture or Interpretive Art Plan installation at the intersection of West Paces Ferry and East Andrews
V.9	Public Art at Village Green	Sculpture or other installation at Village Green (V.3)
V.10	Public Art at Loudermilk Park Expansion	Public art installation opportunity, and opportunity to program regular community events at the expanded park space
V.11	Infill Retail at Buckhead Market Place	Temporary retail on parking lot (ex: shipping containers)
V.12	Public Art at Slaton	Public Art where Buckhead Loop Cultural Trail meets Slaton
V.13	Public Art at One Peachtree Plaza	Public Art where Buckhead Loop Cultural Trail meets One Peachtree Plaza
V.14	Infill Retail along Cains Hill	Temporary retail on parking lots (2) (ex: shipping containers)

Public Art Opportunities from Other Plans (Mile Long Museum, Interpretive Art Master Plan)



CHAPTER 5: SUBAREA STRATEGY

WEST VILLAGE

Mobility improvements in the West Village should seek to:

- Create more mobility options
- Enhance internal walkability
- Centralize and address parking
- Provide better access to transit

For example, the Buckhead Cultural Loop Trail adds more mobility options and enhances internal walkability by providing a multi-use connection between existing and proposed future developments, provides better access to the Buckhead and Lenox MARTA transit stations, and creates a local connection to vital amenities such as the Atlanta History Center and the potential Park Over GA400.

Roswell Road Corridor Enhancements help to address on-street parking issues between Loudermilk Park and East Andrews Drive, and provide new pedestrian crossings along Roswell Road. A full list of mobility improvements is provided in the table to the right. Together these projects, along with streetscape requirements outlined in Special Public Interest 9 (SPI-9) Zoning Code, seek to create a pedestrian-scaled village as an alternative to the automobile-dominated corridors that define the area today.

MOBILITY		
#	Name	Description
M.13	Roswell Road Corridor Enhancements	Roswell Road corridor improvements, including on-street parking realignment, traffic calming between East Andrews and Irby Avenue, from Peachtree to northern city limits
M.14	West Village Streetscape Enhancements	Streetscape enhancements along East Andrews, Cains Hill, Paces Ferry Place, Irby Avenue, and Roswell Road
M.21	Potential Buckhead Cultural Loop Trail - Atlanta History Center Segment and West Village Subarea	Multi-use trail starting at the end of Alberta Drive, crossing Roswell Road behind the future Camden development site, crossing West Paces Ferry to the Atlanta History Center, along Buckhead Avenue to Peachtree Road
M.24	Sardis Way / New roadway connection to Bolling Way	Remove Sardis Way to expand Loudermilk Park and create new roadway to connecting to Bolling Way
M.36	Irby Avenue Grid Completion	Extend Irby Avenue to East Andrews Drive through potential West Village redevelopment
M.45	West Paces Ferry and Irby Avenue Grid Completion	Grid Completion between West Paces Ferry and Irby Avenue extension to access the two developments



Public Art Opportunities from Other Plans (Mile Long Museum, Interpretive Art Master Plan)



Atlanta History Center

Existing Camden Development

Future Camden Development

Potential Alberta Drive Extension

East Andrews

Slaton

West Paces Ferry

Paces Ferry Place

New Street (by others)

New Street (by others)

Buckhead Avenue

Buckhead Market Place

Cains Hill Place

East Andrews

Irby Avenue

Roswell Road

Peachtree Road



CHAPTER 5: SUBAREA STRATEGY

WEST VILLAGE

ROSWELL ROAD & LOUDERMILK PARK

Long-term changes within West Village that would maximize impact include a complete street transformation for a section for Roswell Road and an expansion of Loudermilk Park across Sardis Way.

Roswell Road Corridor Enhancement

To help maintain the village scale and encourage walkability, Roswell Road should be enhanced into a complete street between East Andrews and Irby Avenue. This reconfigured section would remove existing curb cuts to create a slip lane to access new angled on-street parking. To minimize conflicts with drivers and pedestrians, this lane would only be

accessible to southbound motorists from East Andrews Drive. Pavers, street trees, narrower lanes, wider sidewalks, and speed tables will slow traffic, prioritize pedestrians over vehicles, and allow safe mid-block pedestrian crossings.

Flex Plazas and In-Between Spaces

West Village has many “in-between” spaces, primarily small surface lots, which could become interim flex plazas designed to accommodate both vehicle parking and public gatherings, depending on demand. A combination of painted ground surfaces, cafe lights, planters, movable outdoor furniture, and other permanent and temporary features could create spaces conducive for hosting smaller public gatherings and events during off peak parking hours.

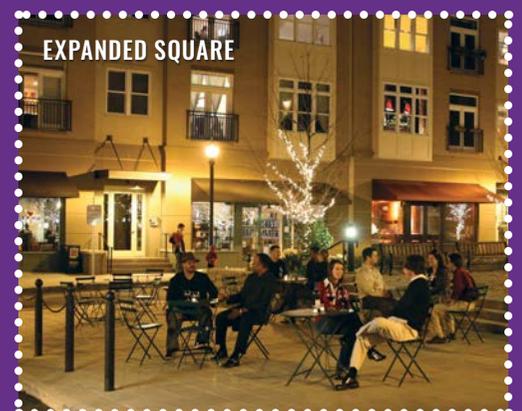
Loudermilk Park

Loudermilk Park has the potential to more than double in size by extending to the Bank

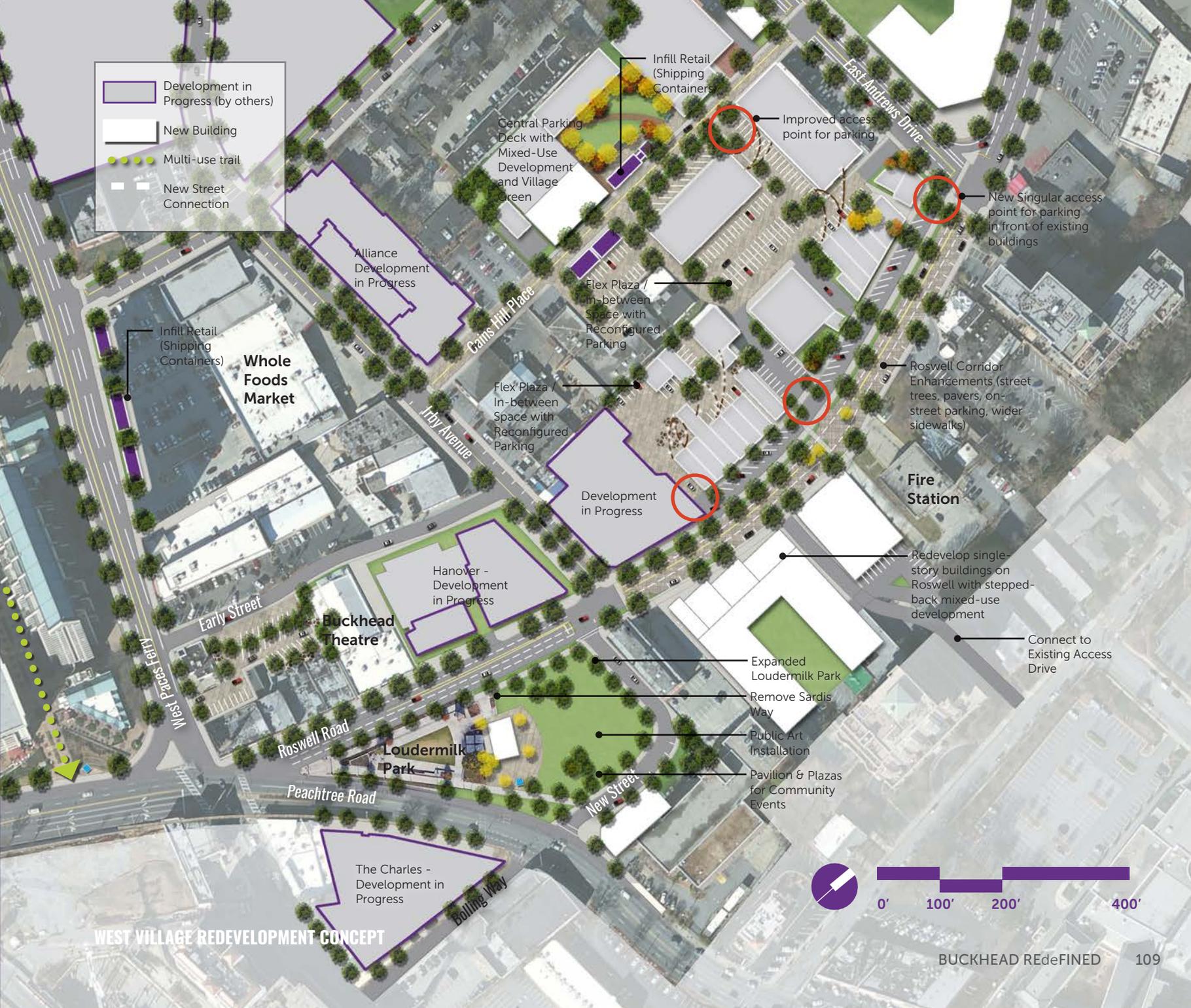
of America parcel across Sardis Way. The expansion would create a unified “central square” for Buckhead that would be more connected to adjacent properties with ample room for public art, community events, and connections to the Buckhead Cultural Loop Trail.

Central Parking Deck

As new developments replace existing surface parking, a shared facility may be needed. The plan recommends placement of a shared deck along Cains Hill Place, ideally as part of a larger mixed-use development. This public amenity should be carefully designed to respect the village-scale and overall area character, complete with ground-floor retail. Additionally, a public parking strategy or shared parking agreements between area businesses and parking operators are recommended to ensure the most efficient use of existing parking inventory.



 Development in Progress (by others)
 New Building
 Multi-use trail
 New Street Connection



Infill Retail (Shipping Containers)
Whole Foods Market

Alliance Development in Progress

Central Parking Deck with Mixed-Use Development and Village Green

Infill Retail (Shipping Containers)

Improved access point for parking

New Singular access point for parking in front of existing buildings

Flex Plaza / In-between Space with Reconfigured Parking

Flex Plaza / In-between Space with Reconfigured Parking

Roswell Corridor Enhancements (street trees, pavers, on-street parking, wider sidewalks)

Fire Station

Development in Progress

Redevelop single-story buildings on Roswell with stepped-back mixed-use development

Buckhead Theatre

Hanover - Development in Progress

Connect to Existing Access Drive

Expanded Loudermilk Park

Remove Sardis Way

Public Art Installation

Pavilion & Plazas for Community Events

Early Street

Buckhead Theatre

West Peachtree Street

Roswell Road

Loudermilk Park

Peachtree Road

New Street

The Charles - Development in Progress

Bolling Way

WEST VILLAGE REDEVELOPMENT CONCEPT



CHAPTER 5: SUBAREA STRATEGY

WEST VILLAGE

VILLAGE GREEN

In some cases, greenspace must be created, where possible, replacing underutilized surface parking lots. Along Cains Hill Place, a Village Green (V.3) is proposed on a surface lot situated between existing buildings and a proposed new mixed-use building. The Village Green can accommodate both daily public space needs and larger public events. In this scenario, Cains Hill Place would be resurfaced with pavers and reconfigured to become a shared street between East Andrews Drive and Irby Avenue. The recommended Flex Plazas and Parking behind the existing buildings (page 109) would connect with the shared street and Village Green, creating a weaving space appropriate for festivals, individual business events, or special community events with the closure of the shared street. To animate the Village Green, small retail kiosks should be located to accommodate pop-up uses and cafes, which could be in the form of shipping container retail.



Companion mixed-use development as shown with the proposed building and potential future redevelopment of adjacent parcels should be oriented to the Village Green, complete with entry stoops and/or retail uses to provide the required “eyes on the park.” Future development should look to connect the Village Green to the rest of West Village and make Cains Hill Place safer for pedestrians.

.....

The Green in Glenwood Park in Southeast Atlanta is surrounded by small-scale mixed-use development and hosts many community events.

 Development in Progress (by others)
 New Building

Potential Future Development Projected by Camden (not designed)

Future Camden Development

Kiosk or Retail Opportunity

Kiosk or Retail Opportunity

Existing Building

Potential Future Development Projected by Camden (not designed)

Small Stage

Fountain

Village Green

Cains Hill Place

Existing Building

String Lights

Flex Plazas and Parking

WEST VILLAGE REDEVELOPMENT CONCEPT



CHAPTER 5: SUBAREA STRATEGY WEST VILLAGE

WEST PACES FERRY & EAST ANDREWS

The proposed Buckhead Cultural Loop Trail (M.21) will provide an inviting pedestrian and bicycle connection for residents, employees, and visitors. This trail will create a district-wide anchor that physically unites Buckhead's many neighborhoods to culturally significant destinations such as the Atlanta History Center and the Buckhead Theater. The trail will incorporate art and installations that celebrate the story of the area and serve as the spine for showcasing Buckhead's rich history and cultural traditions.

A key redevelopment site sits opposite the Atlanta History Center at the northeast corner of West Paces Ferry Road and East Andrews Drive. This collection of parcels should be targeted as a gateway into the Village and may allow for the addition of workforce housing, live/work units, and street level retail.



-  Development in Progress (by others)
-  New Building
-  Multi-use trail
-  New Street Connection

Atlanta History Center

Regions Bank

Proposed Townhomes (6)

Existing Camden Development

Reconfigured Parking Lot to allow room for additional development and more efficient movement

Public Art Opportunity

Key Redevelopment Site: Mixed-Use Development and Parking Deck

Proposed Buckhead Cultural Loop Trail

Slaton Drive

East Andrews Drive

West Paces Ferry Road

New Street

New Street



WEST VILLAGE REDEVELOPMENT CONCEPT

CHAPTER 5: SUBAREA STRATEGY

BUCKHEAD VILLAGE

Buckhead Village experienced the district's most significant investment and transformation in recent years. Covering six city blocks within the Buckhead Village, The Shops Buckhead Atlanta opened in late-2016, setting the tone for the future of the subarea. The walkable, open air, dense urban development includes wide sidewalks, mature landscaping, quality architecture, and a vertical mix of uses.

Recommended actions look to extend and build upon the character of the multi-block private development, including new street connections, prioritizing appropriate development of the subarea's remaining development sites, and adding public space.

Five catalyst projects in the Buckhead Village subarea, include:

- Public Space on former Sports Authority and/or American Software Sites (V.15)
- Redevelopment along Peachtree Road east of Loudermilk Park (V.16)
- Buckhead Cultural Loop Trail - Buckhead Village Subarea (M.22)
- Multi-Use Trail along North Fulton Drive (M.27)





HERMÈS

THE EXPERIENCE
BUCKHEAD
ATLANTA

HERMÈS

Bolling Way

CHAPTER 5: SUBAREA STRATEGY

BUCKHEAD VILLAGE

VITALITY		
Public Space & Redevelopment		
#	Name	Description
V.15	(Priority Project) Public Space on former Sports Authority and/or American Software Sites	Potential redevelopment and potential use of SPI-9 transfer of open space to provide a major community park on American Software and/or former Sports Authority site.
V.16	Redevelopment along Peachtree Road east of Loudermilk Park	Mixed-use development east of Charlie Loudermilk Park that fronts Peachtree Road and reduces surface parking lots
V.17	(Long-term) Redevelopment of the Peach Shopping Center	Mixed-use development with public space, at the Peach to reduce surface parking lots, and bring buildings to the street
V.18	Redevelopment of single-story retail on east side of Peachtree Road	Mixed-use development of parcels on the east side of Peachtree Road to bring buildings to the street
V.19	Redevelopment at Pharr Road and Fulton Drive	Mixed-use redevelopment with residential on the southwest corner of Pharr Road and Fulton Drive
V.20	Redevelopment at Pharr Road and Fulton Drive	Mixed-use redevelopment with residential on the southeast corner of Pharr Road and Fulton Drive
V.21	Redevelopment at Pharr Road and Fulton Drive	Mixed-use redevelopment with residential on the northeast corner of Pharr Road and Fulton Drive
V.22	Redevelopment between Buckhead Avenue & Paces Ferry	Mixed-use redevelopment with residential
V.23	Redevelopment on Maple Drive	Mixed-use redevelopment with residential west of Maple Drive
Public Art & Street Activation		
#	Name	Description
V.24	Public Art on Peachtree between Mathieson and Grandview	Public art on Peachtree Road between Mathieson and Grandview



-  Development in Progress (by others)
-  New Building
-  Multi-use trail
-  New Street Connection

-  Public Art Opportunities from Other Plans (Mile Long Museum, Interpretive Art Master Plan)



CHAPTER 5: SUBAREA STRATEGY

BUCKHEAD VILLAGE

BUCKHEAD VILLAGE PARK

The greatest opportunity to accommodate a significant public space within Buckhead Village is the redevelopment potential of the American Software and former Sports Authority properties. Together, these parcels could accommodate a significant private development and a community open space, much like Marie Sims Park located in the Lenox Square subarea.

INFILL REDEVELOPMENT

A collection of surface lots and outdated single-story buildings remain prime for redevelopment. These opportunities are critical to achieving desired community character. The buildings should be replaced with high-quality, mixed-use, street fronting buildings that contribute to overall connectivity, walkability, and sense of place in accordance with SPI-9.

MOBILITY		
#	Name	Description
M.22	Buckhead Cultural Loop Trail - Buckhead Village Subarea	Multi-use trail along East Paces Ferry through Buckhead Village to Piedmont Road, crossing Piedmont Road and joining with the Peachtree Park Neighborhood Segment
M.26	Multi-Use Trail along Shadowlawn	Multi-Use Trail along Shadowlawn from Alberta, through the neighborhood, to Paces Ferry Road
M.27	Multi-Use Trail along North Fulton Drive	Multi-Use Trail along North Fulton Drive from Pharr across East Paces Ferry, through proposed Green Space and along Irby Ave to Cains Hill Place
M.29	Roadway Improvements along Grandview from Peachtree to Pharr	Corridor Enhancements along Grandview from Peachtree to Pharr
M.30	Roadway Improvements along Shadowlawn from Peachtree to Paces Ferry	Corridor Enhancements along Shadowlawn from Peachtree to Paces Ferry



-  Development in Progress (by others)
-  New Building
-  Multi-use trail
-  New Street Connection

-  Public Art Opportunities from Other Plans (Mile Long Museum, Interpretive Art Master Plan)



CHAPTER 5: SUBAREA STRATEGY

NORTH PIEDMONT

North Piedmont serves as an important Buckhead gateway providing critical access to and from the commercial core. The subarea is generally focused along Piedmont Road and adjacent streets between Peachtree and Roswell Roads.

Significant traffic congestion limits the area's potential, particularly where Piedmont intersects with Roswell and Habersham Roads and as the roadway transitions from Buckhead's urban core to the suburban development styles to the north. Consistent queuing of cars along the roadway affects all area stakeholders, including residents of the adjacent neighborhoods and commuters traveling to and from the Buckhead business district. While this intersection was an initial focus of this update, it was determined that ongoing efforts to improve conditions require a more distributed approach. This project, along with other improvements identified for this subarea are listed on the following pages.

Five catalyst projects in the North Piedmont subarea, include:

- Piedmont North Corridor Enhancements (M.7)
- Buckhead Cultural Loop Trail - North Piedmont Subarea (M.20)
- Multi-Use Trail North Loop (M.25)
- Redevelopment at Roswell Road and Piedmont Intersection (V.25)
- Redevelopment of Existing Kroger Site (V.29)





roam
INNOVATIVE WORKPLACE

CHAMA
GAUCHA

Piedmont Rd

LEFT TURN
YIELD
ON FLASHING
YELLOW
ARROW

LEFT TURN
YIELD
ON FLASHING
YELLOW
ARROW

CHAPTER 5: SUBAREA STRATEGY

NORTH PIEDMONT

The subarea offers several redevelopment opportunities at a variety of scales. The largest of these is the Piedmont Peachtree Crossing shopping center, more commonly known as ‘Disco Kroger’. The shopping center is located across the street from one of the most iconic mixed-use buildings in the Buckhead skyline, the Terminus, and has been a subject of redevelopment strategies for several years. While the ultimate outcome of this property currently remains undetermined, it is still identified as a prime site for redevelopment within the North Piedmont subarea.

Other recommended redevelopment opportunities seek to create a stronger sense of place through the incorporation of Public Space, temporary infill retail, and Public Art.

VITALITY		
Public Space & Redevelopment		
#	Name	Description
V.25	Redevelopment at Roswell Road and Piedmont Intersection (all corners)	Mixed-use development with residential at all corners of intersection (particularly if this inter section is reconfigured as noted in M.12)
V.26	Public space along Roswell Road	Create public space on current surface parking lot at northeast corner of Roswell Road and Lakeland Drive
V.27	Public space in natural area in along trail route (M.25)	Create small, trail-supportive gathering spaces along trail route (M.25) in buffers between commercial and residential
V.28	Redevelopment of corner of Lenox and Piedmont	Mixed-use development on the parcels at Lenox Road and Piedmont Road
V.29	Redevelopment of existing Kroger site	Mixed-use redevelopment to include residential units, street extensions, and integrated, usable public space on existing Kroger site
Public Art & Street Activation		
#	Name	Description
V.30	Infill Retail at corner of Lenox and Piedmont Road	Forthcoming development should ensure activation on the ground floor and the corner, and front PATH400
V.31	Public Art at Lenox and Piedmont	Intersection identified as a key intersection for public art
V.32	Public Art at Roswell and Piedmont	Intersection identified as a key intersection for public art (could be part of intersection reconfiguration - M.12)
V.33	Public Art at Roswell and Alberta Intersection	Public Art installation where Buckhead Loop Cultural Trail meets Roswell Road on Alberta
V.34	Public Art at Kroger site	Public Art along Piedmont at Kroger site, potentially as part of redevelopment (V.29)

Note: refer to the concept map on Page 125 for the above listed project locations

PIEDMONT PEACHTREE CROSSING/KROGER REDEVELOPMENT CONCEPT
CONCEPT DEVELOPED BY EQUITY ONE



CHAPTER 5: SUBAREA STRATEGY

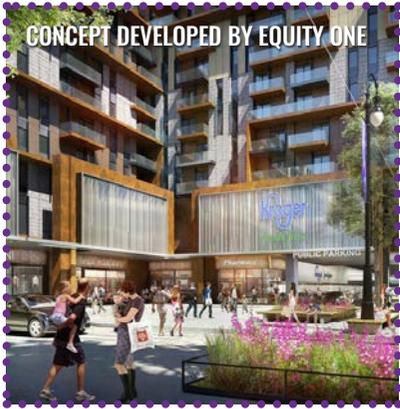
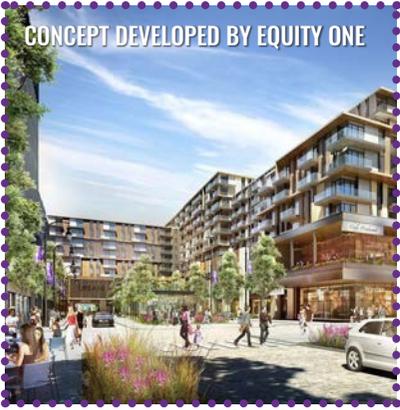
NORTH PIEDMONT

With limited access to MARTA rail, the proposed Buckhead Cultural Loop Trail is a critical connection between the North Piedmont subarea to the Buckhead MARTA transit station. The trail addition will bring vital last mile connectivity to area residents, employees, and visitors.

Other mobility improvements for the subarea include:

- A network of connected multi-use trails linking businesses along Piedmont Avenue, north of Lenox Road to local amenities and destinations such as Tower Place, PATH400, and the proposed Park Over GA400
- A series of new local streets connecting the Kroger redevelopment site to Piedmont Road, Tower Place, and Peachtree Road that would provide multiple points of egress and lessen pressure on the Piedmont at Peachtree intersection

MOBILITY CONTINUED		
#	Name	Description
M.7	Piedmont North Corridor Enhancements (Peachtree to Lenox Road)	Corridor enhancements along Piedmont from Peachtree to Lenox Road, including pedestrian sidewalk widening, installation of pedestrian lighting, and streetscapes
M.12	Intersection Reconfiguration at Piedmont/Roswell/Hambersham	Intersection reconfiguration, roadway realignment, and redevelopment at Piedmont/Roswell/Hambersham
M.20	Buckhead Cultural Loop Trail - North Piedmont Subarea	Multi-use trail starting at Carson Lane, through pedestrian gate at the end of Mathieson, down Mathieson and right onto Alberta Drive to Roswell Road
M.25	Multi-Use Trail North Loop	An off-road pedestrian/bicycle loop linking to PATH400 at Lenox Road, north behind development fronting the east side of Piedmont to Habersham, across Piedmont and extending south behind development fronting the west, through the Kroger redevelopment site to Tower Place
M.40	Kroger Redevelopment Site New Roadway to Tower Place	Extend and enhance Tower Place Drive through to potential Kroger redevelopment site to create a connection across Piedmont Road
M.41	Kroger Redevelopment Site New Roadway (Mathieson to Peachtree)	New roadway linking Mathieson to Peachtree behind the potential Kroger redevelopment site to provide better N/S connection along Piedmont Road



CHAPTER 5: SUBAREA STRATEGY

SOUTH PIEDMONT

South Piedmont offers a variety of quality retail and restaurant destinations, but the setting is almost entirely automobile oriented and extremely difficult for pedestrians to navigate. The corridor has been subject to numerous studies, as recently as the mid-2000s and each has contemplated improvements to Piedmont Road. Building upon previous analyses and conclusions, this plan prioritizes improvements to Piedmont Road to better balance vehicular and pedestrian mobility; offers redevelopment strategies for key development opportunities; and identifies public space and public art opportunities.

The image to the right illustrates one potential strategy for the future corridor. Redevelopment in this area should include a mix of uses, with an emphasis on residential, the incorporation of a shared public space or park, and access to the proposed Buckhead Cultural Loop Trail.

Six catalyst projects in the South Piedmont subarea, include:

- South Piedmont Public Park (V.37)
- Public Art to screen GA Power Substation (V.38)
- Piedmont South Corridor Enhancements (M.8)
- Intersection Improvement - Piedmont at Peachtree Road (M.11)
- Buckhead Cultural Loop Trail - Peachtree Park Neighborhood Segment (M.23)
- New Roadway between Maple and Piedmont (M.45)



-  Development in Progress (by others)
-  New Building
-  Multi-use trail
-  New Street Connection



Character & Street Section continues to Lindbergh Center

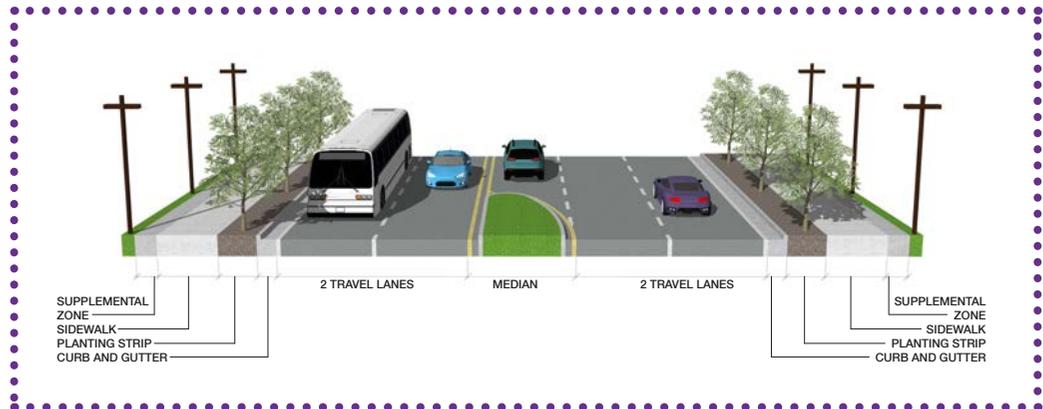


CHAPTER 5: SUBAREA STRATEGY

SOUTH PIEDMONT

Mobility improvement strategies for the South Piedmont subarea include:

- Modifying Piedmont Road from the current 6-lane roadway to 5-lanes with a center turn lane will sustain effective movement of traffic and accommodate similar vehicular capacity, while providing an opportunity to widen and enhance pedestrian sidewalks along the corridor, as illustrated in the cross-section below.
- Expanding the street network adjacent to Piedmont Road in tandem with private redevelopment to create a more walkable network of streets and blocks. Priority should be given to creating east-west connections and a viable north-south alternative west of Piedmont Road, thereby removing loading and relieving vehicular congestion on the primary arterial.



-  Development in Progress (by others)
-  New Building
-  Multi-use trail
-  New Street Connection



Character & Street Section continues to Lindbergh Center



CHAPTER 5: SUBAREA STRATEGY

SOUTH PIEDMONT

Redevelopment opportunities for the South Piedmont subarea should:

- Focus on larger parcels and be limited to mid-rise buildings that appropriately transition to the adjacent single-family neighborhoods, include a mix of uses, and prioritize a diversity of residential types and price points for inclusion of workforce housing.
- Identify and craft public spaces in tandem with new development. Create a significant Public Park as properties along the corridor redevelop.
- Address existing infrastructure barriers through public art and activation strategies, including the existing power substation and associated utility poles located at Piedmont and East Paces Ferry Roads. Interpretive history installations should tell Buckhead’s story throughout the Buckhead Cultural Loop Trail along East Paces Ferry Road.

VITALITY		
Public Space & Redevelopment		
#	Name	Description
V.35	Residential development North of The Estate	New townhomes adjacent to The Estate with green space that opens to The Estate property’s wooded areas
V.36	Residential mixed-use development throughout	4-5 story mixed-use development with activated street level on various sites (driven by private sector)
V.37	South Piedmont Public Park	Public park with adjacent mixed-use development
Public Art & Street Activation		
#	Name	Description
V.38	Public Art to screen GA Power Substation	Mural along fence; sculptures along the sidewalk
V.39	Public Art at new Public Park	Buckhead Interpretive Art Plan installations
V.40	Public Art at Piedmont and Peachtree	Sculpture or interactive art within the park and performance art at the proposed pavilion within the park.
MOBILITY		
#	Name	Description
M.8	Piedmont South Corridor Enhancements (Lenox to Pharr Road)	Corridor enhancements along Piedmont from Lenox to Pharr Road, including pedestrian sidewalk widening, installation of pedestrian lighting, and streetscapes
M.11	Intersection Improvement (Piedmont at Peachtree Road)	Intersection improvements at Piedmont and Peachtree Road, in conjunction with Piedmont Corridor Enhancements
M.23	Buckhead Cultural Loop Trail - Peachtree Park Neighborhood Segment	Multi-use trail along East Paces Ferry from Piedmont Road to Bynum Bridge
M.42	New N/S Roadway west of Piedmont, south of Lenox	New roadway west of Piedmont Road running N/S from Pharr Road, north to the new E/W roadway (M.44)
M.43	New E/W Roadway north of Pharr, south of Lenox	New roadway north of Pharr running E/W from Piedmont Road, west to the new N/S roadway (M.43)
M.44	New Roadway between Maple and Piedmont	New E/W roadway south of Peachtree, from Piedmont Road to Maple Drive



Public Art Opportunity (Mile Long Museum)

- Development in Progress (by others)
- New Building
- Multi-use trail
- New Street Connection
- Intersection Improvements

Public Art Opportunities from Other Plans (Mile Long Museum, Interpretive Art Master Plan)



CHAPTER 5: SUBAREA STRATEGY

SOUTH PIEDMONT

SOUTH PIEDMONT PUBLIC PARK

The image to the right illustrates a potential public park for the South Piedmont subarea. While a proposed location for the park is identified, this concept can be applied to various redevelopment locations throughout the south Piedmont corridor.





CHAPTER 5: SUBAREA STRATEGY

BUCKHEAD LOOP

The Buckhead Loop is the core Buckhead business district. This subarea's buildings contribute to Atlanta's skyline with some of region's most iconic structures including Tower Place, Terminus, Sovereign, Alliance Center, The Mandarin Oriental and The Ritz-Carlton, Buckhead. These buildings, along with Phipps Plaza and a host of future proposed developments, form Buckhead's most densely developed zone.

The subarea is physically divided by GA400 and is bounded by Lenox, Peachtree, and Piedmont Roads. While efforts have been made to connect the east and west sides of Buckhead through the addition of the pedestrian bridge at the Buckhead MARTA transit station and streetscape improvements along Peachtree Road, the subarea continues to lack connectivity and a unified sense of place.

The legacy of auto-oriented development patterns remains. Years of private development decisions have created a secondary network of disconnected internal private roadways separate from the area's public realm and main corridors. Surface parking lots and single-story strip-style development co-exist amongst some of Atlanta's densest and most urban conditions.

Four catalyst projects in the Buckhead Loop subarea, include:

- PATH400 Completion (M.5)
- Park Over GA400 (V.41)
- New Roadway from Wieuca to Peachtree Dunwoody (M.17)
- Lenox Road Corridor Enhancements (M.34, M.35)





PARK OVER GA400 CONCEPT
CONCEPT DEVELOPED BY ROGERS PARTNERS ARCHITECTS + URBAN DESIGNERS AND NELSON BYRD WOLTZ

CHAPTER 5: SUBAREA STRATEGY

BUCKHEAD LOOP

Improvements within Buckhead Loop seek to create stronger connections by physically unifying the character of the subarea and overcoming physical infrastructure barriers. Other Buckhead Loop subarea recommendations include:

- Improved access ramps and traffic operations at GA 400
- Continued study and implementation of a significant green space additions
- Multimodal access to/from the existing PATH400 Trail
- Expanding and connecting internal connectivity and the network of private local streets
- Phased enhancements to Lenox Road between Peachtree and Piedmont Roads, including the redesign of the Monarch Drive ramps
- Redevelopment of underutilized parcels with mixed-use development, complete with publicly accessible green spaces and plazas

VITALITY		
Public Space & Redevelopment		
#	Name	Description
V.S	Sports fields on top of existing parking decks	The Buckhead Collection Greenspace Action Plan recommended sports fields or public space on top of certain parking decks, which should be implemented as appropriate
V.41	Park Over GA400	Continue study and progress on Park Over GA400
V.42	Redevelop corner at GA 400 and Peachtree /Buckhead MARTA	Redevelop site with mixed-use development, with close frontage to Peachtree Street
V.43	Redevelop corner of Lenox Road and Alliance Center Drive	Redevelop with mixed-use development and include public space
V.44	Public Space along PATH400 at Ivy Road	Create public space as defined in Greenspace Action Plan
V.45	Public Space along North Stratford Road	Create public space along Stratford as defined in Greenspace Action Plan
V.46	Redevelopment at Longleaf and Phipps Boulevard	Redevelop the vacant parcel adjacent to the Fire Station with mixed-use development fronting Phipps Boulevard





- Development in Progress (by others)
- New Building
- PATH400
- Multi-use trail
- New Street Connection
- Intersection Improvements

■ Public Art Opportunities from Other Plans (Mile Long Museum, Interpretive Art Master Plan)

**BUCKHEAD
MARTA
STATION**



CHAPTER 5: SUBAREA STRATEGY

BUCKHEAD LOOP

VITALITY CONTINUED		
Public Space & Redevelopment		
#	Name	Description
V.47	Public Space along Trail (M.31)	Add public space along trail in natural areas behind towers
V.48	(Long-term) Redevelop Buckhead Station Retail Center	Redevelop with mixed-use development oriented to potential future Park of GA400
V.49	(Long-term) Redevelop Post Stratford	Redevelop with mixed-use development oriented to potential future Park of GA400
Public Art & Street Activation		
#	Name	Description
V.50	Infill retail in front of Grand Hyatt Atlanta in Buckhead	Add retail frontage to the building, similar to South City Kitchen Buckhead
V.51	Infill retail northeast of Buckhead MARTA Station in front of Towers	Add infill retail similar to South City Kitchen, in liner buildings, shipping containers on the plazas at the towers.
MOBILITY		
#	Name	Description
M.5	PATH400 Completion	Complete original project scope of PATH400 from Loridans Drive to Peachtree Creek
M.10	Intersection Improvement (Lenox at Peachtree Road)	Intersection improvements at Lenox and Piedmont Road, including signal timing, restriping, and reconfiguration
M.17	New Roadway from Wieuca to Peachtree Dunwoody	Proposed new E/W roadway between Wieuca and Peachtree Dunwoody with potential to connect to proposed roundabout at Wieuca Road





- Development in Progress (by others)
- New Building
- PATH400
- Multi-use trail
- New Street Connection
- Intersection Improvements

■ Public Art Opportunities from Other Plans (Mile Long Museum, Interpretive Art Master Plan)

**BUCKHEAD
MARTA
STATION**



CHAPTER 5: SUBAREA STRATEGY

BUCKHEAD LOOP CONTINUED

MOBILITY CONTINUED		
#	Name	Description
M.20	Buckhead Cultural Loop Trail - North Piedmont Subarea	Multi-use trail starting at Carson Lane, through pedestrian gate at the end of Mathieson, down Mathieson and right onto Alberta Drive to Roswell Road
M.25	Multi-Use Trail North Loop	An off-road pedestrian/bicycle loop linking to PATH400 at Lenox Road, north behind development fronting the east side of Piedmont to Habersham, across Piedmont and extending south behind development fronting the west, through the Kroger redevelopment site to Tower Place
M.31	Multi-Use Trail from Piedmont to Lenox across Park Over GA400	Multi-Use Trail across proposed Park Over GA400 from Piedmont to Lenox
M.32	Multi-Use Trail along Peachtree from Tower Place to Lenox Square	Multi-Use Trail along Peachtree from south of proposed Park Over GA400/Tower Place across GA400 to Lenox Square
M.34	Lenox Road Corridor Enhancements from Peachtree to Phipps Boulevard	Corridor Enhancements along Lenox Road from Peachtree to Phipps, including Monarch Drive ramps
M.35	Lenox Road Corridor Enhancements from Phipps Boulevard to Piedmont	Corridor Enhancement along Lenox Road from Phipps Boulevard to Piedmont





- Development in Progress (by others)
- New Building
- PATH400
- Multi-use trail
- New Street Connection
- Intersection Improvements

■ Public Art Opportunities from Other Plans (Mile Long Museum, Interpretive Art Master Plan)

**BUCKHEAD
MARTA
STATION**



CHAPTER 5: SUBAREA STRATEGY

LENOX SQUARE

The intersection of Lenox and Peachtree Roads defines Buckhead's commercial and civic heart. It is anchored by Lenox Square Mall, one of the nation's most successful indoor shopping centers. However, like much of Buckhead, the area includes surface parking designed around outmoded assumptions regarding consumer preferences. What once provided convenience to shoppers arriving by car now inhibits access from those arriving on foot and by transit.

The subarea offers ample redevelopment opportunities at a variety of scales that can take advantage of transit service provided at MARTA's Lenox and nearby Buckhead stations. Recommended projects seek to ensure priority public spaces for the future, high quality and appropriately-scaled new mixed use development, improved wayfinding, and greater pedestrian and bicycle access, including incorporation of bikeshare programs at key area destinations. While development in the subarea is underway, as it is throughout Buckhead, it is important to prioritize identification of desired public spaces before redevelopment is complete and future greenspace opportunities disappear.

Six catalyst projects in the Lenox Square subarea, include:

- Buckhead Cultural Loop Trail (M.19)
- Lenox Square Mall Lifestyle Center (V.53, V.54)
- Promenade Park at Lenox & Peachtree (V.55)
- Lenox Linear Park (V.56)
- MARTA Lenox Transit Station Improvements (V.57, V.60, V.61)
- East Paces Ferry Multi-Use Trail (M.16 - currently underway)



- Development in Progress (by others)
- New Building
- Multi-use trail
- New Street Connection

LENOX SQUARE MALL

GA 400

Phipps Plaza

Target

Peachtree Road

Peachtree-Dunwoody

Kingsboro Road

Lenox Road

Oak Valley Road

Potential New Street

Wright Avenue

Parking Deck may need additional floors

Potential Long-term Street Connection

Ring Road continues under buildings

JW Marriott

Public Art

Development in Progress

Marie Sims Park

Development in Progress

Proposed GA 400 Ramp to East Paces Ferry

Lenox MARTA

Infill Retail & Public Art on MARTA plazas above Station (both sides)

East Paces Ferry Multi-Use Trail & Streetscape Enhancements



CHAPTER 5: SUBAREA STRATEGY

LENOX SQUARE

LIFESTYLE CENTER

Transform the existing areas of parking fronting Lenox Square Mall into a lifestyle center oriented to Peachtree and Lenox Roads. Future buildout could include several signature towers, with a vertical stack of uses. Buildings would be anchored with street-oriented retail, and include a publicly accessible promenade linking Peachtree Road and the current entry to Lenox Square Mall. Redevelopment along Lenox Road can be built in phases, starting at Peachtree Road and extending south to MARTA's Lenox Transit Station at East Paces Ferry. This approach recommends converting the existing surface lots fronting the mall

into parking decks to create a new plinth upon which buildings would rise from street level at Peachtree and Lenox Roads. This building orientation would continue between Peachtree and East Paces Ferry Road to ensure that all new buildings are oriented to the level of the Lenox Road Boardwalk with active retail frontages. Long-term opportunities include extending the subarea's street network through the parcel to create a more connected grid of city blocks.

Lenox Road - A "Great Street"

The Lenox Road Scoping Study, identified ways to foster a distinctive Buckhead identity for the corridor's entire length. A highlight of the study is the concept for the Lenox Boardwalk, a pedestrian promenade along the west side of the Lenox Road between Peachtree and East Paces Ferry Roads. When combined with new development, and activated with street-

oriented retail and public art, the distinctive high-quality boardwalk has the potential to greatly enhance walkability, access and overall sense of place along this important and recognizable Buckhead street.

PEACHTREE & LENOX

Developed in concert with the Lenox lifestyle center, a publicly accessible promenade should be added at Peachtree Road to preserve access and views to the primary entry to Lenox Square Mall. This new park space will provide shoppers, area workers and neighboring residents access to public space, of which none is currently available in proximity. As also suggested for West Village, adjacent parking areas can be designed as flex plazas that can transition from vehicular parking areas to gathering spaces, thereby increasing the available gathering space when needed to accommodate larger community events.



-  Development in Progress (by others)
-  New Building
-  Multi-use trail
-  New Street Connection

LENOX SQUARE MALL



Mixed-use with Retail, Office, Residential

Flex Plaza & Parking
Restaurant

Mixed-use with Retail, Office, Residential

Entrance to Parking Deck

Public Park

Mixed-use with Retail, Office, Residential

Flex Plaza & Parking

Public Art Opportunity

Boardwalk Multi-use Trail to East Paces Ferry

Art (Interpretive Art Master Plan)

Residential or Hotel on top of Macy's

Residential or Hotel on top of existing Macy's

Additional levels added to parking deck

Additional levels added to parking deck

Kingsboro Road

Infill Retail (shipping containers)

Residential Mixed-use Development

Plaza with outdoor seating

Peachtree Road

Ring Road

Lenox Road

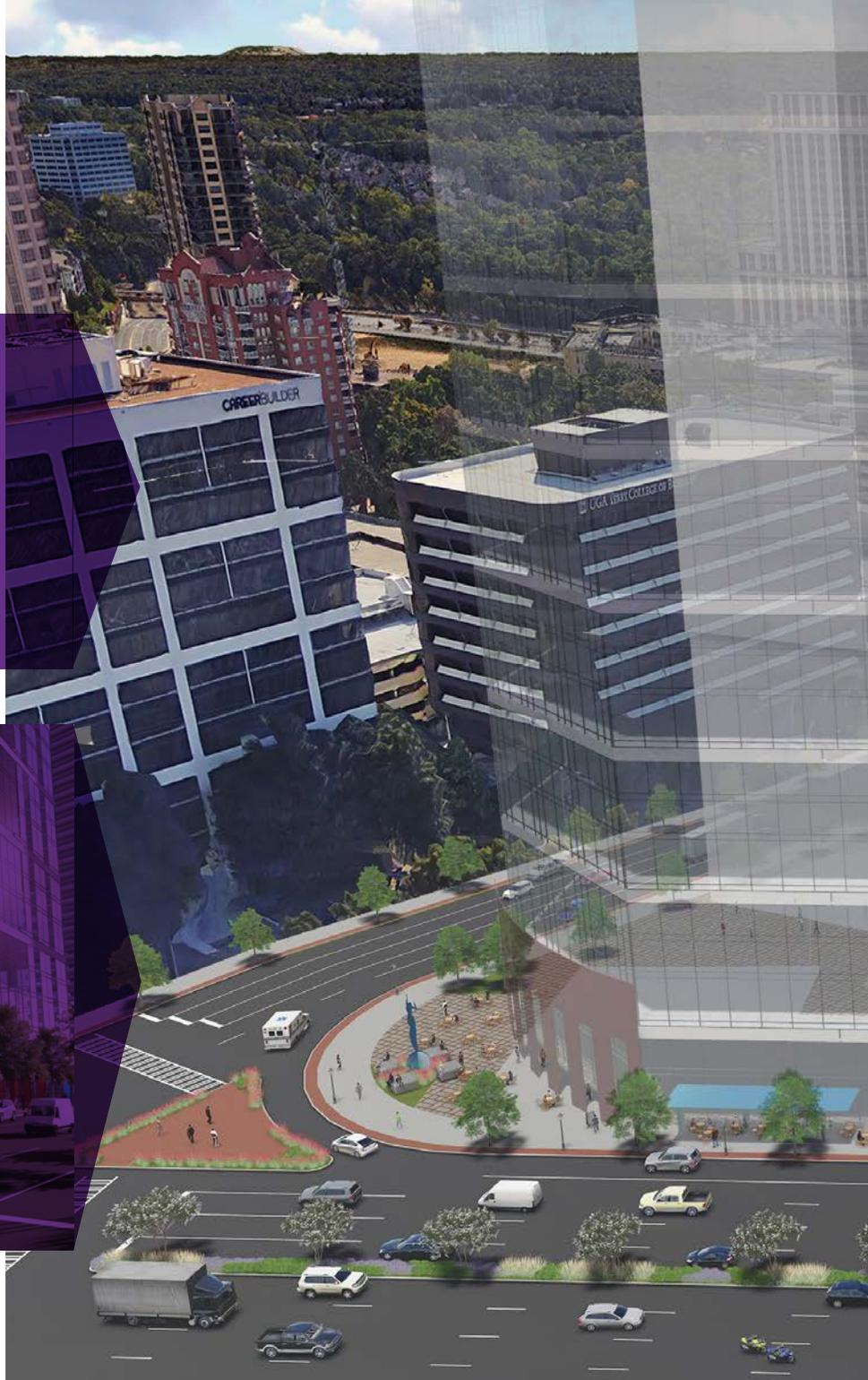
Ring Road continues under buildings

Oak Valley Road

DRAFT

BUCKHEAD REDEFINED

CHAPTER 5: SUBAREA STRATEGY LENOX SQUARE



LENOX LIFESTYLE CENTER CONCEPT
VIEW LOOKING SOUTHEAST TOWARDS LENOX SQUARE MALL



CHAPTER 5: SUBAREA STRATEGY

LENOX SQUARE

Linear Park

East of Lenox Road a new mixed-use neighborhood is proposed. These additions should be connected by a linear park to extend the newly-constructed Marie Sims Park to Lenox Square Mall. To ensure build out of cohesive and consistent park over time by various private developers, future public space designs should correspond to those already in Marie Sims Park, such as paving, lighting, signage, water features, and street furniture selections. At Lenox Road, the Linear Park should connect to the Lenox Boardwalk and continue across the upper level of the existing parking deck to provide eastern entry to Lenox Square Mall. This new pedestrian access should be lined by new outdoor storefronts and public art at the base of the new mixed-use buildings.

East of Lenox Road a regular grid of walkable streets and block should be created in tandem with new development. The conversion of East Paces Ferry Road into a complete street is currently underway, linking directly into the Buckhead Cultural Loop Trail and projected improvements along Lenox Road.



MARTA Lenox Transit Station

The MARTA Lenox transit station should be more of a district focal point for the subarea. In the short-term a variety of measures can help improve the overall customer experience, including general maintenance, landscaping, lighting, wayfinding, and crosswalk improvements to more clearly direct transit riders to Lenox Square Mall safely and directly. Temporary and permanent public art installations and infill pop-up retail should be considered to activate the underused station plazas along both sides of Lenox Road.

Long-term investments should look at opportunities to add high-density transit-oriented development adjacent to and atop of the station taking full advantage of existing air rights. Future uses could include office and a diversity of residential offerings.



At the rail station the proposed Lenox Boardwalk will connect to a new multi-use trail along East Paces Ferry Road. As part of long term transit oriented development at the MARTA transit station.

LENOX SQUARE MARKET

- Development in Progress (by others)
- New Building
- Multi-use trail
- New Street Connection



Additional layers added to parking deck

Infill Retail (shipping containers)

Residential Mixed-use Development

Infill Retail (shipping containers)

Residential Mixed-use Development

Linear Park on top of Parking Deck

Residential Mixed-use Development

Residential Mixed-use Development

Linear Park character through Streetscape elements

Residential Mixed-use Development

Linear Park in front of buildings with gathering spaces

Development in Progress (by others)

JW MARRIOTT

Public Art

Wright Avenue

Residential Mixed-use Development

Lenox Road

Residential Mixed-use Development

Oak Valley Road

TOD over MARTA Station (Office & Residential)

Infill Retail on MARTA Plazas (shipping containers)

LENOX

East Paces Ferry Multi-use Trail

East Paces Ferry



CHAPTER 5: SUBAREA STRATEGY

LENOX SQUARE

VITALITY		
Public Space & Redevelopment		
#	Name	Description
V.52	Lenox Square Mall Lifestyle Center	Redevelop parking lots with mixed-use development that fronts the streets (at Lenox and Peachtree). Potentially develop on top of the existing Macy's building.
V.53	Lenox Square Mall Lifestyle Center	Redevelop parking decks and lots with mixed-use development that fronts the streets (at Lenox)
V.54	Promenade Park at Lenox & Peachtree	Park at Lenox and Peachtree that connects to Flex Plazas in the Lifestyle Center (V.52)
V.55	Lenox Linear Park	Connect to Marie Sims Park west to Lenox Square Mall along the streetscape, within the mall parking lots, and incorporating in-progress developments
V.56	MARTA TOD Development	Use air rights over Lenox MARTA Station to create mixed-use development
V.57	Neighborhood-scale Development East of Lenox Road	Development east of Lenox Road (mixed-use), with a focus on residential development
Public Art & Street Activation		
#	Name	Description
V.58	Art at Lenox and proposed new roadway	Installation on the corner of proposed new road & Lenox as part of the Linear Park (V.#)
V.59	Sculpture at Lenox MARTA	Sculptures or interactive art on plazas (could be installations from Interpretive Art Master Plan)
V.60	Infill Retail at MARTA	Temporary retail on plaza (ex: shipping containers)
V.61	Infill Retail on Lenox Square Parking Lots	Liner buildings on west side of the mall
V.62	Infill Retail on Lenox Road	Temporary retail (ex: shipping containers) or liner buildings

CHAPTER 5: SUBAREA STRATEGY

LENOX SQUARE

MOBILITY		
#	Name	Description
M.2	GA400 Interchange Improvements	Further Study of Lenox Interchange at GA400
		Feasibility Study of a new interchange at GA400 and East Paces Ferry Road
M.16	East Paces Ferry Multi-Use Trail	Trail extension east of Bynum Bridge over GA 400, along East Paces Ferry to Roxboro Road
M.19	Buckhead Cultural Loop Trail - Lenox Square Subarea	Multi-use trail along Lenox Road, improvements are to be in correlation with pedestrian/bicycle facilities being proposed through the Lenox Road Corridor Scoping Study
M.24	Kingsboro Road Multi-Use Trail	Multi-use trail along Kingsboro Road from Lenox to Roxboro Road, including sidewalk widening, installation of pedestrian lighting, and streetscapes
M.33	Dedicated Bicycle Facility along Lenox Parkway	Dedicated Bicycle Facility linking PATH 400 along Lenox Parkway south to the Buckhead Cultural Loop Trail
M.37	Lenox to Lakeside Grid Completion	Use current access drive to/from Oak Valley to create a roadway extending to Lakeside Drive
M.38	Kingsboro Roadway Extension	Extend Kingsboro Road through potential Lenox Square redevelopment
M.39	Lenox Square Mall New Roadways	New roadways through potential Lenox Square redevelopment to neighborhoods south of MARTA





- Development in Progress (by others)
- New Building
- Multi-use trail
- New Street Connection

■ Public Art Opportunities from Other Plans (Mile Long Museum, Interpretive Art Master Plan)

LENOX SQUARE MALL

LENOX MARTA

GA 400

Peachtree

Kingsboro

Oak Valley

Lakeside

Lenox

Wright Avenue

East Paces Ferry

M.2

M.16

M.31

M.33

M.39

M.38

M.19

M.37

M.24

M.19

V.61

V.62

V.54

V.53

V.52

V.58

V.57

V.57

V.55

V.57

V.56

V.59

V.60

M.16



CHAPTER 5: SUBAREA STRATEGY

LENOX SQUARE

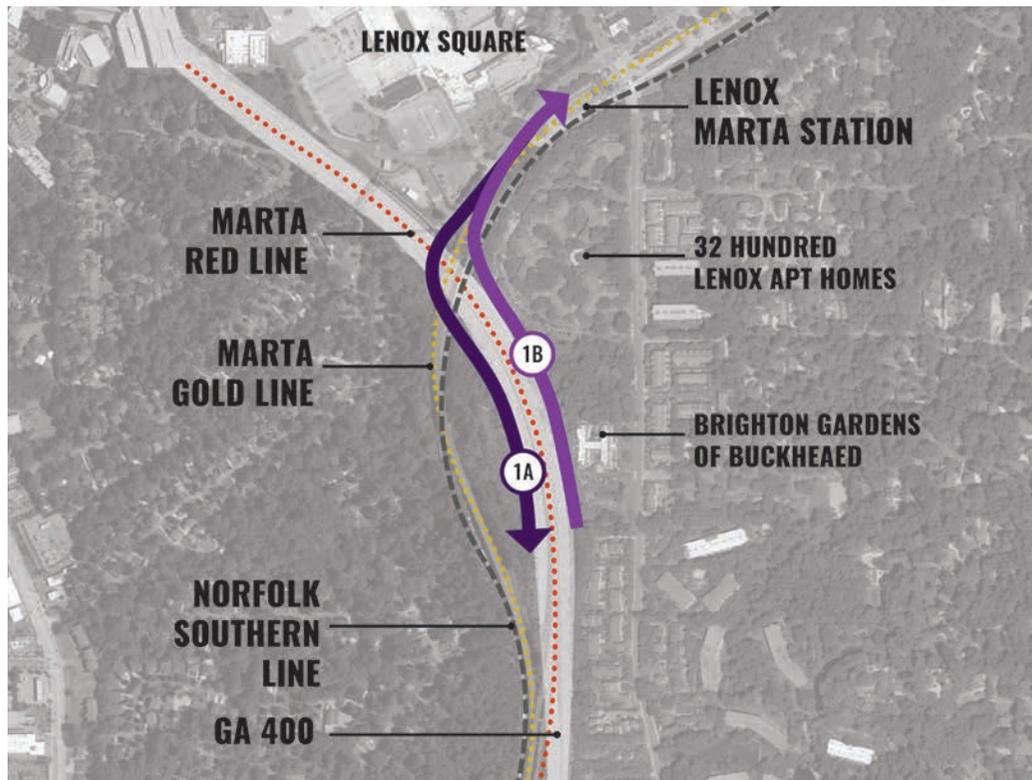
EAST PACES FERRY ROAD ACCESS IMPROVEMENTS

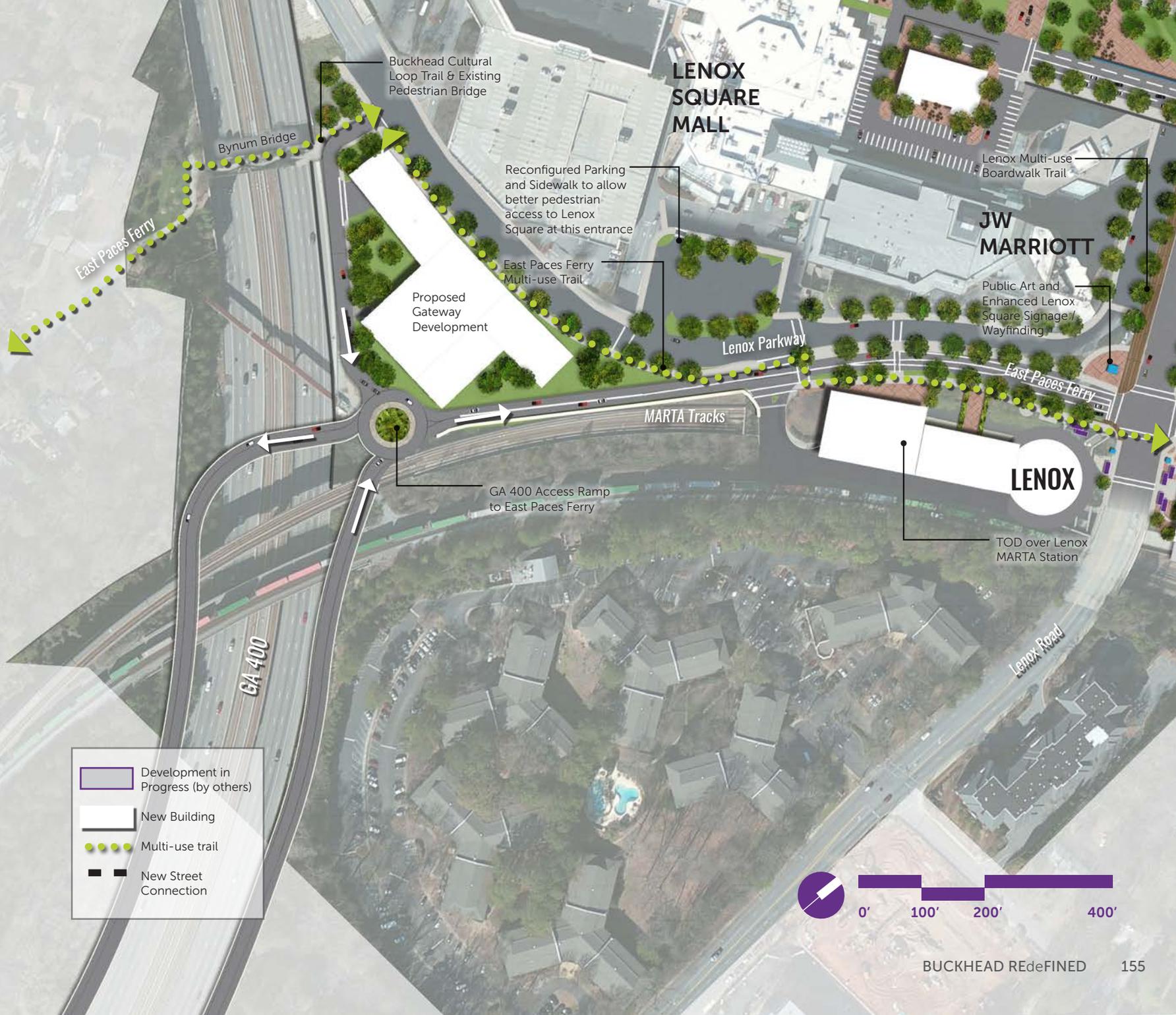
GA 400 Off-Ramp to East Paces Ferry

Another major project for the Lenox Square subarea is the potential addition of an access ramp to and from Georgia 400 at East Paces Ferry Road (north of the rail lines behind Lenox Square Mall). This access ramp would land at a proposed roundabout connecting East Paces Ferry and Lenox Parkway. In addition to enhancing mobility to and from GA400, the new ramp would distribute traffic and reduce congestion at Buckhead's only existing GA400 interchange (on north Lenox Road). The roundabout would serve to quickly change travel behavior from a freeway ramp onto a local, multimodal street.

Lenox Square Mall Access Enhancements

A narrowing of both East Paces Ferry and Lenox Parkway is needed to improve pedestrian access to the mall with wide sidewalks, and accommodate the East Paces Ferry Trail. The East Paces Ferry Trail between Lenox Road and the existing Bynum Bridge across GA400 serves as the southernmost segment of the Buckhead Cultural Loop Trail.





Buckhead Cultural Loop Trail & Existing Pedestrian Bridge

LENOX SQUARE MALL

Lenox Multi-use Boardwalk Trail

JW MARRIOTT

Public Art and Enhanced Lenox Square Signage / Wayfinding

LENOX

TOD over Lenox MARTA Station

Bynum Bridge

East Paces Ferry

Proposed Gateway Development

Reconfigured Parking and Sidewalk to allow better pedestrian access to Lenox Square at this entrance

East Paces Ferry Multi-use Trail

Lenox Parkway

MARTA Tracks

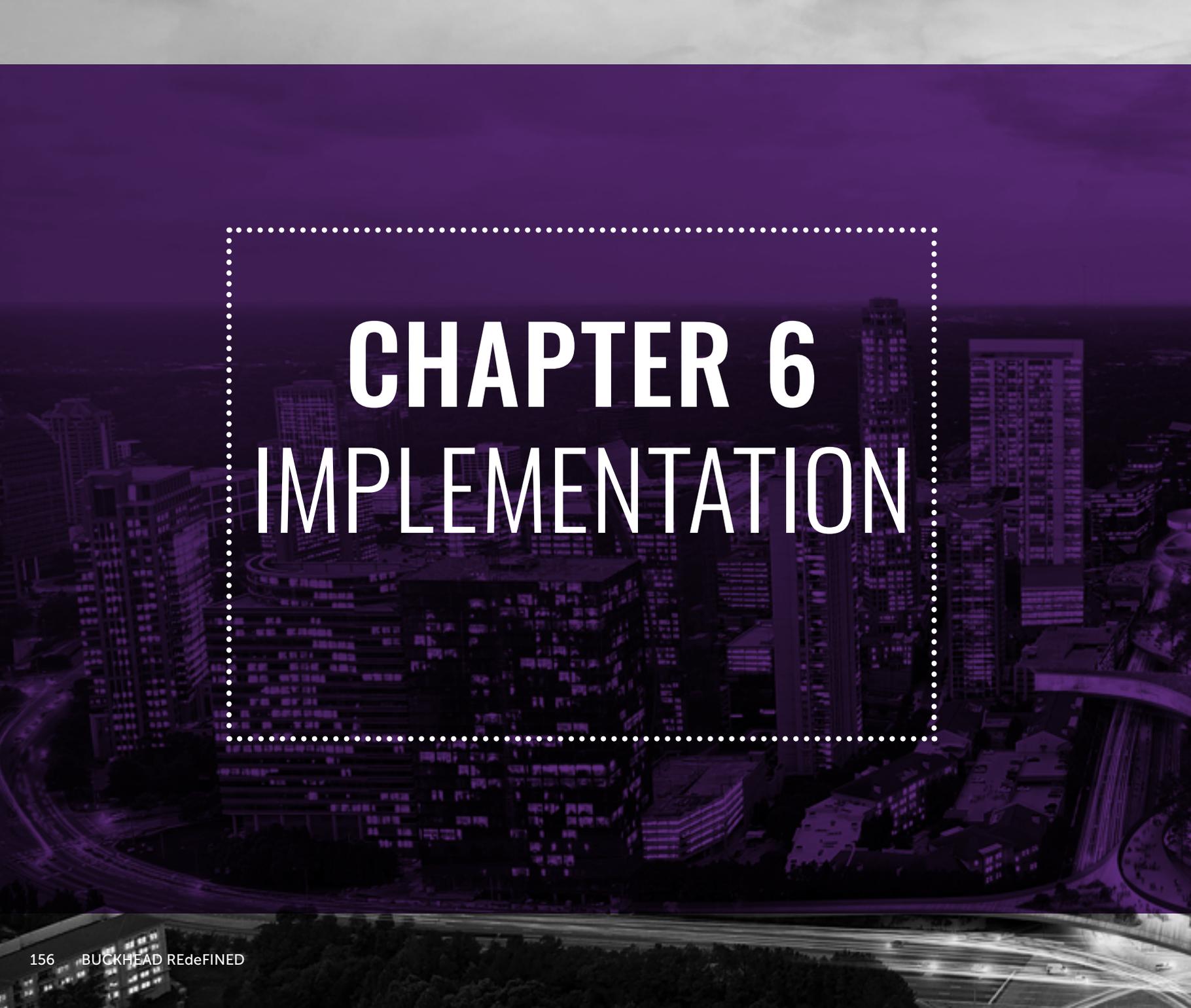
GA 400 Access Ramp to East Paces Ferry

Lenox Road

GA 400

-  Development in Progress (by others)
-  New Building
-  Multi-use trail
-  New Street Connection





CHAPTER 6 IMPLEMENTATION

- 
- >> Introduction
 - Organizational Structure
 - Next Steps
 - >> 100-Day Action Plan
 - >> Top Priorities
 - >> Short-Term Projects
 - >> Long-Term Projects

BUCKHEAD REdeFINED ▶

CHAPTER 6: IMPLEMENTATION INTRODUCTION

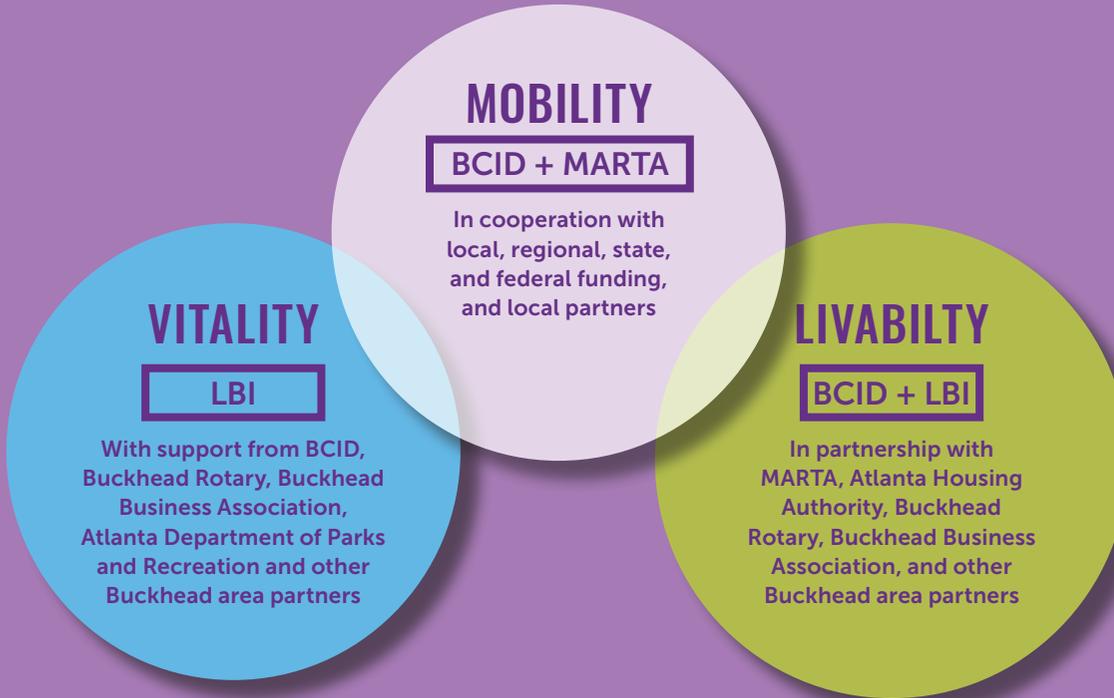
THE ORIGINAL 2002 BUCKHEAD ACTION PLAN CREATED A NEW FRAMEWORK FOR COLLABORATION AMONG THE BUCKHEAD CID, BATMA (NOW LIVABLE BUCKHEAD), AND NEIGHBORHOOD PLANNING UNIT B (NPU-B). THIS 2017 BUCKHEAD REDEFINED MASTER PLAN UPDATE INCLUDES ADDITIONAL COLLABORATION WITH THE BUCKHEAD COALITION, BUCKHEAD BUSINESS ASSOCIATION (BBA) AND BUCKHEAD ROTARY.

As the district moves forward, continuing conversations among or utilization of the **BUCKHEAD REdeFINED** Steering Committee should be considered. As in the original LCI Plan, the Steering Committee was comprised of a wide cross-section of community perspectives and interests and was a useful tool for information sharing, collaboration, and input. Buckhead's future success relies upon clear and consistent communication among interested parties to identify, fund, and execute appropriate improvements in a manner that benefit both business and residential interests.



ORGANIZATIONAL STRUCTURE

The Buckhead Community Improvement District (BCID) should take the lead role on mobility and infrastructure improvements in collaboration, where appropriate, with local, city, state, and federal partners. Livable Buckhead (LBI) is expected to take a lead role in placemaking and vitality enhancements including the potential Buckhead Cultural Loop Trail, infill retail, and programs to enhance Buckhead's vibrancy.



CHAPTER 6: IMPLEMENTATION

NEXT STEPS

BASED ON FEEDBACK GATHERED FROM STAKEHOLDER MEETINGS, PUBLIC ENGAGEMENT EFFORTS, AND ONLINE SURVEYS, BUCKHEAD REDEFINED'S RECOMMENDED IMPROVEMENT PROJECTS AND INITIATIVES HAVE BEEN ORGANIZED INTO THREE DISTINCT CATEGORIES. THESE INCLUDE: A 100-DAY ACTION PLAN, SHORT-TERM, AND LONG-TERM PROJECT LISTS WHICH ARE OUTLINED BELOW.

100-DAY ACTION PLAN + TOP PRIORITIES

Designed as a framework to maintain momentum and guide partners in defining the projects and programs each would seek to lead and/or advance in partnership with others.

SHORT-TERM PROJECTS (1-5 YEARS)

Identifies recommended capital projects to commence within one to five years with high levels of community support, as well as incomplete projects from the 2008 Buckhead LCI Update. Some listed projects may be underway and/or poised to commence with secured funding.

LONG-TERM PROJECTS (6-15 YEARS)

A listing of larger capital projects, generally in need of high capital expenditures that may require sufficient lead time to secure funding or require further study and additional stakeholder engagement to gain broader support.



100-DAY ACTION PLAN

Tasks	
1	Meet with partner organizations to determine primary and secondary responsibilities to advance the programs and initiatives associated with the SIX BIG IDEAS and Short-Term Project lists
2	Confirm BUCKHEAD REdeFINED adoption strategy and process with the City of Atlanta
3	Promote and market the SIX BIG IDEAS within the Buckhead Community
4	Meet with MARTA to determine possible service improvements (bus routing and physical station improvements)
5	Continue conversation with Atlanta Housing Authority and other partners to determine scope for housing gaps, needs, and opportunities analysis
6	Educate area businesses, property owners, residents, and developers on the changing demographics in Buckhead to promote a shift in perspective that seeks to alleviate the jobs-to-housing imbalance, and provide economical housing options
7	Seek TIP funding for short-term, priority projects

As part of the 100 Day Action Plan, Buckhead CID and Livable Buckhead should work with local partners and organizations to define the initiatives and improvements for which the Buckhead Coalition, BBA, and Buckhead Rotary would like to take a leading or major partnership role.

CHAPTER 6: IMPLEMENTATION

TOP PRIORITIES (SIX BIG IDEAS)

#	Name	Description	Type of Improvement
M.1	Buckhead Cultural Loop Trail	Scoping Study of the district-wide multi-use Buckhead Cultural Loop Trail to determine route, identify funding partners, and create a phased implementation plan.	Study
		Implementation of the Buckhead Cultural Loop Trail that anchors Buckhead's many destinations and neighborhoods with the communities history and culture, provides an important recreational amenity for residents, employees and visitors, and serves as a meaningful transportation alternative for area commuters.	Bike/Ped
V.1	Street Activation Program	The district-wide Street Activation Program includes public art installations, events, and infill retail.	Bike/Ped
M.2	GA400 Interchange Improvements	Further Study of Lenox Interchange at GA400	Streetscape/Corridor
		Feasibility Study of a new interchange at GA400 and East Paces Ferry Road	Streetscape/Corridor
M.3	Lenox Corridor Enhancements	Further Study of the Lenox Road Corridor, specifically the Phipps/Monarch Ramp and Peachtree/Lenox Intersection Improvements	Streetscape/Corridor
L.1	Economical Housing Strategy	Formation of an Economical Housing Committee to promote partnerships with developers, educate area businesses, property owners, and residents on the changing demographics in Buckhead to alleviate the jobs-to-housing imbalance, and conduct a housing study to determine housing gaps, needs and opportunities	Intersection
L.2	Buckhead Green Space and Park Over GA400 Plan	Identifies key locations of potential redevelopment and public space sites to further develop the Green Space Plan	Intersection
		Further Study of Park Over GA400 and the role it plays in the Green Space Plan	Intersection

Engineering		Construction		Total Project Costs	Funding			
Year	Cost	Year	Cost		Responsible Party	Primary Source	Local Source	Local Match
2017	NA	2017-2018	NA	\$250,000	LBI	BCID	BCID, LBI	\$50,000
2018	\$90,000,000	2018-2020	\$160,000,000	\$250,000,000	LBI	BCID	BCID	TBD
2018	NA	NA	NA	\$3,000,000	LBI	Foundation, Private, COA	BCID, LBI	\$600,000
2017	NA	NA	NA	500,000-1,000,000	BCID, GDOT	GDOT, SRTA	BCID	\$200,000
2017	NA	NA	NA	500,000-1,000,000	BCID, GDOT	GDOT, SRTA	BCID	\$200,000
2017	NA	NA	NA	750,000-1,000,000	BCID, GDOT	GDOT, SRTA, COA	BCID	\$200,000
2017	NA	NA	NA	\$150,000	LBI, Atlanta Housing Authority	Foundation, Private, Atlanta Housing Authority, Invest Atlanta, ARC-LCI, COA	LBI	\$30,000
2017-2019	NA	2021-2025	NA	\$100,000	LBI	Private, BCID, Local	BCID	\$50,000
2017-2019	\$10,000,000	2021-2025	\$80,000,000	\$90,000,000	BCID	Private, BCID, Local	BCID	\$200,000

CHAPTER 6: IMPLEMENTATION

2008 IMPLEMENTATION PLAN

(INCOMPLETE PROJECTS FROM THE 2008 BUCKHEAD LCI UPDATE)

Year	Name	Type of Improvement	Engineering	
			Year	Cost
2008	Express Bus Service: Gwinnett, Cobb, and Lithonia	Transit Advocacy	2017-2020	NA
2008	Activity Center Circulator Expansion	Transit	2017-2020	NA
2008	Consolidation of MARTA stops: Piedmont Corridor	Transit Advocacy	2017-2020	NA
2008	Transit Signal Priority	Transit Advocacy	2017-2020	NA
2008	Uniform Bus Stop Standards	Transit Advocacy	2017-2020	NA
2008	Queue Jumper Lanes	Transit/Regulatory	2017-2020	NA
2008	Pedestrian Crossing Safety Improvements	Pedestrian	2017-2020	\$77,000
2008	Comprehensive Bike Routes/Lanes Plan	Bicycle	2017-2020	NA
2008	Transportation Demand Management (TDM) Education Campaign	TDM	2017-2020	NA
2008	Piedmont Road at East Wesley Intersection	Intersection	2017-2020	
2008	Increased MARTA Rail Frequencies	Transit	2018-2024	NA
2008	Sidewalk Improvements Powers Ferry to Buckhead Loop	Pedestrian	2018-2024	\$100,000
2008	Speed Limit Reductions: Piedmont Road	Roadway	2018-2024	NA
2008	Piedmont Road at East Wesley - Long term Intersection Improvements	Intersection	2018-2024	\$70,000
2008	Miami Circle Relocation	Intersection	2018-2024	\$550,000
2008	Lindbergh Drive Consolidations/Main Street Signal Installation	Intersection	2018-2024	\$600,000

NOTE: remaining projects originally listed on the 2008 Buckhead LCI Transportation Projects list have either been completed or combined with current projects in the BUCKHEAD REdeFINED Short and Long-Term projects identified on the following pages.

Right-Of-Way		Construction		Total Project Costs	Funding			
Year	Cost	Year	Cost		Responsible Party	Primary Source	Local Source	Local Match
NA	NA	2017-2020	\$8,100,000	\$9,200,000	GRTA, GCT, CCT	unidentified	unidentified	TBD
NA	NA	2017-2020	NA	\$1,000,000	BCID, COA, MARTA	unidentified	BCID	TBD
NA	NA	2017-2020	NA	\$715,000	MARTA	unidentified	MARTA	TBD
NA	NA	2017-2020	NA	\$550,000	MARTA	unidentified	MARTA	TBD
NA	NA	2017-2020	NA	\$50,000	COA, MARTA	unidentified	MARTA, COA	TBD
2008-2012	\$4,200,000	2017-2020	\$3,100,000	\$7,300,000	COA, GDOT, MARTA	unidentified	COA, GDOT	TBD
NA	NA	2017-2020	NA	\$7,700,000	BCID, COA, GDOT, MARTA	unidentified	BCID	TBD
NA	NA	2017-2020	NA	\$55,000	LBI	unidentified	COA	TBD
NA	NA	2017-2020	NA	\$100,000	LBI	unidentified	COA, LBI, BCID	TBD
NA	NA	2017-2020	NA	\$7,000	GDOT, COA, Property Owners	unidentified	GDOT, COA, Property Owners	TBD
NA	NA	2018-2024	NA	\$9,045,000	MARTA	unidentified	MARTA	TBD
NA	NA	2018-2024	NA	\$1,000,000	COA, GDOT	unidentified	COA	TBD
NA	NA	2018-2024	NA	\$50,000	GDOT, BCID	unidentified	GDOT	TBD
NA	NA	2018-2024	NA	\$700,000	BCID, GDOT, COA, Property Owners	unidentified	GDOT, BCID, COA, Property Owners	TBD
2013-2018	\$4,700,000	2018-2024	NA	\$5,500,000	BCID, GDOT, COA	unidentified	BCID, GDOT, COA	TBD
2013-2018	\$1,200,000	2018-2024	NA	\$6,000,000	COA, GDOT, Property Owners	unidentified	COA, GDOT, Property Owners	TBD

CHAPTER 6: IMPLEMENTATION

SHORT-TERM PROJECTS (1-5 YEARS)

#	Name	Description	Type of Improvement
M.4	SPI-9 and SPI-12 Review	Review SPI-9 and SPI-12 zoning requirements to determine any potential updates or augmentations	Study
M.5	PATH400 Completion	Complete original project scope of PATH400 from Loridans Drive to Peachtree Creek	Bike/Ped
M.6	PATH400 Extension	Extend PATH400 North to Sandy Springs	Bike/Ped
M.7	Piedmont North Corridor Enhancements (Peachtree to Lenox Road)	Corridor enhancements along Piedmont from Peachtree to Lenox Road, including pedestrian sidewalk widening, installation of pedestrian lighting, and streetscapes	Streetscape/Corridor
M.8	Piedmont South Corridor Enhancements (Lenox to Pharr Road)	Corridor enhancements along Piedmont from Lenox to Pharr Road, including pedestrian sidewalk widening, installation of pedestrian lighting, and streetscapes	Streetscape/Corridor
M.9	Lenox Road Corridor Enhancements from Peachtree to East Paces Ferry	Corridor enhancements along Lenox Road from Peachtree to East Paces Ferry Road, including pedestrian sidewalk widening, installation of pedestrian lighting, and streetscapes	Streetscape/Corridor
M.10	Intersection Improvement (Lenox at Peachtree Road)	Intersection improvements at Lenox and Piedmont Road, including signal timing, restriping, and reconfiguration	Intersection
M.11	Intersection Improvement (Piedmont at Peachtree Road)	Intersection improvements at Piedmont and Peachtree Road, in conjunction with Piedmont Corridor Enhancements	Intersection
M.12	Intersection Reconfiguration at Piedmont/Roswell/Hambersham	Intersection reconfiguration, roadway realignment, and redevelopment at Piedmont/Roswell/Hambersham	Intersection
M.13	Roswell Road Corridor Enhancements	Roswell Road corridor improvements, including on-street parking realignment, traffic calming between East Andrews and Irby Avenue, from Peachtree to northern city limits	Streetscape/Corridor
M.14	West Village Streetscape Enhancements	Streetscape enhancements along East Andrews, Cains Hill, Paces Ferry Place, Irby Avenue, and Roswell Road	Streetscape/Corridor
M.15	Peachtree Streetscapes Phase III and IV	Completion of Phase III and IV of BCID's Peachtree Road Transformation Project	Streetscape/Corridor
M.16	East Paces Ferry Multi-Use Trail	Trail extension east of Bynum Bridge over GA 400, along East Paces Ferry to Roxboro Road	Bike/Ped

Engineering		Construction		Total Project Costs	Funding			
Year	Cost	Year	Cost		Responsible Party	Primary Source	Local Source	Local Match
2018	NA	2020-2023	NA	\$150,000	LBI, BCID, COA, NPU-B,	COA	BCID, ARC-LCI	NA
2018	\$1,070,000	2020-2023	\$7,100,000	\$8,170,000	LBI, BCID	Private, BCID, Local	LBI	\$1,420,000
2018	\$1,000,000	2020-2023	\$6,500,000	\$7,500,000	LBI, BCID	Private, BCID, Local	LBI	\$1,125,000
2018	\$800,000	2020-2023	\$15,000,000	\$15,800,000	BCID, GDOT, COA	GDOT, BCID	BCID, COA	\$5,000,000
2018	\$680,000	2020-2023	\$4,500,000	\$5,180,000	BCID, GDOT, COA	BCID, GDOT, COA	BCID, COA	\$1,000,000
2018	\$300,000	2020-2023	\$4,250,000	\$4,550,000	BCID, GDOT, COA	unidentified	BCID, COA	\$2,000,000
2018	NA	2020-2023	NA	NA	BCID, GDOT, COA	unidentified	BCID, COA	NA
2018	\$75,000-\$200,000	2020-2023	\$500,000-\$2,000,000	\$575,000-\$3,200,000	BCID, GDOT, COA	unidentified	BCID, COA	\$400,000
2018	\$1,500,000	2020-2023	\$20,000,000	\$21,500,000	BCID, GDOT, COA	unidentified	BCID, COA	\$400,000
2018	\$170,000	2020-2023	\$1,100,000	\$1,270,000	COA, GDOT	unidentified	BCID, COA	\$220,000
2018	\$400,000	2020-2023	\$4,000,000	\$4,400,000	BCID, GDOT, COA, Property Owners	unidentified	BCID, COA, Property Owners	\$2,000,000
2018	NA	2020-2023	NA	NA	BCID, GDOT, COA	BCID, GDOT, COA	BCID, COA	NA
2020	\$530,000	2025-2030	\$3,500,000	\$4,030,000	LBI, BCID	Private, BCID, Local	BCID	\$2,000,000

CHAPTER 6: IMPLEMENTATION

SHORT-TERM PROJECTS CONTINUED (1-5 YEARS)

#	Name	Description	Type of Improvement
M.17	New Roadway from Wieuca to Peachtree Dunwoody	Proposed new E/W roadway between Wieuca and Peachtree Dunwoody with potential to connect to proposed roundabout at Wieuca Road	Study
M.18	Buckhead Cultural Loop Trail - Lenox Square Subarea	Multi-use trail along Lenox Road, improvements are to be in correlation with pedestrian/bicycle facilities being proposed through the Lenox Road Corridor Scoping Study	Bike/Ped
M.19	Buckhead Cultural Loop Trail - North Piedmont Subarea	Multi-use trail starting at Carson Lane, through pedestrian gate at the end of Mathieson, down Mathieson and right onto Alberta Drive to Roswell Road	Bike/Ped
M.20	Buckhead Cultural Loop Trail - Atlanta History Center Segment and West Village Subarea	Multi-use trail starting at the end of Alberta Drive, crossing Roswell Road behind the future Camden development site, crossing West Paces Ferry to the Atlanta History Center, along Buckhead Avenue to Peachtree Road	Bike/Ped
M.21	Buckhead Cultural Loop Trail - Buckhead Village Subarea	Multi-use trail along East Paces Ferry through Buckhead Village to Piedmont Road, crossing Piedmont Road and joining with the Peachtree Park Neighborhood Segment	Bike/Ped
M.22	Buckhead Cultural Loop Trail - Peachtree Park Neighborhood Segment	Multi-use trail along East Paces Ferry from Piedmont Road to Bynum Bridge	Bike/Ped
M.23	Kingsboro Road Multi-Use Trail	Multi-use trail along Kingsboro Road from Lenox to Roxboro Road, including sidewalk widening, installation of pedestrian lighting, and streetscapes	Bike/Ped

Note: Short-Term Projects listed M.17-M.23 are concepts and require additional feasibility study and prioritization.

Engineering		Construction		Total Project Costs	Funding			
Year	Cost	Year	Cost		Responsible Party	Primary Source	Local Source	Local Match
2018	NA	2020-2023	NA	NA	BCID, COA, Property Owners	unidentified	BCID, COA	TBD
2018-2019	\$650,000	2020-2023	\$4,300,000	\$4,950,000	LBI, BCID	COA, Private, ARC, GDOT	LBI	\$860,000
2018-2019	\$510,000	2020-2023	\$3,400,000	\$3,910,000	LBI, BCID	COA, Private, ARC, GDOT	LBI	\$680,000
2018-2019	\$720,000	2020-2023	\$4,800,000	\$5,520,000	LBI, BCID	COA, Private, ARC, GDOT	LBI	\$960,000
2018-2019	\$650,000	2020-2023	\$4,300,000	\$4,950,000	LBI, BCID	COA, Private, ARC, GDOT	LBI	\$860,000
2018-2019	\$530,000	2020-2023	\$3,500,000	\$4,030,000	LBI, BCID	COA, Private, ARC, GDOT	LBI	\$700,000
2018-2019	NA	2020-2023	NA	NA	LBI, BCID	COA, Private, ARC, GDOT	LBI	TBD

CHAPTER 6: IMPLEMENTATION

LONG-TERM PROJECTS (6-15 YEARS)

#	Name	Description	Type of Improvement
M.24	Sardis Way / New roadway connection to Bolling Way	Remove Sardis Way to expand Loudermilk Park and create new roadway to connecting to Bolling Way	Study
M.25	Multi-Use Trail North Loop	An off-road pedestrian/bicycle loop linking to PATH400 at Lenox Road, north behind development fronting the east side of Piedmont to Habersham, across Piedmont and extending south behind development fronting the west, through the Kroger redevelopment site to Tower Place	Bike/Ped
M.26	Multi-Use Trail along Shadowlawn	Multi-Use Trail along Shadowlawn from Alberta, through the neighborhood, to Paces Ferry Road	Bike/Ped
M.27	Multi-Use Trail along North Fulton Drive	Multi-Use Trail along North Fulton Drive from Pharr across East Paces Ferry, through proposed Green Space and along Irby Ave to Cains Hill Place	Bike/Ped
M.28	Maple Drive Corridor Enhancements from Pharr to Kroger Redevelopment	Corridor Enhancements along Maple Drive from Pharr to the Kroger Redevelopment site	Streetscape/Corridor
M.29	Roadway Improvements along Grandview from Peachtree to Pharr	Corridor Enhancements along Grandview from Peachtree to Pharr	Streetscape/Corridor
M.30	Roadway Improvements along Shadowlawn from Peachtree to Paces Ferry	Corridor Enhancements along Shadowlawn from Peachtree to Paces Ferry	Streetscape/Corridor
M.31	Multi-Use Trail from Piedmont to Lenox across Park Over GA400	Multi-Use Trail across proposed Park Over GA400 from Piedmont to Lenox	Bike/Ped
M.32	Multi-Use Trail along Peachtree from Tower Place to Lenox Square	Multi-Use Trail along Peachtree from south of proposed Park Over GA400/Tower Place across GA400 to Lenox Square	Bike/Ped
M.33	Dedicated Bicycle Facility along Lenox Parkway	Dedicated Bicycle Facility linking PATH 400 along Lenox Parkway south to the Buckhead Cultural Loop Trail	Bike/Ped
M.34	Lenox Road Corridor Enhancements from Peachtree to Phipps Boulevard	Corridor Enhancements along Lenox Road from Peachtree to Phipps, including Monarch Drive ramps	Streetscape/Corridor
M.35	Lenox Road Corridor Enhancements from Phipps Boulevard to Piedmont	Corridor Enhancement along Lenox Road from Phipps Boulevard to Piedmont	Streetscape/Corridor

Engineering		Construction		Total Project Costs	Funding			
Year	Cost	Year	Cost		Responsible Party	Primary Source	Local Source	Local Match
2018	NA	2020-2023	NA	NA	BCID, COA, Property Owners	unidentified	BCID, COA	TBD
2020	\$1,190,000	2025-2030	\$7,900,000	\$9,090,000	LBI, BCID	Private, BCID, Local	LBI, BCID	\$1,580,000
2020	\$480,000	2025-2030	\$3,200,000	\$3,680,000	LBI, BCID	Private, BCID, Local	LBI, BCID	\$640,000
2020	\$360,000	2025-2030	\$2,400,000	\$2,760,000	LBI, BCID	Private, BCID, Local	LBI, BCID	\$480,000
2020	\$950,000	2025-2030	\$6,300,000	\$7,250,000	BCID, COA	unidentified	BCID, COA	\$1,260,000
2020	\$350,000	2025-2030	\$2,300,000	\$2,650,000	BCID, COA	unidentified	BCID, COA	\$460,000
2020	\$350,000	2025-2030	\$2,300,000	\$2,650,000	BCID, COA	unidentified	BCID, COA	\$460,000
2020	\$600,000	2025-2030	\$4,000,000	\$4,600,000	LBI, BCID	Private, BCID, Local	LBI, BCID	\$800,000
2020	\$180,000	2025-2030	\$1,200,000	\$1,380,000	LBI, BCID	Private, BCID, Local	LBI, BCID	\$240,000
2020	\$510,000	2025-2030	\$3,400,000	\$3,910,000	LBI, BCID	Private, BCID, Local, GDOT	LBI, BCID	\$680,000
2020	NA	2025-2030	NA	NA	BCID, GDOT, COA	unidentified	BCID, GDOT, COA	NA
2020	NA	2025-2030	NA	NA	BCID, GDOT, COA	unidentified	BCID, GDOT, COA	NA

CHAPTER 6: IMPLEMENTATION

LONG-TERM PROJECTS CONTINUED (6-15 YEARS)

#	Name	Description	Type of Improvement
M.36	Irby Avenue Grid Completion	Extend Irby Avenue to East Andrews Drive through potential West Village redevelopment	New Roadway
M.37	Lenox to Lakeside Grid Completion	Use current access drive to/from Oak Valley to create a roadway extending to Lakeside Drive	New Roadway
M.38	Kingsboro Roadway Extension	Extend Kingsboro Road through potential Lenox Square redevelopment	New Roadway
M.39	Lenox Square Mall New Roadways	New roadways through potential Lenox Square redevelopment to neighborhoods south of MARTA	New Roadway
M.40	Kroger Redevelopment Site New Roadway to Tower Place	Extend and enhance Tower Place Drive through to potential Kroger redevelopment site to create a connection across Piedmont Road	New Roadway
M.41	Kroger Redevelopment Site New Roadway (Mathieson to Peachtree)	New roadway linking Mathieson to Peachtree behind the potential Kroger redevelopment site to provide better N/S connection along Piedmont Road	New Roadway
M.42	New N/S Roadway west of Piedmont, south of Lenox	New roadway west of Piedmont Road running N/S from Pharr Road, north to the new E/W roadway (M.43)	New Roadway
M.43	New E/W Roadway north of Pharr, south of Lenox	New roadway north of Pharr running E/W from Piedmont Road, west to the new N/S roadway (M.42)	New Roadway
M.44	New Roadway between Maple and Piedmont	New E/W roadway south of Peachtree, from Piedmont Road to Maple Drive	New Roadway
M.45	West Paces Ferry and Irby Avenue Grid Completion	Grid Completion between West Paces Ferry and Irby Avenue extension to access the two developments	New Roadway

Note: Long-term new roadways were not estimated due to uncertainty regarding timing, alignment, topography, and right-of-way.

Engineering		Construction		Total Project Costs	Funding			
Year	Cost	Year	Cost		Responsible Party	Primary Source	Local Source	Local Match
2025	NA	2027-2030	NA	NA	BCID, GDOT, COA	unidentified	BCID, GDOT, COA	TBD
2025	NA	2027-2030	NA	NA	BCID, GDOT, COA	unidentified	BCID, GDOT, COA	TBD
2025	NA	2027-2030	NA	NA	BCID, GDOT, COA	unidentified	BCID, GDOT, COA	TBD
2025	NA	2027-2030	NA	NA	BCID, GDOT, COA	unidentified	BCID, GDOT, COA	TBD
2025	NA	2027-2030	NA	NA	BCID, GDOT, COA	unidentified	BCID, GDOT, COA	TBD
2025	NA	2027-2030	NA	NA	BCID, GDOT, COA	unidentified	BCID, GDOT, COA	TBD
2025	NA	2027-2030	NA	NA	BCID, GDOT, COA	unidentified	BCID, GDOT, COA	TBD
2025	NA	2027-2030	NA	NA	BCID, GDOT, COA	unidentified	BCID, GDOT, COA	TBD
2025	NA	2027-2030	NA	NA	BCID, GDOT, COA	unidentified	BCID, GDOT, COA	TBD
2025	NA	2027-2030	NA	NA	BCID, GDOT, COA	unidentified	BCID, GDOT, COA	TBD