



# Reimagine Greenbriar

An Update to the  
2001 Greenbriar  
Town Center LCI Plan  
City of Atlanta  
and Atlanta Regional Commission

December 2018

**SIZEMORE GROUP**

in association with

STANTEC, SYCAMORE CONSULTING,  
AND NOELL CONSULTING



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**Tim Keane, Commissioner**

## **Office of Zoning and Development**

**Keyetta M. Holmes, Interim Director**

**Jessica Lavandier, Assistant Director**

**Julia Billings, Urban Planner**

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\*The Core Team is made up of key stakeholders in the Study Area who have committed to provide technical guidance, assist in advertising public meetings, distribute information to the larger community, and provide feedback on materials presented at public meetings prior to each opportunity. This group includes individuals who are knowledgeable about the Study Area's issues and opportunities, experts in related fields, and vital to the implementation of the final plan.



CITY OF ATLANTA

MARCI COLLIER OVERSTREET  
COUNCILMEMBER, DISTRICT 11

ATLANTA CITY COUNCIL  
55 TRINITY AVE., SW  
SUITE 2900  
ATLANTA, GEORGIA 30303  
(404) 330-6054

December 12, 2018,

Dear Residents,



I am so excited to present to you Reimagine Greenbriar, a Livable Centers Initiative (LCI) plan update for redevelopment of the Greenbriar area. This plan is the result of extensive community engagement and it expresses the collective vision for preservation and growth of our rich historic neighborhoods. As Atlanta grows, this plan will represent conceptual designs and policies to serve as a guide for future growth and development in our community.

Upon adoption by the City of Atlanta, Reimagine Greenbriar will be incorporated in to a Comprehensive Development Plan and the projects listed in the implementation section will be added to the Community Work Program. Inclusion of a project and initiatives in the implementation plan does not indicate that concepts and projects will be implemented exactly as they appear in the plan. Each recommendation project will go through further vetting with and refinement prior to implementation. Additionally, priorities and resource availability may change over time, requiring reevaluation of project feasibility and of other reasons such as funding constraints or evolving community priorities. Therefore, you should remember that the ideas and recommendations presented in this plan are conceptual in nature and may evolve as conditions change in the future.

Thank you to all who participated in this planning process by attending community meetings and offering your ideas. The plan reflects your vision and would not have been possible without your dedication. Special thanks also to the core team members for your guidance and your time in attending additional meetings. Your commitment to your community is truly appreciated.

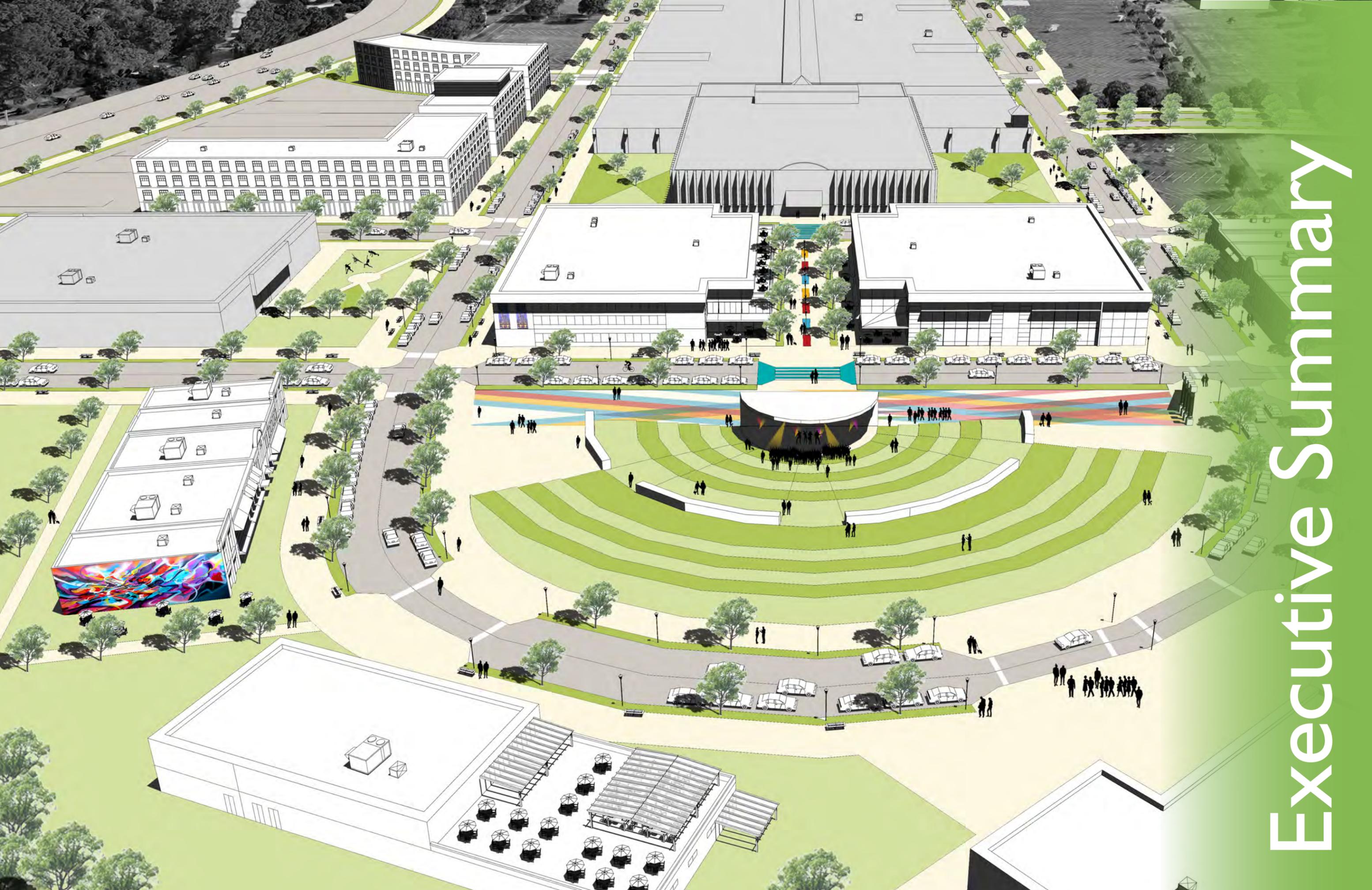
Sincerely,

A handwritten signature in blue ink, appearing to read "Marci Collier Overstreet".

Marci Collier Overstreet  
Councilmember District 11

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# Executive Summary

# Executive Summary

The Reimagine Greenbriar Livable Centers Initiative (LCI) Plan is a study led by Councilmember Marci Collier Overstreet, The City of Atlanta Department of City Planning, and the Atlanta Regional Commission (ARC). The study is a major update to the 2001 Greenbriar Town Center LCI study. The Reimagine Greenbriar LCI plan focuses on the Greenbriar Mall, Campbellton Road and surrounding communities and neighborhoods to help envision strategic redevelopment in the area.

This plan focuses on the current and future needs of the Greenbriar area, a historically thriving neighborhood in Southwest Atlanta anchored by Greenbriar Mall and surrounding retail.

### Master Plan Goals

Master Plan recommendations address project goals, key corridor issues, and visions as identified through an existing conditions analysis, a thorough understanding of the area market dynamics (strengths and weaknesses), and the needs, aspirations and desires of the community. Key issues addressed in this master plan include:

- Creating Downtown Greenbriar: a walkable, mixed use economic center and entertainment district
- Creating community connectivity with enhanced sidewalks, purposeful trails, well designed and strategically located pocket parks, and transit access
- Creating a sense of arrival and character for Southwest Atlanta
- Capturing the history of the Greenbriar Area
- Enhancing existing centers and corridors
- Encouraging diversity of uses
- Creating opportunities for public involvement
- Developing a vision for future growth

These issues are addressed with recommendations focused on:

- Placemaking
- Development Opportunities
- Greenspace & Trails
- Multi-modal Connectivity

### Study Area Context

The Greenbriar LCI study area is located in Southwest Atlanta and lies in City Council District 11 and Neighborhood Planning Units P and R. The study runs from the west at Fairburn Road, passing the perimeter, along Campbellton Road and State Route 166/Arthur B. Langford Jr. Parkway to Harbin Road on the east and extending to North Camp Creek Parkway to the south. Refer to Figure a.

The Greenbriar LCI study area is rich with opportunity and includes key nodes and amenities. The Greenbriar Mall is at the core of the plan, with Continental Colony Elementary School and Areu Studios (formerly Tyler Perry Studios) as anchors to the south, and Westgate Shopping Center, Greenbriar Village/Kroger, and Greenbriar Discount Mall to the northeast. The area is dense with religious centers in the west. The closest Metropolitan Atlanta Rapid Transit Authority (MARTA) rail line stop is four miles to the east at the East Point transit station, however bus lines 66, 183, 162, and 83 service Greenbriar, and the City of Atlanta's and MARTA's More MARTA transit expansion program project list includes the Campbellton Road corridor as a key high-capacity transit project, among the City's highest priorities.

### The Process

The seven-month planning and development process of the Greenbriar LCI included evaluation of the previous 2001 LCI study. To gain an understanding of the Greenbriar community, the team assessed current conditions and future goals; conducted intensive community outreach and envisioning; and master plan development.

In order to accurately survey the area, the community outreach included key stakeholder interviews, community meetings, visioning sessions, design workshops, and open houses. Gaining opinions and support from the public and stakeholders in the area is imperative to creating an inclusive and implementable plan.

# Concept Master Plan

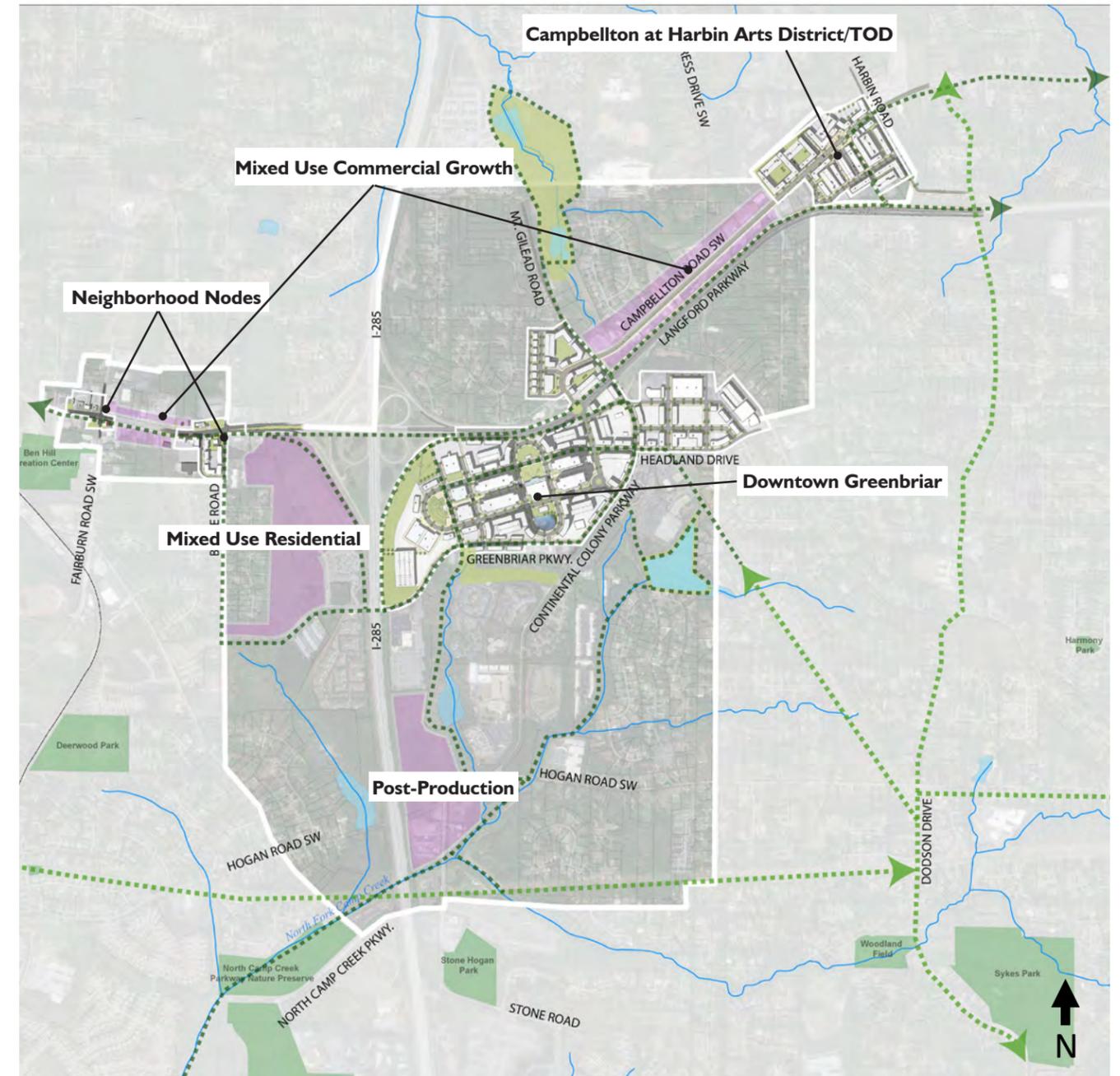


Figure a: Concept Master Plan

\*Note: Graphics included in this LCI report are conceptual. Implementation will require additional study and detailed design.

Recommendations

Development Opportunities

Three key development opportunities are identified in this master plan. Redevelopment of these key nodes will enhance the livability, visibility, and sustainability of the Greenbriar area by creating quality mixed-use live-work-entertain districts. These key development opportunities include:

- Downtown Greenbriar:**  
 Downtown Greenbriar includes the Greenbriar Mall, Westgate Shopping Center, Greenbriar Village/Kroger, and Greenbriar Discount Mall. With the Greenbriar Mall as an anchor, this area has potential to be transformed into a true mixed-use entertainment district, a Downtown for Southwest Atlanta.
- Campbellton at Harbin Arts District/Transit Oriented Development:**  
 The commercial area at Harbin and Campbellton lies approximately a mile and a half east from the Greenbriar Mall and is ideally positioned for a transit stop and complementary transit oriented development.
- Neighborhood Nodes:**  
 The Neighborhood Nodes are focused on where Fairburn and Barge Roads each intersect with Campbellton Road. These intersections historically served as the commercial nodes for the neighborhood. Consider creating pedestrian friendly, neighborhood-serving nodes. Revitalization should focus on retrofitting existing buildings, infilling vacant or underutilized lots, streetscape beautification, and wayfinding. Refer to Figures b & c.
- Secondary Development Opportunities**  
 Secondly, redevelopment potential was identified near Aeu Studios. Underutilized office buildings nearby are envisioned to be converted to post-production studios and office space. Additionally, the vacant property west of I-285 and south of Campbellton Road has been identified as ideal property for higher density housing, such as townhomes, with retail fronting Campbellton Road. Mixed use commercial infill is also envisioned along Campbellton Road throughout the study area, complementing nodal development at Harbin, Fairburn, and Barge.

Placemaking

Placemaking strategies are recommended to help define Greenbriar as a unique and special place. Following are placemaking strategies:

- Highlight History**  
 Utilize plaques, signs, murals, and artwork to highlight local landmarks and influential residents.
- Activated Greenspace**  
 To effectively activate the proposed trail system and common spaces, the plan recommends place-making strategies to create people-friendly parks, such as artistic play areas, sculpture parks, or educational markers and trails.
- Signage and Wayfinding**  
 Signage and wayfinding not only help to direct visitors to key locations, but also have the ability to become visual branding for the unique Greenbriar nodes. Develop a well-thought-out, strategic signage and wayfinding plan for the study area.
- Art**  
 To spotlight Greenbriar’s amenities and further promote branding efforts for the area, the plan recommends coordination with local artists and arts organizations to place artwork and host art events throughout the community. The area has the potential to be more inviting and engaging by creatively utilizing artistic murals, lighting, and signage.
- Safe Streetscapes**  
 Safety and beauty do not need to be mutually exclusive. Beautifying the right of ways will enhance the neighborhood’s character and enrich travel throughout the area.



Figure b: Campbellton & Barge Neighborhood Node



Figure c: Campbellton & Fairburn Neighborhood Node

# Proposed Trails Map

## Greenspace and Trails

Greenspace and trails are a great asset to any community, providing active transportation, mental and physical health benefits with increased access to nature and activity. Greenspace and trails recommendations include:

- Greenspace**

Four new parks are proposed within the study area to take advantage of existing water resources and bring open space to the redevelopment. A series of small, linear pocket parks are also proposed at Greenbriar Mall, connecting the mall to the proposed Greenbriar Mall trail, a trail that encircles the Mall property. Refer to Figure d.

- Trails**

A network of trails are proposed in the Greenbriar area to connect the community better to the proposed redevelopment sites, to the existing and proposed parks, and to planned trail systems in neighboring communities.

- Greenbriar Environment**

The ecology of the Greenbriar area has been identified by the in the City's draft Urban Ecology Framework Plan as a unique and rich natural environment. It is recommended to continue to preserve this natural resource. Additionally, consider pursuing a specific ecological study to determine what makes the area so unique, how to best preserve and enhance it, and means to educate and showcase this rich resource.

## Multi-modal Connectivity

Connectivity will be key to the success of the Greenbriar area. Refer to Figure e. Connectivity recommendations include:

- Streets for People**

This master plan recommends enhancing the Greenbriar area's major thoroughfares to better manage speeds and safety conflicts by exploring opportunities to convert 4-lane street cross sections into 3-lane sections to allow for bicycle infrastructure, streetscape enhancements, on-street parking, or other community needs. This report recommends further study of identified streets to create better streets for people. Streets to consider include portions of:

- Greenbriar Parkway
- Continental Colony
- Stone-Hogan

- Intersection Enhancements**

This report recommends coordination with local government entities, such as Georgia Department of Transportation (GDOT) for state routes, to ensure that pedestrian safety and comfort are preserved and enhanced at key intersections, including:

- Greenbriar Parkway/Continental Colony
- Stone-Hogan Conn. Road/Hogan Road
- Campbellton Road (state route)/Barge Road
- Campbellton Road (state route)/Fairburn Road

- Mall Access and Trails**

One of the most notable challenges that the existing mall faces is immediate access from public streets and circulation at the primary east entrance at Headland Drive/Greenbriar Parkway. This report proposes realigning access by extending the driveway as a street into the mall site to provide more storage length and to begin to frame a street network.

- Rethinking Langford Parkway**

From a broader, more regional perspective, the mall area is currently challenged by limited access to and from the Langford Parkway and Campbellton Road corridors. Changes to access from Langford Parkway would provide additional points of entry into the district and better position it for economic success. It is for this reason that this master plan has introduced the idea of a repurposed Langford Parkway in the area immediately around the Greenbriar Mall and the I-285 interchange. The LCI does not direct a particular change, but it does introduce a conversation for the City of Atlanta to begin with its agency partners, particularly GDOT and MARTA.

- Transit**

Enhanced transit can have a significant impact on growth in the area, by encouraging and stimulating mixed-use higher density development at key nodes. To prepare for transit, the City should stay engaged with MARTA on future planning and design studies to ensure this master plan's concepts are incorporated, including transit stations at Greenbriar Mall and Harbin Road.

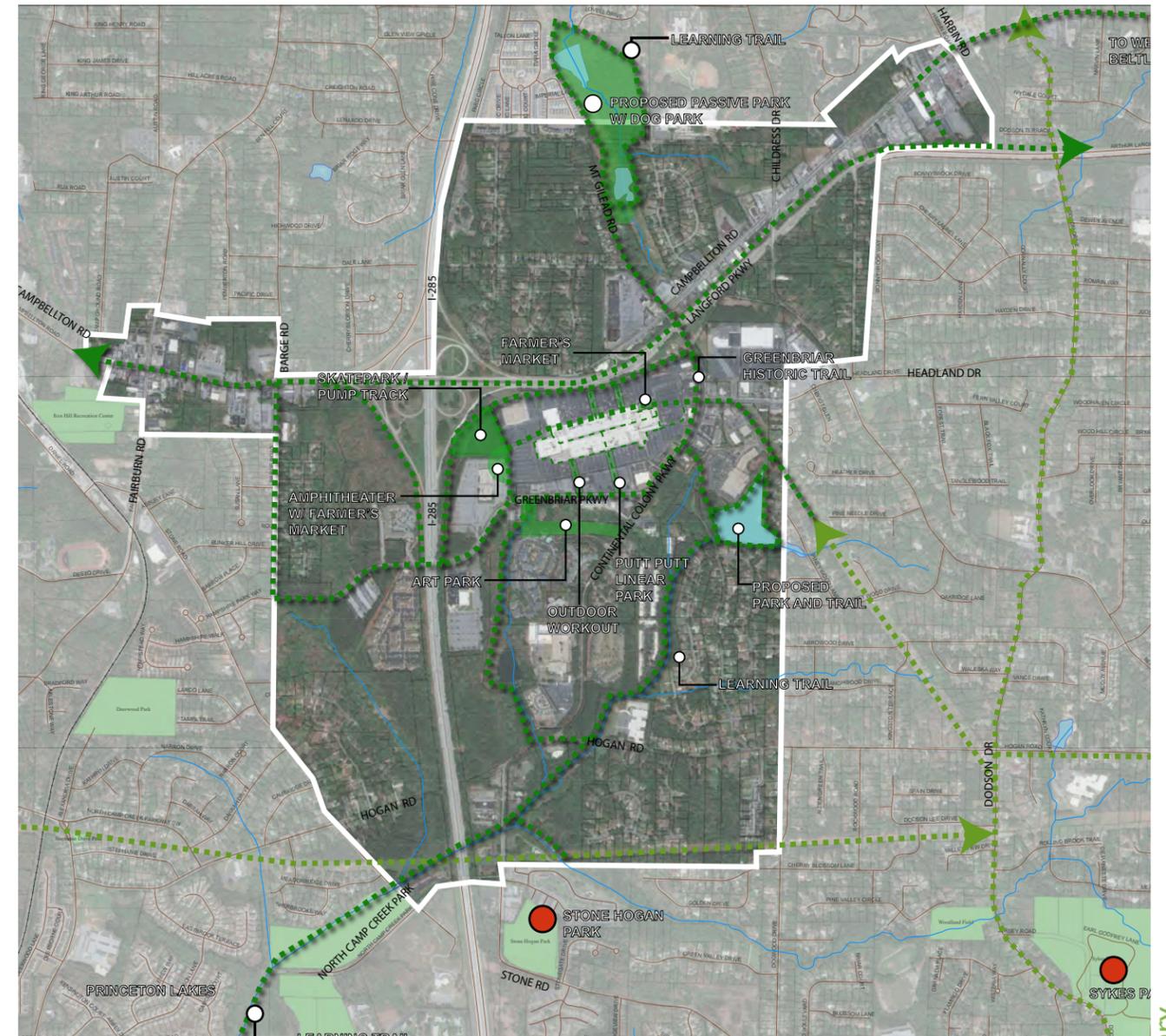


Figure d: Trails Map

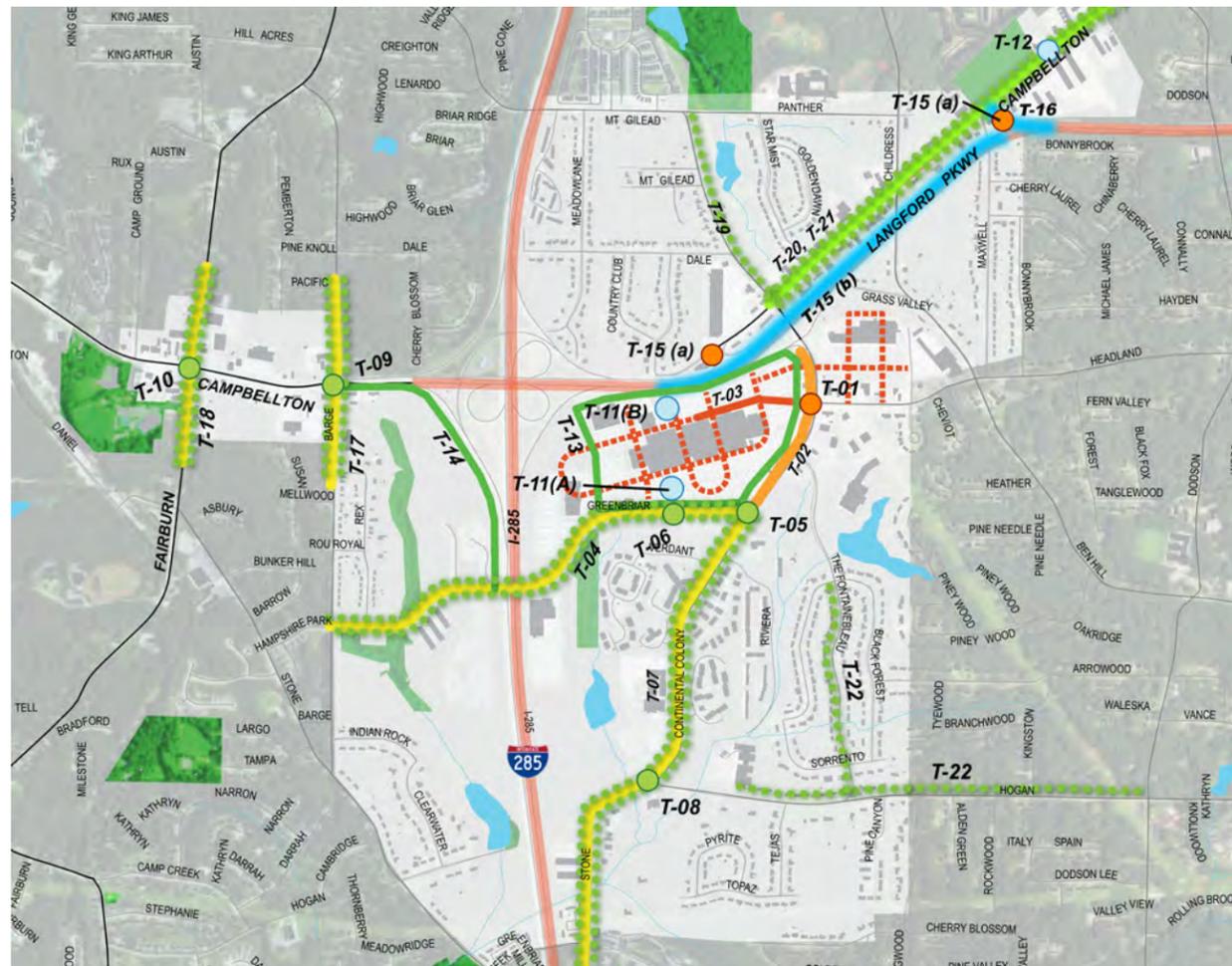
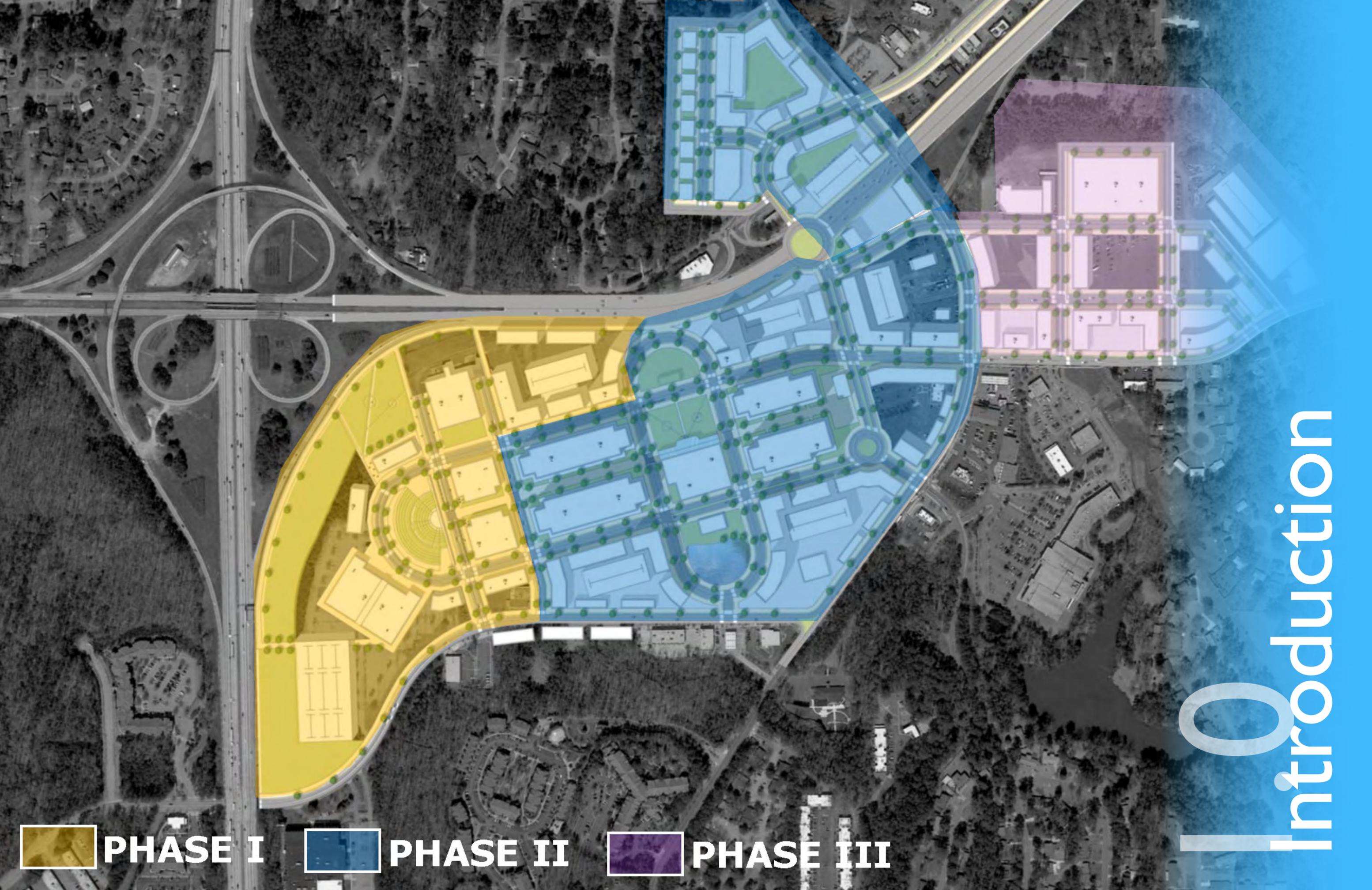


Figure e: Transportation Projects

Project ID	Project Name	Project Description
T-01	Headland Drive/Greenbriar Parkway Signal Operations	Reconfigure signal and lane reconfigurations at Greenbriar Pkwy/Headland Dr intersection to improve efficiency of traffic operations and preserve pedestrian safety
T-02	Greenbriar Parkway (North) Road Diet	Repurpose right-of-way to reduce six travel lanes to five (two lanes per direction plus two-way left turn lane), reserving left turn lanes at key intersections. Additional space may be used for bike facilities or curbside enhancements.
T-02 (b)	Added option for medians	Added cost for medians at select locations within two-way left turn lane
T-03	Eastern Mall Entrance Circulation Improvements	Reconfigure access/circulation lanes within Mall parking lot to facilitate ingress and egress into the Headland Dr/Greenbriar Pkwy intersection. Options detailed in master plan report.
T-04	Greenbriar Parkway (South) Road Diet	Repurpose right-of-way to reduce four lanes to two travel lanes, reserving left turn lanes at key intersections. Additional space may be used for protected bike facilities or future transit corridor space.
T-05	Greenbriar Intersection Redesign	Reconfigure travel lanes, in conjunction with T-04, to reduce vehicle turning radii, especially at NW corner of intersection.
T-06	South Mall Pedestrian Crossing	Install mid-block crossing, in conjunction with T-04
T-07	Continental Colony Road Diet	Repurpose right-of-way to reduce four lanes to two travel lanes, reserving left turn lanes at key intersections. Additional space may be used for protected bike facilities, curb extensions or curb islands for streetscape expansion, street parking, or other curbside uses.
T-08	Stone-Hogan/Hogan Intersection Redesign	Reconfigure intersection, in conjunction with T-07, to align Hogan crossing at a right angle and add pedestrian crosswalks and curb ramps. Project should include sidewalks and other pedestrian enhancements along Hogan Rd to Continental Colony Elementary School.
T-09	Campbellton/Barge Pedestrian Enhancements	Pedestrian enhancements at Campbellton Rd/Barge Rd intersection, including realignment of west-leg crosswalk to shorten distance and enlargement of channelized island at NE corner
T-10	Campbellton/Fairburn Pedestrian Enhancements	Pedestrian enhancements at Campbellton Rd/Fairburn Rd intersection, including SW curb extension to allow accessible pedestrian path around signal posts and restriping of degraded crosswalk markings.
T-11	Greenbriar Mall Mobility Hub	Select site for transit facility, pending further coordination with MARTA and study of a transit route, and begin basic enhancements for consolidation of bus service. Two potential locations have been shown in the study, relative to location of the existing Mall structure.
T-12	Campbellton Mobility Hub	Select site for a transit station, which will function as an in-line, neighborhood serving station, along Campbellton Road near Harbin Road and the adjacent redevelopment node.
T-13	Greenbriar Mall Circulating Trail	Add a multi-use path and related streetscape enhancements on mall property to provide additional pedestrian circulation options in the mall district.
T-14	Westside Connector Trail	Bicycle-pedestrian path to connect to Greenbriar Parkway and underpass of I-285 to allow pedestrian connections from western study area to Mall district
T-15 (a)	Langford Parkway Reconfiguration: Idea 1	Relocate westbound ramps (currently west of Mount Gilead Road) eastward to the Harbin redevelopment node, restoring the site of the current ramps for redevelopment or potential roadway reconfiguration.
T-15 (b)	Langford Parkway Reconfiguration: Idea 2	Convert a portion of Langford Parkway from limited-access freeway to a surface arterial road with at-grade intersections and traffic signals at Greenbriar Parkway and at least one additional access point to the Greenbriar Mall district.
T-16	Langford Parkway Reconfiguration: Idea 3	Realign Langford Parkway to terminate at an at-grade intersection with Campbellton Road, approximately 200-300 feet east of existing Maxwell Drive intersection.
T-17	Barge Road Streetscape	Streetscape improvements on the approaches to the Barge Road/Campbellton Road intersection to enhance sidewalks, add landscaping, and, as right-of-way allows, provide on-street parking and other amenities to support small-scale redevelopment in the area.
T-18	Fairburn Road Streetscape	Streetscape improvements on the approaches to the Fairburn Road/Campbellton Road intersection to enhance sidewalks, add landscaping, and, as right-of-way allows, provide on-street parking and other amenities to support small-scale redevelopment in the area.
T-19	Mount Gilead Road Sidewalk	Add a sidewalk with a minimum width of 5 feet on at least one side of Mount Gilead Road between Campbellton Road and Panther Trail (west side is preferred side). Add high-visibility crosswalks at the Mount Gilead Rd/Panther Trail intersection.
T-20	Campbellton Road Corridor Study	Access management and corridor design study between Maxwell Drive and Greenbriar Parkway to repurpose Campbellton Road to support future transit. This study should include an inventory of driveways and survey of the corridor right-of-way.
T-21	Campbellton Road Street Transformation	Streetscape and street retrofit, to be implemented after T-20 has identified opportunities, to enhance sidewalks, streetscape and multimodal access opportunities on Campbellton Road.
T-22	Continental Colony Elementary Sidewalks	Add a series of sidewalks in key locations to increase access from Continental Colony Elementary School to adjacent neighborhoods.

Figure f: Transportation Project Names



**PHASE I**



**PHASE II**



**PHASE III**

# 10 Introduction

# I.0 Introduction

The Reimagine Greenbriar Livable Centers Initiative (LCI) Plan is a study led by Councilmember Marci Collier Overstreet, The City of Atlanta Department of City Planning, and the Atlanta Regional Commission (ARC). The study is a major update to the 2001 Greenbriar Town Center LCI study. Greenbriar was cemented as the center of southwest Atlanta when it opened in 1965 at the intersection of I-285 and SR 166, which were completed shortly afterwards. Although its shine has faded, it is still the heart of southwest Atlanta for many of its residents. The Reimagine Greenbriar LCI plan focuses on the Greenbriar Mall, Campbellton Road, and surrounding communities and neighborhoods to help envision strategic redevelopment in the area.

## I.1 Location

Greenbriar Mall is the commercial center of southwest Atlanta. While other town centers in the Atlanta, as shown in Figure I.1.a, have grown and evolved to meet changing markets, the Greenbriar Mall and surrounding area has not received the same level of investment and market repositioning. The Reimagine Greenbriar LCI seeks to develop a framework to guide public and private investments and economic development activities.

The area lies in Southwest Atlanta approximately between the I-285 interchange to the west, Harbin Road to the east, Langford Parkway/Campbellton Road to the north, and North Camp Creek Parkway to the south. The study area is centered on Greenbriar Mall and is also home to Continental Colony Elementary School, Daniel McLaughlin Therrell High School, William Walker Recreation Center (Formerly Ben Hill Recreation Center), Columbia Colony Senior Resident Community, Areu Studios (formerly Tyler Perry Studios), Westgate Shopping Center, Greenbriar Crossing/Kroger, many religious centers, as well as various local businesses.

Approximately 27 percent of the study area is residential and 50 percent are one-person households. Residential development on the periphery of the study area is predominately single-family. The average age of the area is 37, with a large senior community at Columbia Colony Senior Resident Community which lies near Greenbriar Mall.

Accessibility to the Greenbriar LCI study area is best via driving. The I-285 interchange offers a direct connection to the perimeter of Atlanta. Langford Parkway/State Route 166 runs along the northern width of the study area, later connecting to I-75/I-85 in the east. The area is served by MARTA, with buses and a Park-and-Ride facility

## Vision

*To embrace Greenbriar's history and reinvigorate the Town Center into Downtown Southwest Atlanta, an interconnected economic center and entertainment destination.*



Figure I.1.a: Study Area Context Map

located at Barge Road and Campbellton Road. MARTA bus line 66 connects to H.E. Holmes Train Station, 162 and 83 connect to Oakland City station and 183 connects to the closest MARTA rail station, Lakewood/Fort McPherson. The Barge Road park and ride has the highest non-station boarding in the MARTA system and Bus 83 has among the highest bus ridership.

# Study Area Map



Figure I.1.b: Study Area Map

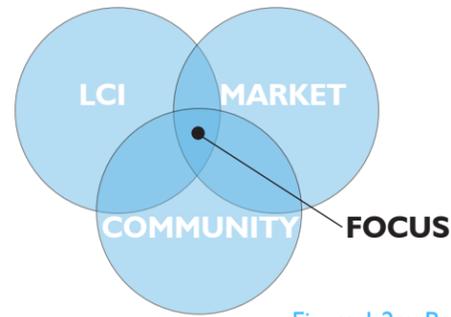


Figure 1.2a: Project Goals

### 1.2 Planning Process

Three primary requirements guided the goals for this process. These include:

- The LCI Program Goals
- The Community Vision
- The Market Study Results

The focus and direction for the master plan development lies where the goals of the LCI Program, the Market Study, and the Community Vision overlap (refer to Figure 1.1d). Recommendations within this report will focus on implementable actions to be achieved in the next 5-10 years, working towards a 25-year vision.

#### LCI PROGRAM GOALS

The Atlanta Regional Commission’s Livable Centers Initiative (LCI) Program provides planning grants for local government and non-profits to achieve the following goals:

- To encourage mixed-income live, work, play, and shop activity centers.
- To create connected communities with multi-modal access for all users, including, but not limited to, transit, roadways, walking, and biking.
- To include public outreach involving all stakeholders.

Once an LCI plan has been adopted by the governing jurisdiction, LCI recommendations are eligible for competitive transportation funding grants through the ARC. Transportation recommendations that best achieve the focus goals of this process are made in this plan.

#### COMMUNITY VISION

An extensive community involvement program was undertaken to involve all stakeholders in the study process. Through this effort, a clearly articulated and community supported vision for the study area was identified, along with various issues, needs, and aspirations addressed in the master plan. This involved stakeholder meetings, interviews, visioning sessions, a design workshop, draft plan presentation sessions, and online surveys. This collaborative effort was an integral part of gaining consensus and support of the various stakeholders in the community. Below is a summary of project goals identified through the community process.

#### COMMUNITY GOALS

1. Preserve and enhance **Historic Neighborhood** characteristics
2. **Prevent Displacement** (particularly seniors) & assist with maintenance/upgrades
3. Improve **Transit** access (particularly Greenbriar Mall area) and incorporate a prioritized transit hub
4. Enhance **Neighborhood Identity** (branding) – Control the narrative
5. Improve major **Commercial Nodes**:
  - Greenbriar Mall
  - Westgate Shopping Center
  - Greenbriar Crossing/Kroger
  - Greenbriar Discount Mall
6. Support and attract a diversity of **Neighborhood Scale Businesses** (keep money in the neighborhood)
7. Increase access to **Fresh Food**, restaurants, and neighborhood services
8. Improve and enhance access to **Greenspace**
9. Create a more livable and **Walkable** neighborhood via sidewalks and multi-modal trails, with enhanced security presence
10. Incorporate **Health and Wellness** facilities for the area’s multi-generational community

#### MARKET SUMMARY

In order to develop a realistic vision for the Reimagine Greenbriar LCI, market study data was analyzed. Following is a summary of the 5-year market demand in the study area:

##### For-Sale Housing Market:

- Market demand for new for-sale detached residential units is limited due to the lack of undeveloped and affordable land.
- For attached residential units, the demand for next five years is approximately 17 units. Attached residential will also be limited by available land. However, there is plenty of underutilized or unused land near the Greenbriar Mall that could be transformed into residential.

##### Multi-Family Residential Market:

- The multi-family residential market remains strong. The study area should see a demand of 522 units in the next five years. Multifamily units could be constructed on unused parking lots near the planned Downtown Greenbriar, which would also support density and encourage walkability.

##### Retail Market:

- The retail market is trending more towards experiential centers with stronger emphasis on dining and entertainment.
- Approximately 152,000 square feet (sf) of retail, 68,000 sf of service, and 130,000 sf of movie theaters/bowling alley demand is predicted by 2022. That said, lower rents limit ability to justify newer construction, therefore efforts must be made to spur investment in the area. Camp Creek Marketplace has also greatly altered the retail potential in the area.
- It is important to note that Greenbriar has minimal housing turnover, making it a stable neighborhood and solid foundation for development.

##### Office Market:

- Estimated regional office demand is 75,000 sf through 2022. Walkability and transit options are greatly influencing where companies locate.
- The area has greatest demand for insurance providers, physicians offices, and banking institutions.

1.3 Context

Issues

The Greenbriar Mall, while home to successful retail stores such as Macy’s and Foot Locker, lacks enough complimentary uses, such as sit-down restaurants or experiential retail, which would draw visitors to the area. Community members cite a lack of diversity in neighborhood-scale businesses and fresh food options. On top of that, many vacant buildings and parcels surround the mall, diminishing its appeal.

The mall was once a major destination and featuring the first Chick-Fil-A had a large draw in SW Atlanta, but now local residents also do their shopping outside the neighborhood - at Camp Creek Marketplace, Cumberland Mall, and Perimeter Center. One of the greatest challenges is a lack of jobs in the area. Other regional centers have a strong employment base that supports the retail during the day. In addition, the area has seen steadily declining average household incomes and home values slow to recover from the Great Recession. These shortcomings coupled with a dearth of available land has led to low demand for single-family detached housing construction and sales.

Community access is another critical issue in this study. With the lack of MARTA rail lines, bus transit is the sole option for public transportation. In fact, route 83’s ridership is one of the highest in the entire MARTA system. Inconsistent bus stops, sidewalks, and street lights create (dis)connectivity and safety hazards for residents, businesses, and visitors.

Opportunities

The study area is most easily accessible by car, but has the potential for more access via walking, biking, and public transit. Greenbriar Mall lies at the intersection of I-285, Campbellton Road, and Langford Parkway. The More MARTA project list includes planned high capacity transit on Campbellton Road, along with establishing a Greenbriar Transit Center. Furthermore, the study area is located near the proposed Aerotropolis trail networks. A local trail system could allow Greenbriar residents to walk and bike throughout the region and enable visitors to access downtown Greenbriar.

Although the median household income may be declining, the housing stock and neighborhood fabric remain strong. The Greenbriar area has great potential for continued growth and creative redevelopment. The market shows potential for well-designed complementary retail, residential, and office growth in the area. The Greenbriar Mall remains successful and serves as a community gathering point. As MARTA explores enhanced transit opportunities, the mall and the surrounding unused 40-50 acres have excellent potential for mixed-use infill transit oriented development.

Development Nodes

Based on the opportunities listed above and an understanding of the market dynamics in the study area, key (re)development nodes were identified as a focus for growth.

Figure 1.1c, shows the identified nodes with development opportunities, including:

- Downtown Greenbriar:**  
The Downtown Greenbriar includes the Greenbriar Mall, Westgate Shopping Center, Greenbriar Crossing/Kroger, and Greenbriar Discount Mall. With the Greenbriar Mall as an anchor, this area has potential to be transformed into a true mixed-use entertainment district, a Downtown for Southwest Atlanta.
- Transit Oriented Development:**  
The commercial area at Harbin and Campbellton lies approximately a mile and a half east from the Greenbriar Mall and is ideally positioned for a transit stop and transit oriented development.
- Neighborhood Nodes:**  
The Neighborhood Nodes are focused on where Fairburn and Barge Roads each intersect with Campbellton Road. These intersections historically served as the commercial nodes for their neighborhoods.
- Movie Studios + Postproduction:**  
The Aaru Studios (former Tyler Perry Studios) location along with nearby underutilized office space could be utilized for the flourishing movie industry in Atlanta.

Key Development Nodes Map

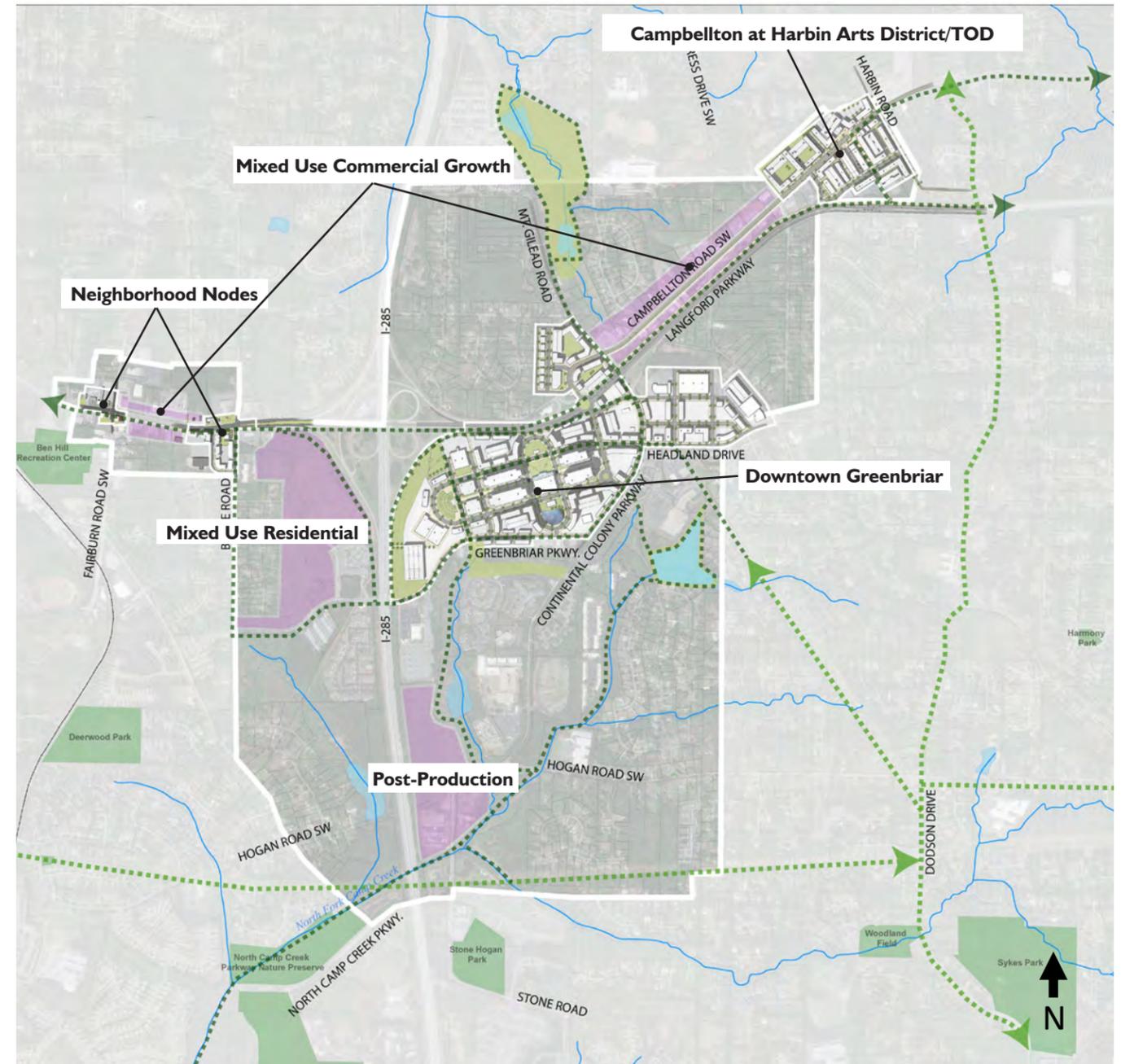
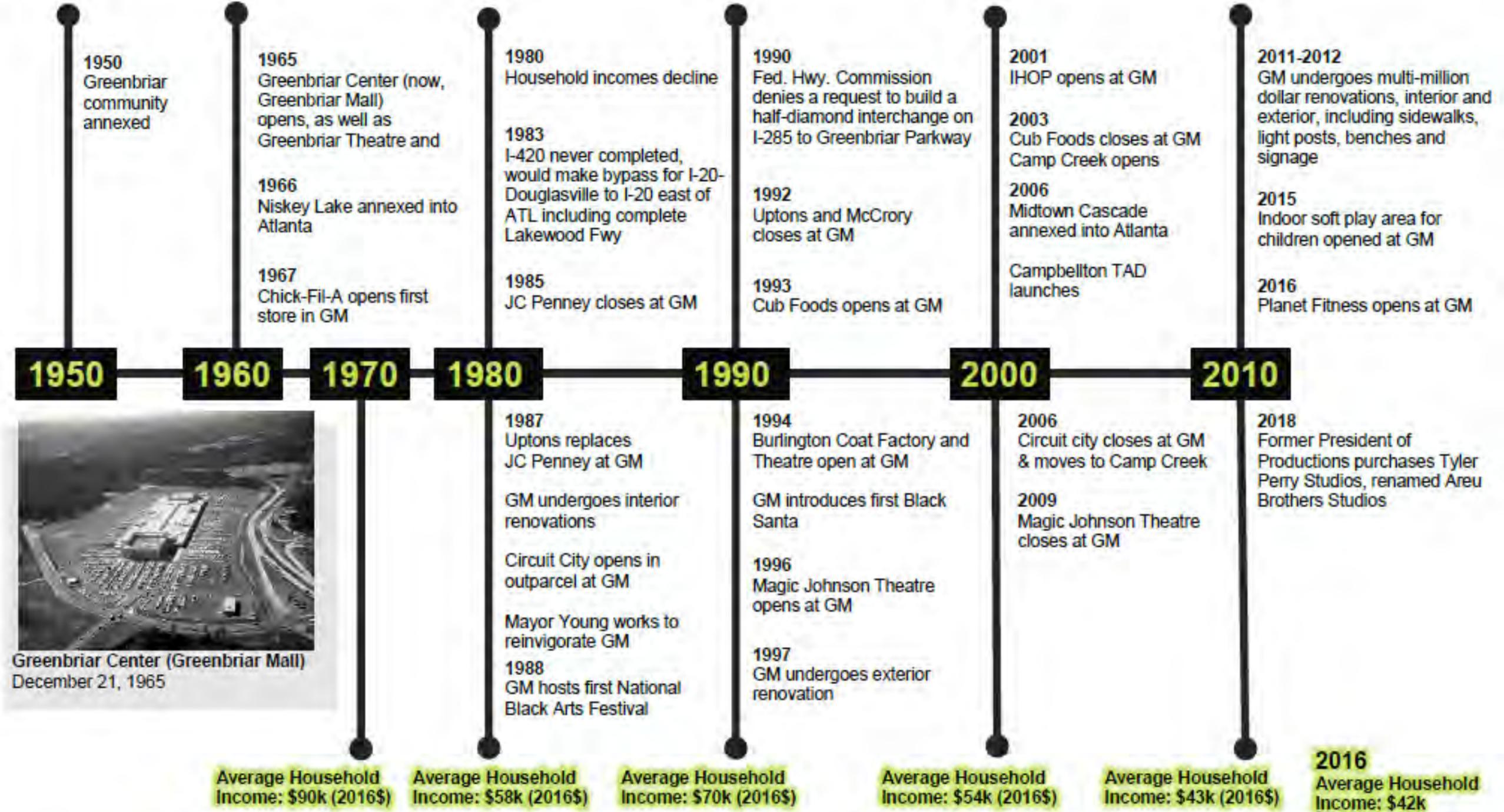


Figure 1.3a: Development Nodes Map



SOURCE: Noell Consulting Group, The Atlanta Journal Constitution

**1.4 Previous Studies and Plans**

The study builds on previous plans and studies by reviewing their recommendations and incorporating those that are still viable and feasible into the final plan. Below is a list of relevant previous studies:

**GREENBRIAR TOWN CENTER LCI (2001)**

The Greenbriar Town Center LCI (2001) was among the first Livable Centers Initiative plans funded by the Atlanta Regional Commission and intended to promote livability, mobility, and development alternatives in existing employment and town centers. The plan recommended local actions, short and long-term transportation improvement projects, and potential urban design and zoning changes. These recommendations are listed in the appendix of this report. Major project recommendations included developing 20 acres of the existing mall parking, razing and redeveloping Westgate Shopping Center, promoting interconnection of streets between developments, SW rail transit feasibility study, improved signage, streetscapes, intersection improvements, and community involvement in future mall site improvements for better pedestrian circulation, parking lot reconfiguration into blocks, and additional greenspace within the parking lot.

The original Greenbriar Town Center LCI was adopted in 2002 and generated positive momentum in the area. Key improvements to the area since then include:

- Changes to CDP future land use designation to Mixed Use
- Creation and adoption of a new Zoning District (SPI-20)
- Streetscape improvements along Greenbriar Parkway and Continental Colony Parkway
- Intersection improvements at Greenbriar Parkway at Headland Drive and Campbellton Road at Barge Road
- Formation of the Campbellton Road Tax Allocation District (TAD)
- Conversion of the old Cub Foods adjacent to Greenbriar Mall into Corinthian/Everest College
- Installation of security cameras along Campbellton Rd

**REDEVELOPMENT PLAN FOR THE CAMPBELLTON ROAD TAD (2006)**

This was the document outlining plans for the corridor and proposing the Campbellton Road Tax Allocation District (TAD). It summarized re-development subareas including the Greenbriar LCI area, Harbin neighborhood, and Ben Hill Neighborhood. The plan outlined how TAD funds would be spent and the anticipated benefits of forming the TAD.

**CAMPBELLTON – CASCADE CORRIDORS REDEVELOPMENT PLAN (2006)**

The Campbellton – Cascade Corridors Redevelopment Plan (2006) identified catalyst sites with redevelopment potential. Two of the plan’s catalyst sites are within the 2018 Greenbriar LCI Plan area: Ben Hill Village and Harbin Square Neighborhood.

The Ben Hill Village catalyst site is on Campbellton Road between Fairburn Road and Barge Road and envisions a retail anchored, mixed use project with residential and office uses and new street network connections.

The Harbin Square Neighborhood catalyst site is located on a vacant commercial property on the south side of Campbellton Road at Harbin Road. The plan envisions converting the property into a new residential neighborhood including multi-family, townhomes, and single-family homes surrounding a public square with supporting retail uses. Parcels along Campbellton Road were rezoned to the quality of life zoning district after the plan’s adoption.

**COMPREHENSIVE DEVELOPMENT PLAN (2016)**

The City of Atlanta 2016 Comprehensive Development Plan (CDP) guides the city’s growth and development and fulfills the requirements of the Georgia Planning Act of 1989 and the Charter of the City of Atlanta. According to these standards, local comprehensive plans serve as fact-based resources for local constituents that track implementation of community-based policies. Local comprehensive planning explores important relationships among community issues; creates an environment of predictability for business and industry, investors, property owners, tax payers and the general public; and helps local governments to recognize and implement economic development and revitalization initiatives.

In the Greenbriar study area, the CDP character area for the mall is Town Center, while the surrounding area is Redevelopment Corridor. The single-family residential areas in the Southwest and Greenbriar neighborhoods are Traditional Neighborhood Existing character areas.

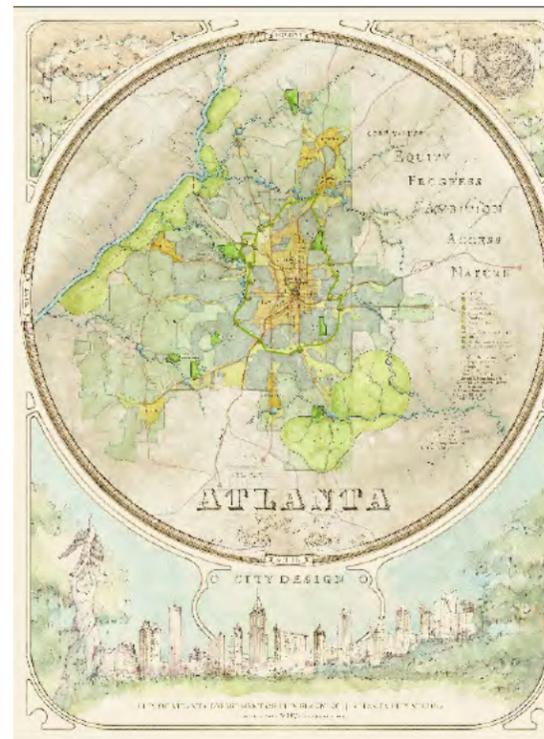
**ATLANTA CITY DESIGN (2017)**

The Atlanta City Design (2017) is based on the concept of Dr. Martin Luther King, Jr.’s Beloved Community and encompasses five core values of Equity, Progress, Ambition, Access, and Nature. Informed by Atlanta’s history and projected growth, the Atlanta City Design articulates the vision for the city and serves as the foundation for future plans, policies, and investments. It envisions future growth focused in the city’s core, clusters, and along transit corridors. Outside these growth areas are conservation areas that are less suitable for development and where growth should be limited.

The Greenbriar area is specifically highlighted as a new cluster for Eco-Development. The area around the aging mall is envisioned as a resiliency-focused walking district with expanded retail options, housing, entertainment, and offices.

According to Atlanta City Design, specific ideas for Greenbriar include:

- Innovative, eco-focused, mixed-use district
- Improved transit and complete street redesign of Campbellton Road
- West Wall BRT north to new MARTA west line station (4.5 miles) and south to airport (5.5 miles)
- Langford BRT to Fort McPherson MARTA station (4.25 miles) and Crossroads (5.5 miles)
- Trails and greenways
- Stormwater park network



**ATLANTA’S TRANSPORTATION PLAN (2018)**

Atlanta’s Transportation Plan (2018) is a framework for a safe, mobile, and affordable transportation system to support Atlanta’s anticipated growth. Aligned with the Atlanta City Design vision and core values, the transportation plan offers recommendations for improving the comfort and quality of travel in Atlanta.

Transportation Recommendations related to the Greenbriar area include:

- Implement safety improvements at highest injury intersections, including Campbellton Rd. at Barge Rd.
- Campbellton Rd. Smart Corridor implementation
- Coordinate with MARTA to develop and prioritize final More MARTA project list
- Support More MARTA implementation of high frequency local bus routes, new high capacity transit routes, and station and stop enhancements
- Develop concepts and typical sections for future high capacity transit corridors
- Expand the installation of bicycle racks and amenities at transit stations
- Partner with MARTA to identify and implement circulator services for first/last mile connectivity
- Partner with MARTA, BeltLine, and developers to implement multi-modal street networks in TOD
- Incentivize production of affordable housing around transit nodes in designated growth areas through policy and funding mechanisms
- Complete citywide rezoning to support higher density and affordability along growth corridors
- I-285 and Langford Parkway Interchange Reconfiguration (may evolve with the City of Atlanta’s updates to the Greenbriar LCI Study) (EX-005)
- Campbellton Road High Capacity Transit (TR-007)
- Langford Parkway Study - Study the most efficient and cost effective long-term fate of Langford Parkway (Urban Boulevard Conversion) from I-285 to Lakewood Parkway (ST-041)
- Campbellton Road Multi-modal corridor (ST-069)
- On-street bike network: Stone-Hogan, Continental Colony, Headland, Childress, Ben Hill
- Multi-use trail network: North Camp Creek Parkway Nature Preserve, Mount Gilead

1.5 Project Accomplishments

Figure 1.5a presents a list of completed projects from 2001 Greenbriar Town Center LCI. Numbers in the table reference numbers on the map. See the appendix for complete status list of all projects from the 2001 Greenbriar LCI.

Figure 1.5b lists the SPLOST funded projects for the area. Numbers on the table reference numbers on the adjacent map Figure 1.5c.

Completed LCI Project List

No. in the Map	Project Description from 2001 Greenbriar Towncenter LCI and Concept Plan	Type of Improvement	Proposed Start to End	Completion Status
1	Greenbriar Parkway at Headland Drive Intersection	Intersection Improvement/Traffic Study	1/02-1/03	Complete
2	Barge Road and Campbellton Road Intersection	Intersection Improvement/Traffic Study	1/02-1/03	Complete
3	Greenbriar Parkway and Continental Colony Parkway	Intersection Improvement/Traffic Study	4/02-4/03	Complete
4	Greenbriar Parkway (from Langford Parkway to I-285)	Streetscape Improvement	4/03-4/04	Complete
5	Continental Colony Parkway (from Greenbriar Parkway to Hogan Road)	Streetscape Improvement	5/03-5/04	Complete
6	Hogan Road (from Stone Hogan Connector to City Limits)	Streetscape Improvement	6/03-6/04	Complete
7	Childress Drive (From Panther Trail to Campbellton Road)	Streetscape Improvement	6/02-6/03	Complete
8	Headland Drive (from Greenbriar Parkway to City Limits)	Streetscape Improvement	6/02-6/03	Complete
9	Greenbriar Parkway to Stone Road	Road Extension	6/04-6/05	Complete
10	Campbellton Road east of Star Mist Drive	Road Widening/Sidewalk Improvements		Complete
11	Campbellton Road widening project	Streetscape Improvement		Complete
12	City to become active stakeholder in Metro HOV and Regional Transit studies	Transit Study/Traffic Study		Complete

Figure 1.5a: Project Status from 2017 LCI Update

Current Projects List

No. in the Map	Project Description	Type of Improvement	Construction Start Date	Completion Date
1	Greenbriar Parkway TCC (from Fairburn Road to QLS Meadows)	TCC (Update Signal Operations)	11/16/2018	2/13/2020
2	Campbellton Road Phase 2 TCC	TCC (Update Signal Operations)	5/28/2018	12/23/2021
3	Campbellton Road at Greenbriar Parkway & Mount Gilead Road	Signals (Upgrade signal Equipment)	2/26/2016	6/25/2018
4	Tower of Time	Public Art Program	9/7/2017	8/31/2018
5	William Walker (Ben Hill) Recreation Center	Community Facilities (Facilities Improvements)	9/28/2018	1/12/2019
6	Continental Colony Elementary School	School Flashers (Install Pedestrian Safety Beacon)	5/2/2016	8/26/2016
7	Fairburn Road - Phase 2	Resurfacing (Milling and Paving Roadway)	10/31/2017	10/29/2018
8	Campbellton Road (from City Limits to I-285)	Resurfacing (Milling and Paving Roadway)	4/1/2018	1/13/2019
9	Stone Hogan Connector (from City Limit to Stone Road)	Resurfacing (Milling and Paving Roadway)	11/1/2017	10/30/2018
10	North Camp Creek Parkway (from Stone Road to Hogan Road Connector)	Resurfacing (Milling and Paving Roadway)	2/20/2018	7/14/2018
11	Harbin Road (from Campbellton Road to Cascade Road)	Resurfacing (Milling and Paving Roadway)	11/14/2016	8/28/2018
12	AFR Station 5	Public Safety Bldgs (Fire Station Improvements)	8/21/2017	5/3/2019
13	Campbellton Road Smart Transit Corridor (from Greenbriar Parkway to Lee Street)	Complete Streets	1/1/2020	12/31/2021

Figure 1.5b: SPLOST funded project list

Project Accomplishments Map

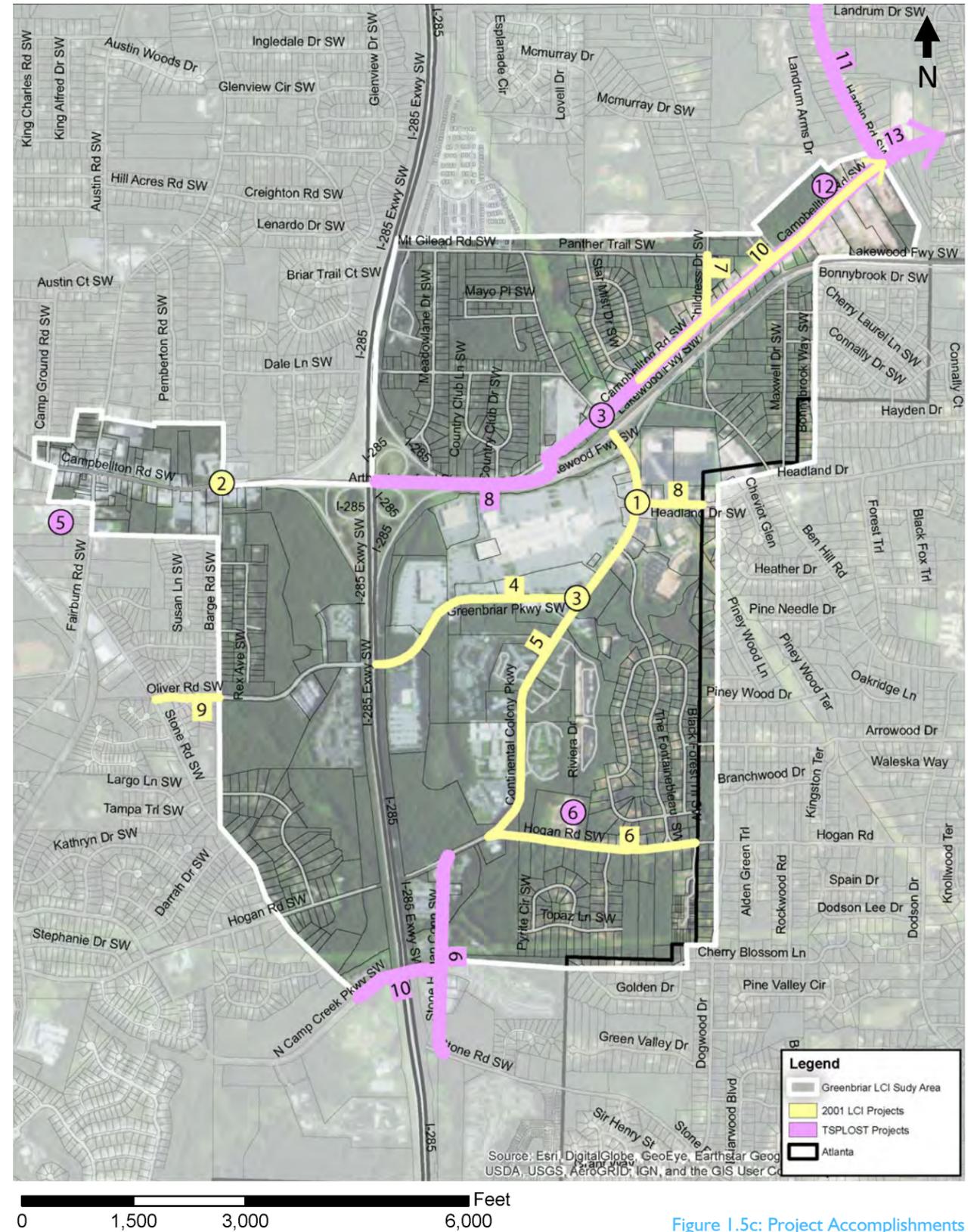


Figure 1.5c: Project Accomplishments



2004



GREENBRIAR TOWN CENTER LCI

REDEVELOPMENT PLAN FOR THE CAMPBELLTON ROAD TAD

2016



CAMPBELLTON-CASCADE CORRIDORS REDEVELOPMENT PLAN

COMPREHENSIVE DEVELOPMENT PLAN

2018



ATLANTA'S TRANSPORTATION PLAN

REIMAGINE GREENBRIAR LIVABLE CENTERS INITIATIVE MAJOR PLAN UPDATE



2018



2001

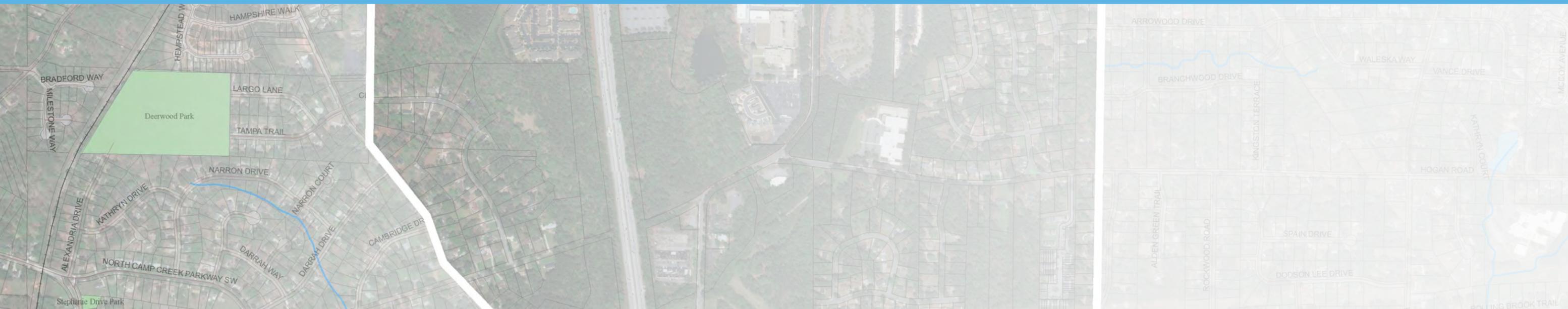


2006



ATLANTA CITY DESIGN

2017





# 20 Existing Conditions

## 2.0 Existing Conditions

Section 2.0 identifies existing study area conditions, including assets and opportunities; project accomplishments; existing land use, zoning, and land conditions; transportation conditions; and a market and demographic summary.

### 2.1 Land Use, Zoning, and Land Conditions

This section provides an overview of the existing land use and zoning designations within the study area, as well as development patterns and existing economic tools.

#### Study Area

The Reimagine Greenbriar LCI focuses on the Greenbriar Mall and surrounding areas. The study area is located in Atlanta Council District II and contains parts of Neighborhood Planning Units P and R. It includes the Greenbriar neighborhood and portions of the Southwest and Campbellton Road neighborhoods in NPU R, as well as Rue Royal, Ben Hill Forest, and portions of Kings Forest and Ben Hill Acres in NPU P. The City of East Point is located immediately to the east of the study area. Refer to 2.3a.

#### Historical Context

Although the study area does not contain any city-designated historic districts or landmark building sites, the area is historically significant. The Greenbriar Shopping Center opened in 1965 (later named Greenbriar Mall) and was expanded in 1993 and renovated in 1997. Chick-fil-A opened its first store in the mall's food court in 1967. Among the region's first enclosed malls, Greenbriar was a state of the art facility when it opened and was designed by architecture firm Edwards and Portman. Magic Johnson Theatres opened on an outparcel in 1996 and closed in 2009. The Greenbriar area residential neighborhoods were developed in the 1950s and 1960s and transitioned from mostly white to mostly African American beginning in the 1970s. It has been a stable, well-maintained neighborhood for several decades.

Political Districts:  
**Atlanta City Council District II**  
 Commission District: 5  
 Board of Education District: 5  
 Georgia Senate District: 38,39  
 Georgia House District: 55,60,62  
 US Congressional District: 5  
 Neighboring Cities:  
**East Point**

## Political Districts and Neighboring Cities

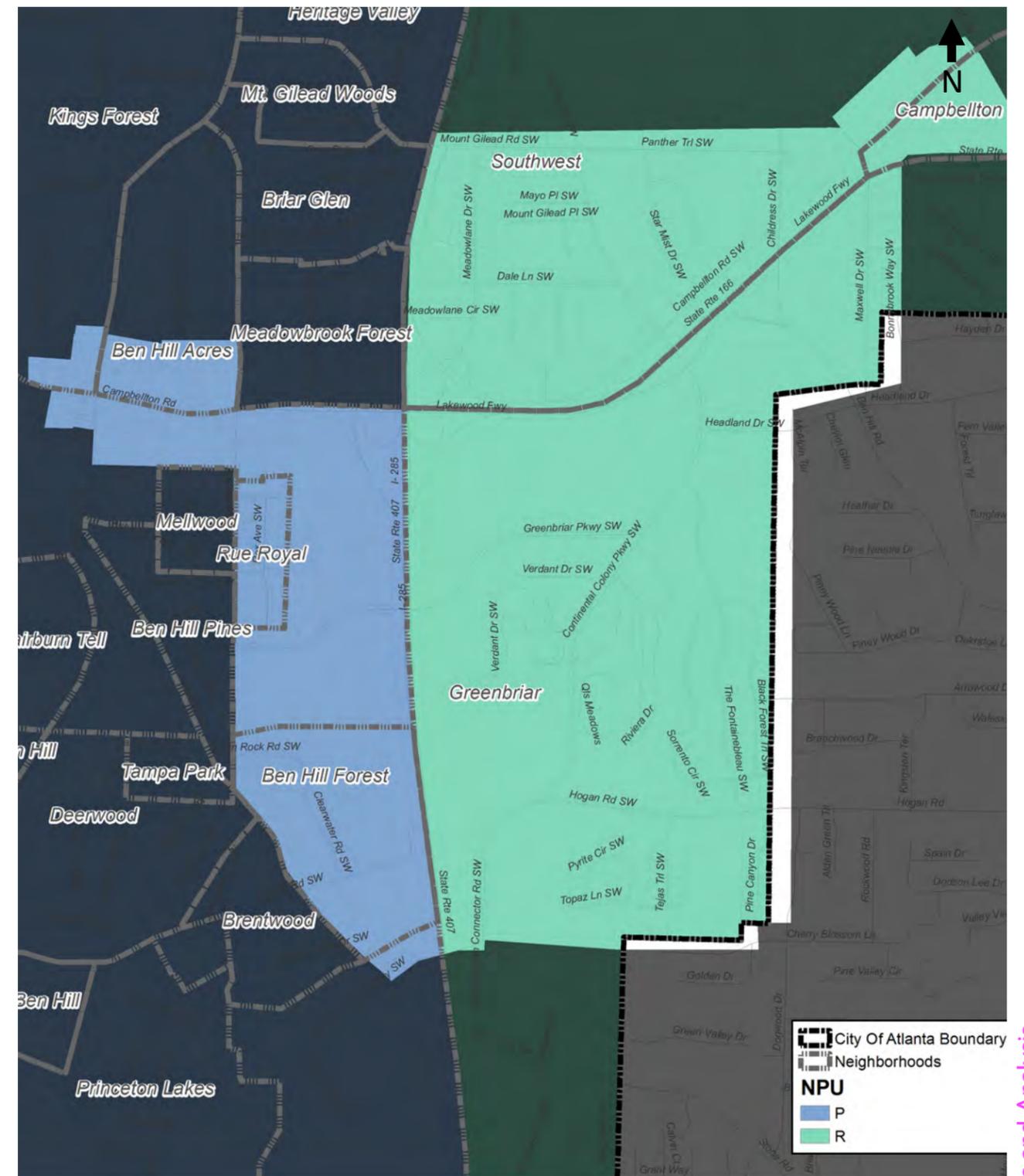


Figure 2.1a: Political Districts

Existing Land Use and Development Patterns

The Reimagine Greenbriar LCI Plan focuses mainly on the Greenbriar Mall and other existing commercial nodes, but the study area also contains large areas of residential and undeveloped land. The commercial uses are located primarily along the corridors of Campbellton Road, Greenbriar Parkway, Continental Colony Parkway, and Headland Drive. Several apartment complexes and senior living facilities are located throughout the area and near the commercial uses. The outer portions of the study area are mostly single-family residential, with a suburban development style. The existing single family residential areas include primarily well-maintained 1950s and 1960s ranch style homes. Residential streets and subdivisions lack interconnectivity, pedestrian amenities, and access to the major commercial areas. Refer to Figure 2.1b.

The area's proximity to major roadways strongly influenced its development pattern, particularly Interstate 285 and Langford Parkway/SR 166. I-285 opened in 1969, and the limited-access portion of SR 166 from I-285 to US 19/US 41/SR 3 was built in 1966. These limited-access roadways hinder connectivity to the Greenbriar Mall and its surrounding neighborhoods.

Existing Land Use Percentages

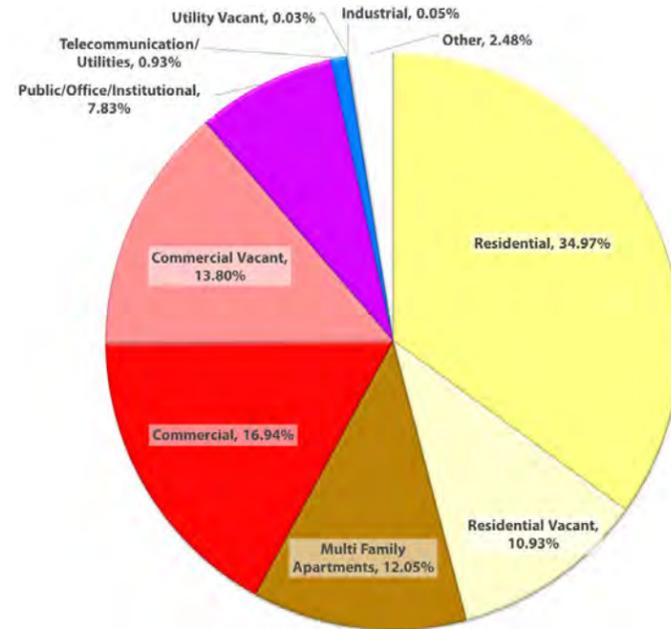


Figure 2.1b: Land Use Percentages  
Source: Fulton County

Existing Land Use Map

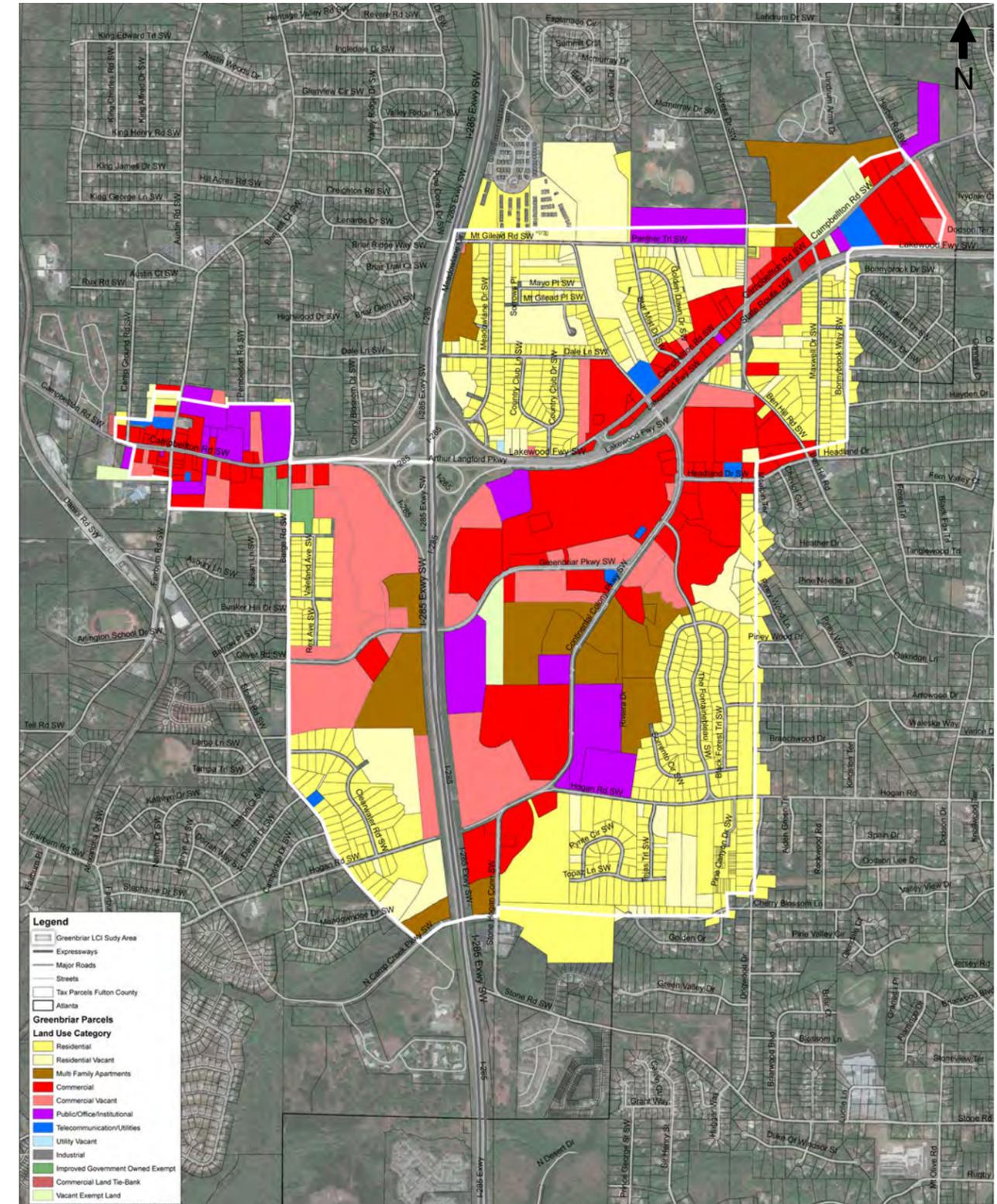


Figure 2.1e: Existing Land Use  
Source: Fulton County



Figure 2.1c: Historic Aerial - Greenbriar 1960



Figure 2.1d: Historic Aerial - Greenbriar 1968

Vacant Land

The study area includes vacant and undeveloped land, particularly along I-285. In order to identify potential areas for infill development, a map of vacant land was created. Refer to Figure 2.1g.

Almost twenty-six percent of land in the study area is vacant and can be potentially be developed or re-purposed, or utilized as open spaces. This includes commercial and residential vacant, and some county owned vacant land and areas encumbered by utilities and utility easements.

The pie chart shows the distribution of types of land within the twenty-six percent of available vacant land. There is a high concentration of commercial vacant land near the Greenbriar Mall, especially directly west of I-285.

Vacant Land Percentages

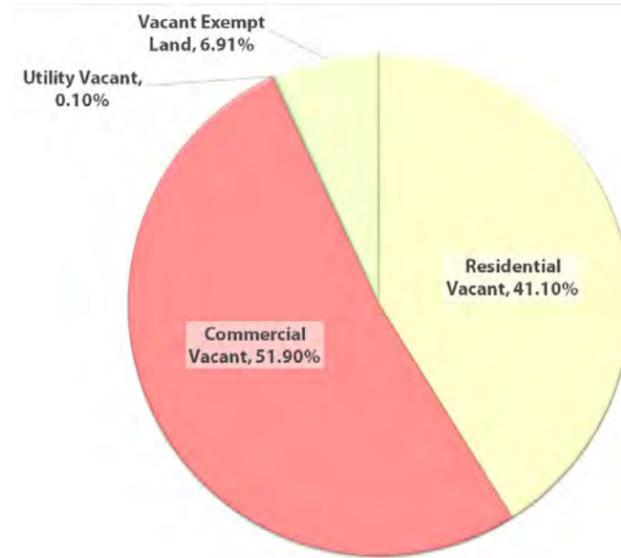


Figure 2.1f: Vacant Land Percentages  
Source: Fulton County

Vacant and Undeveloped Land Map

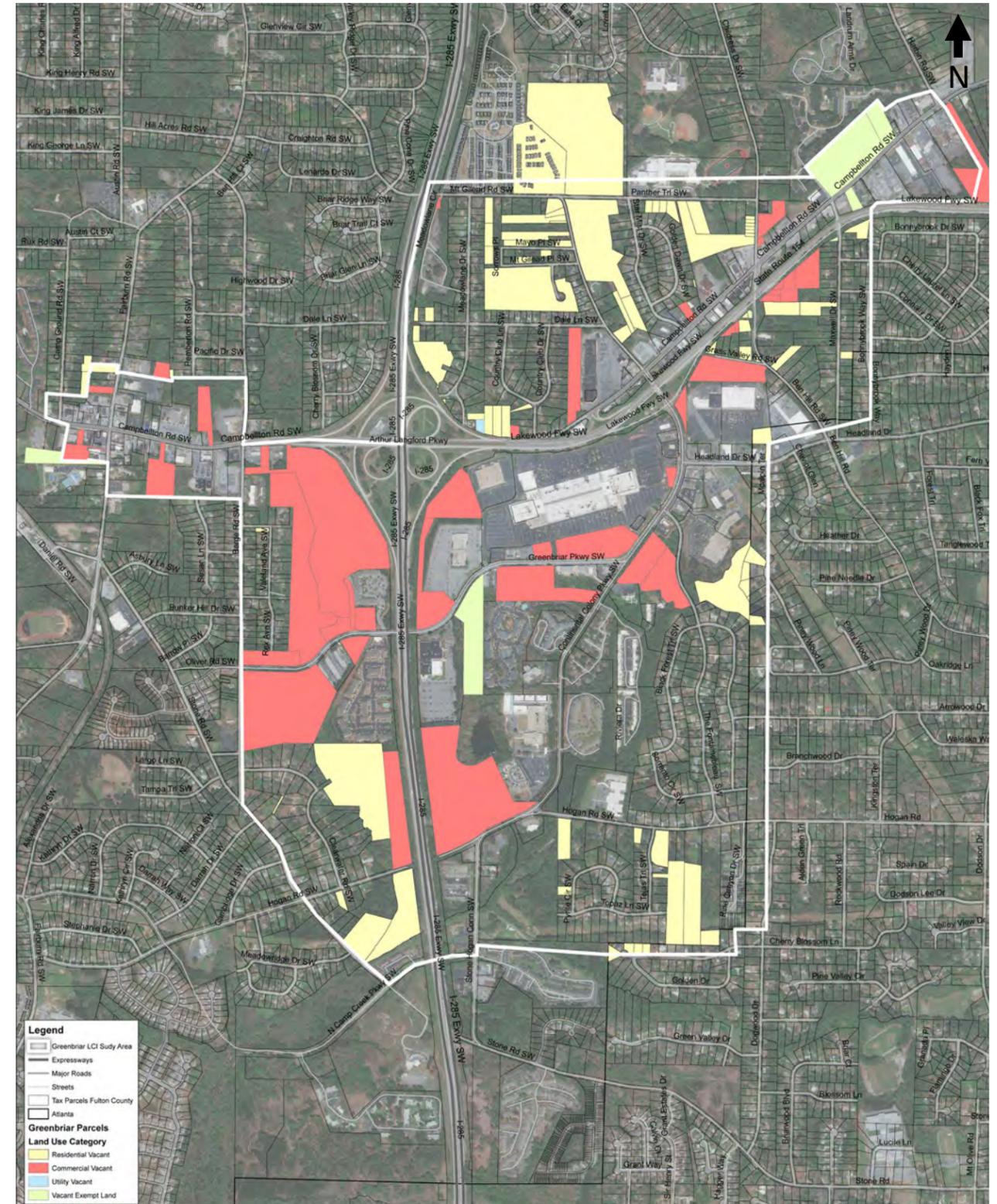


Figure 2.1g: Vacant and Undeveloped Land  
Source: Fulton County

Existing Zoning

Figure 2.1h provides a map of the currently adopted zoning categories in the Greenbriar LCI study area. The study area includes a variety of zoning districts. The Greenbriar Special Public Interest zoning district (SPI-20) was created specifically for the Greenbriar area following the adoption of the 2001 LCI plan. Much of the study area, particularly the commercial areas along Campbellton Road and Langford Parkway has SPI-20 zoning. This zoning district is intended to create a mixed-use urban environment that encourages transit and provides a pedestrian-oriented form. It allows for a wide variety of residential, commercial, civic and other uses depending on the sub-area. Maximum combined floor area ratios (FAR) in this district range from 0.5 in Subarea 6 to 3.696 in Subarea 1.

The SPI-20 zoning district has six Subareas:

- Subarea 1: Greenbriar Town Center
- Subarea 2: Greenbriar Neighborhood Center
- Subarea 3: Campbellton Road Mixed Use Corridor
- Subarea 4: Greenbriar Residential/Commercial
- Subarea 5: Greenbriar Medium Density Residential
- Subarea 6: Greenbriar Single-Family Residential

Other zoning districts within the study area include:

Mixed Residential Commercial (MRC) – This quality of life zoning district has specific standards for sidewalks, relationship of building to street, curb cuts, parking, lighting, transportation management association (TMA) membership, bicycle parking, and other requirements.

MRC-1 – Low density residential and commercial uses intended to serve a single neighborhood or small group of adjacent neighborhoods. Campbellton Road at Harbin Road has MRC-1 zoning.

MRC-2 – Medium density residential and commercial uses along corridors and intended to serve a group of adjacent neighborhoods. Within the study area MRC-2 zoning is found at Campbellton Road and Fairburn Road, Campbellton Road at Barge Road, and south of Campbellton Road from Maxwell Drive to Harbin Road.

Community Business District (C-1) – This district provides for medium-intensity retail and service activities in areas already committed to development of this character, or consistent with areas so specified on the comprehensive development plan.

Office – Institutional (O-I) – The intent of this district is (1) to provide for office, institutional, and residential development with accessory supporting services, but without general commercial development. (2) To protect existing complexes of this character, or where the comprehensive plan indicates that other general areas are appropriate for such use. (3) To provide mixed use development. Within the study area, the Aeu Studios (Tyler Perry Studios) site has O-I zoning.

Single-family Residential – The study area contains the following single-family residential districts: R-3, R-4, and R-4B, which provide for the development of single-family residential dwellings on lots of at least 18,000 square feet, 9,000 square feet, and 2,800 square feet, respectively.

Residential Limited Commercial (R-LC) – This district is intended to provide for the transition of areas from residential to office and limited commercial retail services. It allows for a variety of uses including single-family and multi-family residential, personal services establishments (barber shops, beauty shops, etc.), child care centers, places of worship, office, studio, clinics, schools, restaurants, specialty shops, supportive housing, urban gardens and market gardens. Pockets of R-LC are located throughout the study area.

Residential General - RG-2 & RG-3 are multi-family residential districts that allow a maximum FAR of 0.348 and 0.696, respectively. Also allowed as primary uses in Residential General are place of worship, colleges and universities, dormitories, schools, single-family and two-family dwellings, and supportive housing.

Multi-family residential - MR-3 is a multi-family residential district that allows for eight-story zero-lot-line multifamily dwellings. The maximum FAR for MR-3 is 0.696. Up to five percent of the total FAR may be used for certain commercial uses.

Many zoning districts within the study area have conditional zoning, meaning certain additional conditions apply according to legislation for those specific parcels.

Existing Zoning and Future Land Use Map

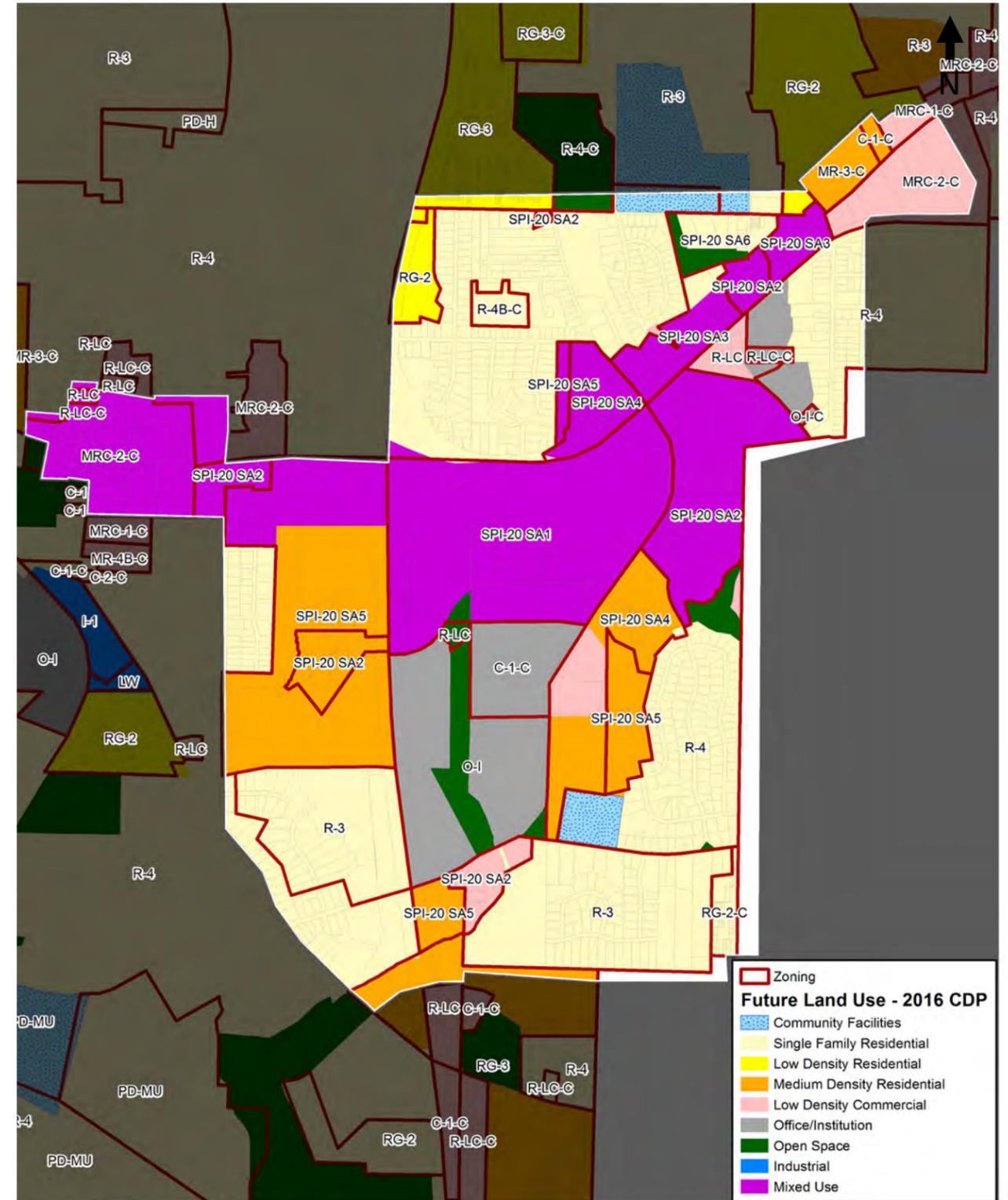


Figure 2.1h: Future Land Use Map  
Source: City of Atlanta

**Future Land Use and Character Area**

According to the 2016 Comprehensive Development Plan (CDP), Future Land Use designations in the Greenbriar area include Mixed Use, Medium Density Residential, Office-Institutional, Open Space, Low Density Commercial, Community Facilities, and Single Family Residential.

The CDP character areas within the study area include: Town Center, Redevelopment Corridor, Traditional Neighborhood Existing, and Suburban Area.

Town Centers are focal points of several neighborhoods that have a concentration of activities such as retail, big box retail, commercial, professional office, higher density housing, and open space and are served by transit.

Redevelopment Corridors are located along corridors that serves as an arterial, collector, State Highway, or a railroad corridor as well as corridors with an adopted Redevelopment Plan. The corridors are generally made up of auto-oriented strip commercial development that is scattered, declining, unattractive, or vacant or includes underutilized strip shopping centers.

Traditional Neighborhood Existing character areas are single-family and low density residential areas primarily developed before the 1960s and 1970s. They tend to have sidewalks, tree-lined streets, on-street parking, small neighborhood parks, an interconnecting street network, regular lots with well-maintained housing, and a distinct identity through architectural style and diversity, lot and street design.

Suburban Areas are those that have developed since the 1970s. They are mostly single-family with relatively large lots and are often internally oriented with curvilinear streets and cul-de-sacs.

**Character Area Map**

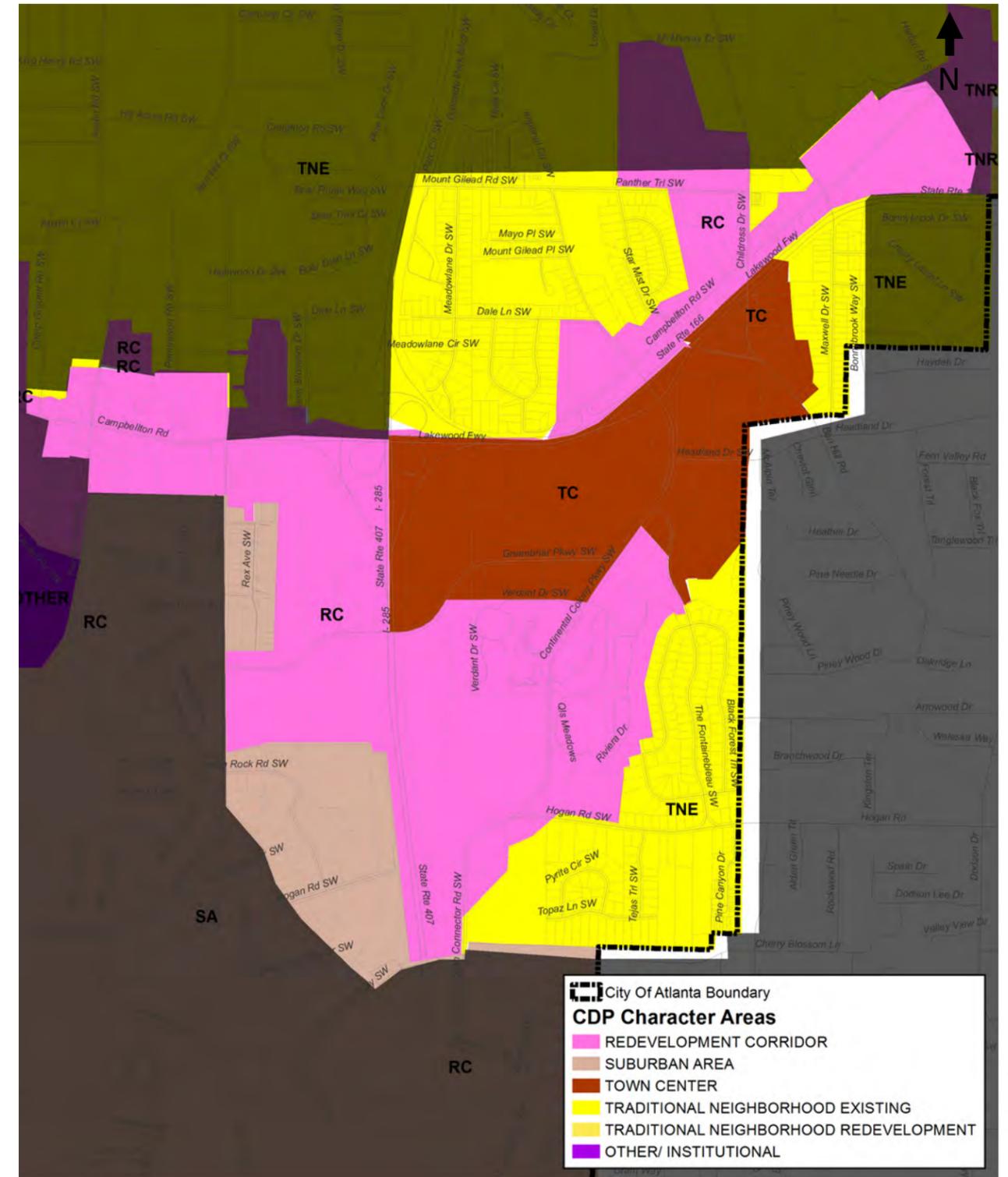


Figure 2.1i: Character Areas  
Source: City of Atlanta, 2016 Comprehensive Development Plan

Economic Development Resources

Adoption of the original Greenbriar LCI in 2001 generated positive momentum with adoption of SPI zoning district for the area, transportation improvements, and the construction of residential developments. However, the Great Recession resulted in the pullback of development, limited investment in new or existing commercial and residential properties, and the closing of businesses, including Magic Johnson Theatres. As the economy continues to improve, new opportunities for redevelopment abound.

The Campbellton Road Tax Allocation District (TAD) was formed in 2006 to help revitalize this commercial corridor by encouraging private commercial investment. Key economic development and housing principles for the TAD are:

- Improve the investment environment to attract a “fair share” of regional growth.
- Preserve and enhance the residential neighborhood character.
- Improve the appeal of the commercial areas.
- Attract uses at key redevelopment locations to expand employment opportunities (major anchor projects are located along the corridor including Fort McPherson, Greenbriar Mall, and the Atlanta BeltLine).
- Stimulate redevelopment through creation of an effective public-private partnership.

Within the study area, two census tracts (77.04 and 77.05) are designated as Federal Opportunity Zones, which are designed to spur economic development by providing tax benefits to investors in economically-distressed communities. These Opportunity Zones include the portion of the study area east of I-285 and include the Greenbriar Mall, Discount Mall, and Westgate Shopping Center, among others.

Economic Development Resources

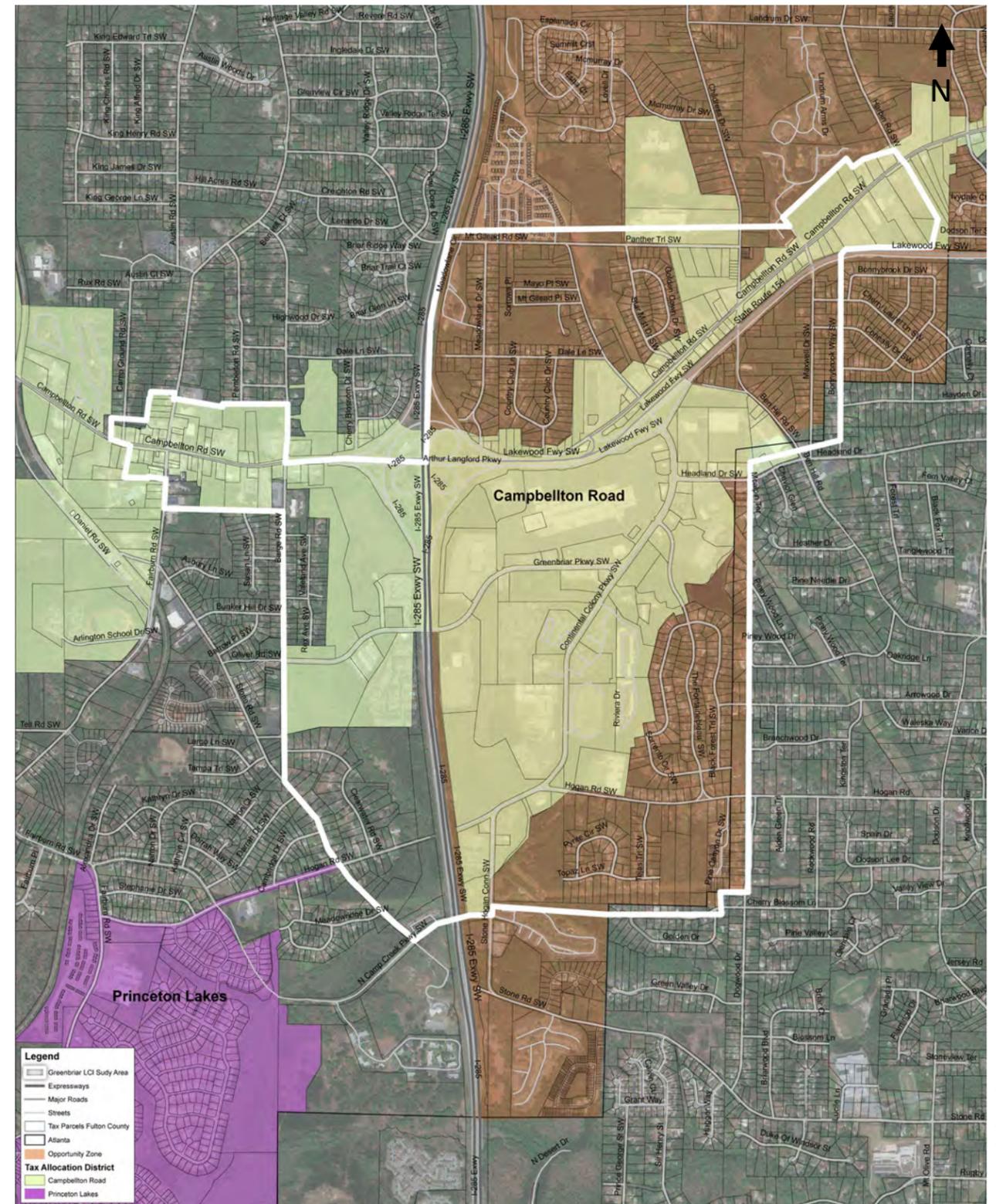


Figure 2.1j: Economic Development Map  
Source: Fulton County

Land Conditions

Topography

Figure 2.1k provides a map of the elevation contours within the Study Area. The highest point in the area lies at the intersection of Panther Trail SW and Childress Drive SW in the northeast corner of the area. Langford Parkway runs along a ridge in the study area. Low points in the study area follow the streams/creeks in the area. Particularly North Fork Camp Creek at Stone Road SW, and Singleton Creek at Lee Daniel Creek, which runs primarily on the southern portion of the study area.

Water Resources

Figure 2.1k also provides hydrology information in the study area. The North Fork Camp Creek is the primary waterway in the study area. The South Utoy Creek ends in the northern part of the study area. The North Fork Camp Creek floodplain is the only floodplain from the area - Utoy Creek's ends north of the study area. North Fork Creek snakes across and branches out in the southeast corner of Greenbriar. Mount Gilead Lake is a reservoir located in the northern portion of the LCI study area. Behind the Kroger is another large reservoir as part of North Fork Camp Creek.

Topography and Hydrology Map

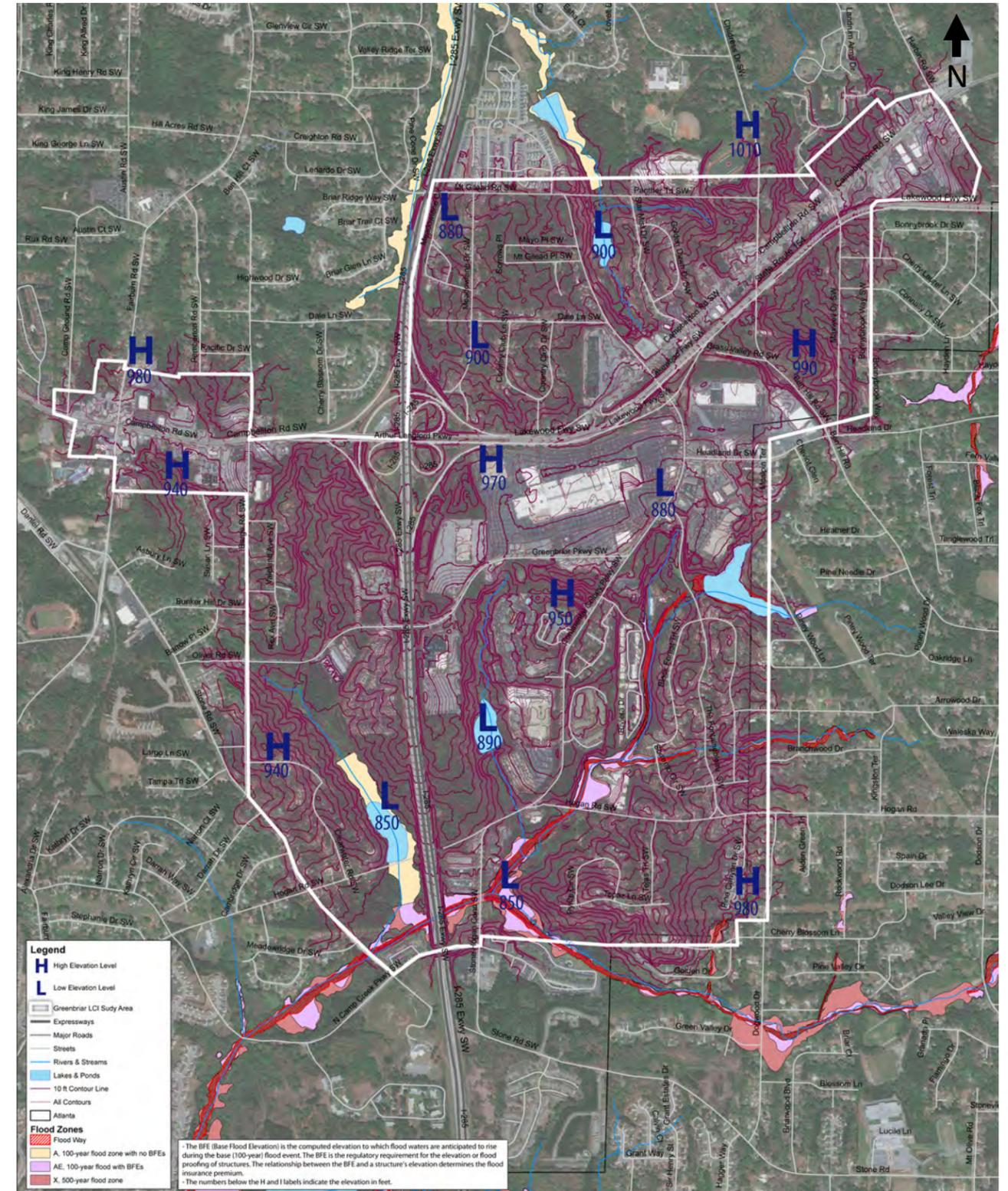


Figure 2.1k: Topography and Hydrology  
Source: Fulton County

2.2 Assets and Opportunities

Key assets and opportunities are identified in the Figure 2.2a, and include:

Schools and Colleges

**Believers' Bible Christian Academy:** This child care center enrolls 48 students ranging from preschool through kindergarten. The school is in conjunction with the American Association of Christian Schools and Association of Christian Schools International (ACSI). This school sits to the west of the I-285 interchange on Campbellton Road.

**Continental Colony Elementary:** This public elementary school opened in 1962 and is part of the Atlanta Public School systems. Continental Colony Elementary is located in the Greenbriar neighborhood south of Greenbriar Mall, at the crossing of Hogan Road SW and Continental Colony Parkway SW. The school is kindergarten through fifth grade and has an average enrollment of 400 students.

**Kimberly Elementary:** This elementary school is part of the Atlanta Public School system and serves children from kindergarten to fifth grade. This elementary school lies slightly north of Therrell High School, just outside of the study area. The majority of the 430 students enrolled at Kimberly Elementary qualify for free lunch.

**Fickett Elementary:** Located just outside of the study area to the northwest, Fickett Elementary enrolls 552 students grades prekindergarten through fifth grade. The school captures just a portion of the study area residents living to the west of I-275 interchange.

**Heritage Preparatory Academy School:** This charter middle school served grades 6–8 and enrolled 204 students until its closing in 2016. The school was located on Greenbriar Parkway SW, directly south of Greenbriar Mall.

**Bunche Middle School:** This middle school serves the northwest quadrant of the study area, although it sits outside the study area. Bunche Middle school is part of the Atlanta Public School system and enrolls 762 students grades 6–8. The majority of students qualify for free lunch.

**Daniel McLaughlin Therrell High School:** Daniel McLaughlin Therrell High School sits just outside the study area to the north on Panther Trail SW. This public high school is part of the Atlanta Public School system and serves 842 students grades 9–12.

Churches & Religious Organizations

There are four religious organizations located within the study area.

**Believers' Bible Christian Church:** This church is located in the northwest corner of the study area on Campbellton Road. The church also includes an early childhood care center, Believer Bible Christian Academy.

**Changing A Generation Full Gospel Baptist Church:** This church lies just east of I-285 near Greenbriar Mall and is centered in the study area. The church was originally organized in New Orleans, but relocated to Atlanta in 2007 after Hurricane Katrina. Changing A Generation Full Gospel Baptist Church holds weekly and midweekly services in Greenbriar, has a satellite location in Decatur, GA, and a “Greater Change Television Broadcast” which totals thousands of worshippers.

**Muhammad Mosque #15:** This mosque is located on Campbellton Road in the northeastern corner of the study area. Muhammad Mosque #15 holds services for Nation of Islam members and stands as the Nation of Islam Southern Regional Headquarters.

**St. Mark AME Church:** This African Methodist Episcopal Church sits in the northwest corner of the study area, located next to Believers' Bible Christian Church. The church holds services on Sundays, facilitates a food pantry, as well as various ministries and community programs.



Figure 2.2a: Study Area Assets and Opportunities

**Commercial**

Commercial land makes up a significant portion of the study area. The largest commercial presence is represented by Greenbriar Mall.

**Greenbriar Mall:** Located off Arthur B. Langford Jr. Parkway and Greenbriar Parkway SW, Greenbriar Mall is a large enclosed mall, one of the first built in Metro-Atlanta in 1965. Greenbriar Mall currently has more than 60 stores and restaurants, with Macy's and Burlington Coat Factory as its anchor stores. The mall is a staple of the Greenbriar community and is rich with history.

**Greenbriar Discount Mall:** This shopping center is located on Headland Drive SW, across Greenbriar Parkway SW from Greenbriar Mall. The center has various stores and kiosks selling discount fashion, electronics, beauty items, and more.

**Westgate Shopping Center:** Westgate Shopping Center is located at Campbellton Road SW and Mt Gilead Road SW. The shopping center once had a lively history, though the center has few shops left today. The Mayor's Office of Cultural Affairs is bringing the annual public arts festival Elevate S.W.A.T.S to Westgate Shopping Center with the installation of murals by local Atlanta artists.

**Parks**

There are currently no public parks located within the study area. Two City of Atlanta parks are located just outside of the study area boundary:

**William Walker Recreation Center:** William Walker Recreation Center (formerly Ben Hill Recreation Center) is a 13.66-acre park that includes a recreation center, one large multi-purpose fields, two tennis courts, and a covered basketball court. This recreation center sits just outside of the study area at Campbellton Road SW and Fairburn Road SW.

**Deerwood Park:** A 17.4-acre park located outside of the study area just off Stone Road SW. The park includes a baseball field, walking trails, two tennis courts, a basketball court, a playground, and a picnic shelter for community use.



2.3 Transportation

This section provides an overview of current conditions in the study area’s transportation system and operations, focused on major travel modes. See section 4.5 for additional detail on the multi-use trail and path network in and around the study area.

Existing Conditions Summary

The Greenbriar study area transportation system is largely shaped by the interchange of Interstate 285 and Georgia State Route 166, which is a surface arterial thoroughfare to the west of the interchange (Campbellton Road) and a limited-access freeway (Arthur Langford Parkway) to the east. Much of the district was developed after the construction of this interchange, resulting in a street network of several discrete sections and a focus on automobile mobility.

HISTORY

The district evolved rapidly in the second half of the 1960s from a rural landscape to today’s mall and surrounding street network. This began with the development and opening of the mall itself in 1965, and the completion of Lakewood Freeway and I-285 in the subsequent three years (the entirety of both freeways as they are aligned today was completed by 1969). Although specific plans for the district’s development that date from that time were not available for the study, surveys of historic aerial photography suggest that major connections in the surrounding local street network were completed simultaneously with the mall, or at least within a

close span of time. Subsequent development in the district added new streets along with new land uses, most of which were residential.

Lakewood Freeway was designated in the then-Georgia Highway Department’s freeway plan as Interstate 420, which was envisioned to serve as a bypass around central Atlanta on the Interstate 20 corridor, extending from Gresham Park in DeKalb County to Douglasville. Like several other Atlanta-area freeway concepts of that time, some portions of this I-420 corridor did not advance past preliminary planning, and others were abandoned in light of community- and City of Atlanta-led opposition. The full interstate designation was never applied, and the remaining extent of the corridor is today’s Langford Parkway (renamed from Lakewood Freeway in 1995), extending from I-285 in the west to a terminus at Lakewood Avenue in the east. In connecting to I-285, the Lakewood Freeway alignment separated Campbellton Road into two different corridors. Western Campbellton Road assumes a freeway design and cross-section as it crosses I-285, and eastern Campbellton Road resumes from this freeway corridor by way of an interchange system at Greenbriar Parkway (see Figure 2.3a below).

In the 1980s and 1990s, community proposals for a half-diamond interchange at Greenbriar Parkway and I-285 were included in local planning documents, but were not advanced with the Georgia Department of Transportation (GDOT), who cited Federal Highway Administration policy on acceptable distance between freeway intersections.

No major changes to street patterns have occurred since that time, although the City of Atlanta and GDOT have each completed widening projects on Campbellton Road, increasing its capacity to five travel lanes.

have been planned and designed for ongoing growth in the district, assumed to be served almost exclusively by automobile travel.

Existing Conditions: Traffic and Circulation

Because of the predominance of I-285 and Langford Parkway in the study area, traffic is focused primarily on these roads and on connecting local thoroughfares, especially around the Greenbriar Mall. Traffic volumes on local streets are highest immediately adjacent to the mall and the Greenbriar Parkway/Campbellton Road/Langford Parkway interchange system, and Campbellton Road continues to carry volumes of over 25,000 vehicles per day. Outside of the immediate mall area, traffic volumes decrease notably, and only a small number of streets and roads have traffic volumes of over 10,000 vehicles per day. Campbellton Road, a primary connecting thoroughfare and once the only means

CHALLENGES

While the mall area has strong regional connections with three major thoroughfares and one of MARTA’s highest-performing transit routes (Route 83), access to the site itself is difficult. The mall itself is not currently visible from I-285 due to topography and tree cover, and access from Langford Parkway is dependent on its interchange with Greenbriar Parkway, an unusual interchange design. The area also retains many street designs that appear to date from the period of the mall’s construction in the 1960s, and these lack sidewalks, bicycle facilities, or people-designed intersections at major streets. In short, streets appear to

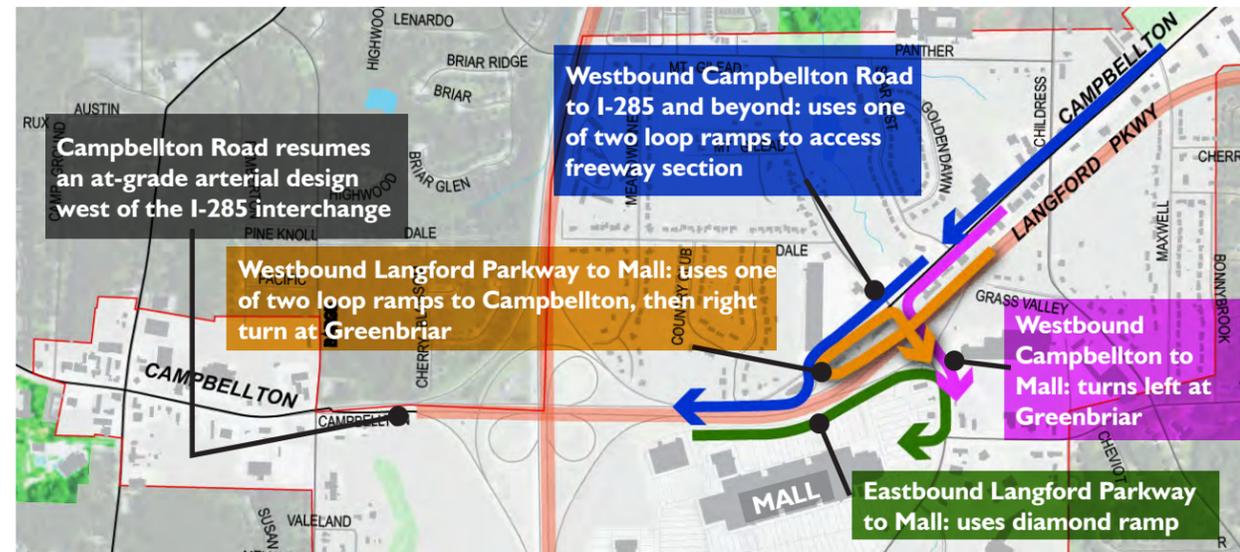


Table 2.3a: Campbellton/Langford Interchange and Traffic Flow

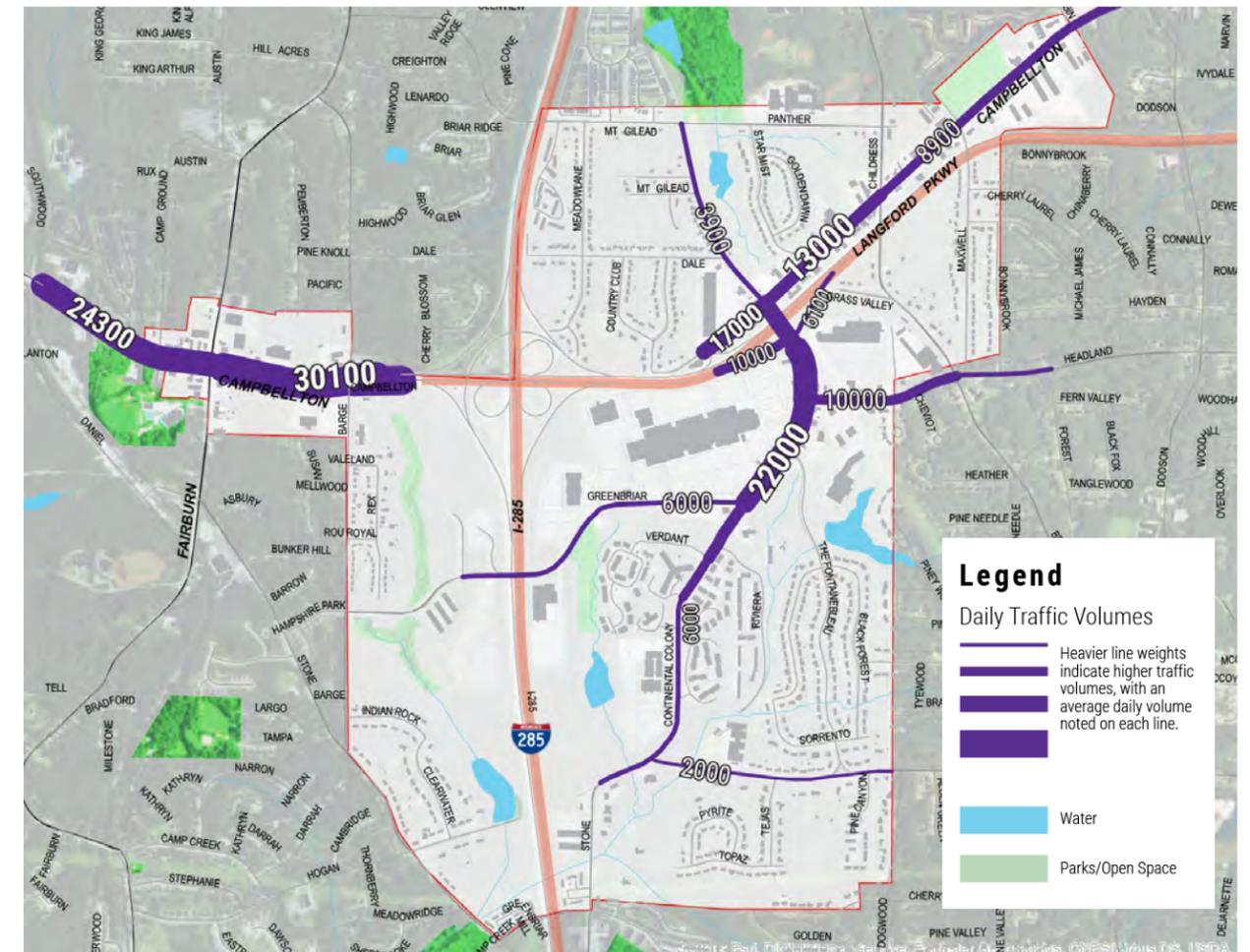


Figure 2.3b: Average Daily Traffic Volumes (Source: GDOT Geocounts Data, 2016)

# REIMAGINE GREENBRIAR

LCI Major Plan Update

of access to the area, carries under 10,000 vehicles per day around the Harbin Road intersection, and these volumes have remained relatively constant for over 20 years, as shown in Table 2.3d below.

Many of these streets are designed for higher traffic volumes than they carry. Some, like Greenbriar Parkway and Continental Colony Parkway, appear to have been constructed as four-lane streets around the time of the mall's development. Others, like Campbellton Road, were widened more recently (a City-led widening project was discussed in the original 2001 LCI). As recent patterns have shown, traffic volumes have remained relatively constant since the 1990s, suggesting that the area has seen little growth of its own generating traffic. The only substantial changes in traffic volume have been on the two freeway corridors, and this can be explained partly from regional growth.

In addition to these streets built for higher traffic demand, the Greenbriar district also features limited connections due to the freeways crossing adjacent to the mall and offering limited crossings. As shown in Figure 2.3c, the LCI-designated study area has only six freeway crossings, with only one crossing of I-285 (at Greenbriar Parkway). This affects regional traffic flow and places the most traffic demand on Greenbriar Parkway east of the mall,

where it connects to I-285 and provides regional access. The mall has access to the west of the study area via Greenbriar Parkway's southern/western extent, although relatively few motorists use this connection. When looking further out from the immediate study area, the same kind of limited connectivity underscores the importance of both I-285 and Langford Parkway in providing access to the regional markets that support the mall and commercial district. However, all of this traffic must use the Greenbriar Parkway/Campbellton Road interchange sys-



Figure 2.3c: Freeway Crossing Points

Year	Campbellton Road at Maxwell Drive	Continental Colony Parkway North of Hogan	Greenbriar Parkway (south of mall) East of I-285	Greenbriar Parkway (east of mall) North of Headland	Langford Parkway between Dodson and Delowe
2017	9380	6130	6190	26400	55000
2016	8860	6290	6070	24900	63900
2015	8580	6140	6950	24100	61700
2014	9020	5900	6680	25000	51700
2013	9020	5900	6680	24960	51710
2012	8980	6770	6530	24410	51160
2011	9030	6780	4410	24450	50760
2010	10090	6880	4480	18580	49210
2009	8790	(no data available)	4540	(no data available)	38540
2008	9040	5460	4630	20460	38480
2007	9600	5490	4660	20580	49080
2005	(no data available)	4800	4500	25280	43590
2000	8900	(no data available)	(no data available)	30500	46000
1995	11000	(no data available)	(no data available)	27900	42600
1990	11745	(no data available)	(no data available)	(no data available)	41780

Table 2.3d: Historic Trends in Daily Traffic Volumes (Source: GDOT Geocounts)

tem to access the mall, a circuitous route not currently supported by robust signage and wayfinding.

As a result, traffic volume patterns all converge around the mall and the interchange. These are the highest traffic volumes of any surface streets in the study area apart from Campbellton Road west of I-285, although the volumes decrease almost immediately away from the mall and surrounding commercial districts as traffic disperses onto local street networks or into the mall's parking itself.

## Active Transportation

The City of Atlanta has implemented several of the recommended sidewalk and intersection enhancement projects from the 2001 LCI, especially around the mall site along Greenbriar Parkway. However, bicycle and pedestrian infrastructure in the district remains limited, with no dedicated bicycle facilities in the district and several key connecting streets lacking sidewalks altogether. In addition, many intersections in the study area have limited protection for pedes-

trians, with missing or worn crosswalks, curbs that have not been upgraded for pedestrian accessibility, or missing pedestrian signals at signalized intersections.

Figure 2.3e below illustrates the locations of sidewalks on at least one side of the street. Many of these sidewalks are located just outside the study area boundaries in residential subdivisions. Although each of the major thoroughfare streets in the study area features sidewalks, pedestrians must walk long distances for other connecting sidewalks and routes.

However, the area is located between the growing trail system of southwest Atlanta (the Lionel Hampton and Beecher trail systems) and the extensive planned trail network proposed in the Aerotropolis Atlanta master plan. The Aerotropolis plan extended recommended trail alignments as far north as Langford Parkway and Campbellton Road, including some alignments in the study area.

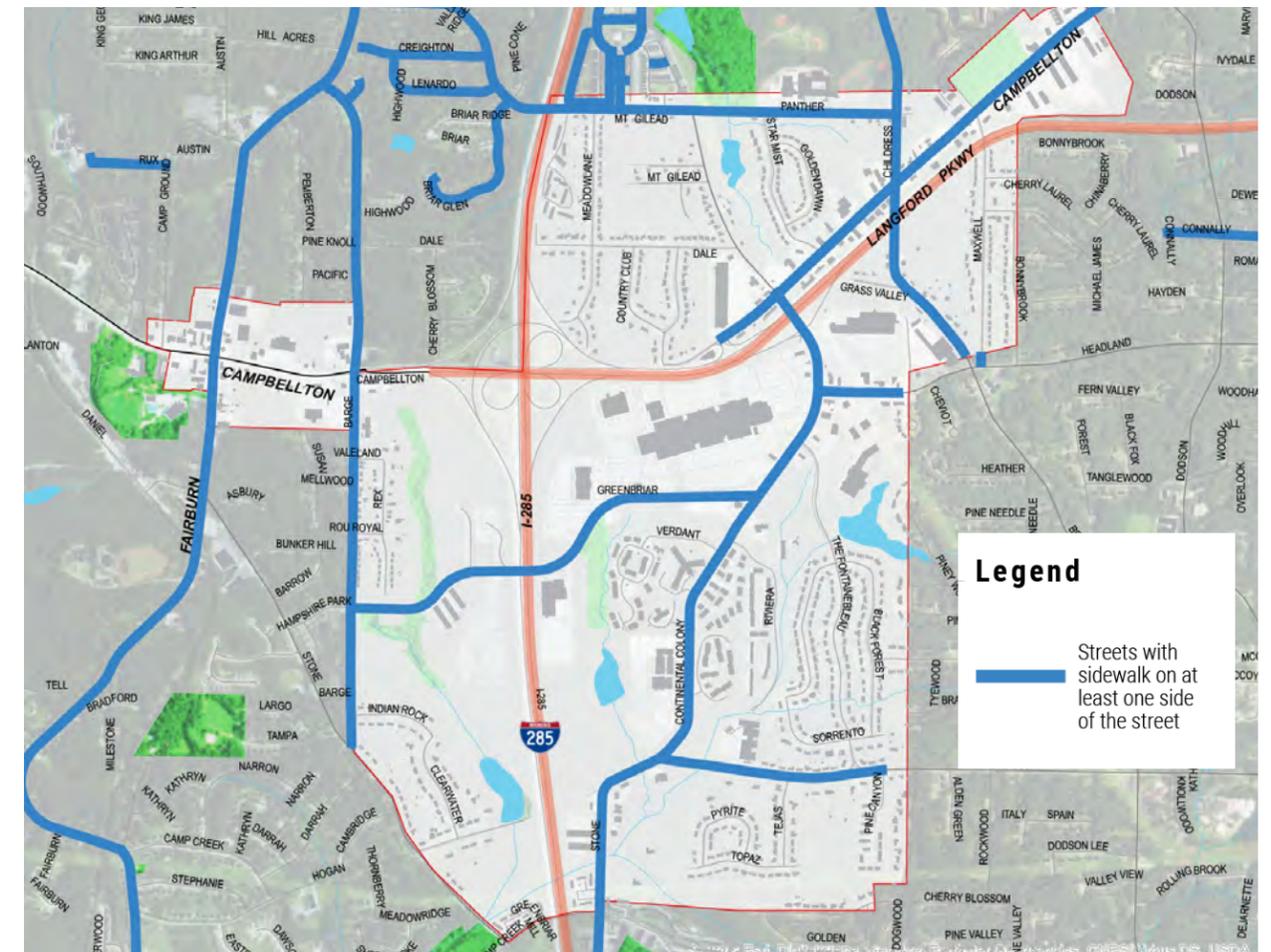


Figure 2.3e: Study area streets with sidewalk on at least one side

Transit

Transit service in the area is provided by the Metropolitan Atlanta Rapid Transit Authority (MARTA), with several fixed-route bus services operating in the area. MARTA offers a park-and-ride facility with an adjacent bus transfer station at the intersection of Barge Road and Campbellton Road west of I-285.

Refer to Table 2.3f and Figure 2.3g below and for detail on service frequency and a map of current service alignments. All MARTA buses in the study area generally operate within MARTA's service span of 4:30 AM to 1 AM; none of the buses has any notable limitations (such as no late-night or Sunday service).

Route	Service Description	Weekday Service Frequency (scheduled time between buses)	Saturday Service Frequency	Sunday Service Frequency
66	Camp Creek Marketplace to H.E. Holmes Station	30 minutes (peak and off-peak)	30 minutes	30 minutes
83	Barge Road P+R to Oakland City Station	10 minutes peak; 12 minutes mid-day; 15 minutes evenings	15 minutes	15 minutes
93	Stone Park/North Camp Creek Parkway to College Park Station	30 minutes (peak and off-peak)	30 minutes	30 minutes
165	Barge Road P+R to H.E. Holmes Station, primarily along Fairburn Road	40 minutes at Barge Road (one of two branches of the route)	40 minutes	40 minutes
183	Barge Road P+R to Lakewood Station	40 minutes	40 minutes	40 minutes

Figure 2.3f: MARTA Fixed-Route Service Details

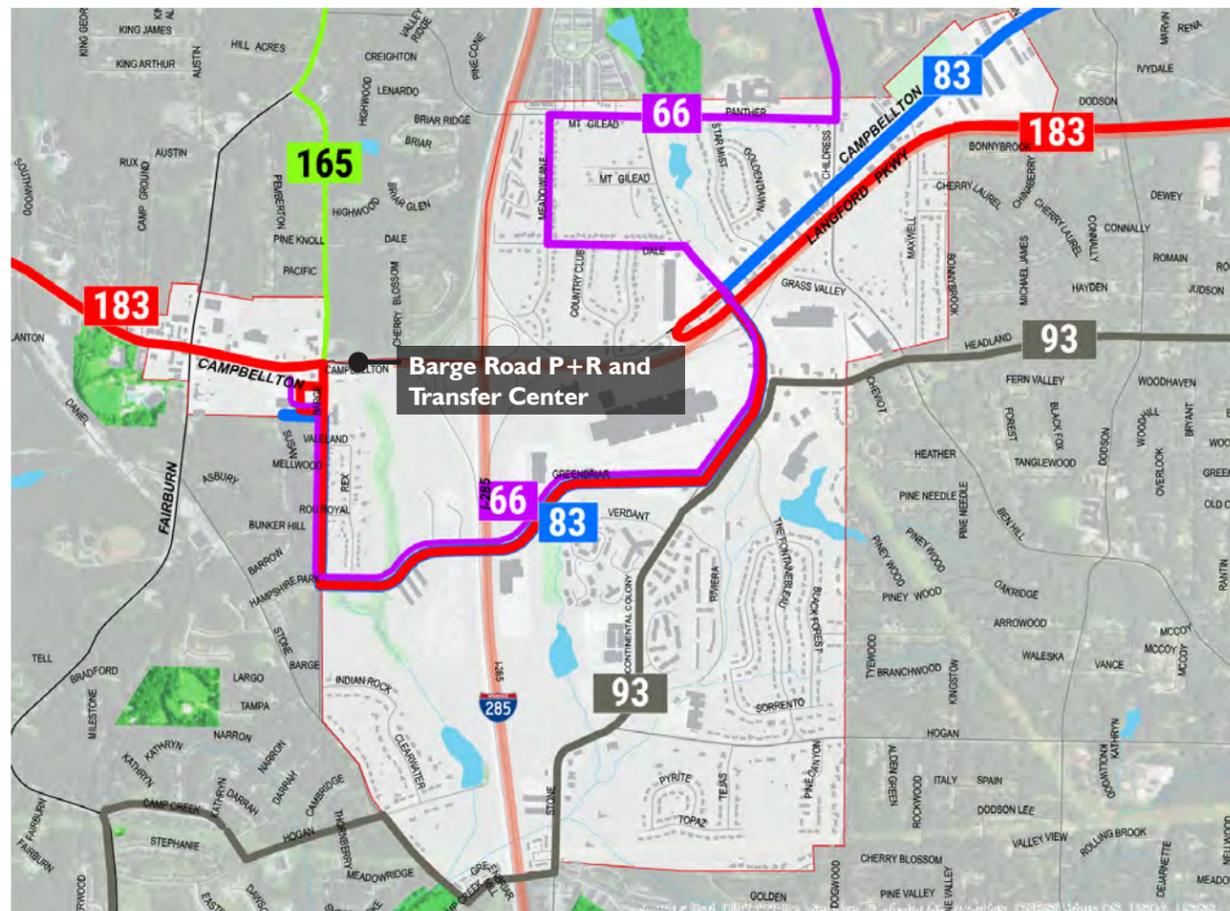


Figure 2.3g: MARTA Fixed-Route Bus Service Alignments

Among the seven routes with some service in the study area, Route 83 is the busiest (and one of the busiest routes in the entire MARTA network), with over 5,000 boardings per day along the route's length. Individual stops in the study area also reflect a relatively high degree of transit ridership. The transfer station at the Barge Road park-and-ride has the highest number of boardings and alightings of any single MARTA bus stop outside of MARTA's rail stations, and mall-serving stops on Greenbriar Parkway are also among the system's highest. However, as with many MARTA services, high ridership occurs at some stops while adjacent stops have very low ridership on typical weekdays.

In addition to its high ridership, Route 83 is one of the most frequent MARTA routes in the entire system, offering 10-minute peak-period frequency and 12- to 15-minute off-peak frequency. Other fixed routes in the Greenbriar study area do not have the same levels of service and, perhaps not surprisingly, also carry lower ridership. However, other MARTA routes provide connecting neighborhood service to

surrounding residential areas, including west of I-285. Several of these routes terminate at the Barge Road park-and-ride facility.

At the time of this study, MARTA and the City of Atlanta had recently agreed on a project list to which funds from the More MARTA expansion program would be applied. This list included a high capacity transit project for the Campbellton Road corridor, understood generally to extend from the Oakland City MARTA rail station to the Greenbriar Mall area, although the specific alignment and terminus will be determined in future study. As envisioned in the More MARTA concept, this corridor would provide higher-capacity transit service into which local bus service could connect and feed, much like many MARTA bus routes connect to the existing rail lines today.

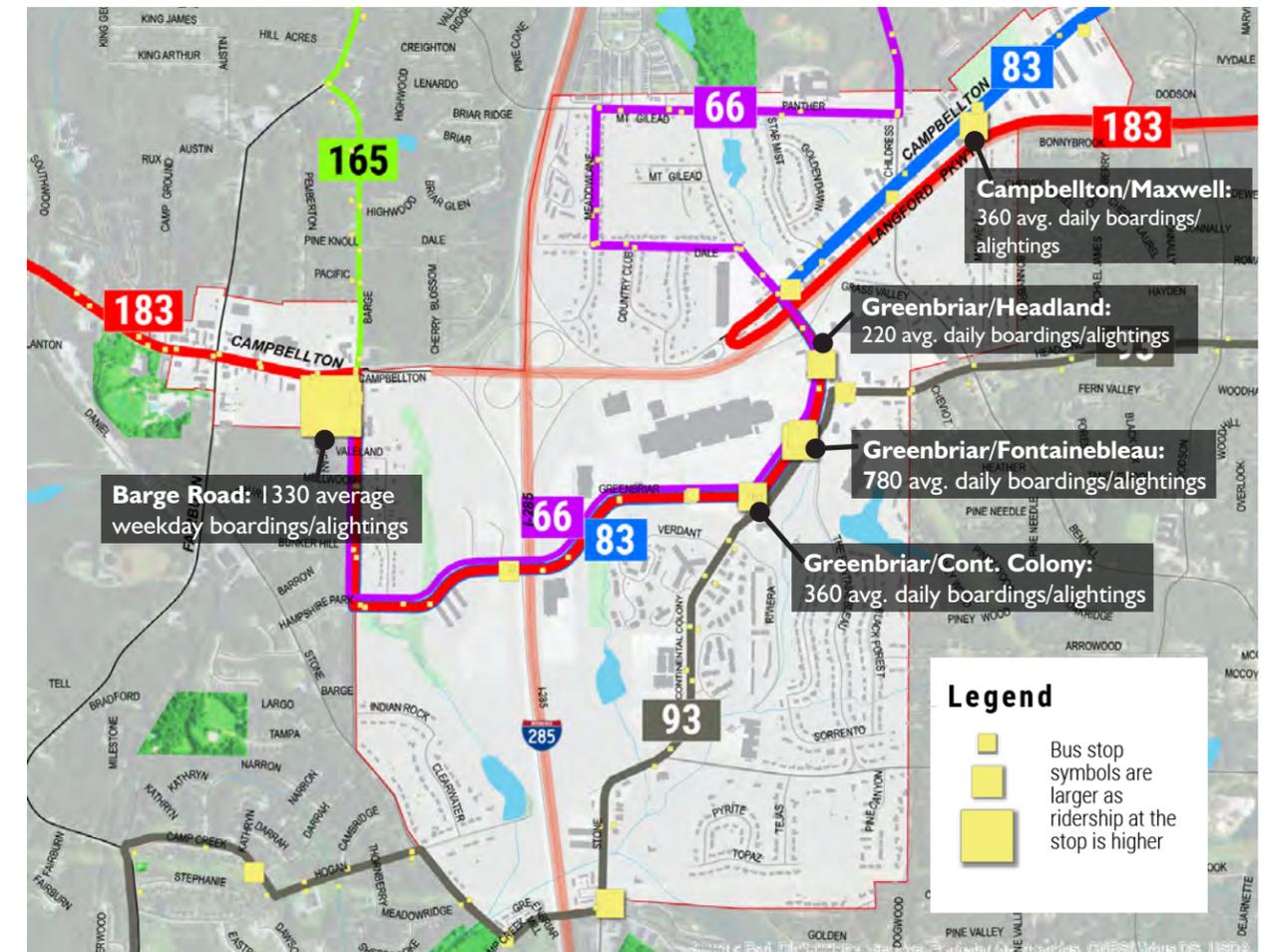


Figure 2.3h: Ridership by MARTA Bus Stop

Transportation Safety

Crashes occurring in the study area were largely focused at and on approaches to the I-285/Langford Parkway interchange, though the LCI study did not analyze crashes occurring on the freeway portions of Langford Parkway or I-285 since these are limited-access freeways and the City has neither the same jurisdiction nor the same ability to implement changes to address safety issues on these roads. Instead, it focused on crashes occurring on surface streets owned and maintained either by GDOT or the City of Atlanta.

The district includes numerous corridors and intersections identified as part of the High-Injury Network in Atlanta’s Transportation Plan. These corridors and intersections are locations where high concentrations of crashes occur relative to Citywide totals, and are intended to provide a planning foundation for prioritizing safety-led projects. The following corridors and intersec-

tions within the LCI study area make up part of the network:

- Campbellton Road from Maxwell Drive to Langford Parkway Ramps
- Campbellton Road from Barge Road to Camp Ground Road
- Childress Drive from Langford Parkway to McMurray Drive
- Greenbriar Parkway from Langford Parkway to I-285 (both extents of Greenbriar Parkway on south and east sides of the mall)
- Headland Drive from Greenbriar Parkway to the City limits
- Fairburn Road from Camp Ground Road to Stone Road
- Barge Road from Dale Lane to Mellwood Avenue

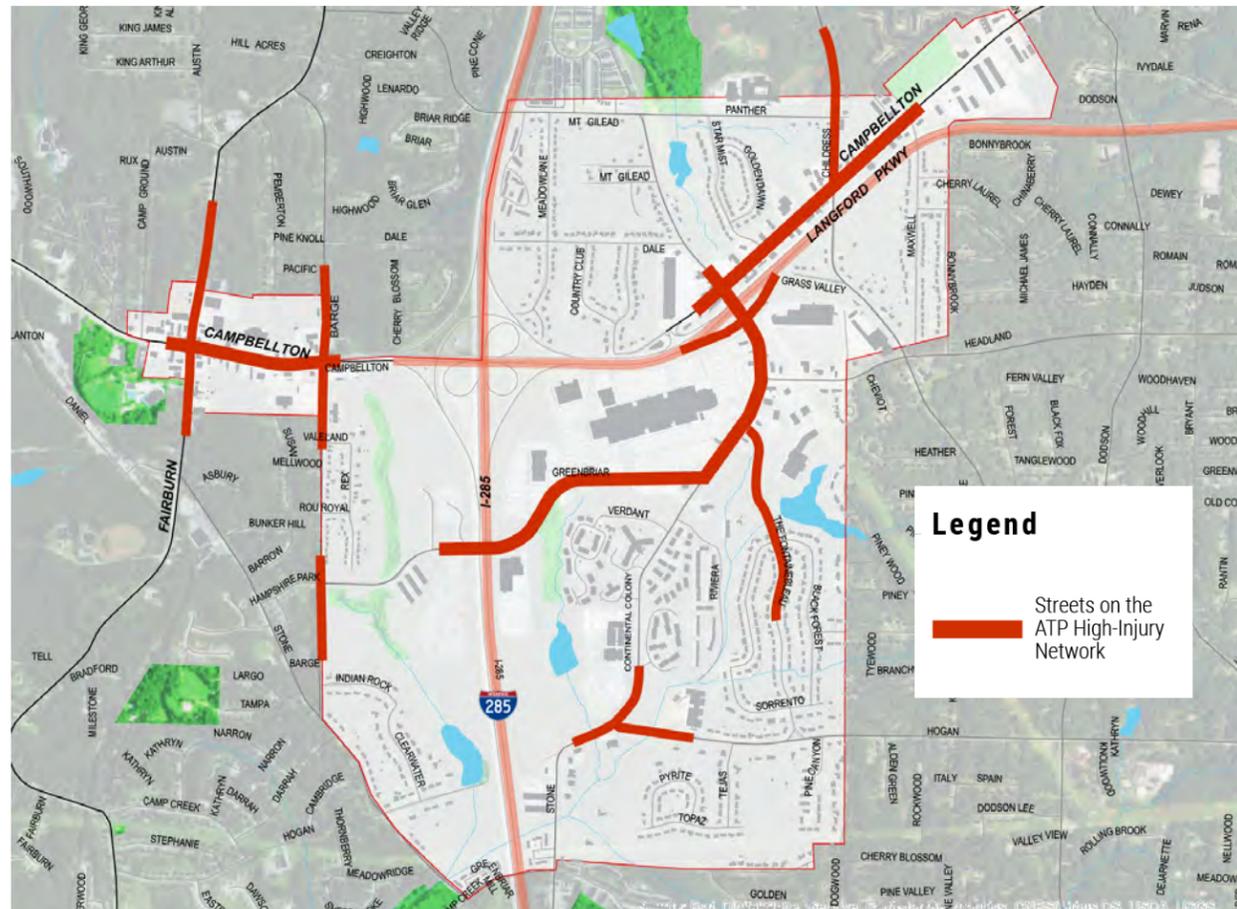


Figure 2.3i: High-Injury Network Crashes (from Atlanta’s Transportation Plan)

Managing Transportation Demand

At present, there is no organized approach in the district for transportation demand management (commonly referred in the planning field as TDM). There are also no strategies in place to reduce congestion and vehicle emissions by encouraging traveling off-peak hours or discouraging driving alone. Some of the City’s Special Public Interest (SPI) zoning districts include TDM requirements such as requiring submittal of a Transportation Management Plan or proof of Transportation Management Association membership prior to issuance of occupancy permit, parking maximums, carpool parking requirement, bicycle parking and shower requirements, shared parking allowances, and restrictions on park-for-hire lots. The zoning in the Greenbriar area could be revised to include these types of TDM requirements. The Greenbriar district does not presently have a CID. Even though it is near a newly formed CID (the Aerotropolis CIDs) and a transportation management association serving Hartsfield-Jackson Atlanta International Airport (AERO, or Airport Employee Ride Options), the Greenbriar district has a strong focus on retail land uses, travel demand from which is more complex and therefore more difficult to serve through commute-reducing methods that make up many TDM programs.

However, by virtue of the strong transit service already in the district, it is better positioned than many comparable retail districts in the city and larger metropolitan region to continue managing travel demand. In addition, the Campbellton Road corridor is a primary corridor for future transit investment under the More MARTA transit expansion program funded partly by the half-cent sales tax approved by City of Atlanta voters in 2016. This offers exceptional potential to calibrate the district to be more transit-supportive, allowing a greater share of its trips to be made by transit.

TDM is a key policy pillar of the comprehensive, multi-modal Atlanta’s Transportation Plan (ATP), which supports the Atlanta City Design vision for a greatly expanded City population within current municipal limits.

2.4 Market Analysis Summary

This section summarizes the market analysis for the Reimagine Greenbriar LCI study area. The full market study is located in the appendix.

The study area in southwest Atlanta, at the nexus of I-285 and Langford Parkway. The study area is entirely within the City of Atlanta and is approximately 9 miles southwest of Downtown Atlanta. The study area includes Greenbriar Mall, Ben Hill and other residential areas such as Continental Colony. While the neighborhoods are stable and comprised of good housing stock, prices have not risen as fast post-Recession as other areas of Atlanta. The area has seen declining income levels since the 1980s resulting in lower housing values, fewer retail options and little to no office development. Greenbriar Mall is the focus of the area and maintains tenants, although it is not nearly as active as it once was, a combination of declining incomes and home values and increased competition from nearby Camp Creek Marketplace.

Economics

The City of Atlanta is located within the Atlanta-Sandy Springs -Roswell Metropolitan Statistical Area (MSA), which includes 29 counties. Of these 29 counties, ten counties are within the Atlanta Regional Commission and contain 78% of the MSA population. From 2000 to 2010 only 66% of all growth occurred in this ten county core, however, since 2010 roughly 81% of all growth has occurred in this ten county core as people younger and older both increasingly seek walkable neighborhoods, both in urban and suburban areas. This trend has allowed the City of Atlanta to capture over 10% of all regional population growth since 2010, despite consisting of only 1.5% of the land area.

From 2000 through 2018, the Reimagine Greenbriar LCI study area has gained 1,368 new households, which is approximately a 75% increase, primarily concentrated in those households making under \$25,000/year and over the age of 65. The Greenbriar study area outpaced growth Inside the Perimeter (ITP) in not only those aged over 65, but also in those aged 15-44. In addition, the study area outpaced ITP in all income categories (\$35,000 to \$200,000+), except for those making \$75,000-\$100,000.

Market Conditions

The focus of the study area, Greenbriar Mall, is just off the interstate and features excellent traffic counts needed for successful retail, though visibility and access are challenges. In addition, the neighborhoods in the study area see very little turnover indicating a stable housing market. Greenbriar Mall remains a successful mall with a nearly full roster of tenants.

With limited flat and affordable land available, there is little opportunity to develop additional single-family homes. However, much of this area has underutilized retail centers with very large parking lots and apartments or townhomes on these lots presents a good opportunity for redevelopment. While the retail currently looks underutilized and is older product, many of the retailers are doing well and producing revenue that will limit redevelopment options. While the Aeu Studios is a demand driver, the studio tends to have services and food on site and thus demand does not spill over into the surrounding community. Additionally, when Camp Creek Marketplace opened in 2003, it took with it much of the remaining demand for retail in the Greenbriar area. With a variety of stores and restaurants and overlapping trade area, Camp Creek Marketplace limits options for Greenbriar.

Following is a summary of residential, multi-family and commercial existing conditions that contributed to the market demand figures, listed in the table below.

FOR SALE RESIDENTIAL

With limited land availability, it is unlikely that the study area will see many new construction single family homes. Townhomes have been growing in popularity as land becomes more scarce and valuable. In and around the study area, there is only one new townhome community – Southwood Reserve. These townhomes are selling for \$112 per square foot and between \$152,900 and \$161,900. These townhomes are entry level, with no garage. This is compared to Cascade Parc townhomes, which were built in 2008 and are being resold at an average of \$44 per square foot or between \$55,000 and \$153,000. Townhomes have the ability to support higher land prices, while still hitting affordable price points, which will make this a highly desirable use in the next cycle. Townhomes also help improve walkability by densifying the area.

MULTI-FAMILY RENTAL RESIDENTIAL

With a mix of affordable housing and market rate developments in the surrounding area, the average weighted rent is \$1,247 or \$1.19 per square foot. Much of the product is affordable, however there is one recent project (2015) that performs very well, with high occupancy rates and a weighted average of \$1.36 per square foot. Given market conditions, this area is most likely able to support garden-style, surface parked communities, until the average rents reach approximately \$2 per square foot, where structured parking is supported.

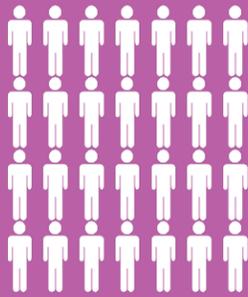
COMMERCIAL SPACE

Commercial rent examples in the study area are limited, with the majority of retail being focused in Greenbriar Mall and surrounding retail centers. Greenbriar Village shopping center supports rental rates of \$21 per square foot. In Camp Creek Marketplace, the average rates range from \$28-29.50 per square foot. The office market in the study area supports rents of approximately \$16 per square foot, while surrounding areas in Cascade and Camp Creek have rents ranging from \$12-27 per square foot. Office demand shows there is potential for office, mostly in local services, such as insurance and doctors' offices. New retail demand indicates limited dry goods, with a higher concentration of food/beverage and entertainment. The analysis for this area found demand for a relatively large amount of full-service restaurants, as well as 20 movie screens and approximately 3 bowling establishments (or similar entertainment uses).

POPULATION

10,246  
STUDY AREA

476,053  
CITY OF ATLANTA



MEDIAN AGE

37.1  
STUDY AREA

33  
CITY OF ATLANTA



MEDIAN HOUSEHOLD INCOME

\$35,392  
STUDY AREA

\$53,843  
CITY OF ATLANTA



OWNER OCCUPIED HOUSING

44.2%  
STUDY AREA

41.3%  
CITY OF ATLANTA



**Demand**

The following demand analysis utilizes historic job growth to new development absorption ratios, market trends and the Moody’s employment forecasts to project future demand levels. Based on this analysis, Figure 2.4a provides demand for the Reimagine Greenbriar LCI study area by use for the next five years (2018-2022). It should be noted that this is demand potential and may not be fully capitalized given land availability, or lack thereof.

Use	Demand Potential	Development Constraints	Notes
<b>Single Family</b>	~6 per year or 28 total homes (*land constrained)	Land availability, particularly sites large enough for national builders	Given lack of available land and stability of existing neighborhoods (i.e. no tear downs), it is unlikely that many new homes will be built.
<b>Townhomes</b>	~3 per year or 17 total homes (*land constrained)	Land availability, particularly flat sites	Given lack of available land, it is likely that new townhomes will be developed near the mall and on unused or underutilized land, such as parking lots.
<b>Apartment</b>	~104 per year or 522 total units	Rents do not support structured parking, only surface	Given lack of available land, it is likely that new multifamily communities will be developed near the mall and on unused or underutilized land, such as parking lots.
<b>Retail (see below for more detail)</b>	152,000 SF retail + 68,000 SF service + 120,000 to 140,000 SF movie theater and bowling alley	Lower rents limit ability to justify newer construction and most redevelopment.	Much of the retail demand is concentrated in building materials and supply stores and in full-service restaurants.
<b>Office</b>	75,000 SF	Lower rents limit ability to justify newer construction and most redevelopment	There is a wide variety of office and service demand, with the highest demand being for insurance carriers and physicians offices, followed by commercial banking institutions.
<b>Hotel</b>	100 – 120 Rooms, Limited Service Hotel		Given proximity to the airport, Greenbriar falls within the airport-driven hotel market and is able to support a limited service hotel.

Figure 2.4a: Market Demand Over the Next Five Years

**Recommendations**

With stable neighborhoods and relatively well performing retail, it would be hard to redevelop this area in a wholesale way. Instead, growth and redevelopment will likely occur incrementally, starting with new restaurants and services. As incomes and population grow, the area will appeal more to higher end retailers. Additionally, improving access to the area through improved infrastructure and signage will boost market potential to support future redevelopment. The mall has 40-50 acres of prime redevelopable land, adjacent to I-285, that has the potential for strong I-285 visibility and access and provides a great opportunity to invest in a mixed-use entertainment destination. With such stable surrounding neighborhoods, Greenbriar is a great candidate for revitalization. Incremental improvements will help to create more demand for retail and services, adding new residents to townhome and apartment infill developments to sites that were once parking lots or empty buildings. Compared to other areas of Atlanta, Greenbriar can and should remain stable throughout this change.

Retail/Service/Entertainment	Demand Potential (Square Feet)
<b>Home Furnishing Stores</b>	6,279 SF
<b>Building Materials and Supply Stores</b>	62,819
<b>Lawn and Garden Equipment</b>	13,094 SF
<b>Sporting Goods, Hobby and Musical Instruments</b>	3,206 SF
<b>Office Supplies, Stationary, Gifts</b>	11,148 SF
<b>Full-Service Restaurants</b>	45,963 SF
<b>Special Food Services</b>	9,262 SF
<b>Real Estate</b>	4,433 SF
<b>Securities, Financial Investments</b>	5,551 SF
<b>Insurance Carriers and Related</b>	13,442 SF
<b>Office of Physicians</b>	11,314 SF
<b>Office of Dentists</b>	5,012 SF
<b>Home Health Care Services</b>	4,971 SF
<b>Veterinary Services</b>	4,990 SF
<b>Commercial Banking</b>	9,268 SF
<b>Credit Unions</b>	4,087 SF
<b>Other Personal Services</b>	5,261 SF
<b>Movie theatre/Bowling</b>	~130,000 SF

Figure 2.4b: Demand Potential in Square Feet



# 30 Community Participation

### 3.0 Community Participation

#### 3.1 Community Participation

Engaging with the public through the sharing of information and the collection of feedback were essential components of the Reimagine Greenbriar planning process. Stakeholders in the study area ranged in age and income. Therefore, it was important to implement a comprehensive and far-reaching approach that would reach all segments of the population. A combination of tools and techniques ranging from traditional community meetings and presentations to online surveys and were used and allowed broad public engagement opportunities that promoted inclusion.

Community stakeholders were engaged throughout four distinct phases of the project:

- Phase I: Goal Setting & Mobilization
- Phase II: Facts & Analysis
- Phase III: Conceptual Plan
- Phase IV: Implementation & Deliverables

During these project phases, the public was engaged in four community meetings/workshops. A Core Team that engaged local leaders, decision makers, and community experts was convened prior to each community meeting/workshop, and a series of key stakeholder interviews was conducted.

Online engagement was made possible via a project website, outreach by Councilmember Overstreet to her constituents, and two online surveys. Additional means of informing the public included presentations at the NPU R and P August meetings; a postcard mailer at the onset of the project; RoboCalls in advance of community meetings and workshops; yard signs placed at strategic intersections to advertise meetings and workshops; and kiosk posters at key community locations.

#### PHASE I: GOAL SETTING & MOBILIZATION

After project initiation, the Goal Setting & Mobilization phase began. During this phase, the Project Management Team was established. Members of this Team included Councilmember Overstreet and her staff, City of Atlanta Department of City Planning staff, and the Atlanta Regional Commission. The Project Management Team met every other week via conference call and in person to discuss the progress of the project. During this phase

of the project, public engagement focused on informing and educating the community on the purpose and objectives of the planning process and engaging the Core Team, and the broader public. Online engagement and outreach were also launched during Phase I.

#### Core Team Engagement

The Reimagine Greenbriar Core Team was formed to help guide the process and provide input and strategic planning milestones. The Core Team was committed to providing guidance, assisting in advertising public meetings, distributing information to the larger community, and providing feedback on materials to be presented to the public prior to each public meeting/workshop. The following organizations were represented as members of the Core Team:

- Atlanta Public Schools
- Greenbriar Mall
- Invest Atlanta / Campbellton TAD
- MARTA
- More MARTA
- Regency Park HOA
- Greenbriar Medical Ventures, LLC
- GDOT
- Bonnybrook Neighborhood Association
- Atlanta Police Department
- NPU P
- NPU R
- Georgia Stand-Up
- Riddle Properties
- St. Mark AME Church
- Tampa Trail Community Club
- The Meadows Community Association

The Core Team was engaged in four meetings throughout the study process. The initial meeting was held on July 23, 2018 and served as the official kickoff of the project with the Core Team. The purpose of the study and how the public would be engaged throughout the process was outlined, as well. The majority of the discussion focused on the broad vision for the community; community assets and strengths that should be preserved; areas of potential improvement; and, creating new opportunities for other land uses and assets within the study area.

**COMMUNITY MEETING DATES**

**AUGUST 21, 6:30 - 8:00 PM**  
**Community Kickoff**  
 Andrew & Walter Young Family YMCA  
 2220 Campbellton Rd SW, Atlanta, GA 30311

**SEPTEMBER 22, 10:00 AM - 2:00 PM**  
**Design Workshop**  
 Greenbriar Mall, Macy's Stage  
 2841 Greenbriar Pkwy SW, Atlanta, GA 30331

**OCTOBER 23, 6:30 - 8:00 PM**  
**Draft Plan Review**  
 Andrew & Walter Young Family YMCA  
 2220 Campbellton Rd SW, Atlanta, GA 30311

**NOVEMBER 15, 6:30 - 8:00 PM**  
**Final Plan Review**  
 Andrew & Walter Young Family YMCA  
 2220 Campbellton Rd SW, Atlanta, GA 30311

**REIMAGINE GREENBRIAR**

For more information, please visit [atlantaga.gov/greenbriarlci](http://atlantaga.gov/greenbriarlci)

Department of **CITY PLANNING**



Figure 3.1a: Design Workshop, Greenbriar Mall



**PHASE II: FACTS & ANALYSIS**

Public engagement during Phase II included key stakeholder interviews, the second Core Team meeting, the continuation of the community survey, and continued promotion and outreach.

**Key Stakeholder Interviews**

Key stakeholder interviews provided an opportunity for the team to gain insight on needs as they relate to specific user groups. Interviews were one-on-one sessions, phone calls or small groups meetings and included a range of relevant discussion points. Key stakeholder interviews were completed with the following entities:

- Tyler Perry Studios
- Ben Hill Tax Accounting/U-Haul
- Planet Fitness
- Wells Fargo
- Riddle Properties

The remaining stakeholder interviews were completed during the next phase.

**Core Team Engagement**

The second Core Team meeting was held on September 13, 2018. Outcomes such as community meeting #1 feedback and preliminary community survey results were presented. A great deal of time was spent on reviewing documents, materials, and the format of the upcoming Community Design Workshop and discussing how to make improvements before that public engagement opportunity.

**Community Survey**

The online and paper community survey concluded during Phase II. While not a statistically valid survey, the tool proved to be an effective way to reach the community. A total of 249 individuals completed the survey. Most respondents were African American women between the ages of 35 – 44 years old.

Following is a brief summary of the survey responses.

The first set of questions asked about needs and desires and asked for opinions about certain qualities, features, services, issues, and transportation features in the Downtown Greenbriar area.

- The neighborhood quality with the highest 'very important' ranking was having a safe place to be (97%) followed closely by a community that is clean and attractive (93%).
- The feature and service with the highest 'very important' ranking was public services such as library, police and fire (77%) followed by places to eat and drink (75%).

- Aesthetics seemed to be the top ranking concern in the Downtown Greenbriar area. Abandoned/vacant properties/poorly maintained properties received an overwhelming majority of responses (91%) as a 'very important' issue in the study area.
- Transportation issues that impact walkability such as sidewalks and lighting were very important among survey respondents.

Next, the survey posed questions about the level of satisfaction and dissatisfaction among respondents in reference to certain community aspects:

- Survey respondents were "dissatisfied" with the number and availability of professional services (48%), the number of retail businesses (46%) and the quality of streets and sidewalks (45%).
- Respondents were "strongly dissatisfied" with the level of access to fresh food (38%).

Questions about walking, biking and transit usage were asked, next.

- Most survey respondents never walk, bike or take transit within the Downtown Greenbriar area. A little over a quarter walk, bike or take transit occasionally.
- Most who do walk, bike or take transit in the Downtown Greenbriar study area do so for exercise (68%) which suggests that people are either walking or biking, not necessarily taking transit.
- Respondents also use non-vehicular modes of transportation for running errands/shopping (49%).
- Respondents would be encouraged to walk, bike or take transit more in the study area if there were better sidewalks and trail conditions (72%), improved lighting (45%) and more retail and destinations (41%).
- Only 7% of survey respondents replied that nothing could encourage them to walk, bike or cycle more in the study area.

Q8 How often do you walk, bike or take transit in the Greenbriar Town Center area?

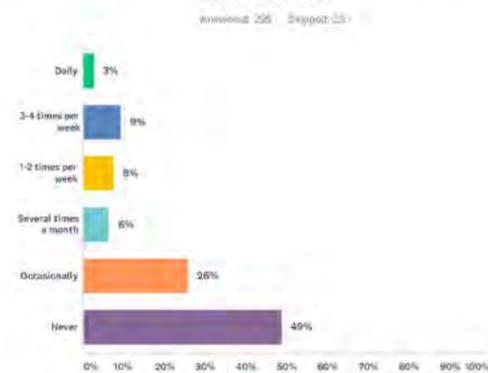


Figure 3.1d: Participant Responses

The next section of the survey asked questions about shopping habits.

- Most survey respondents like to shop in the study area at destinations such as Greenbriar Mall (63%) and Greenbriar Crossing (52%).
- When considering other types of retail services in the study area, banks are the most frequented (74%).
- An overwhelming majority of survey respondents (96%) stated that they do have to go outside of the study area to meet some of their shopping needs.
- Camp Creek Marketplace was mentioned by 42% of respondents and was the most popular shopping destination.

The next set of questions asked about development preferences.

- Almost all respondents (96%) would like to see more full service restaurants.
- Respondents do not feel the need for additional big box retail stores with 41% of survey respondents saying that they would like for that use to remain the same.
- Survey respondents would like to see more single family homes and townhouses while maintaining the balance of multi-family homes and senior housing.
- Most survey respondents (60%) believe that development should begin at Greenbriar Mall, the focal point of the study area.

Q7 Overall, how satisfied or dissatisfied are you with the following aspects of the Greenbriar Town Center area? (Check one circle for each aspect)

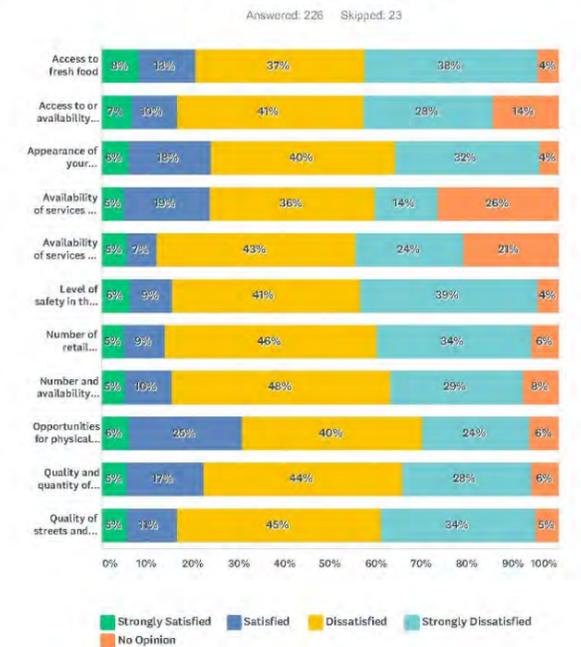


Figure 3.1e: Participant Responses



Figure 3.1f: Final Plan Review - Andrew & Walter Young Family YMCA

**PHASE III: CONCEPTUAL PLAN**

Public engagement during Phase III included additional key stakeholder interviews, the design workshop, the third Core Team meeting, and a third community meeting to review draft recommendations.

**Stakeholder Interviews**

The second set of key stakeholder interviews was completed with the following entities:

- Tyler Perry Studios
- Ben Hill Tax Accounting/U-Haul
- Planet Fitness
- Wells Fargo
- Riddle Properties
- Atlanta Police Department
- Atlanta Code Enforcement
- Atlanta Fire & Rescue
- Atlanta Southwest
- Westgate Shopping Center
- Macauley Investments
- Atlanta Public Schools

A number of common themes were heard throughout the interviews including the desire for a variety in and mixture of land uses; a restored and revitalized community that recognizes the community’s history while preparing for growth in the future; the need for diversity in residents (age); and policies that protect longtime, elderly, and low income residents from displacement. Interview outcomes were used to validate what was heard during public meetings and also helped to confirm community survey input.

**Design Workshop**

The second community meeting was a design workshop held on Saturday, September 22, 2018 from 10:00 AM to 2:00 PM at Greenbriar Mall. The format of the workshop consisted of two design sessions, Design Session 1: “Identify the Where” and Design Session 2: “The How”. Each session focused on 4 major topics, Redevelopment, Transportation, Greenspace, and Placemaking, at different tables throughout the space. During each session, attendees chose to visit each of the four tables and provided feedback on specific questions targeted for each topic, as well as vocalize other related concern/comments. After each session, each table presented their findings to the workshop space. A total of 72 individuals signed into the Design Workshop.

**Core Team**

The third Core Team meeting was held on October 11, 2018. The meeting focused on public involvement to date and how that input resulted in draft concept plans. The Project Management Team presented the results of the community-wide survey and common themes heard during the key stakeholder interviews. The outcomes of the Design Workshop were also presented to the group.

**Community Engagement**

The third community meeting was held on October 23, 2018. A total of 69 individuals signed into or were accounted for at the meeting. The purpose of this meeting was to review outcomes from the Design Workshop and to present draft concepts for the study area for input. The Greenbriar study four nodes or districts were presented which included two neighborhood nodes, a Downtown Southwest Atlanta node focused on Greenbriar Mall, a transit oriented development node, and a movie studios/postproduction node at the former Tyler Perry Studios. The group reviewed each node in detail as well as placemaking strategies that could be implemented throughout all nodes and districts.



Figure 3.1g: Design Workshop, Greenbriar Mall

**PHASE IV: IMPLEMENTATION & DELIVERABLES**

Public engagement during Phase IV included a visual preference survey and the fourth and final Core Team and community meetings.

**Visual Preference Survey**

The purpose of the visual preference survey was to collect input from the community and stakeholders to help understand the development styles preferred in the areas adjacent to Greenbriar Mall as well as throughout the potential neighborhood level commercial nodes. The survey was available from October 10 – November 6, 2018 in an online format. A similar version of this survey was made available to the public during the Design Workshop and at the third community meeting.

A total of 69 individuals participated in the visual preference survey. All of the main survey questions were formatted identically with a set of visual examples, a question whether or not respondents would like to see this type of development, and another question asking for an explanation of what the respondent does/does not like about the development style.

Six examples from Metro Atlanta were provided that showed mixed use developments of medium and high



Mixed Use, High Density **40%**

density. The actual locations of the examples were not revealed. Of the six examples shown, the most supported development type was this example of a mixed use, medium density development in Glenwood Park, Atlanta. Some comments in support of this development type stated that it looks chic and modern; provides a mixture of shopping options; is walkable; and is a respectful scale for suburban development.

Comments in opposition to this development type stated that it appears to be too congested; does not provide adequate open/green space; and may not provide adequate parking.

The least supported example was the mixed use, high density style in Atlantic Station. Among the comments from those who were in favor were that the variety in retail, underground parking, and movie theater were all needed in the Greenbriar Mall area. However, this is the only example that received more opposition than support.



Mixed Use, Medium Density **73%**

Respondents expressed concern over the scale or magnitude of a development of this type in the community. Those who prefer to have parking near the shops were against this type of development which offers parking underground. Concerns over density, congestion, and creating a development similar to one that already exists (Camp Creek Marketplace) were also mentioned.

These responses showed that there is great support for mixed use development of the appropriate scale and aesthetic around the Greenbriar Mall area. However, there is some contradiction among respondents regarding parking with some respondents preferring ample parking immediately outside/near shopping and others wishing to have parking underground/in decks to provide a more room for greenspace and a pedestrian friendly environment.

In the next question, four examples from the metro Atlanta area were provided that showed lower density infill commercial developments. The actual locations were not revealed and ranged from one to two stories in scale. Only one of the four examples shown received more than 50% support by those who responded to the survey.

This example of one-story neighborhood retail in the City of Decatur received 66% of the votes in support for this development style. What people liked was the appealing and intimate nature of this example, as well as the community feel that it offers. Respondents noted that the style looks organic and eclectic.

Those opposed commented that the architectural style does not fit the Greenbriar area while others commented that this would not be an upgrade from what currently exists in the community.

The lowest rated example was the one and two story neighborhood retail style in downtown East Point. Those in support commented on the appealing scale of one to two story developments and favored the history and architectural character that this example portrays.



1 Story Neighborhood Retail **66%**



1 & 2 Story Neighborhood Retail **26%**

However, respondents felt that this example appeared to feel too old and “boring” while others commented that the sidewalks are too narrow and are not pedestrian friendly. Other comments in opposition cited that the example looked too one dimensional, does not offer enough parking, looks outdated, and is not any better than what currently exists in the study area.

In summary, there is support for lower density, commercial infill development but aesthetics is a significant factor in the area. While development should fit architecturally with the study area, there should also be some modern elements and amenities built into infill design such that all new and redeveloped properties are an upgrade to what currently exists.

**Core Team Engagement**

The fourth and final Core Team Meeting focused on draft concept plans and implementation ideas. The meeting began with an open house session allowing members the opportunity to review updates since the last Core Team and public meetings. The Project Management Team then presented an overview of the third community meeting and the results of the visual preference survey. The remainder of the discussion was spent reviewing each of the design concepts for Development; Transportation; Greenspace/Trails; and Placemaking and getting Core Team feedback on how best to present this information to the public at the final meeting.

**Community Engagement**

The final community meeting was hosted on November 15, 2018. The meeting began with a 30 minute open house session to allow the public an opportunity to review all of the design concepts and ask the project management team members specific questions. The presentation portion of the meeting focused on the design concepts proposed for each of the four Greenbriar study area nodes or districts. The Consultant Team reviewed each node in detail as well as placemaking strategies that could be implemented throughout all nodes and districts. Lastly, implementation strategies were presented for each concept. The presentation concluded with an announcement of next steps of taking the plan through the NPU approval process as well as to City Council.

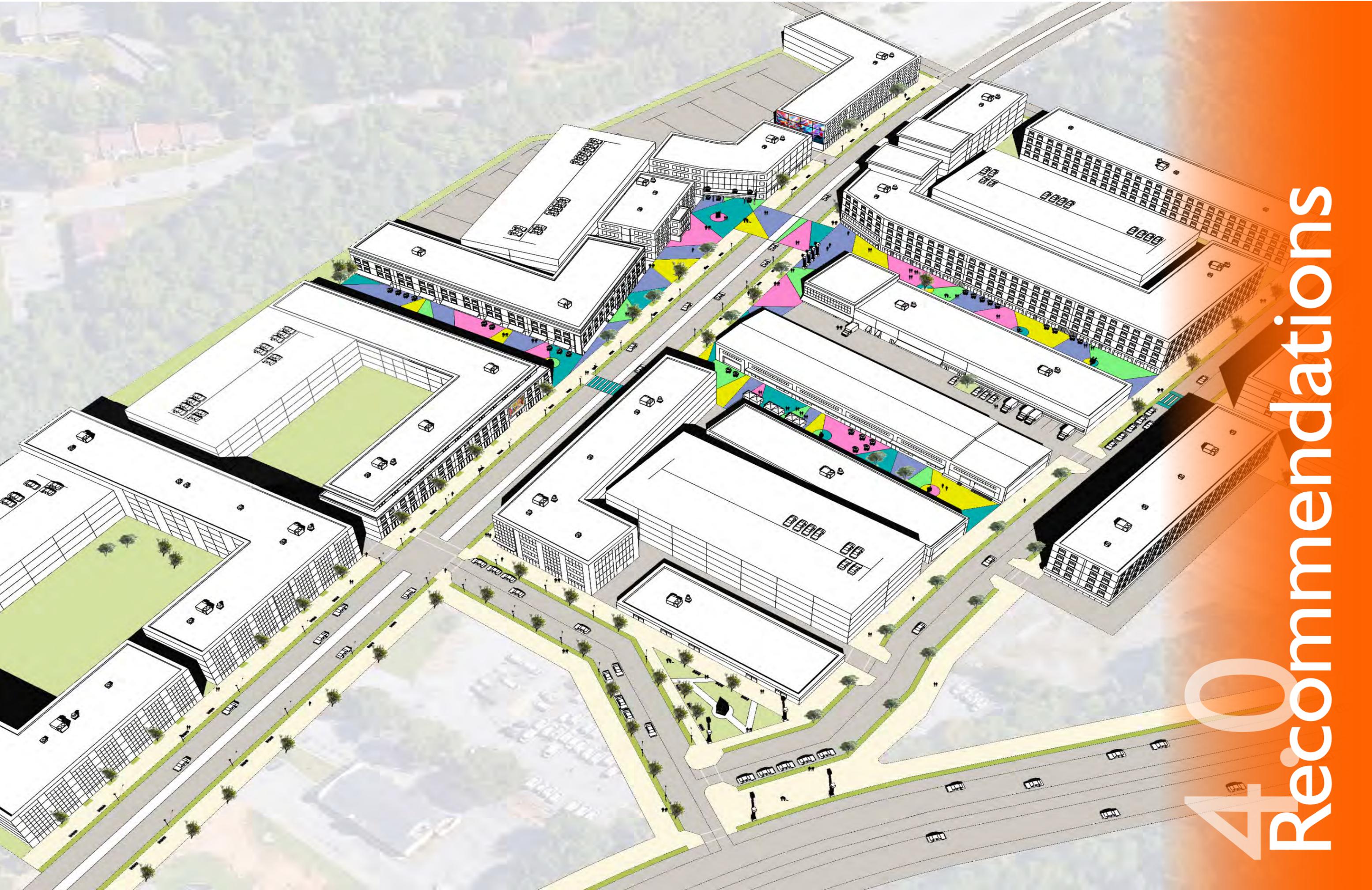
**Community Goals**

As a culmination of the Community Process, the following Community Goals were identified to drive the master plan recommendations:

1. Preserve and enhance historic neighborhood characteristics
2. Prevent displacement (particularly seniors) & assist with maintenance/upgrades
3. Improve transit access (particularly Greenbriar Mall area) and incorporate a prioritized transit hub
4. Enhance neighborhood identity (branding) – Control the narrative
5. Improve major commercial nodes
6. Support and attract a diversity of neighborhood-scale businesses (keep money in the neighborhood)
7. Increase access to fresh food, restaurants, and neighborhood services
8. Improve and enhance access to greenspace
9. Create a more livable and walkable neighborhood via sidewalks and multi-modal trails, with enhanced security presence
10. Incorporate health and wellness facilities for the area’s multi-generational community



Figure 3.1h: Core Team Meeting



# 4 Recommendations

# 4.0 Recommendations

## 4.1 Concept Plan Overview

This section provides an overview of the proposed master plan recommendations for the Reimagine Greenbriar LCI study area.

Recommendations aim to address project goals, while creating a realistic and implementable plan. The major emphasis of the plan is to create Downtown Greenbriar, an iconic and sustainable regional entertainment and retail destination and employment center. Centered on the Greenbriar Mall area, Downtown Greenbriar is envisioned to be home to a mix of uses that provide residents, workers and visitors the opportunity to learn, play, and grow.

### Master Plan Goals

Master Plan recommendations address project goals, key corridor issues, and visions as identified through an existing conditions analysis, a thorough understanding of the area market dynamics (strengths and weaknesses), and the needs, aspirations and desires of the community. Key issues addressed in this master plan include:

- Creating Downtown Greenbriar: a walkable, mixed use economic center and entertainment district
- Creating community connectivity with enhanced sidewalks, purposeful trails, well designed and strategically located pocket parks, and transit access
- Creating a sense of arrival and character for Southwest Atlanta
- Capturing the history of the Greenbriar area
- Enhancing existing centers and corridors
- Encouraging a diversity of uses
- Creating opportunities for public involvement
- Developing a vision for future growth

These issues are addressed with recommendations focused on:

- Placemaking
- Development Opportunities
- Greenspace & Trails
- Multi-modal Connectivity

The remainder of this report describes these recommendations in more detail. Section 4.2 describes development opportunities, Section 4.3 identifies placemaking strategies, Section 4.4 provides greenspace and trails proposals, and Section 4.5 provides recommendations on multi-modal connectivity for all users.

### Envision a Day in Downtown Greenbriar

Hop off the train and take a stroll through the shops of Downtown Greenbriar.

Enjoy an afternoon performance at the amphitheater with your family.

Meet up with friends for dinner at one of the new local restaurants, followed by a gallery opening at the Campbellton and Harbin Arts District.

End the day catching up with old friends over a glass of wine at the Ben Hill neighborhood wine bar.

All conveniently and safely accessible by trails and transit.

Figure 4.1a provides an overview of the Reimagine Greenbriar LCI concept master plan, a twenty year vision. This study focused on transforming Greenbriar Mall into Downtown Greenbriar, Southwest Atlanta's Downtown, with Greenbriar Mall and surrounding retail as the active heart of the community and with the proposed MARTA high capacity transit along Campbellton Road planned to terminate at the mall.

Campbellton Road at Harbin Road has been identified as the Campbellton at Harbin Arts District/Transit Oriented Development (TOD) node due to its appropriate distance from the end of the transit line at Greenbriar Mall (1.5 miles) making it an ideal location for a mixed-use TOD.

The existing and historic neighborhood nodes along Campbellton at Fairburn Road and Barge Road have great potential to provide needed neighborhood services to the surrounding community.

There is also significant redevelopment potential near Aeu Studios. Underutilized office buildings nearby could be converted to post-production studios and office space. Additionally, the vacant property west of I-285 and south of Campbellton Road is ideal for higher density housing, such as townhomes, with retail fronting Campbellton Road. Mixed use commercial infill is also envisioned along Campbellton Road, complimenting nodal development at Harbin, Fairburn, and Barge.

Trails and greenspace are proposed throughout the study area to better connect the community to these proposed burgeoning destinations.

# Concept Master Plan

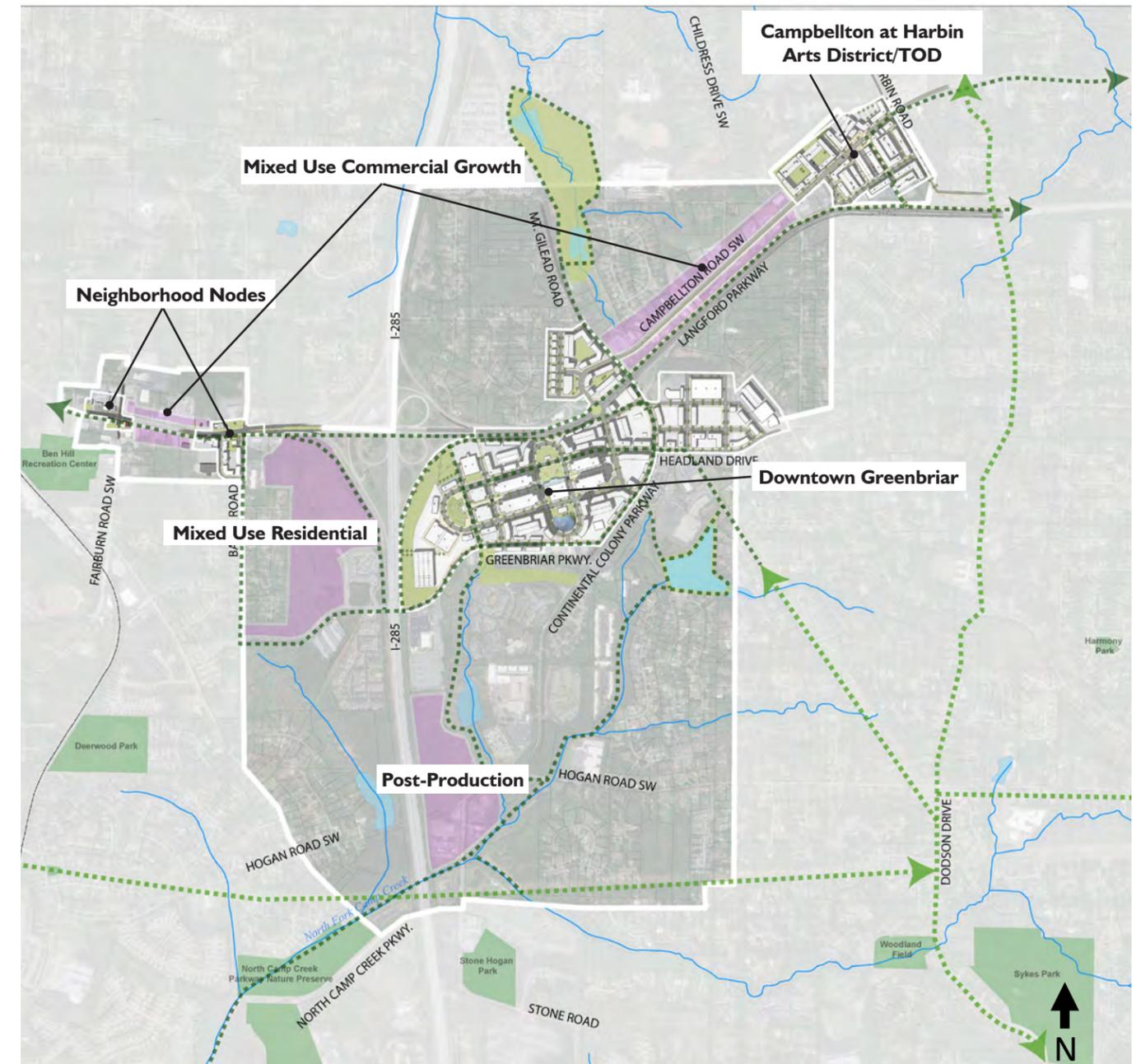


Figure 4.1a: Concept Master Plan

\*Note: Graphics included in this LCI report are conceptual. Implementation will require additional study and detailed design.

4.2 Development Opportunities

This section discusses redevelopment opportunities and placemaking opportunities in the study area.

Key redevelopment nodes include:

- Downtown Greenbriar
- Campbellton at Harbin Arts District/TOD
- Neighborhood Nodes

Each node is described in further detail below.

4.2a Downtown Greenbriar

The Downtown Greenbriar node is centered around Greenbriar Mall, Westgate Shopping Center, Greenbriar Crossing, and Greenbriar Discount Mall. These properties include a combination of profitable existing retailers with large and underutilized parking lots and approximately fifty acres of unused or underutilized commercial land. Refer to Figure 4.1a.

Furthermore, Greenbriar Mall currently functions as a community gathering spot. The mall is bolstered with active seniors walking the mall every morning, a bustling food court with unique and creative options, and one of the highest earning Macy's in Atlanta. The three phases of the redevelopment plan seek to build on the continued success of Greenbriar Mall while also taking advantage of the large swaths of vacant land and parking lots to enhance commercial, office/employment, retail, health, dining, and entertainment options in the area. A medical office center, a senior center, and a farmers' market could also be placed on the site.

To truly become Southwest Atlanta's Downtown, Greenbriar needs to encourage the expansion of transit and increased density. These steps will aid Greenbriar in establishing itself as a unique, active, and accessible central business district. Complementary, mixed uses within walking distances of bus, rail, and biking/walking trails will draw visitors and residents to come learn, play, and grow. A mixture of transportation options will set Downtown Greenbriar apart from its competitors. Unlike many other entertainment districts, Downtown Greenbriar will be attractive and accessible to people of all ages, classes, and communities. Likewise, expanded housing options and quality jobs will boost the quality of life of current residents and attract new residents.

The City of Atlanta's and MARTA's More MARTA transit expansion program project list includes the Campbellton Road corridor as a key high-capacity transit project, and at the time of developing this report it was among the City's highest priorities. Although the project will be led by MARTA and will undergo a series of planning and design studies to refine the concept, the LCI study recommends that this transit include two stations within

the study area: one end-of-line station adjacent to the Greenbriar Mall and a more neighborhood-serving, inline station at the Harbin Road redevelopment node.

Similarly, longer-term improvements recognize the need to change how the mall is accessed from the surrounding neighborhoods and Atlanta region. In this study, ideas on how to improve access to the mall are focused on rethinking Langford Parkway, its role in the regional transportation system, and how it can improve access to the area. These proposed Langford enhancement ideas are discussed in Section 4.5 and while they provide a start, they need further exploration.

Prior to redevelopment, placemaking concepts are encouraged to beautify and enliven underutilized space around the mall. Section 4.3 provides overall placemaking recommendations for Greenbriar Mall. Placemaking strategies should begin with the development of a trail around the mall property. This trail was inspired by the many senior citizens who walk the mall daily, as an alternative and, also, a complement to their indoor walking routes. Linear pocket parks are envisioned to connect the trail back to the mall. Pocket parks should be activated by functional uses. Refer to section 4.4 for more detail.

A phased approach is proposed, shown in Figures 4.2b-e, and described below:

Phase 1: Mall 2.0

The first phase of the Downtown Greenbriar redevelopment begins to define the downtown area by enhancing the current mall amenities. This report lays out a full spectrum of mixed use residential, retail and office development recommendations to rejuvenate Greenbriar into a bustling community day and night.

Vacant and underutilized space at the west end of the mall is proposed in this phase to be revamped into office space, additional retail, and multi-family housing. The plan also suggests attracting a satellite campus of one of the many local universities to further diversify the uses of Downtown Greenbriar.

As it stands, Greenbriar Mall lacks entertainment and sit-down restaurant options, but sustains profitable retail, such as Macy's. Phase I focuses on filling in the gaps and expanding the attractions at the mall. Transit is key to the proposed growth in Phase 2.

Although the Magic Johnson Theatre closed its doors in 2009, there is new market demand for a movie theater in the study area. The vacant theater and adjoining parking lots could be filled by a new dine-in movie theater along with an outdoor amphitheater. The latter would provide common space and the two together would form the beginnings of an entertainment district. The amphitheater could be utilized by local groups, touring productions, musical acts, and civic events. These amenities could also

Downtown Greenbriar

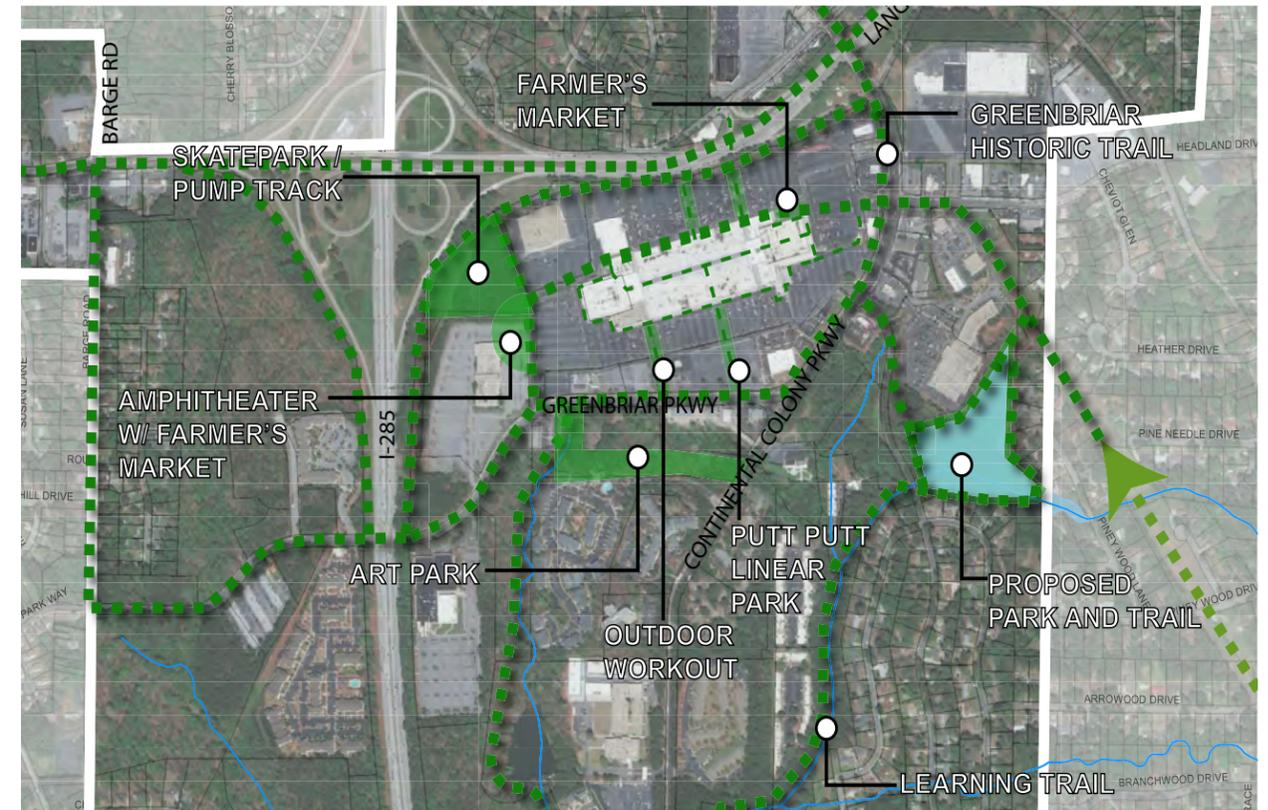


Figure 4.2a: Downtown Greenbriar Placemaking

be leveraged to encourage further economic growth in the area by attracting development and investors.

Phase 2: Setting the Stage for TOD

To support the development proposed in Phase 1, Phase 2 encourages continued efforts to broaden uses at Greenbriar Mall in tandem with the expansion of transit opportunities in the Greenbriar area. Section 4.5 provides transit recommendations and alternatives.

Redevelopment in Phase 2 grows upwards and outwards to encompass the existing Greenbriar Mall and the grounds of the Westgate Shopping Center. This phase provides opportunities to ramp up density with additional multifamily housing and office mixed use built above retail.

This density lays the groundwork for the construction of a transit station next to the mall, and one at Campbellton and Harbin, which will be addressed in Section 4.2b. The increased foot traffic from shoppers and office workers will support demand for the transit oriented development (TOD). In turn, the TOD will make the area more accessible and appealing to visitors. Commuters and shoppers could also utilize a shared parking deck.

Additional residential development is proposed on the

Westgate Shopping Center property. A mix of residential, office, retail and hotel are proposed on this site to connect to area amenities, including the retention pond and the proposed entertainment district.

Phase 2 also addresses environmental issues born from increased density by constructing a retention pond to collect storm water runoff. The pond will also serve as park space with walking trails and bring natural beauty to the development.

Phase 3: Transit Oriented Development

With transit in place during Phase 2, continued growth is envisioned for Phase 3, realizing the twenty year vision for Downtown Greenbriar. In the same vein, improved access for both pedestrians and drivers on Langford Parkway is critical to the success of Phases 2 and 3. Improved sidewalks, trail connectivity, and enhanced crosswalks are further discussed in Section 4.4.

This last phase furthers entertainment, retail, and housing mixed-use density by redeveloping the Greenbriar Discount Mall to the east. Increasing the density across the lots ups the demand for the services provided in Downtown Greenbriar and the Neighborhood Nodes.

# Downtown Greenbriar Phasing

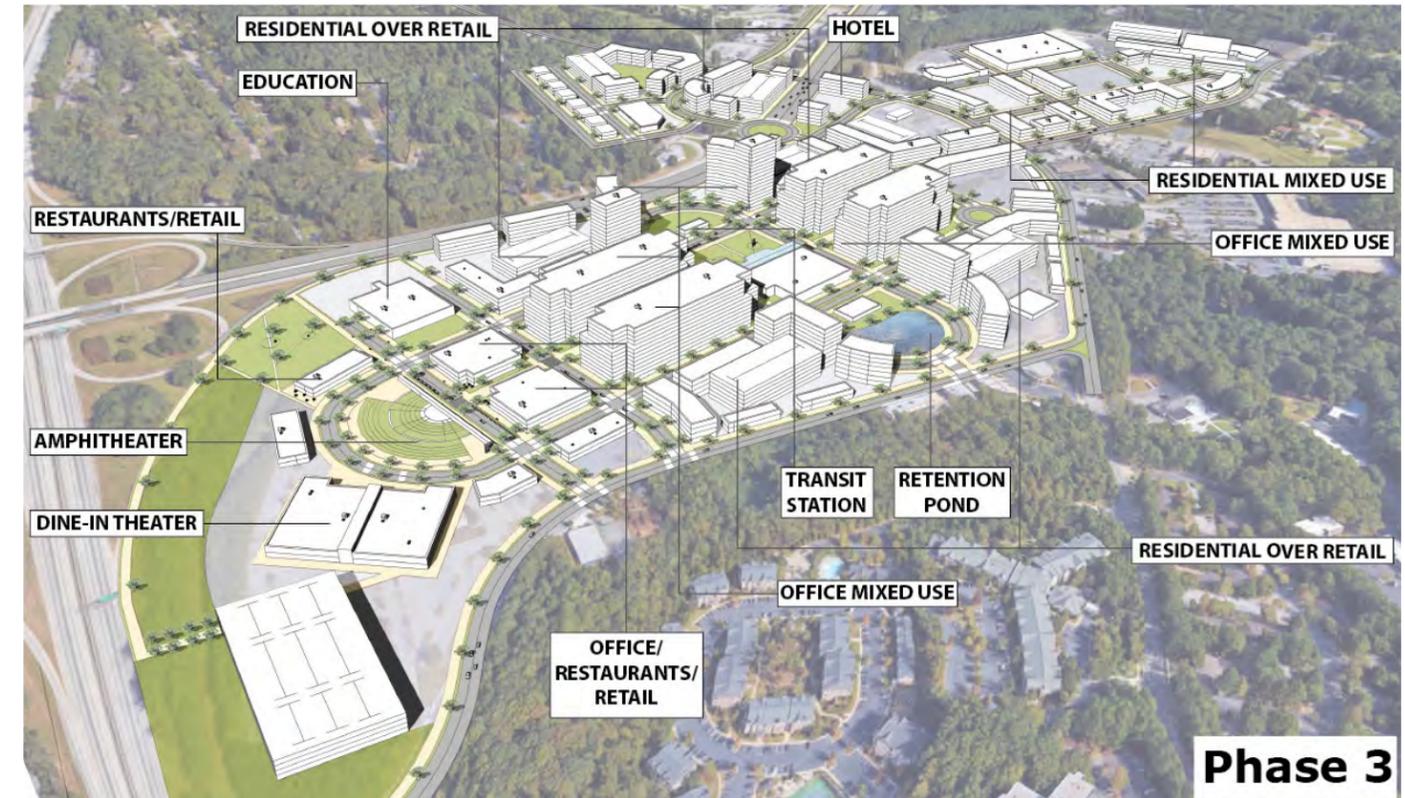
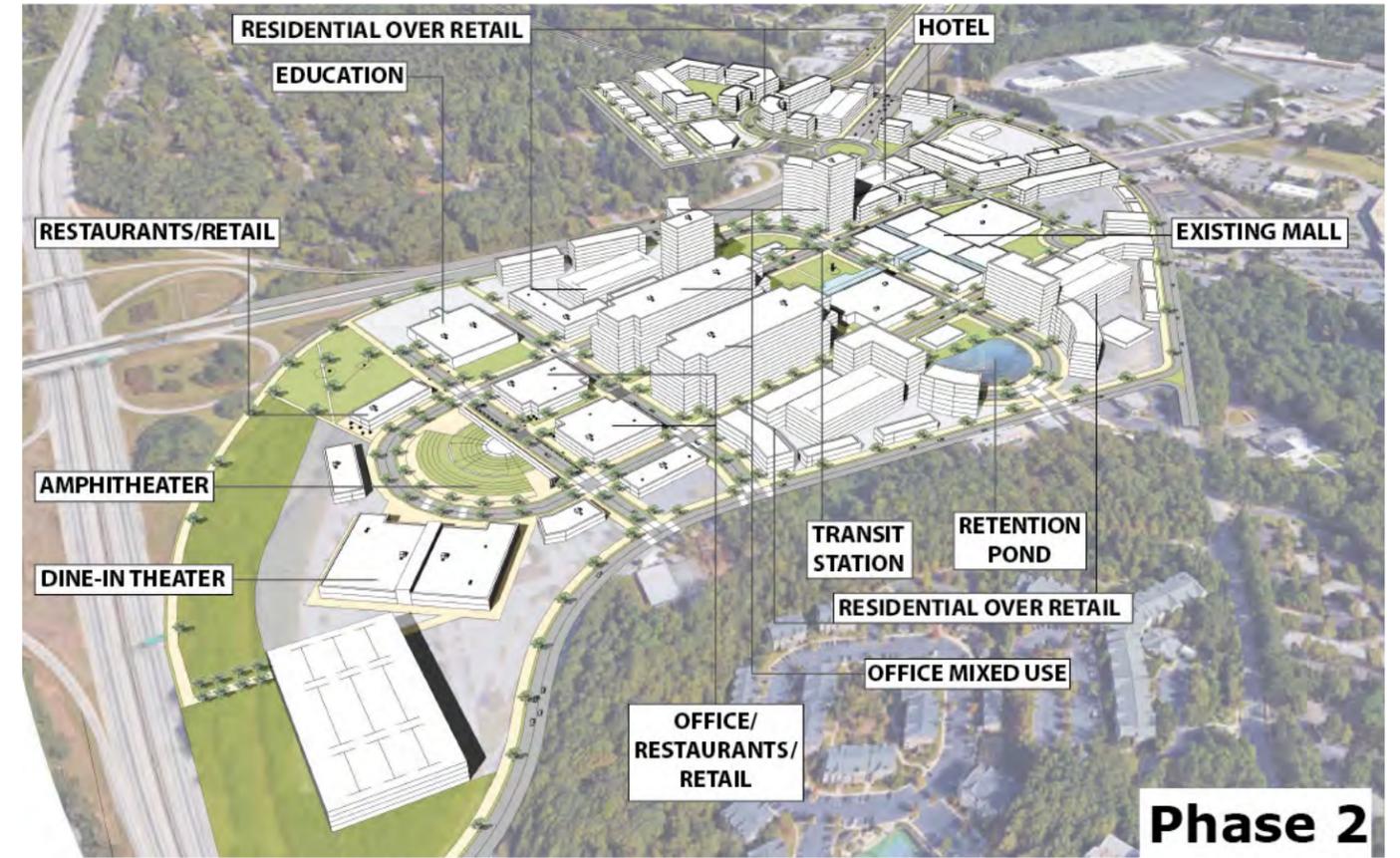




Figure 4.2f: Downtown Greenbriar: Phase II - View of the Mall from Office Mixed Use Area

4.2b Campbellton at Harbin Arts District/TOD

Campbellton at Harbin Arts District/TOD is a visionary approach to fully build out the site as a mixed use arts district. This development scenario is dependant on transit extending to this site and a mix of uses being incorporated. These uses would include, but not be limited to, residential, arts space, retail, and restaurants.

More MARTA

The Campbellton at Harbin Arts District/TOD node is focused on the area between Langford Parkway, Maxwell Drive, Campbellton Road, and Harbin Road. The Greenbriar community has been identified by MARTA as a service expansion opportunity for high capacity transit. The Campbellton TOD is located approximately 1.5 miles from the Downtown Greenbriar end of the line transit station, making it an ideal candidate for high density, mixed use transit oriented development.

Trail Connectivity

Similar to Downtown Greenbriar, connectivity and improved pedestrian/bicycle access and safety are key. Fortunately, this node is located near the proposed Aerotropolis trail network and through this network it could connect to the BeltLine. Connection to and expansion of the proposed trail system into the site, along with a focus on pedestrian access are fundamental. This conceptual site plan incorporates the trail system into the arts district. Transportation improvements for this site, including transit and trails are further laid out in Section 4.5.

Industrial reuse

Crucial to the entire Reimagine Greenbriar plan is preserving the neighborhood character, while also aiming to build a community-serving physical environment for Greenbriar. As such, this proposal seeks to maintain the already existing industrial buildings that currently house the Campbellton Road Community Center and System 5 Electronics, among other uses. These buildings could be integrated into the redevelopment or repurposed for new uses.

Neighborhood Services

Reimagine Greenbriar seeks to build on the strengths of the community in order to transform it into a regional destination. It also aspires to address the daily needs of current and future Greenbriar residents. This can be achieved by making sure the community has access to important necessities such as: dry cleaners, doctors offices, salons, and grocery stores. It will be essential to dedicate space in the Campbellton TOD for a better mix of uses that serve and support residents and visitors alike.

Recommendations

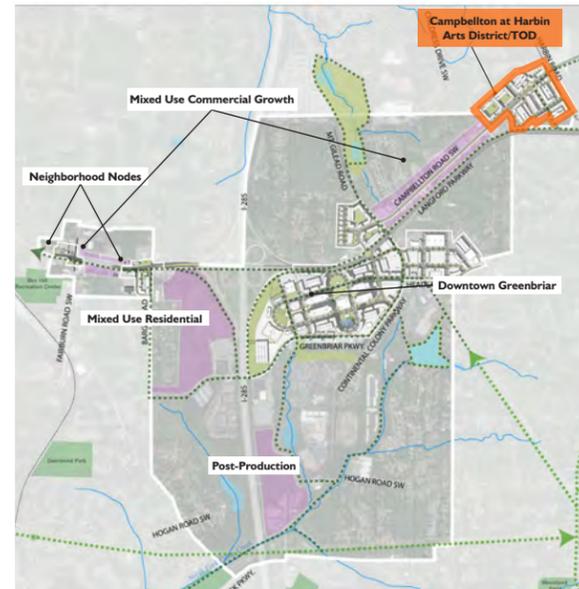


Figure 4.2g: Campbellton at Harbin Arts District/TOD

Arts District

To create a functional and unique destination which complements Downtown Greenbriar the Campbellton at Harbin Arts District/TOD could be constructed as an arts district. Amenities of a Campbellton arts district could include breweries, art galleries, boutiques, and restaurants. In addition to these experiential shops, usually utilitarian aspects of a development, such as pathways, crosswalks, seating, and awnings, could be tied into the artistic theme to enliven communal spaces. Similarly, public art could be placed throughout the area and concentrated in arts alleyways and plazas. These works can be varied in application, from fixed sculptures to murals or interactive installations and can be commissioned through partnerships with local businesses, organizations, and artists. Including the community in the design and implementation of these works is a great way to establish a sense of ownership. The community should also incorporate placemaking strategies as described in section 4.2. Specific to the Campbellton at Harbin Arts District/TOD are streetscape improvements, banners on streetlights, murals, and crosswalk art. Creating colorful, activated alleyways that connect the transit station to area retail, restaurants, housing, and proposed trails can help identify this stop as a unique destination.

Campbellton at Harbin Arts District/TOD



Industrial Reuse



Interactive Art



Signage



Galleries and Boutiques



Painted Walkways



Trail Connectivity

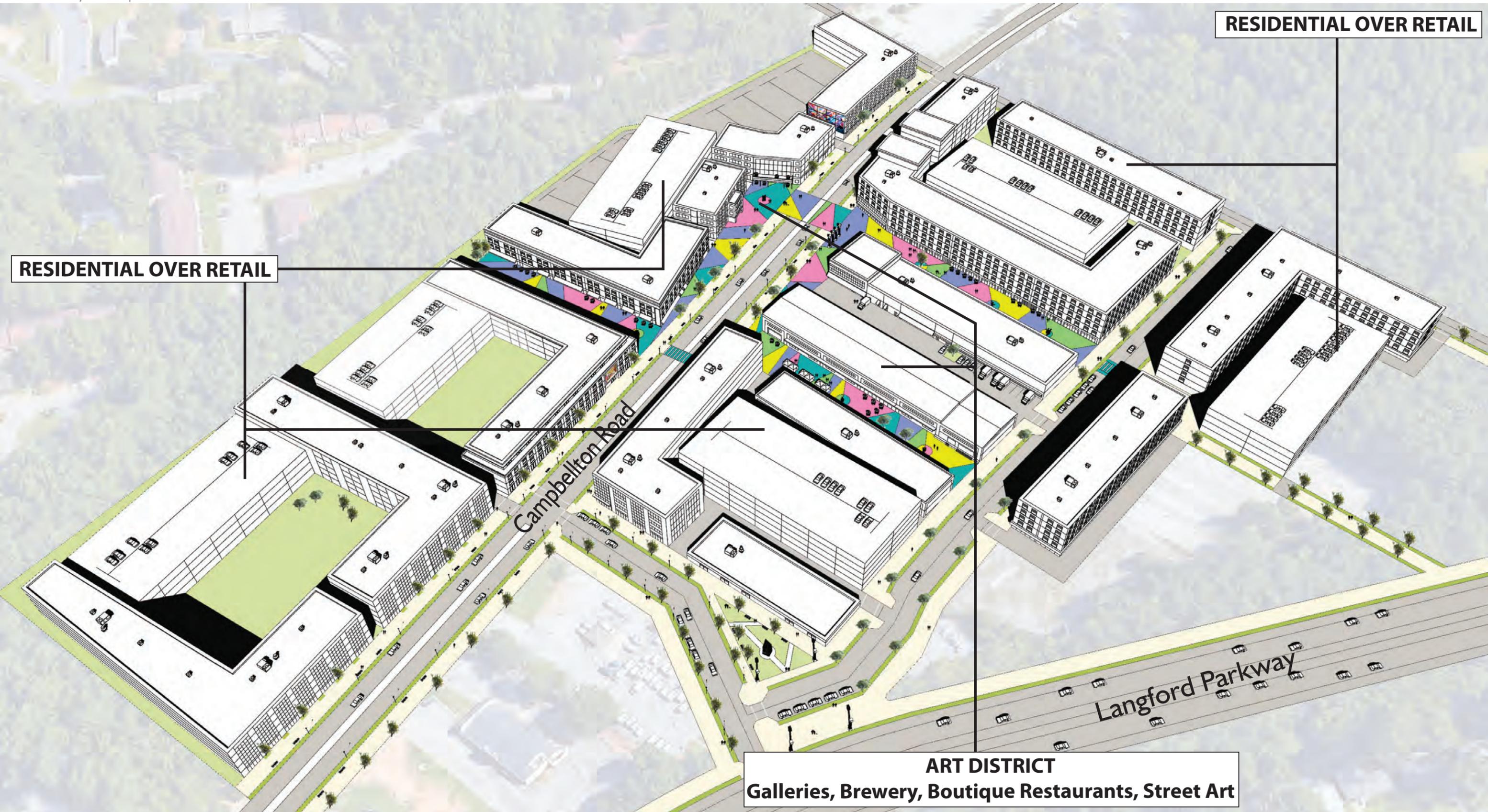


TOD



Recommendations

Figure 4.2h: Campbellton at Harbin Arts District/TOD Design Options



4.2c Neighborhood Nodes

To complement the concentrated redevelopment in Downtown Greenbriar and the Campbellton at Harbin Arts District/TOD, revitalizing existing historic neighborhood commercial nodes is also recommended. The examples provided in this section came from community input. The intersections where Fairburn Road and Barge Road meet Campbellton Road have neighborhood services like gas stations, retail, and religious centers. As they stand, these intersections are a mix of historic, walkable districts with buildings lining the street, peppered with car-centric infill. Furthermore, large parking lots line the sidewalks, creating an unpleasant pedestrian environment. Recommendations for these nodes focus on creating pedestrian friendly, neighborhood-serving nodes. Revitalization should focus on retrofitting existing buildings, infilling vacant or underutilized lots, and streetscape beautification.

Barge & Campbellton

The Barge at Campbellton node is the current home of the Barge Road Park and Ride. The Park and Ride site is anticipated to become obsolete with the proposed Greenbriar Transit Hub at Greenbriar Mall. This provides great potential to redevelop this node into a community asset. Figure 4.2i identifies redevelopment of the Barge Road Park and Ride into a mixed use district with housing above retail and neighborhood-serving offices, such as doctors and dentists offices. At the same time, this development preserves the existing Greenbriar Animal Hospital.

Fairburn & Campbellton

The Fairburn at Campbellton node is an active neighborhood center with popular restaurants and the William Walker Recreation Center. In addition, to appropriate infill that provides communal services, such as restaurants, boutique retail, doctors offices, accountants, etc. Recommendations for this node focus on streetscape, wayfinding, and beautification, including enhanced sidewalks with landscape buffers, a gateway arch, and banners on street posts. Refer to Figures 4.2n-p.

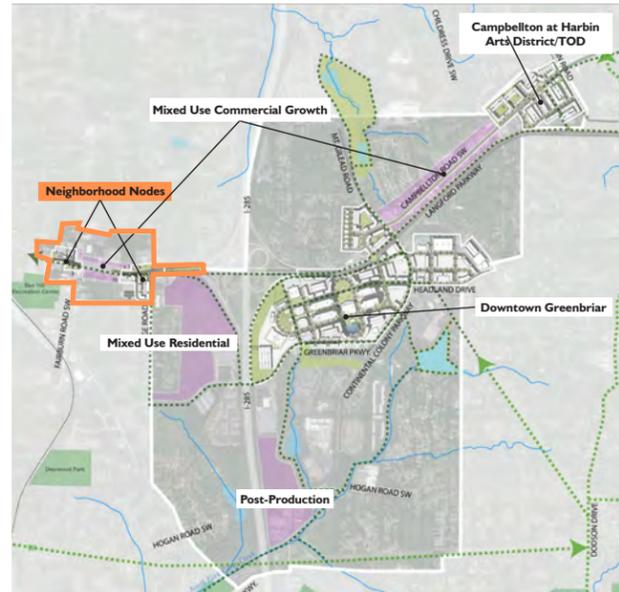
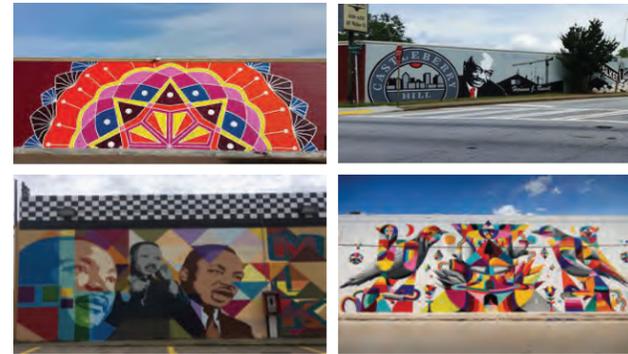


Figure 4.2j: Neighborhood Nodes



Figure 4.2k: Community's Identified Preferred Development Styles - One Story Retail

Barge & Campbellton Neighborhood Node



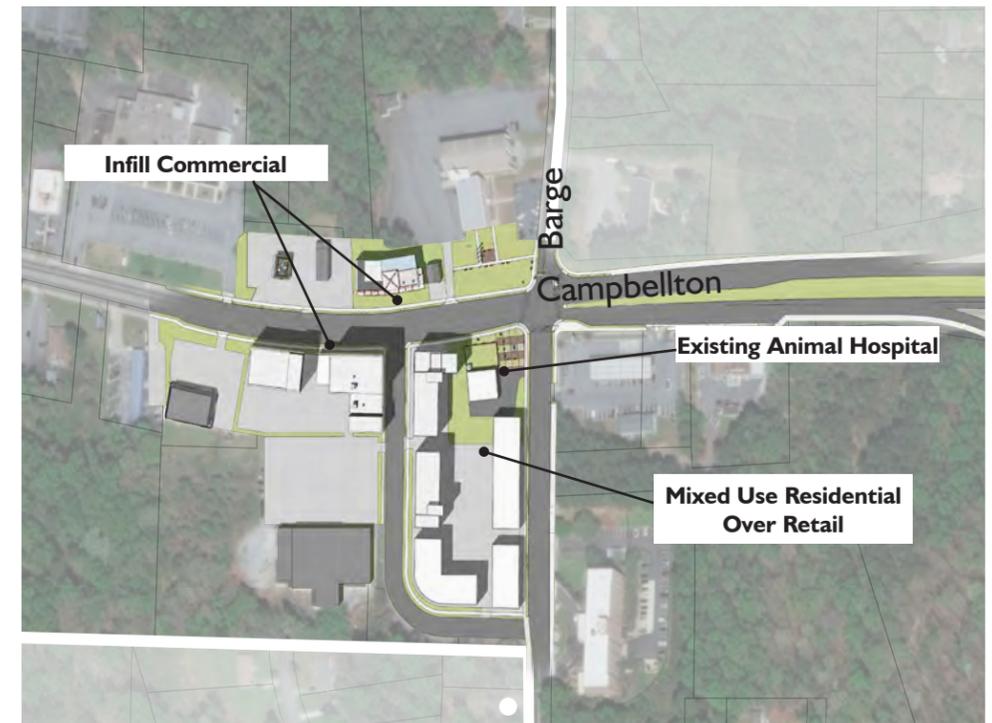
Murals



Wayfinding



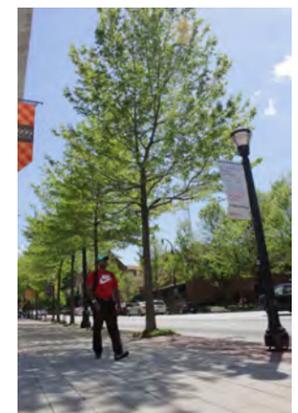
Dining Options



Signage & Streetlights



Improved Sidewalks



Street Trees



Figure 4.2m: Barge and Campbellton Redevelopment

# Fairburn & Campbellton Neighborhood Node



Bus Shelters



Gateway Sign/Signage and Flags



Seating



Public Art



Wayfinding



Crosswalks



Playgrounds

Figure 4.2n: Fairburn & Campbellton Redevelopment

Figure 4.2o: Fairburn & Campbellton Redevelopment

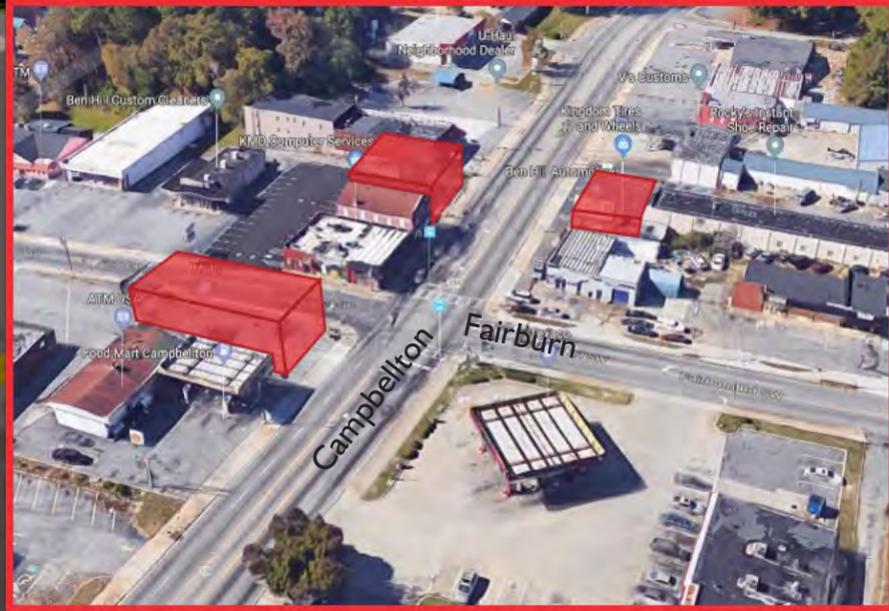


Figure 4.2p: Fairburn and Campbellton Redevelopment

4.3 Placemaking

Placemaking is a key step to identifying Greenbriar as Southwest Atlanta’s Downtown. Placemaking capitalizes on the existing assets of the community to create public spaces that promote community well-being and branding. Building from the unique neighborhood attributes, placemaking recommendations were developed for Greenbriar. Placemaking preserves and enhances a community’s sense of identity. It is a community-led process that results in physical or programmatic interventions, such as painted crosswalks, signage, and art.

Specific recommendations will be laid out for the development concept areas, but this section suggests overall placemaking strategies for the entire community. For Greenbriar, placemaking recommendations focus on enhancing greenspace, highlighting history, and incorporating art to create more inviting and interesting spaces.

Following are some recommended placemaking strategies for the Greenbriar area:

Activated Greenspace

The trail plan, as described in Section 4.4, highlights greenspace potential in the area. Refer to Figure 4.4a. To effectively activate the trail system and common spaces, the development of placemaking strategies for people friendly parks along the trail are encouraged. Various strategies could include incorporating artistic play areas, sculptural art parks, or educational nature markers and trails.

The key to activating greenspace is making them attractive and easily accessible. Outdoor seating and shading invite people to sit and be comfortable. This seating can be visually appealing and engaging. See Figure 4.2a. Once people are seated in the greenspace, they need to have a reason to stay. Outdoor chess, putt-putt golf, and water features could be placed throughout the open spaces. Skateparks, dog parks, and picnic areas draw in a variety of park visitors to engage.

Signage and Wayfinding

A critical placemaking element identified through stakeholder and community input was the need for improved wayfinding in the study area. In addition to more efficiently directing visitors, signage and wayfinding can be a visual branding mechanism for Greenbriar. Gateway arches, information boards, neighborhood street toppers, and seasonal decorations would delineate the Greenbriar area and add to its charm. This is especially critical at the major intersections along Langford Parkway, Campbellton Road, and I-285. Currently, it is very difficult to see the Greenbriar Mall from the highway. Improved signage would help passersby and visitors more easily locate the amenities Greenbriar can offer. It is recommended that the community develop a comprehensive signage and wayfinding plan for the study area.

Highlight History

Signage can also be used to tell the stories of Greenbriar’s past and present. Understanding Greenbriar’s past is critical to preserving its future. Plaques, signs, murals, and artwork could highlight local landmarks and influential residents. They could also point out buildings that once stood, but were lost to urban renewal. Historical elements could be incorporated into the Greenbriar Mall trail, further described in Section 4.4.

Art

To spotlight Greenbriar’s amenities and further promote branding efforts for the area, it is recommended to coordinate with area artists and art organizations to locate and host art events throughout the community. Trail and greenspace art, artistic bus stops, music in the park, and creative signage can all be a product of this partnership. The area has the potential to be more inviting and engaging by creatively utilizing artistic murals and lighting.

Safe Streetscapes

Safety and beauty are not mutually exclusive. Beautification efforts can make streets and sidewalks safer for all modes of transportation. Colorful crosswalks improve visibility for both drivers and pedestrians. Street trees and planters add buffers and shade for people on the sidewalk, while also creating visual cues for drivers to slow down. Beautifying the right of ways will enhance the neighborhood’s character and enrich travel throughout the area.

HIGHLIGHT HISTORY

Important Figures from Greenbriar:

- Mayor Keisha Lance Bottoms
- Major Lance
- Mayor Shirley Franklin
- Mayor Andrew Young
- Mayor Maynard Jackson
- Barney Simms
- Kenny Leon



Figure 4.3a: Placemaking Inspiration

4.4 Greenspace and Trails

Greenspace and trails are a great asset to any community, providing active transportation and mental and physical health benefits with increased access to nature and activity. The Greenbriar community is home to several parks, although none directly located within the study area, including Stone-Hogan Park, Deerwood Park, William Walker Recreation Center, and North Camp Creek Parkway Nature Preserve. While trails have been proposed, planned, and constructed in nearby communities, including the City of East Point and the Aerotropolis area, there are no trails in the Greenbriar study area. This section provides recommendations for new potential parks within the study area and a network of trails to connect the community to parks, commercial districts and to planned trails in neighboring communities. Refer to Figure 4.4a.

Greenspace

This report proposes four new parks within the study area. A passive park is proposed on Mt. Gilead within property that is difficult to develop due to an existing stream and two ponds. This greenspace with trails is proposed to take advantage of the water resources, including a learning trail with informative plaques and markers highlighting unique and relevant plant species, and a dog park. A skate park or pump track and an amphitheater are proposed as part of the Phase I development of Downtown Greenbriar. Farmer's markets and other community programming is envisioned to take place at the amphitheater. The fourth park is proposed as a linear park on a difficult to develop parcel, due to challenging topography and a creek. This park is located just north of senior housing and could provide an amenity for area seniors, including trails and art. This park could also provide improved access to trails that are proposed to connect across Greenbriar Parkway to Greenbriar Mall.

A series of small, linear pocket parks are also proposed at Downtown Greenbriar, connecting the mall to the proposed Greenbriar Mall trail, a trail that encircles the mall property. These pocket parks are envisioned to be activated with entertaining and functional uses to incorporate into the entertainment district. Uses may include outdoor workout equipment near the Planet Fitness, a small putt-putt course to harken back to the sites former days as a golf course, a farmers' market, and outdoor café seating near the food court.

Trails

A network of trails are proposed in the Greenbriar area to better connect the community to the proposed redevelopment sites, to the existing and proposed parks, and to planned trail systems in neighboring communities. The proposed trails follow creeks, such as North Fork Camp Creek which connects Greenbriar Mall south to Princeton Lakes and Camp Creek Marketplace. The proposed trail can split from the creek, south of Hogan road and continue to the mall on the west segment and to the pond located behind Greenbriar Village and The Fountainebleau SW to the east where trails along the pond are proposed.

A trail encircling and connecting to Greenbriar Mall is proposed to provide the seniors who commonly walk the inside of the mall an alternative to get outside and walk on a beautiful trail system, connected with linear pocket parks, as described above. This trail has potential to bring beautification and investment to the mall, further incentivizing future redevelopment.

Trails are also proposed along Campbellton Road and Langford Parkway and are dependent on improvements to these streets which would make pedestrian safety a priority.

With all trails, safety is key. It is recommended to work closely with the Atlanta Police Department and particularly the police precinct at Downtown Greenbriar to encourage regular patrol, bike patrol, call boxes, and other security measures along the trails.

Greenbriar Environment

The ecology of the Greenbriar area has been identified in the City's draft Urban Ecology Framework Plan as a unique and rich natural environment. It is recommended to continue to preserve this natural resource. Additionally, a specific ecological study should be considered to help determine what makes the area so unique, how to best preserve and enhance it, and means to educate and showcase this rich resource.

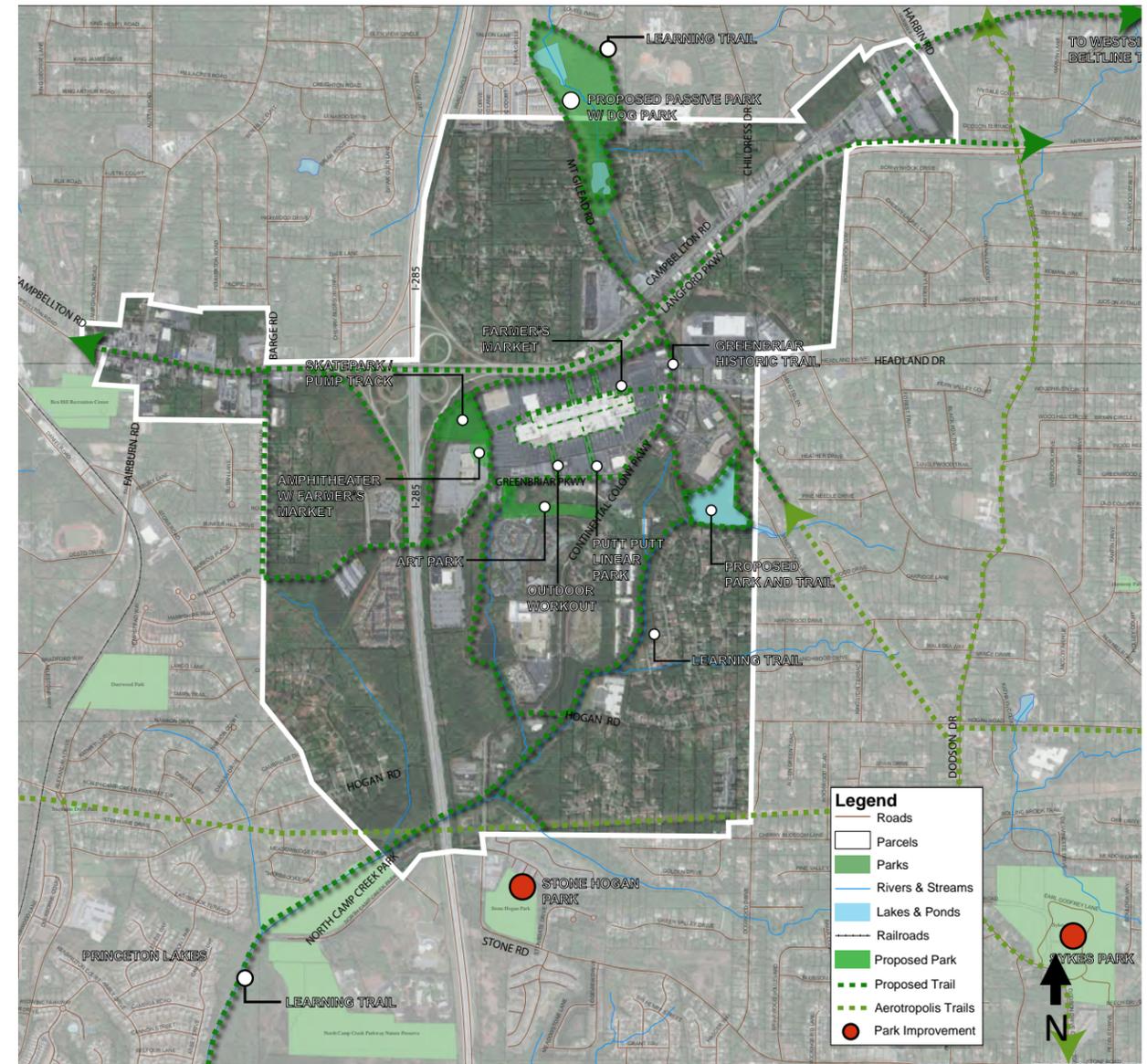


Figure 4.4a: Trails Map

4.5 Multi-modal Connectivity

The transportation recommendations for the LCI study can be organized into two categories: shorter-term improvements to the surface street network and supporting infrastructure, and longer-term transformations of regional access and mobility patterns to provide a different level of connection to all of Greenbriar.

The shorter-term improvements constitute most of the transportation projects for the district. These include quality-of-life-based enhancements that fit within the traditional focus of the LCI program, emphasizing the conversion of shorter trips within the district away from drive-alone travel. Key among these is a series of right-of-way repurposing projects which would convert the four-lane undivided street sections of the mall district's main thoroughfares into streets better designed for people and serving a greater number of travel modes. Greenbriar Parkway south of the mall, Continental Colony Parkway, and the Stone-Hogan Connector Road all feature four-lane undivided cross-sections, but also feature current travel volumes of under 10,000 vehicles per day: generally considered to fit well within the capacity of a road with only two general purpose travel lanes.

However, many smaller-scale projects are also recommended to complement what can be done with these corridor retrofits and enhance transportation safety for all users of the district. These include geometric modifications to intersections; replacement or enhancement of pedestrian crosswalk markings, curbs, and signals; and strategic sidewalk gap-filling. The study also recommends streetscape projects intended to help the neighborhood commercial nodes west of I-285 reach their development potential.

Longer-term improvements recognize the current stability and business performance of the mall but seek to change how it connects to the surrounding neighborhoods and Atlanta region. These are focused on rethinking Langford Parkway, its role in the regional transportation system, and how it can provide improved access to the district. They also include rethinking personal and vehicular circulation on the mall property itself, including reconfiguring access points, the layout of the mall's parking circulation, and how pedestrians may connect to other parts of the district from the mall site.

As with many LCI projects, certain recommendations will require more detailed study than what is possible in the scope of a general community master plan, and these needs for further study are also described in the following sections. As project and study recommendations are described, refer to Figure 4.5a for locations and references to project numbers that the LCI will use for shorthand identification.

Shorter-Term Improvements: Streets for People

Most of the district's thoroughfare streets are multi-lane cross-sections carrying significantly lower traffic volumes than their capacity. Since the LCI master plan proposes to add residential and commercial density primarily around the mall site, sizeable lengths of these streets, especially to the south of the mall, should not see significant change in traffic volume and may be repurposed to use more of their right-of-way for active transportation and streetscape enhancements.

The two projects described below and shown in Figures 4.5.b-c (Projects T-04 and T-07) would convert four-lane undivided cross-sections into three-lane typical sections allowing remaining space to be used for bicycle facilities, streetscape enhancements, on-street parking, or other features that support the community needs for these streets. The recommendations for short-term enhancement rests on simple changes that can demonstrate feasibility of these new street designs. Coordination with transit and other long-term changes may further enhance these street sections for other mobility needs.

The major thoroughfare streets in the Greenbriar area were built along with the development of the mall, presumably in an effort to stimulate development in the area around the I-285/Langford Parkway interchange and accommodate the resulting traffic. However, at least by measuring traffic patterns over the last 20 years (as shown in Section 2.3), that traffic growth has not happened to an extent that would fully utilize the roadway capacity of Greenbriar Parkway south of the mall, Continental Colony Parkway, or the Stone-Hogan Connector. Furthermore, the four-lane sections of these streets terminate without transitions that would accommodate greater traffic volumes. Greenbriar Parkway travels west under I-285 as a four-lane section and ends at Barge Road with no signage or lane markings to enable a better transition into the surrounding single-family neighborhoods, and Stone-Hogan connector's typical cross section changes from four lanes to two lanes around a curve, with no signage or indication of lanes ending.

This master plan recommends right-sizing these streets to better manage speeds and safety conflicts. These projects would also enable a short-term improvement in the Greenbriar area's multi-modal connections, especially in creating an on-street bicycle network without costly right-of-way acquisition or street reconstruction. This is important not only because of community-articulated concerns over a need for better conditions for pedestrians, but also because of the forthcoming transit investment expected in the area and the potential for more of the area's transit passengers to have non-driving access to a station at or adjacent to the Greenbriar Mall. Changing the character of these streets to better enable walking and bicycling to transit will help to ensure a more successful transit investment in this corridor.

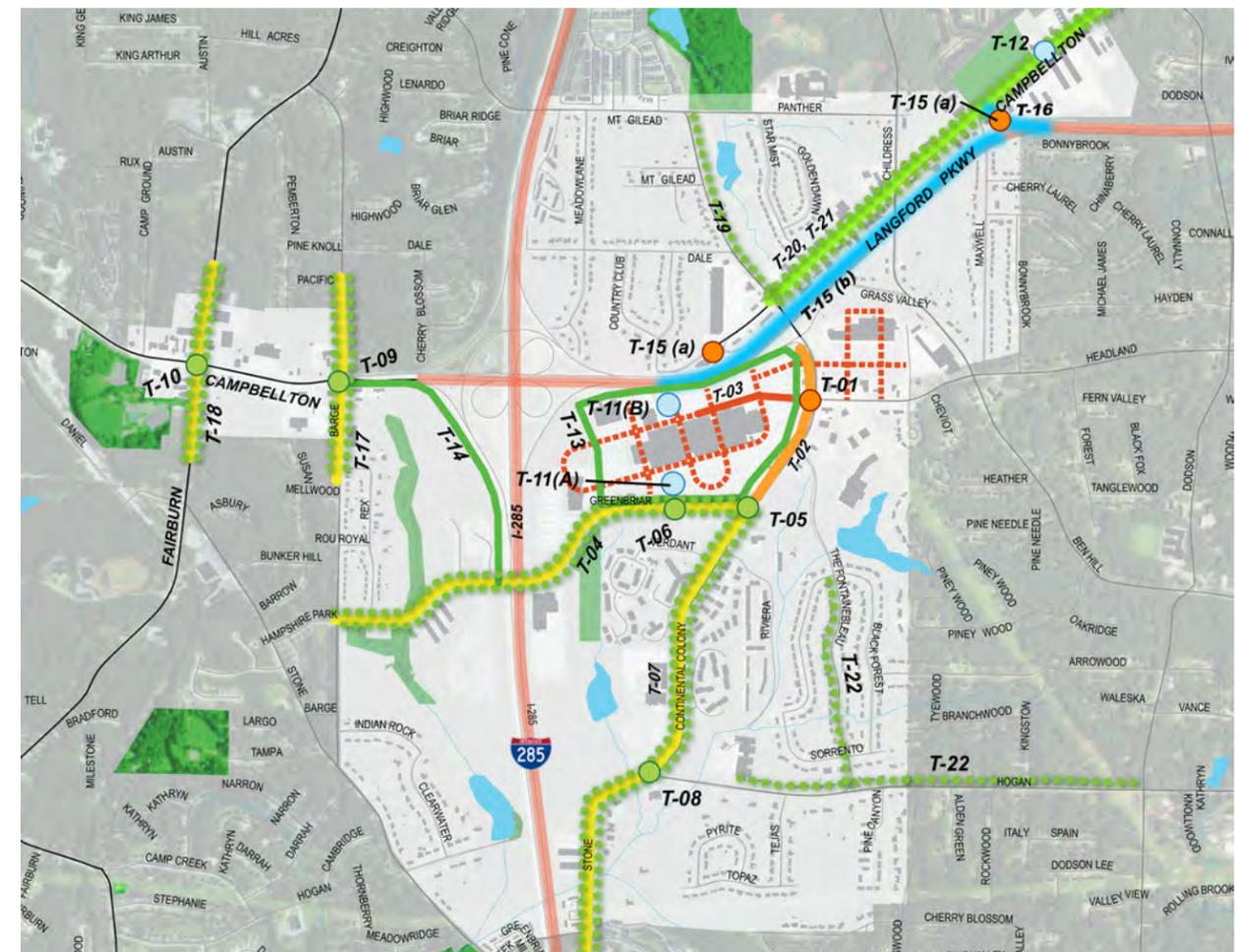


Figure 4.5a: Transportation Projects

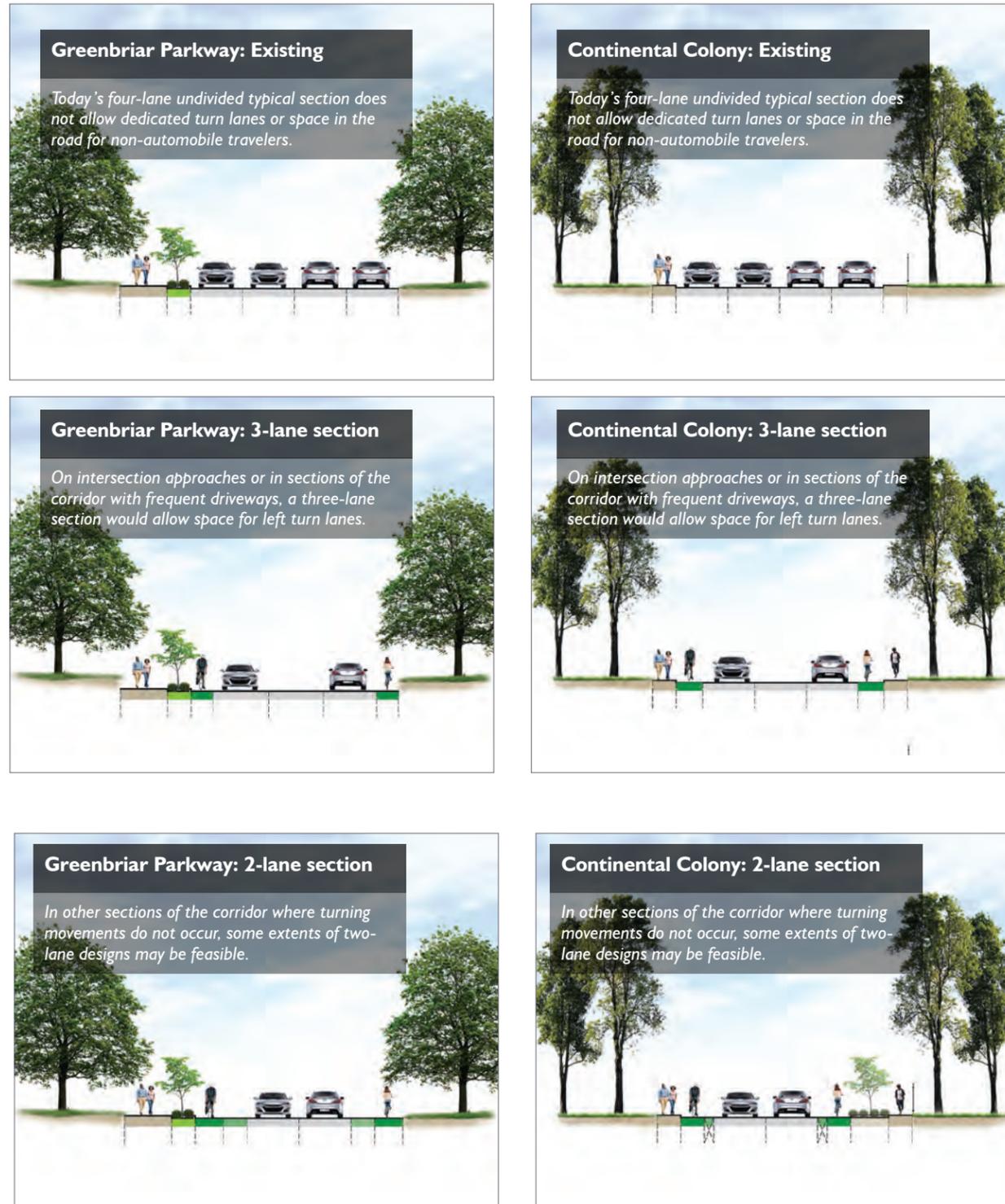


Figure 4.5b: Conceptual Illustrations of Street Repurposing for Project T-04

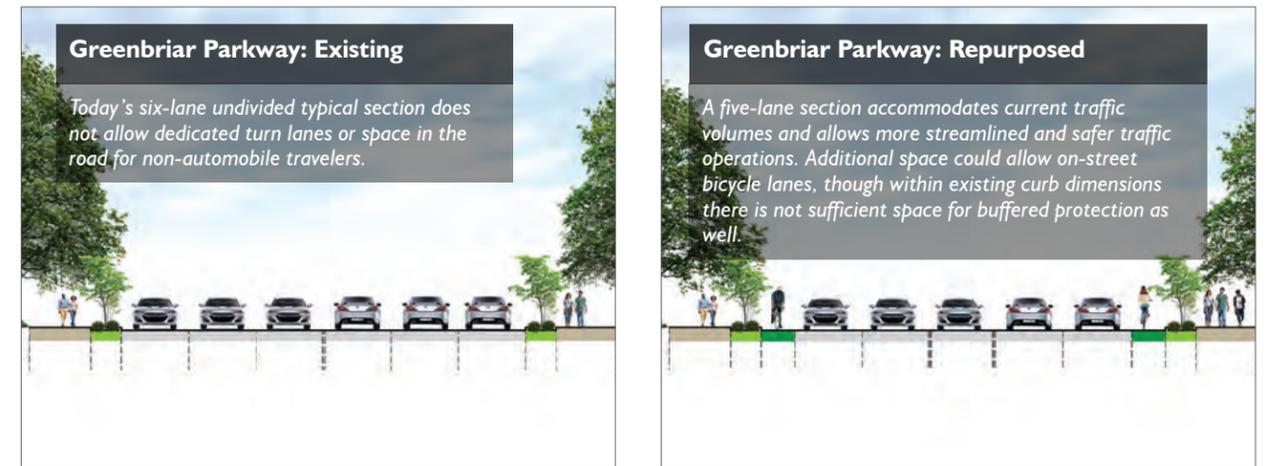


Figure 4.5d: Conceptual Illustrations of Street Repurposing for Project T-02

The following projects are recommended for street conversions, with additional study an important step to determine full feasibility and design parameters.

**Greenbriar Parkway south of the Greenbriar Mall (Project T-04).** Repurpose right-of-way to reduce four lanes to two travel lanes, reserving left turn lanes at key intersections. Additional space may be used for protected bike facilities or future transit corridor space. This would also include a protected mid-block crossing for pedestrians (Project T-06), which could be implemented today but should be included as part of a street repurposing project.

**Continental Colony Parkway and Stone-Hogan Connector from Greenbriar Parkway to Stone Road (Project T-07).** Repurpose right-of-way to reduce four lanes to two general-purpose travel lanes, reserving left turn lanes at key intersections. Additional space may be used for protected bike facilities, curb extensions or curb islands for streetscape expansion, street parking, or other curb-side uses. The Atlanta Transportation Plan identifies Stone-Hogan and Continental Colony for future on-street bike network.

**Greenbriar Parkway (East) Safety and Operational Improvements (Project T-02).** In addition, the study also recommends a repurposing of Greenbriar Parkway east of the mall, though this is intended primarily to address operational and safety challenges of this corridor. As Greenbriar is the primary means of access for the mall and several nearby commercial properties, traffic patterns feature frequent left turns but no dedicated left-turn storage—either along the street’s typical section or at intersections.

**Barge Road and Fairburn Road Streetscape Projects (Projects T-17 and T-18).** Implement streetscape improvements on the approaches to the Barge Road/Campbellton Road intersection (T-17) and the Fairburn Road/Campbellton Road intersection (T-18) to enhance sidewalks, add landscaping, and, as right-of-way allows, provide on-street parking and other amenities to support small-scale redevelopment in the area.

These projects should be coordinated with Projects T-09 and T-10 described in the following section.

**Continental Colony Elementary School Sidewalks (Project T-22).** Add a series of sidewalks in key locations to increase access from Continental Colony Elementary School to adjacent neighborhoods. For purposes of the LCI, this project is envisioned within the City of Atlanta limits, although the City should coordinate with the City of East Point to make these sidewalk enhancements part of a larger improvement in area walking conditions.

**Mount Gilead Road Sidewalk (Project T-19).** Today, Mount Gilead Road lacks sidewalks from Panther Trail to Campbellton Road. This is a key link from the north of the study area to Downtown Greenbriar, and worn foot paths on the roadside point to a clear demand for pedestrian travel. This project would add a sidewalk with a minimum width of 5 feet on at least one side of Mount Gilead Road between Campbellton Road and Panther Trail (west side is preferred side). Add high-visibility crosswalks at the Mount Gilead Road/Panther Trail intersection.

**Shorter-Term Improvements: Intersection Enhancements**

The following locations are recommended for intersection enhancements. At the time of this report, Georgia Department of Transportation (GDOT) was also exploring safety-based improvements on the Campbellton Road corridor west of I-285 that could affect design of intersections. The City of Atlanta should continue coordination with GDOT to ensure that pedestrian safety and comfort are preserved in any corridor design projects and that the intent of the projects below, the improved walking access in these commercial nodes, is met.

**Greenbriar Parkway/Headland Drive Intersection Operations Improvements (Project T-01).** This would reconfigure signal and lanes on the western leg of the Greenbriar Parkway/Headland Drive intersection (the Greenbriar Mall entrance) to improve efficiency of traffic operations and preserve pedestrian safety. Today a large volume of traffic turns left to northbound Greenbriar Parkway and is only given a single lane and a short queuing distance from this mall access drive. This project involves restriping/reconfiguration of the mall access driveway to allow different turning movements, such as converting the middle eastbound through-traffic lane to a shared through-left turn lane, and potentially upgrading traffic control equipment to allow different timing and phasing.

**Greenbriar Parkway/Continental Colony Intersection Redesign (Project T-05).** Reconfigure travel lanes at this intersection, in conjunction with Project T-04, to reduce vehicle turning radii, shorten pedestrian crossing distances, and control speeds, especially at the northwest corner of the intersection.

**Stone-Hogan/Hogan Intersection Redesign (Project T-08).** Reconfigure this intersection, in conjunction with Project T-07, to align Hogan Road crossing at a right angle and add pedestrian crosswalks and curb ramps. The project should also include sidewalks and other pedestrian enhancements along Hogan Road to Continental Colony Elementary School, filling a sidewalk gap currently in this location.

**Campbellton Road/Barge Road Pedestrian Enhancements (Project T-09).** Pedestrian enhancements at the Campbellton Road/Barge Road intersection, including realignment of west-leg crosswalk to shorten distance and enlargement of channelized island at the intersection's northeast corner.

**Campbellton Road/Fairburn Road Pedestrian Enhancements (Project T-10).** Pedestrian enhancements at Campbellton Road/Fairburn Road intersection, including a curb extension on the southwest corner to

allow an accessible pedestrian path around signal posts and restriping of degraded crosswalk markings.

In addition to coordination with GDOT's potential design for this corridor, both Projects T-09 and T-10 should also be coordinated with designs for streetscape enhancements (Projects T-17 and T-18, described in the following section), even if these streetscapes and street changes are implemented at later dates as funding is available.

**Longer-Term Improvements: Mall Access and Trails**

One of the most notable challenges that the existing mall faces is immediate access from public streets and circulation. Field observations of mall traffic suggested that a major portion of mall traffic uses the primary east entrance, connecting to the Headland Drive/Greenbriar Parkway intersection, and turns left from this exit to access Langford Parkway, I-285, or Campbellton Road. Addressing the circulation challenges at this intersection could be accomplished with a shorter-term action through Project T-01, but longer-term changes to circulation will allow traffic—both existing mall traffic and new traffic expected as the mall area redevelops—to be better managed at this important location.

**Reconfigured Mall Circulation (Project T-03).** To accommodate this, the study recommends building on the short-term changes of Project T-01 and beginning to realign the access and circulation within the mall site. Today's mall site features a layout typical of post-World War II suburban malls, with a ring road around most of the mall's surface parking and commercial outparcels between this ring road and the public street network. Circulation to and from the mall's main eastern entrance (at the Greenbriar Parkway/Headland Drive intersection) is inefficient, with an all-way stop located close to the signal at Greenbriar Parkway. Extending this driveway further into the mall site as a street will not only provide more storage length at the Greenbriar Parkway intersection, but also begin to frame a street network that can better support redevelopment of the mall area.

Multi-modal access to and around the mall, especially as the mall area prepares for a future transit investment, is also important. The study recommends **Project T-13** as a trail system around the primary mall building and surrounding parcels, to be coordinated with redevelopment plans. As outparcels and other portions of the mall site redevelop, this trail would serve as a bicycle- and pedestrian-oriented spine of the district to link its various components.

Bridging the barriers from the mall to the western part of the study area will also be important to realize the full potential of transit to serve the Greenbriar district. The study recommends **Project T-14**, a trail connec-

tion around the Langford Parkway/I-285 interchange, as a means of tying together recommended bicycle and pedestrian improvements throughout the Downtown Greenbriar. This is envisioned to function similarly to the popular Path 400 trail on Atlanta's northside, which took advantage of a freeway corridor to link a bicycle and pedestrian multi-use path through a developed area.

As an alternative to this project, the streetscape enhancements on Barge Road (Project T-17) could also be extended south to Greenbriar Parkway to connect to recommended enhancements from Project T-04. The City should consider both of these potential approaches as ways to connect the east and west sides of the study area through non-motorized travel, pursuing an option that minimizes impact on neighborhoods and the natural environment.

**Longer-Term Improvements: Rethinking Langford Parkway**

From a broader, more regional perspective, the mall area is currently challenged by limited-access to and from the Langford Parkway and Campbellton Road corridors. As discussed in Section 2.3 of this report, travelers to Downtown Greenbriar must access the mall by way of a complex interchange that currently has little signage or directional guidance to this destination, and all traffic to the mall and its surrounding commercial uses must use a short extent of Greenbriar Parkway east of the mall. As a result, this section of the street is congested at peak times, while roads surrounding the mall are not.

Changes to access from Langford Parkway would provide additional points of entry into the district and better position it for economic success. This is important because of

the relationship to the district and the larger transit project envisioned for the Campbellton Road corridor. Although that project is also intended to serve other commercial districts along Campbellton Road, its end-of-line station at or around Greenbriar Mall offers potential for an increased amount of development in the area because of the person-moving capacity that transit will bring. However, the prospect of this development is critical to make this transit project competitive for funding sources beyond locally-generated MARTA funds—indeed, the More MARTA expansion program's project planning has assumed that MARTA will be able to attract 50 percent of project costs from federal funding assistance, as is typical with major transit capital projects. A more developable Greenbriar and transit work hand in hand, but the former is currently challenged by the difficult access to and limited visibility of the district.

It is for this reason that this master plan has introduced the idea of a repurposed Langford Parkway in the area immediately around the Greenbriar Mall and the I-285 interchange. A major freeway modification project such as this is usually beyond the scope of an LCI study, which focuses on projects and policy changes to convert short trips in a mixed-use district away from drive-alone travel. However, the Greenbriar study area is at an important nexus of the City's priorities for transit expansion and the redevelopment of this district, and as such represents a key opportunity to articulate possible approaches to this. The LCI does not direct a particular change, but it does introduce a conversation for the City of Atlanta to begin with its agency partners, particularly GDOT and MARTA, on the future of the Langford Parkway corridor and how it can be a part of

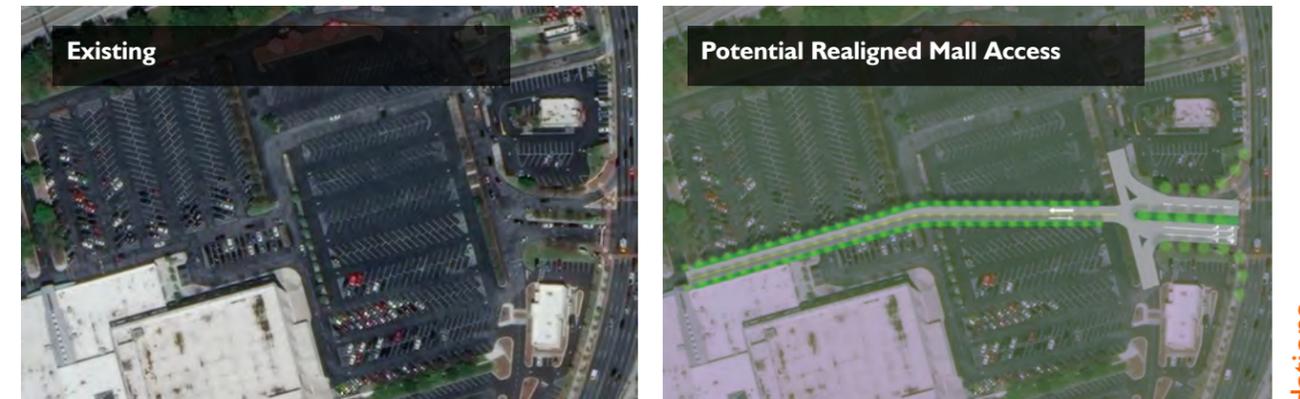


Figure 4.5e: Conceptual Illustrations of Reconfigured Mall Access for Project T-03

a revitalized Greenbriar and southwest Atlanta.

The study presents three ideas for ways that this reconfiguration could be accomplished. These are tied to projects as part of the LCI recommended projects list, but it is envisioned that only one idea would be chosen as a path forward should the City and its partner agencies find agreement.

**Idea 1 (Project T-15a)** is a light-touch reconfiguration of the Greenbriar Parkway interchange system that essentially moves the westbound ramps east to the LCI study's Harbin Road redevelopment node. This makes a clearer path to the mall from the east and brings more regional traffic accessing the mall to the Campbellton Road corridor and its commercial land uses. Although reconstruction of the ramps would require further study, engineering, and ultimately right-of-way acquisition, this design leaves the main portion of the Langford Parkway freeway intact and could be accomplished with minimal construction.

**Idea 2 (Project T-15b)** is a more fundamental change to Langford Parkway, converting it to a surface arterial thoroughfare for at least a portion of its length and allowing additional intersections to reach the mall district. As shown in Figure 4.5g, one potential concept for achieving this is to realign Langford Parkway to use the existing eastbound interchange ramps, which currently intersect with Greenbriar Parkway at grade, and to realign Campbellton Road to intersect with the repurposed Langford Parkway at a four-leg intersection. This is also illustrated in the redevelopment concepts shown elsewhere in this report.

**Idea 3 (T-16)** would terminate Langford Parkway altogether and bring it to a three-leg ('T') intersection with the existing Campbellton Road. The LCI study has assumed that current traffic volumes on Langford Parkway will remain unchanged, meaning that they would be transferred to Campbellton and increase its traffic volumes significantly.

However, making these changes would also eliminate over a half-mile of the freeway parallel to the Campbellton Road corridor, allowing that land to be reused for development, to be enhanced with green space, or to serve other purposes to help revitalize this section of the Campbellton corridor.

Figure 4.5h illustrates the conceptual layout of the realignment and what space could be made available for greenspace and other uses.

All of these concepts will require further study and coordination between the City of Atlanta and partner agencies, as discussed below on study implementation.

**Longer-Term Improvements: Transit**

The City of Atlanta's and MARTA's More MARTA transit expansion program project list includes the Campbellton Road corridor as a key high-capacity transit project, and at the time of developing this report it was among the City's highest priorities. Although the project will be led by MARTA and will undergo a series of planning and design studies to refine the concept, the LCI study recommends that this transit include two stations within the study area: one end-of-line station adjacent to the Greenbriar Mall (listed with two potential locations as **Projects T-11a and T-11b**) and a more neighborhood-serving, inline station at the Harbin Road redevelopment node (**Project 12**).

**Implementation: Project Study and Programming**

The project recommendations discussed in the previous sections are presented as standalone actions to address transportation needs for a district poised for a more transit-oriented future. However, realities of capital project funding, especially for transportation projects, point to a need to group some of these projects together to be competitive for federal and ARC funding sources. In practical terms, even projects to be led by the City of Atlanta may be grouped in order to realize greater efficiency in design and construction.

In addition, certain projects will need additional study and refinement prior to full implementation. The details of this additional study are defined as follows.

**Street Repurposing Feasibility Study:** Study Projects T-02, T-04 and T-07 together to determine extents of feasibility and design of the streets. Include intersection designs for T-05 and T-08 in these studies, even if these are implemented separately.

**West Campbellton Local Street Enhancements:** Consider packaging Projects T-17 and T-18 into a single enhancement project coordinated with GDOT and City of Atlanta/Renew Atlanta project enhancements on Campbellton Road. Coordinate with GDOT on W Campbellton Road improvements to ensure that the pedestrian improvements envisioned in Projects T-08 and T-09 are met through any GDOT projects.

**Transit Study Coordination:** Work with MARTA to identify potential station locations identified in the LCI as Projects T-11 and T-12; reserve these spaces in development discussions as future transit sites through easements or acquisition.

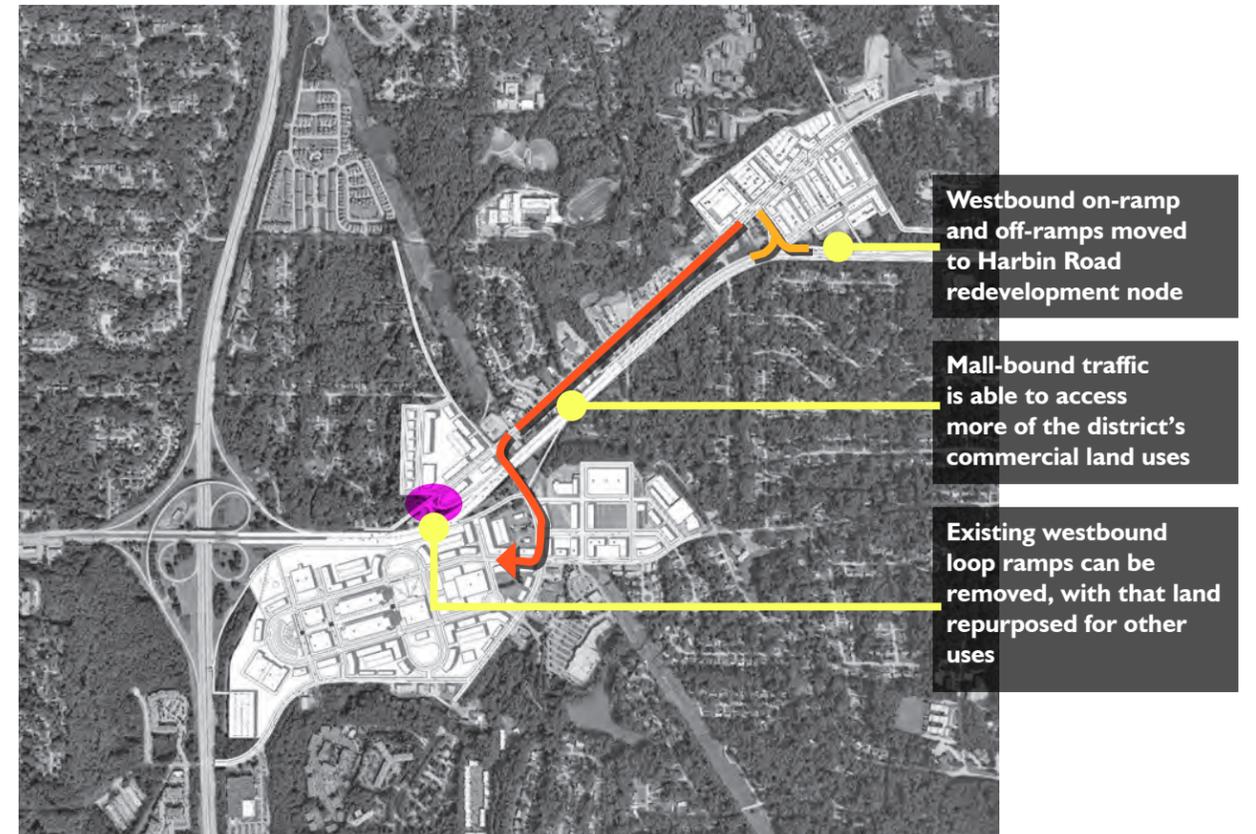


Figure 4.5f: Langford Parkway Idea 1



Figure 4.5g: Concept Illustration of Langford Parkway Idea 2

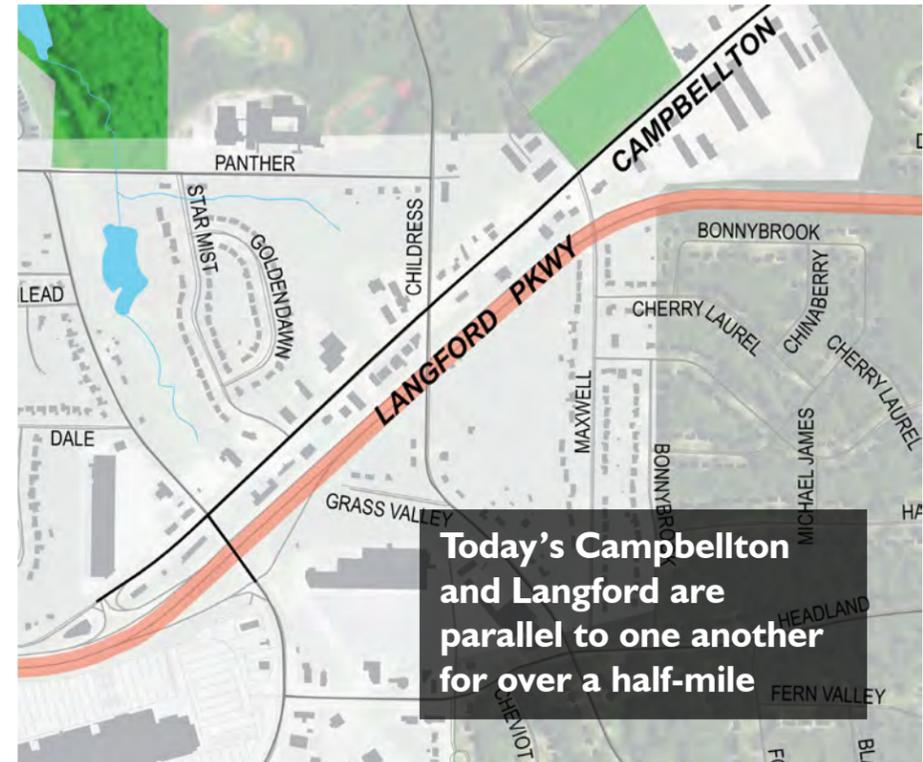


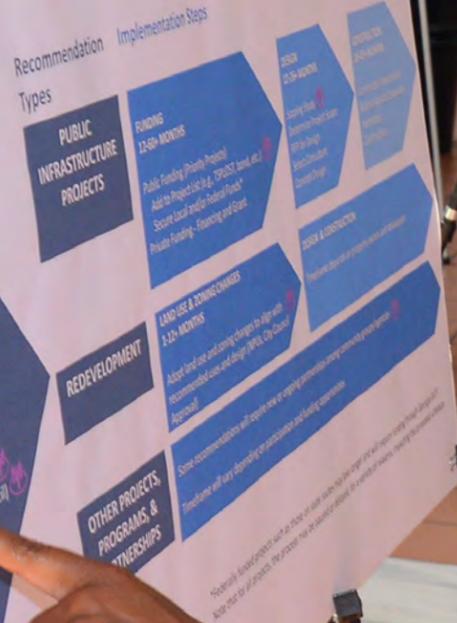
Figure 4.5h: Langford Parkway Idea 3

# PLAN TO IMPLEMENTATION PROCESS GREENBRIAR

Greenbriar LCI Plan

## PLANNING STUDY 6-12 MONTHS

- Data Gathering
- Draft Concept Plan
- Finalize Plan
- Identify Priority Projects
- Identify Implementation Steps
- Plan Adoption (N/C)



50 Implementation Plan

## 5.0 Implementation

### Implementation Strategies

This section provides key next steps necessary for implementation of this plan. While implementation of this visionary plan is long range in nature, a schedule of projects and programs is laid out that focuses on the first five years. A 100-day action plan is also provided to give the City and community leaders a series of actions that are immediately implementable and provide some short term “wins” to establish momentum for future efforts and initiatives. Implementation priorities focus on public sector improvements, including regulatory and policy recommendations, infrastructure improvements and economic development strategies to prepare the area for future development which will have to be initiated by the private sector. Following are implementation strategies for organizational structure and funding strategies, followed by the 100 day and 5-year action plans.

### Organization & Partners

To implement this plan, key public and private partnerships will be necessary. The City of Atlanta can lead efforts as defined in the plan, however, it will take additional partners, land owners, developers, and community members to realize a true and sustainable transformation of the Greenbriar area. Key partners include:

- City of Atlanta Department of City Planning
- City of Atlanta Department of Public Works
- City of Atlanta Department of Parks and Recreation
- District 11 Councilmember’s Office
- Atlanta Regional Commission
- Neighborhood Planning Unit (NPU) P
- Neighborhood Planning Unit (NPU) R
- Greenbriar Mall
- Westgate Shopping Center
- Greenbriar Discount Mall
- Greenbriar Village
- Invest Atlanta
- City of Atlanta Public Schools
- City of Atlanta Police Department
- Andrew and Walter Young YMCA
- William Walker Recreation Center
- Renew Atlanta
- MARTA/More MARTA
- Georgia Department of Transportation

Potential funding partners are included in the 5-year action plan, however, strategic implementation partners may be needed to address regulatory requirements and move projects forward into feasible implementation.

**Invest Atlanta** is a key partner for redevelopment in Atlanta. The Greenbriar community should work with Invest Atlanta to promote the existing Tax Allocation District and the Federal Opportunity Zone.

Additionally, schools are an important partner and critical to the success of the area. **Atlanta Public Schools** should be incorporated into the redevelopment both physically and programmatically. Schools impact and are impacted by traffic, walking, and housing. They should be considered in all development plans. Furthermore, school-aged children’s needs should also be taken into account when planning for the future of Greenbriar. The above mentioned CID and non-profit could work closely with Atlanta Public Schools, William Walker Recreation Center and Andrew and Walter Young Family YMCA to continue to develop programming that keeps youth active and engaged.

Lastly, the redevelopment team should work with the **Atlanta Police Department** to determine the opportunity for a police precinct station in the study area, particularly with new development at the Greenbriar Mall.

### Community Improvement District

In order to implement recommendations within this report, the Greenbriar commercial land and business owners are encouraged to conduct a feasibility study to determine the possibility of forming a Community Improvement District (CID) or becoming part of the nearby Aerotropolis CIDs. Community Improvement Districts levy self-imposed increases in property taxes from commercial businesses in a defined area. A Greenbriar CID would be able to utilize these funds for right-of-way improvements, infrastructure projects, beautification, and programming. In addition, consider creating a non-profit organization to partner with the CID for additional funding and programming, specifically workforce development and youth programming.

### Funding Strategies

Funding will need to be generated from a variety of sources, including private development, Atlanta Regional Commission (ARC) LCI Supplemental funds, City of Atlanta, MARTA, Georgia Department of Transportation, and grants. The 5-year action plan provides planning level cost estimates for projects along with potential funding partners.

Once this LCI study is adopted by the City of Atlanta, projects are eligible for competitive transportation funding grants through the ARC. Additionally, the ARC offers the Community Choices Implementation Assistance Program, an initiative that provides cities and counties with the tools, technical assistance, and resources to implement officially adopted community visions. Community Choices is an annual, competitive solicitation open to jurisdictions in the 10-county Atlanta region. Specific grant opportunities may include:

### Department of City Planning Placemaking Program

Through a creative and collaborative process, the Placemaking Program empowers communities to reshape public spaces to enhance their overall physical, cultural and social identities. The Department of City Planning’s (DCP) Office of Mobility Planning is leading the Placemaking program. The overarching goals of this program are to improve street safety and to transform streets into vibrant, attractive places that benefit the community and businesses alike. DCP will work with community members to identify and evaluate locations throughout the city to implement changes that can transform spaces into welcoming and vibrant places.

### Neighborhood Planning Unit (NPU) Grant Program

The annual NPU Grant Program assists in improving the quality of life within each neighborhood and the City as a whole. Grants are awarded to NPUs and the Atlanta Planning Advisory Board (APAB) for neighborhood enhancement, neighborhood leadership and capacity building, neighborhood awareness, and neighborhood development assistance. Each NPU may submit an application for a project that has received support from the NPU. Awards are typically up to \$4,000 for NPUs and \$5,000 for ABAP, with additional funds possible based on remaining funds available.

### Mayor’s Office of Cultural Affairs Neighborhood Arts Grants

Neighborhood Associations and Neighborhood Planning Units are eligible to apply for funding to support art projects with a demonstrable community improvement element. Funding supports artist fees and artist supplies that support that project. Applications are available with the Mayor’s Office of Cultural Affairs annually.

Additional transportation funding options include:

- More MARTA
- Georgia Department of Transportation
- Transportation Special Purpose Local Option Sales Tax (TSPLOST)

### Land Use and Zoning Recommendations

To promote walkable, mixed use development and distinguish Downtown Greenbriar as the place to be, the following land use and zoning recommendations are proposed. Refer to the Work Program L2-L4 for more details on text amendments to the Special Public Interest (SPI) 20 and Mixed Residential Commercial (MRC) zoning categories. Refer to Figure 5.0a for the zoning recommendations.

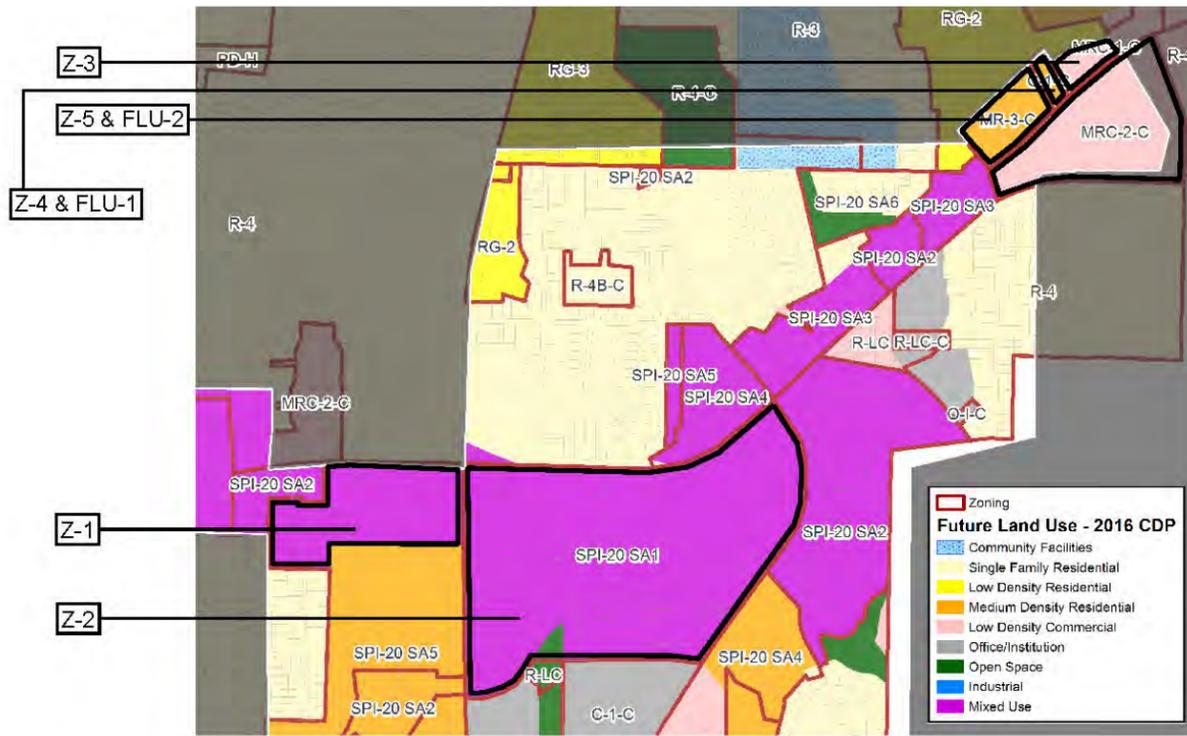
### Plan to Implementation Process

Figure 5.0b identifies the process to implement this plan including estimated timelines and steps to complete public infrastructure projects, redevelopment projects and programs and partnerships.

### Work Program and Five-Year Schedule

The following charts, on pages 116-125, summarize the project list, as described above by topic, land use/zoning, economic development, and transportation. Time frame, responsible party, funding opportunities and costs are included. A 100-day priority list is incorporated to guide immediate actions and efforts.

# Recommended Land Use and Zoning Map



ID	EXISTING ZONING	RECOMMENDED ZONING	NOTES
Z-1	SPI-20 SA-5	SPI-20 SA-2	NA
Z-2	SPI-20 SA-1	SAME	TEXT AMENDMENTS AS PER L3
Z-3	MRC-1-C	MRC-2-C	SIMILAR CONDITIONS FOR MRC-2-C PER Z-09-042/10-O-0041 AND INCORPORATE RECOMMENDATIONS PER L-4
Z-4	C-1-C	MRC-2-C	SIMILAR CONDITIONS FOR MRC-2-C PER Z-09-042/10-O-0041 AND INCORPORATE RECOMMENDATIONS PER L-4
Z-5	MR-3-C	MRC-2-C	SIMILAR CONDITIONS FOR MRC-2-C PER Z-09-042/10-O-0041 AND INCORPORATE RECOMMENDATIONS PER L-4

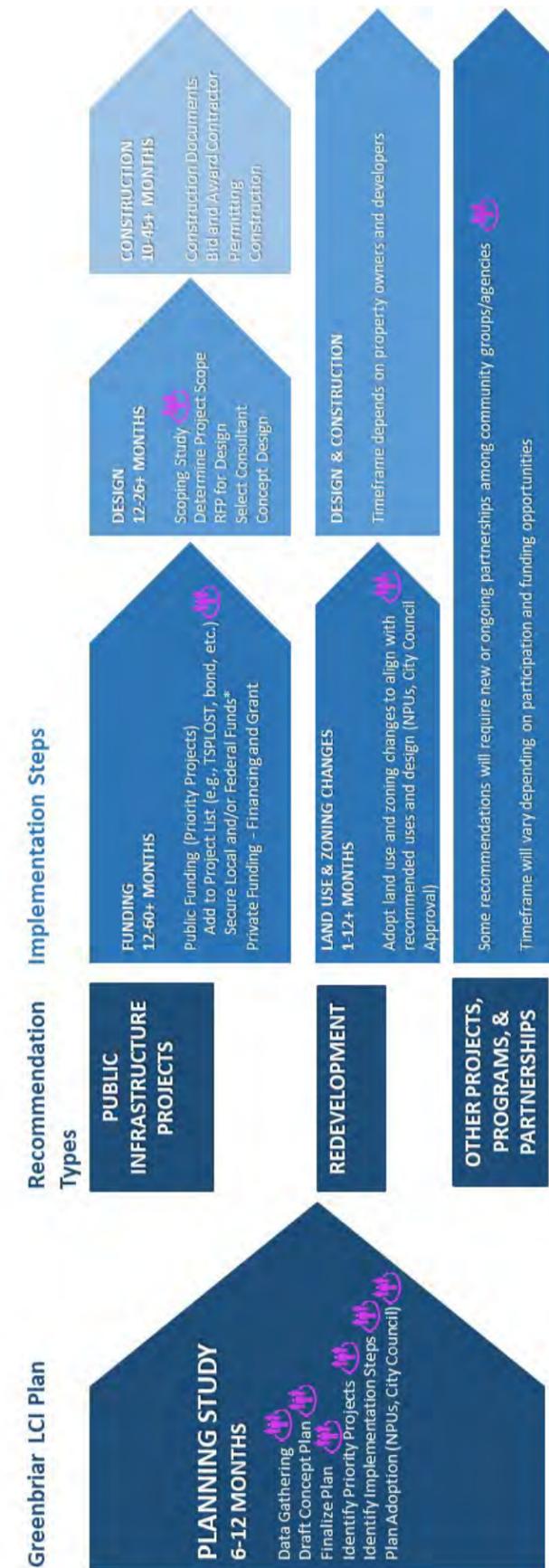
ID	EXISTING FUTURE LAND USE	RECOMMENDED FUTURE LAND USE
FLU-1	MEDIUM DENSITY RESIDENTIAL	LOW DENSITY COMMERCIAL
FLU-2	MEDIUM DENSITY RESIDENTIAL	LOW DENSITY COMMERCIAL

Zoning Districts  
 SPI-20 SA-1 = Special Public Interest, Sub-area 1, combined floor area ratio without bonuses of 3.196  
 SPI-20 SA-2 = Special Public Interest, Sub-area 2, combined floor area ratio without bonuses of 2.196  
 SPI-20 SA-5 = Special Public Interest, Sub-area 5, combined floor area ratio without bonuses of 0.696  
 MRC-1 = Mixed residential and commercial, maximum floor area ratio of 1.696 without bonuses  
 MRC-2 = Mixed residential and commercial, maximum floor area ratio of 3.196 without bonuses  
 MR-3 = Multi-family residential, maximum floor area ratio of 0.696  
 C-1 = Community Business  
 "-C" following a zoning district indicates conditional zoning



Figure 5.0a: Recommended Zoning Map

# PLAN TO IMPLEMENTATION PROCESS GREENBRIAR



\*Federally funded projects such as those on state routes may take longer and will require funding through Georgia DOT. Note that for all projects, the process may be paused or delayed, for a variety of reasons, impacting the proposed schedule.

**FIVE YEAR IMPLEMENTATION PLAN**

**Priority Projects - 100 Day Action Plan**

Project Name		Project Description	Responsible Party
1	Plan Adoption	Submit the LCI plan for adoption by the City of Atlanta Council (L1)	City of Atlanta / Councilmember
2	Incorporate Amendments	Incorporate amendments to the City of Atlanta Zoning Map and Future Land Use Map per recommendations (L2-L4)	City of Atlanta Department of City Planning / Councilmember
3	Feasibility Study	Conduct a feasibility study to determine the opportunity to create a new Community Improvement Districts (CID) in the study area (E14)	Local business community / Councilmember
4	Coordinate Campbellton Road Studies/Projects	Coordinate current and future Campbellton Road studies/projects, including the Renew Atlanta Campbellton Road Corridor Study - currently underway, the MARTA Transit Alternative Analysis Study - proposed 2019, and the GDOT Campbellton at Barge and Fairburn Safety Project - currently in initial concept phase.	City of Atlanta Department of Planning / MARTA / Renew Atlanta / GDOT / Councilmember
5	Apply for Supplemental LCI Funding	Select projects to apply for Supplemental LCI Study Funding a. Feasibility Study for Network of Road Diet Designs for Greenbriar Parkway and Continental Colony Road (T2, T4, T7) b. Langford Parkway Feasibility Study (T15-T16)	City of Atlanta Department of Planning
6	Identify top priorities	Identify top priorities for LCI Implementation Project and TIP Funding and begin preparing application and project scope.	City of Atlanta Office of Mobility to coordinate internally between Department of Planning / Department of Public Works / Councilmember
7	Apply for Atlanta Office of Mobility Placemaking Grant	Identify projects to apply for the City of Atlanta Office of Mobility Placemaking Grant. a. Bus stop enhancements near Greenbriar Mall b. Streetscape enhancements at Fairburn and Campbellton c. Wayfinding Banners d. Crosswalk art	NPU P / NPU R / Councilmember
8	Apply for NPU Grants	Apply for NPU grants to implement placemaking concepts, such as street sign toppers, gateway signage, banners, murals	NPU P / R

**5-Year Action Plan**

Land Use & Zoning		Description/Action	Cost	Year	Responsible Party	Funding Source
L1	Plan Adoption	Adoption/Approval: The City of Atlanta Council to formally approve this LCI study as an amendment to the Comprehensive Plan.	N/A	2019	City of Atlanta	N/A
L2	Zoning and Future Land Use Map Amendments	Consider amendments to the City of Atlanta zoning map and future land use map as depicted within this report.	Complete In-House Department of Planning	2019	City of Atlanta	N/A
L3	SPI-20 Zoning Changes	To promote walkable, mixed use development the following changes are recommended to be incorporated into Special Public Interest (SPI)-20 district regulations: <b>1.Increase FAR:</b> a. Increase the maximum FAR for SPI-20 SA-1 from a maximum (with incentive bonuses) of 3.696 to a maximum (with incentive bonuses) of 7.2. <b>2.Relationship of building to street:</b> a. Incorporate requirement to 16-18T.014 that primary entrance be on major/arterial/collector street. b. Incorporate requirement for multi-family residential, over 4 units, with street level open directly onto the adjacent sidewalk. <b>3.Sidewalks:</b> a. Increase minimum street tree caliber to be 6" or greater, from existing 2.5" caliber b. Develop street furniture standards that are unique to Greenbriar. Consider artistic streetlights, benches, and trashcans. c. Encourage unique and artistic crosswalks to enhance pedestrian safety. <b>4.Parking:</b> a. In coordination with the timeline for MARTA's Campbellton Road high capacity transit project, revise the SPI 20 SA 1 parking requirements to align with changes proposed in the Atlanta Zoning Ordinance Update Phase II (Z-18-100), eliminating parking minimums and introducing parking caps in certain districts within 1/2 mile of a high capacity transit station of stop. Although these regulations would apply once the high capacity transit is under construction, consider updating the parking regulations earlier to guide development ahead of the transit project. <b>5.Density Bonuses:</b> a. Consider density bonuses and/or other incentives for inclusion of greenspace and trails that aligns with the greenspace/trail plan within this report. b. Consider density bonuses for affordable housing, green building standards, and TDM strategies.	Complete In-House Department of Planning	2019	City of Atlanta	N/A

Land Use & Zoning					
	Description/Action	Cost	Year	Responsible Party	Funding Source
L4	<p>To promote walkable, mixed use development, the following changes are recommended to be incorporated into Mixed Residential Commercial (MRC) district regulations through conditional zoning:</p> <p><b>1.Sidewalks:</b></p> <ul style="list-style-type: none"> <li>a. Increase minimum street tree caliper to be 6" or greater, from existing 3" caliper</li> <li>b. Develop street furniture standards that are unique to Greenbriar. Consider artistic streetlights, benches, and trashcans.</li> <li>c. Incentivize unique and artistic crosswalks to enhance pedestrian safety on private streets by allowing them to count towards UOSR.</li> </ul> <p><b>2.Parking:</b></p> <ul style="list-style-type: none"> <li>a. In coordination with the timeline for MARTA's Campbellton Road high capacity transit project, revise the conditions for the Greenbriar area's MRC zoning to align with changes proposed in the Atlanta Zoning Ordinance Update Phase II (Z-18-100), eliminating parking minimums and introducing parking caps in certain districts within 1/2 mile of a high capacity transit station of stop. Although these regulations would apply once the high capacity transit is under construction, consider updating the parking regulations earlier to guide development ahead of the transit project.</li> </ul> <p><b>3.Density Bonuses:</b></p> <ul style="list-style-type: none"> <li>a. Consider density bonuses and/or other incentives for inclusion of greenspace and trails that aligns with the greenspace/trail plan within this report.</li> </ul>	Complete In-House Department of Planning	2019	City of Atlanta	N/A

Economic Development						
	Description/Action	Cost	Year	Responsible Party	Funding Source	
E1	<b>Work with Targeted Property Owners</b> <i>Work with key targeted property owners</i> in the LCI area to help facilitate development and/or redevelopment opportunities and to guide those opportunities to a development format that creates solid returns for that land owner, creates value in the larger Greenbriar area, and advances the goals of creating a more walkable and dynamic location. The Westgate Shopping Center should be a priority for this.	N/A	Ongoing	City of Atlanta / Councilmember / Invest Atlanta	N/A	
E2	<b>Encourage Shared Parking</b> <i>Encourage developers to use shared parking</i> to help offset the financial impact of parking costs associated with new development.	N/A	Ongoing	City of Atlanta	N/A	
E3	<b>Broaden Market Appeal with Lifestyle-Driven, Less Car-Dependent Core</b> <i>Broaden market appeal to potential employers by creating a more lifestyle-driven, less car-dependent core</i> . Included in this should be the pursuit of transit, greater connectivity, and enhanced walkability. Such efforts are critical to attracting strong employers in the future and the lack of such efforts has left Greenbriar at a disadvantage relative to other cores.	N/A	Ongoing	City of Atlanta / Invest Atlanta / Property Owners / Development Community	N/A	
E4	<b>Create Greater Opportunities for Office Development by Focusing on Value Creation</b> <i>Create greater opportunities for office development (and job access) in the area by focusing on value creation</i> discussed below and promote office development in and/or near high lifestyle areas to create a critical mass of mixed-use walkable development. Target existing structures that can be more affordably converted to office in the near term such as any mall anchors left vacant.	N/A	Ongoing	City of Atlanta / Invest Atlanta / Property Owners / Development Community	N/A	
E5	<b>Focus on Value Creation</b> <i>Focus on value creation</i> through the implementation of parks, trail systems, improvements to walkability / connectivity, and improvements to community facilities, including schools and Atlanta Police Department facilities, that allow for higher value development to become feasible over time.	N/A	Ongoing	City of Atlanta / Property Owners	N/A	
E6	<b>Encourage Retail Development in Mixed-Use, Walkable Locations</b> <i>Encourage retail development in mixed-use, walkable locations and formats</i> , including street-oriented retail as well as in mixed-use projects, along open space areas and parks, etc. Promote retail development in more local, neighborhood-serving formats and uses as opposed to more regional-serving, "big-box" type retail. Encourage retail development in cores or nodes as opposed to strip development along major thoroughfares.	N/A	Ongoing	City of Atlanta / Invest Atlanta / Property Owners / Development Community	N/A	

Economic Development						
	Description/Action	Cost	Year	Responsible Party	Funding Source	
E7	Encourage an Entertainment District	N/A	2019-2020	City of Atlanta / Invest Atlanta / Property Owners / Development Community	N/A	
E8	Improve Visibility from I-285	TBD	2019-2020	City of Atlanta / Department of Transportation	N/A	
E9	Promote the Area's Federal Opportunity Zone and Tax Allocation District	N/A	Ongoing	City of Atlanta / Invest Atlanta	N/A	
E10	Improve Public Schools	TBD	Ongoing	Atlanta Public Schools / City of Atlanta / Councilmember	Atlanta Public Schools / Councilmember	
E11	Work with Kroger to Update Products to Meet Requests of Local Residents	TBD	2019	Community Leaders / Councilmember	N/A	
E12	Promote Diversity of Housing Options	N/A	Ongoing	City of Atlanta / Invest Atlanta / Property Owners / Development Community	N/A	

Economic Development						
	Description/Action	Cost	Year	Responsible Party	Funding Source	
E13	Conduct a CID Feasibility Study	TBD	2019	City of Atlanta / Invest Atlanta / Community Leaders / Councilmember	Carl Vinson Institute / Invest Atlanta	
E14	Develop Youth Programming	N/A	Ongoing	City of Atlanta / Community Leaders / YMCA / Atlanta Public Schools	Atlanta Public Schools / YMCA / Councilmember	
E15	Police Precinct Station	TBD	2019 - 2024	City of Atlanta / Atlanta Police Department / Greenbriar Mall	City of Atlanta / Atlanta Police Department	

Economic Development					
	Description/Action	Cost	Year	Responsible Party	Funding Source
E17	<p>Implement <b>placemaking strategies</b> to showcase the neighborhoods sense of place and community and attract new investment. This may include the following investments at each district:</p> <p><b>All districts placemaking strategies:</b></p> <ul style="list-style-type: none"> <li>a. Incorporate streetscape improvements, including landscaping, street trees, and pedestrian lighting to provide a character distinct to Greenbriar.</li> <li>b. Banners and holiday decorations on streetlights.</li> <li>c. Murals on blank walls throughout the district. Consider welcome and wayfinding murals at the exit ramps from Langford Parkway to Campbellton and Greenbriar Parkway.</li> <li>d. Incorporate crosswalk art.</li> </ul>	TBD	2019 - 2024	City of Atlanta / Community Leaders / Greenbriar Mall / Private Property Owners	City of Atlanta / Invest Atlanta / Greenbriar Mall / Private Property Owners / Atlanta Regional Commission
E17	<p><b>Downtown District:</b></p> <ul style="list-style-type: none"> <li>a. Linear parks associated with trail around Greenbriar Mall.</li> <li>b. Bus stop enhancements.</li> </ul>	TBD	2019 - 2024	City of Atlanta / Community Leaders / Greenbriar Mall / Private Property Owners	City of Atlanta / Invest Atlanta / Greenbriar Mall / Private Property Owners / Atlanta Regional Commission
E17	<p><b>Campbellton/Harbin Transit Oriented Development District:</b></p> <ul style="list-style-type: none"> <li>a. Work with Aerropolis Alliance and CID to connect this TOD site to future AeroATL Greenway Trails, particularly along Dodson Drive.</li> <li>b. Develop plazas and alleyways with new development and renovation of existing buildings.</li> </ul>	TBD	2019 - 2024	City of Atlanta / Community Leaders / Greenbriar Mall / Private Property Owners	City of Atlanta / Invest Atlanta / Greenbriar Mall / Private Property Owners / Atlanta Regional Commission
E17	<p><b>Neighborhood Nodes:</b></p> <ul style="list-style-type: none"> <li>a. Incorporate gateway arches to welcome all into these unique neighborhood commercial centers at Barge Road and Campbellton Road and Fairburn Road and Campbellton Road.</li> <li>b. Incorporate historic neighborhood street sign toppers and gateway monuments at the entrances to surrounding historic neighborhoods.</li> </ul>	TBD	2019 - 2024	City of Atlanta / Community Leaders / Greenbriar Mall / Private Property Owners	City of Atlanta / Invest Atlanta / Greenbriar Mall / Private Property Owners / Atlanta Regional Commission
E18	<p>The City and Invest Atlanta to consider working with the development community to assist in funding <b>shared structured parking at key sites as an incentive to new development</b> and to create the type of walkable, higher density, mixed use development as depicted in this report.</p>	TBD	2019 - 2024	City of Atlanta / Invest Atlanta / Private Development	City of Atlanta / Invest Atlanta / Private Development

Housing Projects/Initiatives					
	Description/Action	Cost	Year	Responsible Party	Funding Source
H1	<p><b>Consider Incentives for Workforce Housing</b></p> <p>Consider incentives for workforce housing in the Greenbriar study area. Incentives may include: tax credits and matching funds from County and/or State housing departments. Consider including these options within SPI-20. All housing strategies should align with the findings and recommendations of the City's Equitable Housing Needs Assessment.</p>	N/A	2019-2021	City of Atlanta	N/A
H2	<p><b>Include Requirements or Incentives for Inclusionary Zoning in SPI-20</b></p> <p>Include requirements and/or incentives for inclusionary zoning in the Greenbriar SPI. Inclusionary zoning or housing requires a given share of new construction to be affordable by people with low to moderate incomes. To encourage inclusionary housing within new developments, consider incentives such as density bonuses in SPI-20.</p>	N/A	2019-2021	City of Atlanta	N/A
H3	<p><b>Eliminate Minimum Parking Requirements in SPI-20</b></p> <p>Consider eliminating minimum parking requirements in SPI-20, as part of a Greenbriar parking management plan, for housing that includes a percentage of affordable units. This should be focused in Transit Oriented Development areas and incorporated into TOD Design Standards.</p>	N/A	2019-2021	City of Atlanta	N/A
H4	<p><b>Provide Incentives for Green Building Standards in SPI-20</b></p> <p>Provide incentives in SPI-20, such as density bonuses (to be determined by the City), for developments that meet green building standards. Green building standards lead to lower overall maintenance and energy costs. These lower costs can help financially support mixed-income/inclusionary housing.</p>	N/A	2019-2021	City of Atlanta	N/A

Additional Items

Description/Action	Cost	Year	Responsible Party	Funding Source
Seek Supplemental LCI Funds	N/A	2019-2024	City of Atlanta	City of Atlanta, ARC

**FIVE YEAR IMPLEMENTATION PLAN: TRANSPORTATION PROJECTS LIST**

Project ID	Project Name	Project Description	Assumed Lead Agency	Project Type	Estimated Cost	Potential Funding Sources*	Flex-to-FTA?
T-01	Headland Drive/Greenbriar Parkway Signal Operations	Reconfigure signal and lane reconfigurations at Greenbriar Pkwy/Headland Dr intersection to improve efficiency of traffic operations and preserve pedestrian safety	City of Atlanta	Intersection Operations	\$ 114,000.00	Local Funds	
T-02	Greenbriar Parkway (North) Road Diet	Repurpose right-of-way to reduce six travel lanes to five (two lanes per direction plus two-way left turn lane), reserving left turn lanes at key intersections. Additional space may be used for bike facilities or curbside enhancements.	City of Atlanta	Street Repurposing/Road Diet	\$ 90,000.00	LCI, Local Funds	
T-02 (b)	<i>Added option for medians</i>	<i>Added cost for medians at select locations within two-way left turn lane</i>			\$ 659,000.00	Local Funds	
T-03	Eastern Mall Entrance Circulation Improvements and Street Network	Reconfigure access/circulation lanes within Mall parking lot to facilitate ingress and egress into the Headland Dr/Greenbriar Pkwy intersection. Options detailed in master plan report, and this project also includes street master plan framework guidance for extending this reconfigured street into a local street network as the mall site is redeveloped. Project map in report shows both the publicly-led project, for which a cost estimate is provided here, and projects that may be led from public agencies or private redevelopment efforts.	City of Atlanta/Mall Property Owner	Network Street	\$ 485,000.00	Local Funds; Developer Contribution	
T-04	Greenbriar Parkway (South) Road Diet	Repurpose right-of-way to reduce four lanes to two travel lanes, reserving left turn lanes at key intersections. Additional space may be used for protected bike facilities or future transit corridor space.	City of Atlanta	Street Repurposing/Road Diet	\$ 153,000.00	LCI, Local Funds	Possibly, if transit enhancements (stop shelters, waiting areas, etc.) are also included in projects.
T-05	Greenbriar/Continental Colony Intersection Redesign	Reconfigure travel lanes, in conjunction with T-04, to reduce vehicle turning radii and shorten pedestrian crossing distances, especially at NW corner of intersection.	City of Atlanta	Intersection Design	\$ 557,000.00	LCI, Local Funds	
T-06	South Mall Pedestrian Crossing	Install mid-block crossing, in conjunction with T-04	City of Atlanta	Pedestrian Enhancement	\$ 78,000.00	LCI, Local Funds	
T-07	Continental Colony Road Diet	Repurpose right-of-way to reduce four lanes to two travel lanes, reserving left turn lanes at key intersections. Additional space may be used for protected bike facilities, curb extensions or curb islands for streetscape expansion, street parking, or other curbside uses.	City of Atlanta	Street Repurposing/Road Diet	\$ 303,000.00	LCI, Local Funds	
T-08	Stone-Hogan/Hogan Intersection Redesign	Reconfigure intersection, in conjunction with T-07, to align Hogan crossing at a right angle and add pedestrian crosswalks and curb ramps. Project should include sidewalks and other pedestrian enhancements along Hogan Rd to Continental Colony Elementary School.	City of Atlanta	Intersection Design	\$ 671,000.00	LCI, TAP, Local Funds	
T-09	Campbellton/Barge Pedestrian Enhancements	Pedestrian enhancements at Campbellton Rd/Barge Rd intersection, including realignment of west-leg crosswalk to shorten distance and enlargement of channelized island at NE corner	GDOT	Pedestrian Enhancement	\$ 56,000.00	LCI, TAP, Local Funds	
T-10	Campbellton/Fairburn Pedestrian Enhancements	Pedestrian enhancements at Campbellton Rd/Fairburn Rd intersection, including SW curb extension to allow accessible pedestrian path around signal posts and restriping of degraded crosswalk markings.	GDOT	Pedestrian Enhancement	\$ 41,000.00	LCI, TAP, Local Funds	
T-11	Greenbriar Mall Mobility Hub	Select site for transit facility, pending further coordination with MARTA and study of a transit route, and begin basic enhancements for consolidation of bus service. Two potential locations have been shown in the study, relative to location of the existing Mall structure.	City of Atlanta/MARTA	Transit Facility	\$ 25,000,000.00	FTA, More MARTA, MARTA capital funds	Yes
T-12	Campbellton at Harbin Mobility Hub	Select site for a transit station, which will function as an in-line, neighborhood serving station, along Campbellton Road near Harbin Road and the adjacent redevelopment node.	City of Atlanta/MARTA	Transit Facility	\$ 7,500,000.00	FTA, More MARTA, MARTA capital funds	Yes

**FIVE YEAR IMPLEMENTATION PLAN: TRANSPORTATION PROJECTS LIST**

Project ID	Project Name	Project Description	Assumed Lead Agency	Project Type	Estimated Cost	Potential Funding Sources*	Flex-to-FTA?
T-13	Greenbriar Mall Circulating Trail	Add a multi-use path and related streetscape enhancements on mall property to provide additional pedestrian circulation options in the mall district.	City of Atlanta/Mall Property Owner	Multi-Use Trail/Path	\$ 500,000.00	Local Funds, Developer Contribution	
T-14	Westside Connector Trail	Bicycle-pedestrian path to connect to Greenbriar Parkway and underpass of I-285 to allow pedestrian connections from western study area to Mall district. As an alternative to this project, the streetscape enhancements on Barge Road (Project T-17) could also be extended south to Greenbriar Parkway to connect to recommended enhancements from Project T-04.	City of Atlanta	Multi-Use Trail/Path	\$ 1,042,000.00	Local Funds, Developer Contribution	
T-15 (a)	Langford Parkway Reconfiguration: Idea 1	Relocate westbound ramps (currently west of Mount Gilead Road) eastward to the Harbin redevelopment node, restoring the site of the current ramps for redevelopment or potential roadway reconfiguration.	GDOT	Interchange Modification	\$ 10,000,000.00	FHWA, LCI, Local Funds	
T-15 (b)	Langford Parkway Reconfiguration: Idea 2	Convert a portion of Langford Parkway from limited-access freeway to a surface arterial road with at-grade intersections and traffic signals at Greenbriar Parkway and at least one additional access point to the Greenbriar Mall district.	GDOT	Street Repurposing/Road Diet	\$ 15,000,000.00	FHWA, LCI, Local Funds	
T-16	Langford Parkway Reconfiguration: Idea 3	Realign Langford Parkway to terminate at an at-grade intersection with Campbellton Road, generally in the location of the Harbin Road redevelopment node.	GDOT	Street Repurposing/Road Diet	\$ 29,250,000.00	FHWA, LCI, Local Funds	
T-17	Barge Road Streetscape	Streetscape improvements on the approaches to the Barge Road/Campbellton Road intersection to enhance sidewalks, add landscaping, and, as right-of-way allows, provide on-street parking and other amenities to support small-scale redevelopment in the area.	City of Atlanta	Street Repurposing/Road Diet	\$ 800,000.00	LCI, TAP, Stormwater Funds, Local Funds	
T-18	Fairburn Road Streetscape	Streetscape improvements on the approaches to the Fairburn Road/Campbellton Road intersection to enhance sidewalks, add landscaping, and, as right-of-way allows, provide on-street parking and other amenities to support small-scale redevelopment in the area.	City of Atlanta	Street Repurposing/Road Diet	\$ 1,200,000.00	LCI, TAP, Stormwater Funds, Local Funds	
T-19	Mount Gilead Road Sidewalk	Add a sidewalk with a minimum width of 5 feet on at least one side of Mount Gilead Road between Campbellton Road and Panther Trail (west side is preferred side). Add high-visibility crosswalks at the Mount Gilead Rd/Panther Trail intersection.	City of Atlanta	Pedestrian Enhancement	\$ 2,542,000.00	Local Funds	
T-20	Campbellton Road Corridor Study	Access management and corridor design study between Maxwell Drive and Greenbriar Parkway to repurpose Campbellton Road to support future transit. This study should include an inventory of driveways and survey of the corridor right-of-way.	City of Atlanta	Supplemental Study	\$ 210,000.00	LCI, Local Funds (Reconfigure study in progress?)	
T-21	Campbellton Road Street Transformation	Streetscape and street retrofit, to be implemented after T-20 has identified opportunities, to enhance sidewalks, streetscape and multimodal access opportunities on Campbellton Road.	City of Atlanta	Pedestrian Enhancement	\$ 10,000,000.00	LCI, Local Funds	Yes
T-22	Continental Colony Elementary Sidewalks	Add a series of sidewalks in key locations to increase access from Continental Colony Elementary School to adjacent neighborhoods.	City of Atlanta	Pedestrian Enhancement	\$ 2,000,000.00	LCI, TAP, Local Funds	



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