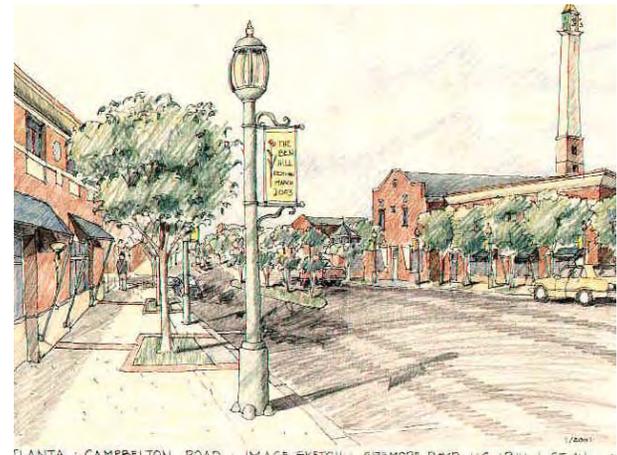


Campbellton - Cascade Corridors Redevelopment Plan

Section 4.0 Campbellton West Recommendations and Implementation



PLANTA - CAMPBELLTON ROAD - IMAGE EVERYTHING - FREEMORE DESIGN - 1/20/11

Organization of Report

Executive Summary – This summary identifies the plan’s role in the city’s New Century Economic Development Plan and highlights the plan’s redevelopment impact.

Section 1: “Big Picture” Overview – This section provides a review of the planning process, market and economic development strategy, and implementation approach.

Section 2: Existing Conditions and Analysis – This section provides a detailed description of the study area context analysis for each corridor looking at transportation, land use, urban design, planning initiatives, and market trends.

Sections 3, 4 & 5 are structured as stand alone sections for each corridor. They describe the public process and visioning and defining recommendations, projects and implementation.

Section 3: Cascade Avenue – Recommendations & Implementation

Section 4: Campbellton West – Recommendations & Implementation

Section 5: Campbellton East – Recommendations & Implementation

4.0 Campbellton West: Recommendations and Implementation

4.1	Public Process & Visioning	4-1
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Campbellton - West: Recommendations & Implementation

4.1 Public Process & Visioning

A series of public workshops, open houses, one-on-one stakeholder meetings and presentations were conducted in early December 2005 as part of a design charrette for the Study Area. This charrette began with an interactive workshop on Saturday, December 3rd where residents and stakeholders worked together to describe their issues and vision for these corridors. These sessions were documented and used to formulate an overall vision and set of basic goals for each corridor.

What We Heard

- Utilize Ben Hill School for community center
- Fairburn shopping area – congested, do not feel safe, lacks stores we want, traffic congestion growing
- Want more green space – pocket parks, active/passive parks near County Line Rd.
- Focus on Fairburn/Ben Hill area
- Don't let commercial spread/grow at County Line Rd.
- Need sidewalks on Barge, Campbellton, Fairburn, etc.
- Better street lighting, and lighting at I-285 interchange
- Traffic is bad on Campbellton (west of Butner), If widened – limit width of median, add sidewalks
- Utilize former quarry as open space.
- Campbellton Road is an eyesore.

4.2 Corridor Vision Statement & Goals

Based on public input throughout the process including the design charrette, stakeholder interviews, advisory committee meetings, and public presentations, an overall vision statement for the corridor has been crafted in order to capture the desired character and vision. From this vision statement a focused set of goals have been outlined from which projects and recommendations have been derived.

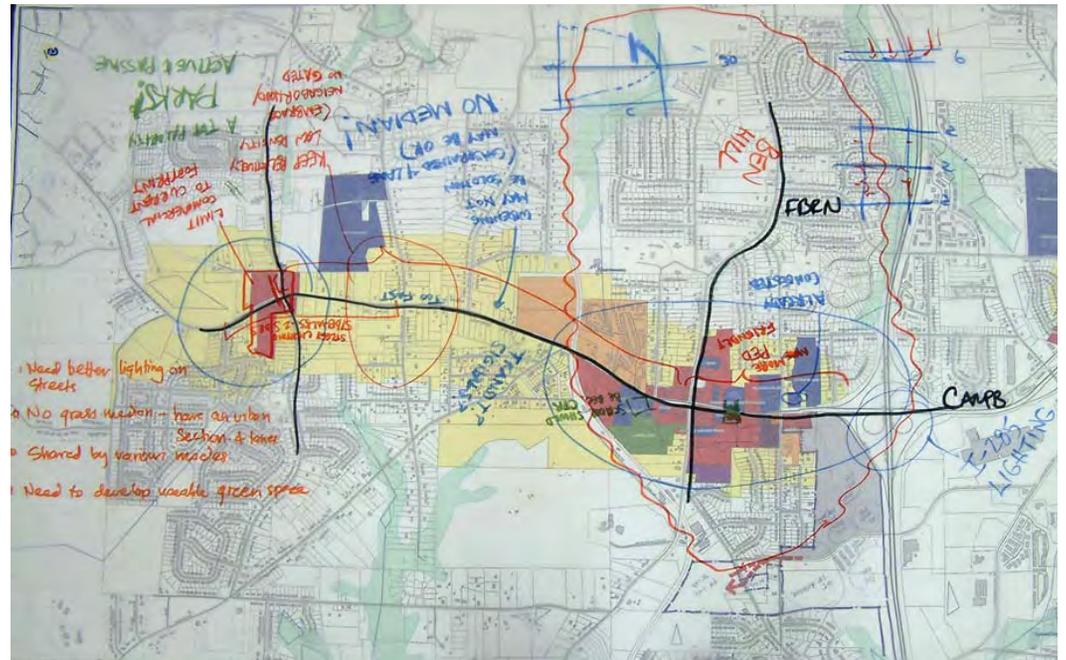
A Campbellton West Vision Statement:

Reestablish the Fairburn and Barge Road area as “Ben Hill Village”, a mixed-used center that connects and builds upon the area’s historic and public resources. Control and manage growth west of Butner Road.

Goals:

- Revitalize the Fairburn/Barge Road commercial area with needed retail services (grocery, etc.)
- Create more parks and open space
- Make surrounding streets (Barge Road, and Fairburn Road) more pedestrian friendly (sidewalks, lighting)
- Limit commercial growth at County Line Rd. – do not let it spread along the corridor
- Manage the impact of residential growth west of Butner Road by providing needed new street network
- Redesign Campbellton Road west of Butner Road to better accommodate traffic, provide pedestrian facilities and fit within the developing residential context

Campbellton - West: Recommendations & Implementation



Campbellton - West: Recommendations & Implementation

4.3 Recommendations

Based on the vision statement and goals, a set of projects and recommendations have been developed for the Campbellton West corridor and are described in the Projects & Recommendations section. These projects are organized into key areas of focus that include:

Catalyst Sites – key sites that have been identified based on: property ownership patterns, current land use and utilization, market opportunity, and location within the corridor, for significant redevelopment and are intended to serve as “catalysts” for revitalization throughout the corridor.

Corridor Cross Section – recommended improvements to Campbellton Road itself including, in some cases, redesigning segments of the corridor, and added streetscape improvements.

Streetscape/Sidewalks – recommended improvements to adjacent streets in the corridor specifically focused on adding sidewalk connections and improving the streetscape.

Intersections/Traffic Signals – specific recommendations at key intersections in the corridor which may include adding turn lanes, realignment, signalization, and/or pedestrian improvements.

New Street Network – recommended new street connections intended to support a better balance of traffic and structure development patterns in the catalyst sites.

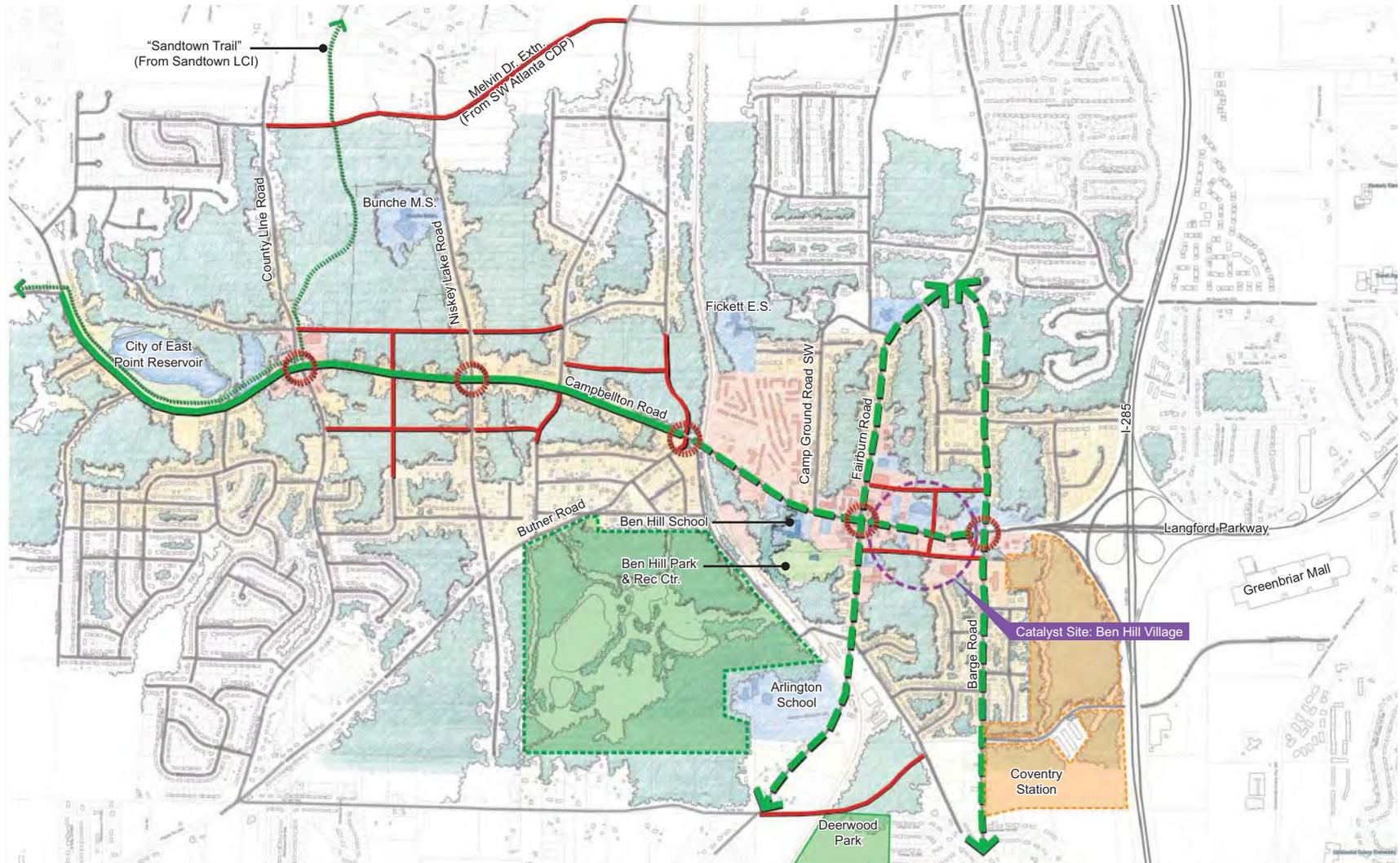
Traffic Calming – locations/key streets that need traffic calming in the surrounding neighborhoods to improve pedestrian safety and neighborhood quality-of-life.

Transit – improvements/adjustments to transit service and amenities in the corridor intended to promote transit mobility.

Land Use & Zoning – changes/adjustments to land use and zoning at key sites in the corridor intended to support the redevelopment of the catalyst sites and implement the city’s Quality-of-Life zoning standards that promote mixed-use and pedestrian friendly private development.

Campbellton - West: Recommendations & Implementation

Recommendations



Legend

- | | | | | |
|------------------------|-------------------------------|-------------------------------|---------------------------------------|--------------------|
| Intersection Projects | Planned Street | Traffic Calming | Commercial & Multi-Family Residential | Institutional |
| Corridor Cross Section | New Street | Streetscape / Sidewalk | Single Family Residential | Tree Cover |
| Catalyst Project | Greenway / Multipurpose Trail | Proposed Parks or Open Spaces | | Park or Open Space |

Campbellton - West: Recommendations & Implementation

4.4 Campbellton Road “Transition” Concept

Campbellton Road is a two-lane rural (no curb) road from Butler Road west to the City limits. GDOT has long-term plans to widen the corridor to four-lanes with a center median but, due to past local opposition, will likely only move forward with these plans at the request of the City and adjacent neighborhoods.

The volume of traffic within the city’s portion of Campbellton Road and its connection to I-285, coupled with the amount of regional truck traffic and potential suburban residential growth in the area will continue to place pressure on this corridor for widening.

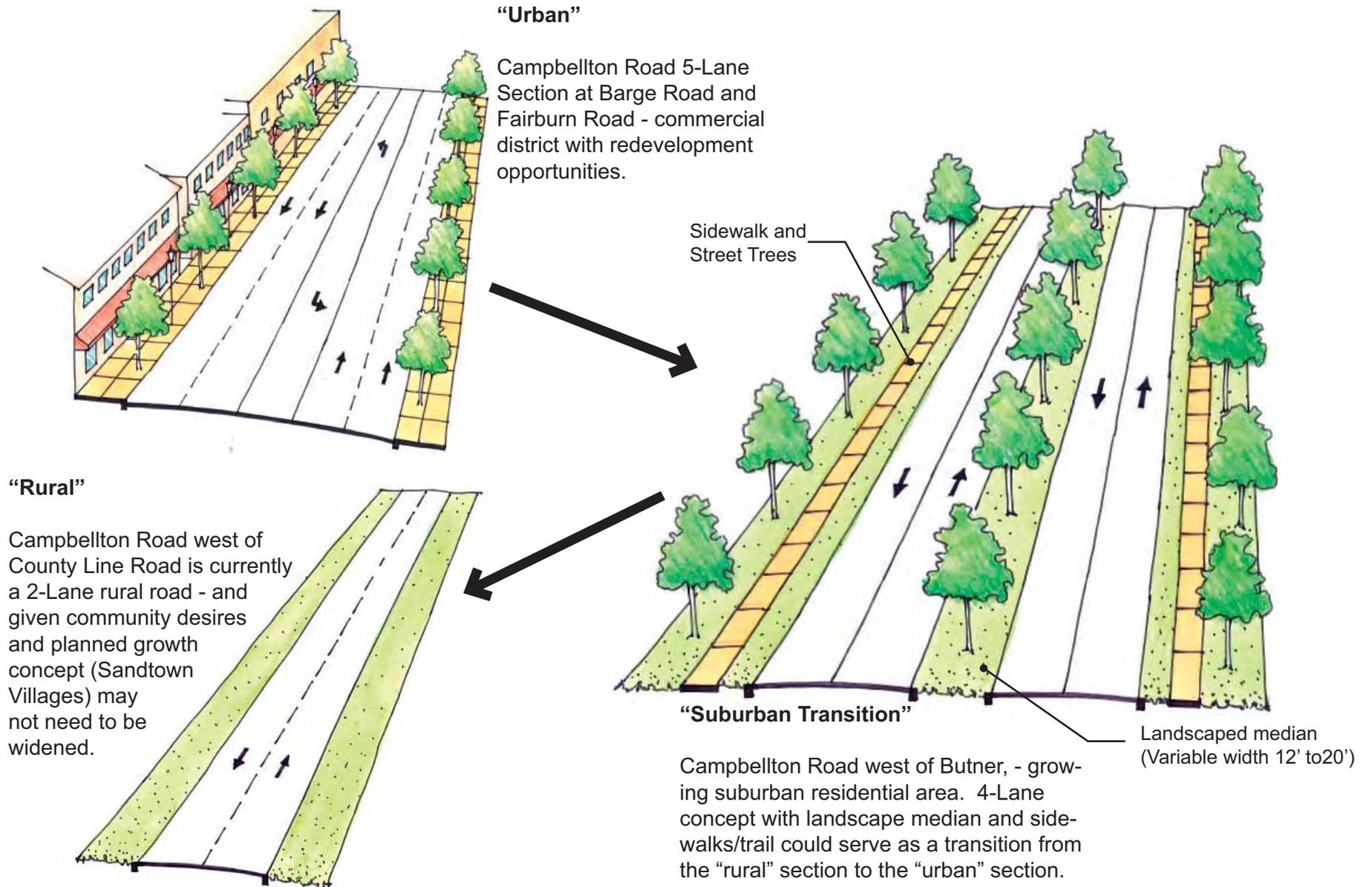
Input from this process through public meetings and the design charrette has indicated some interest in defining a consensus with GDOT and the neighborhoods on a design concept for widening Campbellton Road within the city.

This diagram illustrates a potential concept that could serve as a “transition” between the two-lane segment west of the city and the five-lane segment at Fairburn and Barge Roads. This concept includes a smaller landscaped median, sidewalks and/or a multi-use trail, and street trees. This concept is intended to serve as a starting point for further discussion with GDOT and the neighborhoods.

Key Design Issues:

- Minimize the size of the median (ideally no larger than 12 feet) in order to minimize adjacent property impacts and limit the “highway” feel of the road. This median can then become the left turn lane at key street intersections.
- Provide for landscaping the median with appropriate trees, shrubs and groundcover based on setback requirements. The City of Atlanta will have to agree to design, construct and maintain landscaping for GDOT.
- Provide sidewalks on both sides of the road. As suburban residential growth continues to occur on this portion of the corridor, Campbellton Road will become an important pedestrian connection to the area’s schools and parks.
- Set the speed limit and associated design speed of the road at 35 mph. This speed is more consistent with the adjacent residential land use, provides greater flexibility in the road’s horizontal (curves and turns) design, and allows street trees to be planted as close as 5 feet from the curb edge.

Campbellton - West: Recommendations & Implementation



Campbellton - West: Recommendations & Implementation

4.5 Catalyst Site: Ben Hill Village

Existing Condition

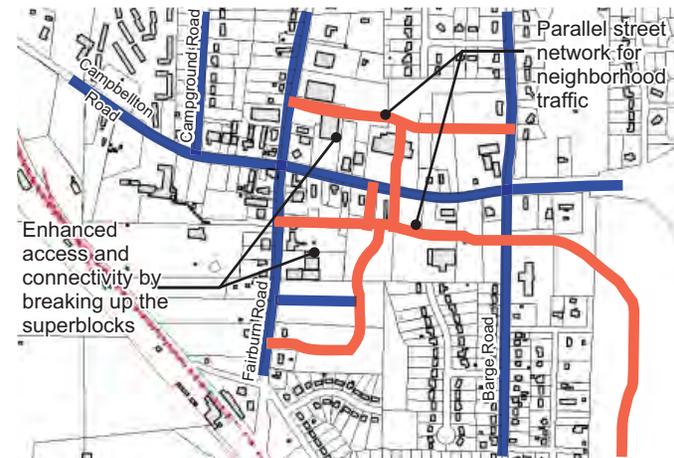
This portion of Campbellton Road serves as an important artery for neighborhoods west of I-285, including the Ben Hill area. The overall area is experiencing new residential development, with several projects planned for the area, and a strong residential market.

The *Fairburn Road/Barge Road* segment, about one-quarter mile in length, is the commercial heart of the area and is a logical candidate for a catalyst project and improvement into a true commercial center for the community. This area is lined by primarily older retail development and a collection of churches and religious establishments. Its advantages are the volume of passing traffic, its establishment as a commercial area, the nearby presence of large numbers of residents, and a number of connecting streets (Fairburn Road and Barge Road).

However, the current state of retail in the area is challenged by a lack of strong anchors, the varying quality of the existing retail space and the lack of any consistent connections or continuity between parcels. There are a number of vacant or underutilized parcels, like the MARTA Park and Ride lot on the corner of Barge Road, which could begin to form a catalyst site for redevelopment .



Existing Street Network



Proposed Street Network

Campbellton - West: Recommendations & Implementation

Proposed Development Plan

The concept for Ben Hill Village is to capture the market strengths of the area and integrate them into a true mixed-use and pedestrian friendly village. These market strengths include strong residential demand, the ability to fill the retail “gap” between Cascade Road and Camp Creek Parkway, and opportunities for small professional offices and/or medical facilities.

The village could include a wide range of convenience retail including a food store anchor, restaurants, and local services. In addition to the retail choices, a range of housing options will be provided including townhomes and possibly a limited number of condominium units either clustered in a small project or as units over parts of the retail. A third important housing element would be senior housing, which could be jointly developed by one or more of the churches in the area. The village should also include office space such as professional offices, medical facilities and space designed to cater to start-up and smaller businesses.

The design of the village is structured on assembling a large enough collection of parcels to create a critical mass of development. Building on the potential to reuse the MARTA Park and Ride lot (with recommended relocation to Greenbriar Mall), the plan illustrates the development potential of the parcels on the south side of Campbellton Road. The new village is organized on a set of new streets and blocks that provide needed connectivity, particularly the parallel connection to Campbellton Road that connects Fairburn Road to Barge Road. A public park/square is located on Campbellton Road providing a central organizing space for new, two to three-story mixed-use retail, office and residential development and giving the area a valuable civic identity.



Key Parcels: Ben Hill Village Area

	Parcel Index Number
1	14f0005 LI066
2	14f0005 LI067
3	14f0005 LI096
4	14f0005 LI097
5	14f0006 LI164
6	14f0006 LI166
7	14f0006 LI170
8	14f0006 LI179
9	14f00060001017

	Parcel Index Number
10	14f00060001026
11	14f00060001030
12	14f00060001033
13	14f00060001037
14	14f00060001046
15	14f00060001052
16	14f00060001053
17	14f00060001054

Campbellton - West: Recommendations & Implementation

Table 4-1: Ben Hill Village Development Summary

Development Type	Units/ Sq.ft.	Cost/ unit	Development Value
Residential			
MF/ Condo	50 units	\$125,000	\$6,250,000
Townhome	200 units	\$180,000	\$36,000,000
Senior	150 units	\$120,000	\$18,000,000
Office			
	20,000 s.f.	\$100	\$2,000,000
Retail			
	100,000 s.f.	\$65	\$6,500,000
Total			\$68,750,000

Action Plan:

1. Include the area of Ben Hill Village in the Campbellton Road TAD district.
2. Working with MARTA/GDOT, and surrounding land owners to option a substantial site for creation of the first phase of Ben Hill Village.
3. Issue RFP to elicit developer interest in acquiring the first site in Ben Hill Village for creation of the first phase of retail redevelopment.
4. Revise zoning for the area to include Quality of Life zoning techniques to permit the mixed-use development planned for the Ben Hill Village.
5. Conduct retail market analysis to provide data to potential developers and tenants on the retail potential of the proposed Village from the substantial surrounding residential areas.
6. Develop an identity kit and marketing plan to establish the identity of Ben Hill Village in the mind of surrounding residents and potential customers.
7. Establish a partnership with local churches to develop senior housing.
8. Seek LCI funding for streetscape and pedestrian improvements to make Ben Hill Village attractive and walkable.

Campbellton - West: Recommendations & Implementation

Ben Hill Village



Campbellton - West: Recommendations & Implementation

Identity for Ben Hill Village

An important aspect of making the Ben Hill Village successful is to unify the look and character of Campbellton Road. By branding the area as Ben Hill Village the goal is to establish a distinct identity for the area in the minds of area residents and potential visitors. The term Ben Hill Village was well received by participants in the charrette process. This sketch prepared by the Sizemore Group for the area in 2001 illustrates the future impact of implementing the city's Quality-of-Life zoning code, establishing pedestrian oriented standards such as placing buildings up to the street, locating parking behind, and adding street trees and pedestrian lighting.



Campbellton Road at Fairburn Road - Before

Campbellton - West: Recommendations & Implementation

Ben Hill Village



*Campbellton Road at Fairburn Road - After
Prepared by : Sizemore Group for City of Atlanta (2001)*

Campbellton - West: Recommendations & Implementation

4.6 Campbellton: West of Butner Road

Future Residential Development

The land use pattern along Campbellton Road west of Butner Road is predominantly single-family residential with a small commercial crossroads at County Line Road. There is strong pressure for new residential development in this area as older, large residential lots are combined to create new subdivisions. Many of these larger residential lots exist along Campbellton Road between County Line Road and Butner Road.

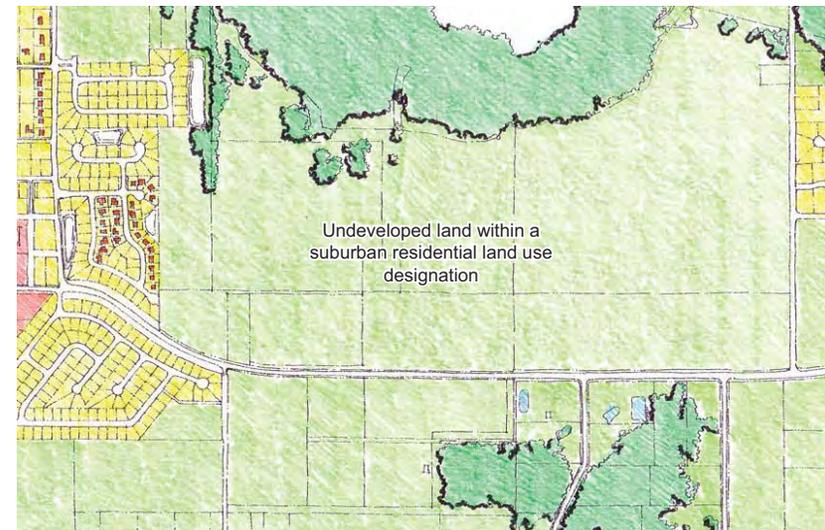
Directing the pattern of this suburban development is necessary to provide access to open space, protect natural resources, manage transportation impacts, and contribute to the overall character of the corridor.

The key to managing the future impact of this residential growth will be to plan for and structure development on a set of interconnected streets and blocks. These new streets will provide valuable parallel and perpendicular connections to Campbellton Road allowing traffic to distribute more evenly, and balancing the pressure on Campbellton Road and its key intersections.

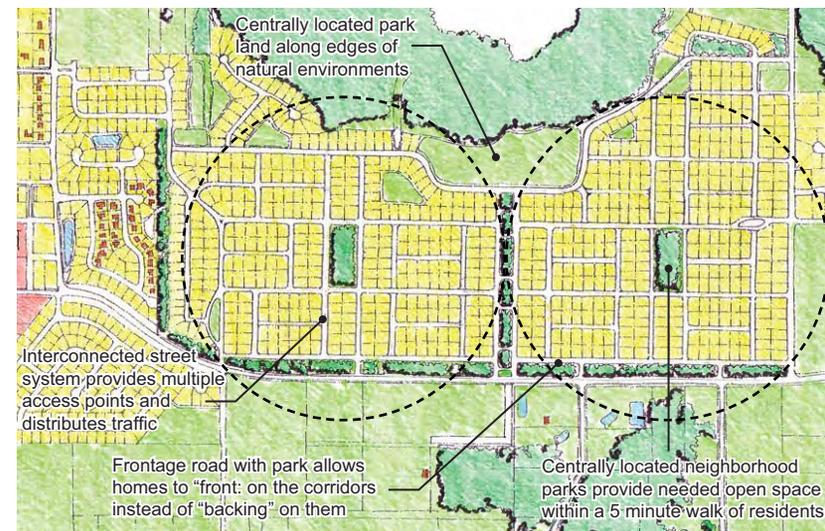
The plan for the Campbellton West Corridor outlines a number of key new street connections in areas that are anticipated for future residential development. These connections will be implemented incrementally as development takes place, completing the planned network over time.

Suburban Development Prototype

This development prototype illustrates the ability to create suburban residential neighborhoods that provide access to parks and natural resources within a pattern of connected streets and blocks.



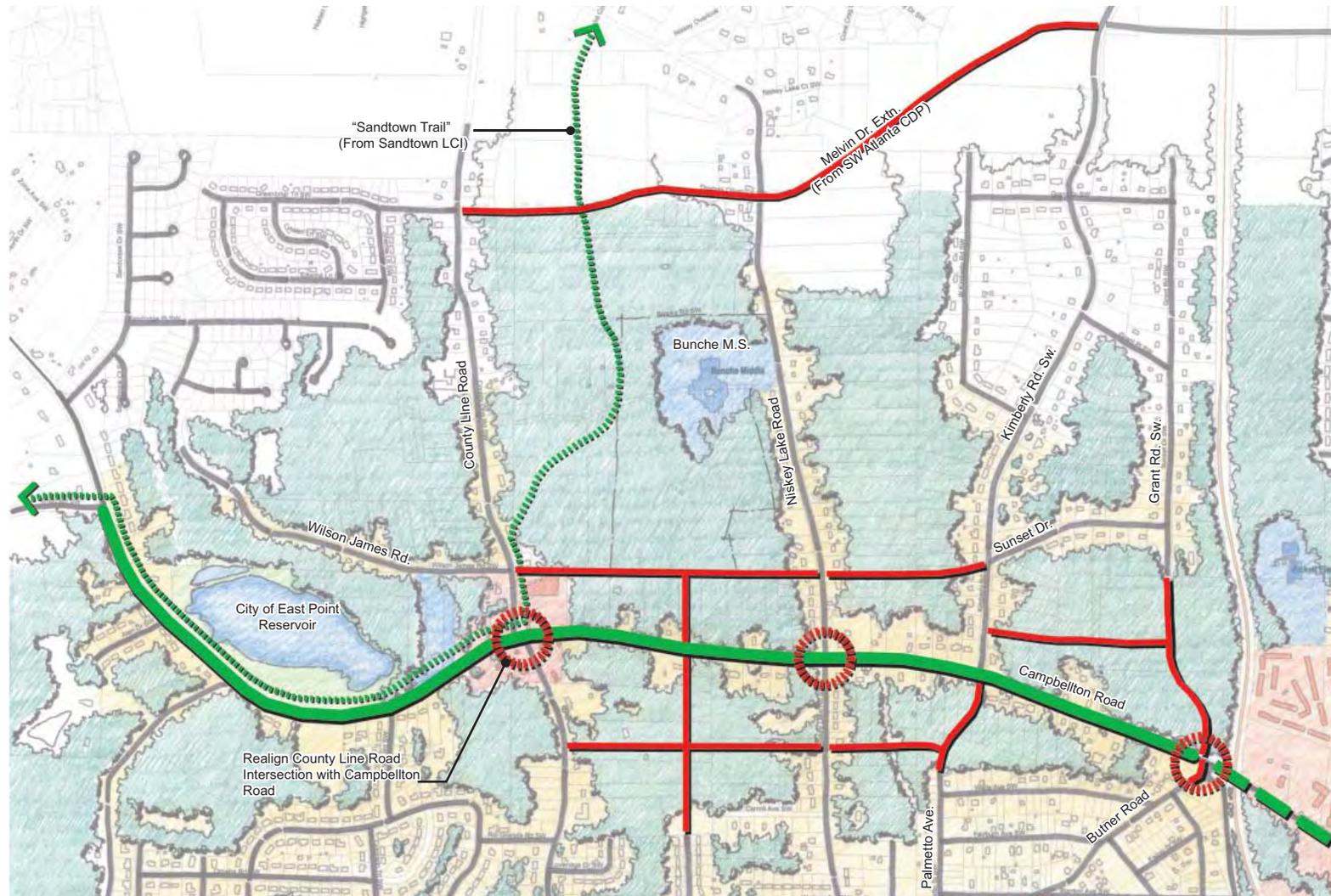
Prototype suburban residential development pattern (Existing condition)



Prototype suburban residential development pattern (Proposed condition)

Campbellton - West: Recommendations & Implementation

Campbellton: West of Butner Road



Legend

- | | | | | |
|---------------------------|-------------------------------|-------------------------------|---------------------------------------|--------------------|
| Intersection Improvements | Planned Street | Traffic Calming | Commercial & Multi-Family Residential | Institutional |
| Corridor Cross Section | New Street | Streetscape / Sidewalk | Single Family Residential | Wooded Areas |
| Catalyst Project | Greenway / Multipurpose Trail | Proposed Parks or Open Spaces | | Park or Open Space |

Campbellton - West: Recommendations & Implementation

4.7 Projects

This section outlines the complete list of projects and recommendations for the corridor. The corridor plan map identifies the project location and keys out the project identification number which corresponds to the project descriptions.

Corridor/Cross-section

C-1 Campbellton Rd.: Road widening from existing 2-lanes to 4-lanes (2 travel lanes in each direction and center median), including sidewalks/multi-purpose trail

C-2 Transition Lighting and Signage: Install additional signing at terminus of Langford Parkway, flashing beacons for signal ahead warning, install vehicular lighting for better visibility at interchange

Streetscape/Sidewalks

S-1 Barge Rd.: Install sidewalks from Fairburn Road south to Stone Road.

S-2 Fairburn Rd.: Install sidewalks from Barge Road south to Tell Road.

S-3 Campbellton Rd.: Install pedestrian street lighting, street trees and sidewalks from Barge Road to Butner Road.

Intersections/Traffic Signals

I-1 County Line Rd.: realign County Line Rd. to remove “dog leg” with new signal, pedestrian crosswalks, and ADA enhancements (potential park opportunity created with realignment).

I-2 Niskey Lake Rd.: Construct left turn lanes on all approaches.

I-3 Butner Rd.: Potential realignment/connection north as access to development parcel, study potential for signalization (particularly with any new development to the north), clean-up excess pavement/connection to Daniel Rd.

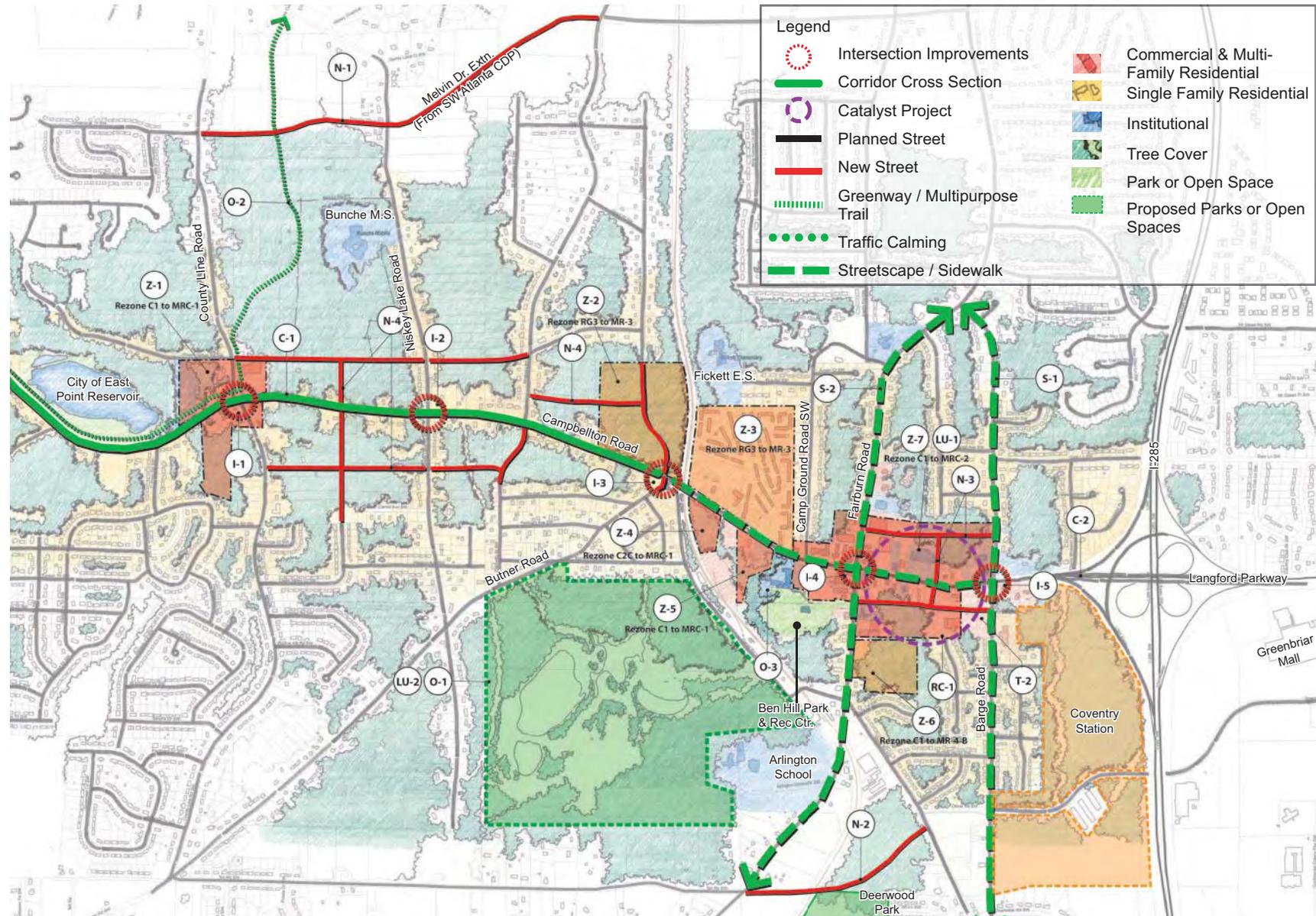
I-4 Fairburn Rd.: Evaluate the right-of-way and design impacts of extending northbound left turn lane and constructing eastbound and westbound right onto Campbellton

I-5 Barge Rd.: Evaluate the right-of-way and design impacts of constructing southbound left turn lane and eastbound right turn lane onto Campbellton

Legend	
	Intersection Improvements
	Corridor Cross Section
	Catalyst Project
	Planned Street
	New Street
	Greenway / Multipurpose Trail
	Traffic Calming
	Streetscape / Sidewalk
	Commercial
	Single Family Residential
	Multi-Family Residential
	Institutional
	Tree Cover
	Park or Open Space
	Proposed Parks or Open Spaces

Campbellton - West: Recommendations & Implementation

Projects



Campbellton - West: Recommendations & Implementation

I-6 Upgrade Traffic Signals: to include 2070 controllers, LED signal displays, vehicle detection and pedestrian enhancements

I-7 Traffic Signal Interconnection: Construct fiber optic communication system for all signalized intersections and connect to Traffic Control Center.

I-8 Unsignalized Pedestrian Crosswalks: Upgrade signing and pavement markings for unsignalized crosswalks

I-9 Signalized Pedestrian Crosswalks: Upgrade pedestrian crosswalk markings and provide ADA access.

New Street Network

N-1 Melvin Drive Extension: connection from Kimberly Rd. to County Line Rd. (identified in the Southwest Atlanta CDP).

N-2 Tell Rd. and Greenbriar Pkwy. Connection: Evaluate potential connection of Tell Rd. to Greenbriar Pkwy. at Stone Rd. (will require crossing railroad and coordination with Coventry Station Development).

N-3 Network Opportunities - Ben Hill Village: various network connections that are possible with redevelopment, evaluate potential signal between Barge and Fairburn.

N-4 Network Opportunities - West of Butner various network connections that are possible with redevelopment.

Transit

T-1 Blue Flyer Route # 283: Enhance transit service to Downtown Atlanta by extending route from Oakland City Station to downtown Atlanta.

T-2 Relocate Park and Ride Lot: relocate park and ride lot at Barge Rd. to Greenbriar Mall (identified in the Greenbriar LCI).

T-3 Bus Stop Enhancements: Eliminate underutilized stops and enhance remaining bus stops to include shelters, benches, trash receptacles and route information.

Redevelopment Catalyst Projects

RC-1 Ben Hill Village: Establish a mixed-use center with a food store anchor, restaurants, local services, office and residential.

Campbellton - West: Recommendations & Implementation

Land Use/Zoning

Land use and zoning changes are an important part of implementing the plan, allowing the types of mixed-use envisioned and urban design standards that support pedestrian friendly development. The recommendations of this plan are focused on parcels located directly on or in close proximity to the corridor and have been developed comprehensively to ensure that all properties have been treated similarly.

Quality of Life Districts

The zoning recommendations are based on implementing the City of Atlanta Quality of Life (QOL) Zoning Districts. These districts have been developed specifically to encourage:

- Pedestrian oriented development
- Mixed-use development
- Intensification of underutilized commercial corridors
- Concentration of development in activity centers

The basic Quality Of Life Districts include:

Neighborhood Commercial – which is intended to maintain and support pedestrian oriented and neighborhood scaled commercial areas.

Multi-Family Residential – which is intended to support a variety of multi-family housing types with a limited amount of neighborhood serving commercial.

Mixed Residential Commercial – which is intended to support mixed-use development in historically single use commercial areas with strong design standards that require open space, street network and quality street design.

Live Work – which is intended to support the redevelopment of underutilized industrial areas with residential uses.

Recommendations

In general the land use and zoning recommendations for the corridor are organized into two types.

1. Implementing the QOL urban design standards: Multi-family and commercially zoned parcels along the corridor have been recommended for rezoning to the equivalent QOL District, maintaining the same level of density and use but implementing the pedestrian oriented design standards (example: a C-1 district is rezoned to a MRC-1 QOL district).
2. Intensifying key catalyst sites and activity centers: Based on the identification of catalyst sites in the corridor, key parcels in those areas have been recommended for rezoning to supportive QOL Districts that encourage the intended mixed-use and density illustrated in the proposed development plans. In many cases involving rezoning a C-1 district to a higher intensity MRC QOL District.

Z-1 Rezone from C1 to MRC-1: maintains land use intensity and implements Quality of Life Zoning Code urban design standards.

Z-2 Rezone from RG3 to MR-3: maintains land use intensity and implements Quality of Life Zoning Code urban design standards.

Z-3 Rezone from RG3 to MR-3: maintains land use intensity and implements Quality of Life Zoning Code urban design standards.

Z-4 Rezone from C2C to MRC-1: maintains land use intensity and implements Quality of Life Zoning Code urban design standards.

Campbellton - West: Recommendations & Implementation

Z-5 Rezone from C1 to MRC-1: maintains land use intensity and implements Quality of Life Zoning Code urban design standards.

Z-6 Rezone from C1 to MR-4-B: shifts land use from commercial to residential and implements Quality of Life Zoning Code urban design standards.

Z-7 Rezone from C1 to MRC-2: Increases land use intensity, encourages mixed use and implements Quality of Life Zoning Code urban design standards. Future land use change from Low Density Commercial to Mixed Use.

Other

O-1 “Quarry Park”: Potential park and open space opportunity utilizing former quarry, with connection to existing Ben Hill Community Park via pedestrian bridge over railroad. Designate this site as Open Space in the Future Land Use Plan.

O-2 “Sandtown Trail”: Multipurpose trail connecting to Sandtown Villages (identified in the Sandtown LCI).

O-3 Ben Hill School: Work with the School Board to evaluate reuse options as a community resource and connection to the adjacent Ben Hill Community Park.

Campbellton - West: Recommendations & Implementation

4.8 Implementation Strategy

This section outlines the broad implementation strategy for the Campbellton West Corridor. The outline establishes a working priority/phasing strategy, a general approach to grouping related projects, and key issues facing their implementation. A detailed list of projects is included in Section 4.8.2 which outlines anticipated costs, phase and key agency.

Priority 1: (1st Year)

15 Year Future Land Use and Zoning Changes

The identified Future Land Use and Zoning changes are an important part of codifying the pattern and use of development in the corridor. The Bureau of Planning can implement these changes relatively quickly with the support and participation of area's NPU's. The key zoning changes in the Campbellton West corridor include employing the City's Quality of Life Zoning Districts in existing commercial and multi-family zoning categories in order to implement the new pedestrian-oriented urban design standards and support the type of use and intensity planned for in the Ben Hill Village catalyst site.

Priority 2: (1-2 years)

Campbellton Road TAD

As already identified, the creation and adoption of the Campbellton Road TAD is the critical implementation step for the Campbellton Road Corridor. The redevelopment of the catalyst sites identified in the corridor are dependent on public redevelopment assistance in the form of property assemblage and infrastructure incentives (new streets and public spaces) and will not likely redevelop without such assistance. The Bureau of Planning should work with the ADA to establish the Campbellton Road TAD as soon as possible. Section 7.0 (Economic Development Maps) outlines a recommended district boundary that is based on ADA's initial study with additions based on the results of this planning process.

Priority 3: (1-5 years)

Ben Hill Village Catalyst Site

The commercial area along Campbellton Road between Barge Road and Fairburn Road includes a collection of churches, small strip retail buildings, and older historic structures. This area lacks a cohesive vision and the community has consistently expressed a desire to see this area revitalized with new community serving retail and services. The proposed plan envisions assembling the major parcels on the south side of Campbellton Road between Barge Road and Fairburn Road in order to make possible a mixed use development plan that includes new retail, office and residential uses anchored by a community serving grocery store or other medium-sized retail anchor. The ability to redevelop this area is contingent on assembling a number of parcels including the MARTA Park-and-Ride Lot (with a recommended relocation to Greenbriar Mall). This will require the active involvement of the ADA in either working with property owners to collectively market the site, or gaining control of the property through purchase or contract in order to attract a potential developer.

Priority 4: (1-5 years)

Neighborhood Sidewalks

Sidewalks were among the neighborhood's top concerns. In particular, Fairburn Road and Barge Road were identified as important pedestrian corridors needing sidewalks. This study has documented the key streets needing sidewalks and these projects can be implemented incrementally through the use of various City funding sources including the Quality of Life Bond funds, the Campbellton Road TAD, and LCI implementation funds.

Campbellton - West: Recommendations & Implementation

Priority 5: (1-10 years)

Transit

Recommendations for improving transit service involve adjustments to the existing service including eliminating underutilized and/or redundant stops, enhancing the shelter amenities at high boarding stops and development nodes, implementing ITS transit signal priority, and potentially extending the corridor routes from the West End and Oakland City Stations directly to downtown Atlanta for more direct service to downtown. All of these projects will need to be implemented by MARTA through the initiation of the Bureau of Planning. LCI implementation funds are an ideal source of funding and the plan should be submitted to ARC for LCI eligibility.

Priority 6: (5-15 years)

Campbellton Road Widening

The 2-lane portion of Campbellton Road from Butner Road to the city limit has been identified for widening by the GDOT. The neighborhoods have been concerned about the impacts of this widening and have in the past resisted GDOT's efforts. Through this process, the community has expressed a renewed interest in finding a compromise design solution that minimizes impact while providing additional travel lanes, sidewalks and bike lanes. These design compromises include, 11-foot travel lanes, a 12-foot landscaped median, sidewalks and street trees.

The next step in implementing this project is to request GDOT to re-initiate their preliminary design process. This process would allow GDOT to reengage with the neighborhoods and work to define a design solution. This will ultimately be a relatively expensive project including the acquisition of needed right-of-way and will take a number of years to allocate the needed funding. Currently, GDOT is reluctant to construct short-term projects

that may not fit in with the corridor's ultimate design and would need to be replaced in future phases. However, if the preliminary design process can establish an ultimate design for the corridor, there are a number of smaller intersection projects (i.e. the realignment of County Line Road) that could be implemented by GDOT sooner.

Priority 7: (5-15 years)

Regional Network Connections

Campbellton Road is an important regional connection from I-285 to the west, carrying both regional truck and commuter traffic. Campbellton Road is also an important corridor for the surrounding neighborhoods and, in some cases, is their only route to retail services and other destinations. The plan identifies a number of new network connections designed to build better parallel network along Campbellton Road to provide alternatives for the surrounding neighborhoods. Two key connections include the extension of Melvin Drive (on the north) and the extension of Tell Road (on the south). These connections provide important alternatives to Campbellton Road for the surrounding neighborhoods, taking some local trips off the corridor.

These connections will require additional planning, design, right-of-way purchase, and construction funds. The scale and nature of these projects will require inclusion in the Regional Transportation Plan (RTP) and years of planning. In the short term, the Bureau of Planning should actively coordinate with development along these alignments to ensure right-of-way protection and even private construction of small segments as development occurs.

Campbellton - West: Recommendations & Implementation

Priority 8: (5-15 years)

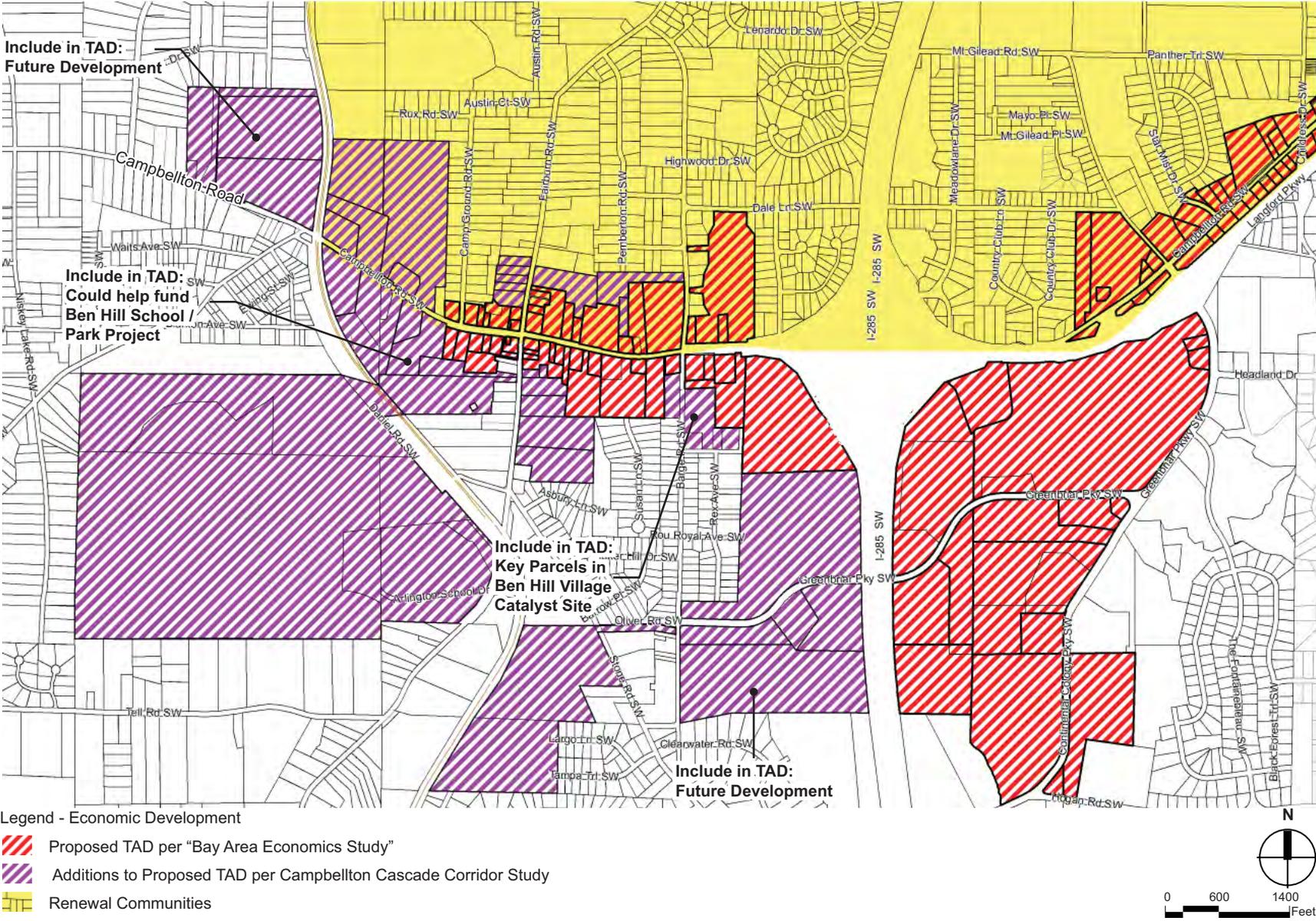
Quarry Park

The neighborhood has identified the quarry on Daniels Road as a potential open space opportunity. In addition, this park was also included in the 1998 Southwest Atlanta Comprehensive Development Plan. This is a significant parcel and would ultimately serve as a regional resource for the City. It is located across Daniels Road and the railroad tracks from the Ben Hill Community Park and these parks could be connected in the future by a pedestrian bridge.

Purchase of this property will represent a significant expenditure and will require a broader city-wide consensus as to its place in the City's overall parks and open space system. A potential scenario may include partial development of the site as clustered residential and/or employment-industrial uses with the preservation of the majority of the site as dedicated regional park facility. In this scenario, the partial development of the site would provide a financial benefit that may help off-set the cost of the land purchase. The Bureau of Planning should facilitate discussions with the Department of Parks, Recreation and Cultural Affairs to study park/development scenarios for this unique site.

Campbellton - West: Recommendations & Implementation

4.8.1 Economic Development Map: Existing and Proposed TADs and UEZs



Campbellton - West: Recommendations & Implementation

4.8.2 Project Matrix

This section organizes all the recommended projects into a chart that outlines project type, phase, NPU, Council District, estimated costs, funding sources and agencies involved.

Cost Assumptions

As with any macro-level planning process, it is difficult to perfectly assign costs to future projects. However, it is possible to estimate based on standard cost assumptions. The following assumptions have been used have been used for the projects outlined.

- 5-foot wide sidewalk including curb and gutter = \$7.00 per square foot
- Required drainage associated with new curb and gutter = \$35 per linear foot
- The different roadway typical sections proposed in this cost estimate was:
 - o One lane roadway with sidewalk \$185 / Linear Foot (was used for turn lane estimates)
 - o Two lane roadway with sidewalk \$295 / Linear Foot
 - o Three lane roadway with sidewalk \$385 / Linear Foot
 - o Four lane roadway with sidewalk \$450 / Linear Foot
- Bridge = \$65 / Linear Foot
- Atlanta Light Type "C" pedestrian lights = \$3,000 each at 80 foot spacing
- Street Trees = \$300 Each at 40 foot spacing
- Milling and Resurfacing \$4 / Square Yard
- Road Signs = \$ 300 each
- Thermoplastic Crosswalks = \$3000 / leg
- Signal priority for transit = \$125,000 / mile, \$25,000 / unit
- Bus stop shelter = \$5,000-\$8,000 each

It was also assumed that engineering cost would be at 10-15 percent of the construction cost. Right of way cost was as-

sumed to be at an average rate \$2.50 per square foot. The right of way cost assumes an average rate of both residential and commercial.

Agency Abbreviations

BOP = Bureau of Planning

DPW = Department of Public Works

DPRCA = Department of Parks, Recreation and Cultural Affairs

GDOT = Georgia Department of Transportation

ADA = Atlanta Development Authority

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ID	Description	Location	NPU	Council District	Phase	ROW Cost	Eng/Design Cost	Construction Cost	Total Cost	Funding	Agency
	Corridor/Crosssection										
C-1	Campbellton Rd.: Road Widening from existing 2-lanes to 4-lanes (2 travel lanes in each direction & center median), including sidewalks/multi-purpose trail	From Butner Rd. to Enon Rd.	P	11th (Maddox)	Phase 3 (5-15 years)	\$1,150,000	\$500,000	\$4,669,000	\$6,319,000	GDOT	GDOT/BOP
C-2	Transition Lighting and Signage: Install additional signing at terminus of Langford Parkway, flashing beacons for signal ahead warning, install vehicular lighting for better visibility at interchange	From I-285 interchange to Barge Rd.	P	11th (Maddox)	Phase 1 (1-5 years)	N/A	\$80,000	\$800,000	\$880,000	GDOT	GDOT
	Streetscape/Sidewalks										
S-1	Barge Rd.: Install sidewalks	From Fairburn Rd. south to Stone Rd	P	11th (Maddox)	Phase 1 (1-5 years)	N/A	\$85,000	\$835,450	\$920,450	Campbellton TAD/LCI	BOP/DPW
S-2	Fairburn Rd.: Install sidewalks	From Barge Rd. south to Tell Rd.	P	11th (Maddox)	Phase 1 (1-5 years)	N/A	\$63,000	\$631,000	\$694,000	Campbellton TAD/LCI	BOP/DPW
S-3	Campbellton Rd.: Install pedestrian street lighting, Street Trees & sidewalks	From Barge Rd. to Butner Rd.	P	11th (Maddox)	Phase 1 (1-5 years)	N/A	\$70,000	\$694,000	\$764,000	Campbellton TAD/LCI	GDOT/BOP/DPW
	Intersections/Traffic Signals										
I-1	County Line Rd.: realign County Line Rd. to remove "dog leg" with new signal, pedestrian crosswalks, and ADA enhancements (potential park opportunity created with realignment)	Intersection of Campbellton Rd. & County Line Rd.	P	11th (Maddox)	Phase 2 (5-10 years)	\$300,000	\$70,000	\$659,000	\$729,000	GDOT	GDOT/BOP
I-2	Niskey Lake Rd.: Construct left turn lanes on all approaches	Intersection of Campbellton Rd. & Niskey Lake Rd.	P	11th (Maddox)	Phase 2 (5-10 years)	\$30,000	\$40,000	\$275,000	\$315,000	GDOT	GDOT/BOP
I-3	Butner Rd.: Potential realignment/connection north as access to development parcel, study potential for signalization (particularly with any new development to the north), clean-up excess pavement/connection to Daniel Rd.	Intersection of Campbellton Rd. & Butner/Daniel Rd.	P	11th (Maddox)	Phase 2 (5-10 years)	\$240,000	\$70,000	\$689,000	\$759,000	GDOT	GDOT/BOP
I-4	Fairburn Rd.: Evaluate the right-of-way & design impacts of extending northbound left turn lane & constructing eastbound & westbound right onto Campbellton	Intersection of Campbellton Rd. & Fairburn Rd.	P	11th (Maddox)	Phase 2 (5-10 years)	\$24,000	\$30,000	\$184,000	\$214,000	Campbellton TAD/GDOT	GDOT/BOP
I-5	Barge Rd.: Evaluate the right-of-way & design impacts of constructing southbound left turn lane and eastbound right turn lane onto Campbellton	Intersection of Campbellton Rd. & Barge Rd.	P	11th (Maddox)	Phase 2 (5-10 years)	\$20,000	\$25,000	\$138,000	\$163,000	Campbellton TAD/GDOT	GDOT/BOP
I-6	Upgrade Traffic Signals: to include 2070 controllers, LED signal displays, vehicle detection & pedestrian enhancements	All signalized intersections along corridor	P	11th (Maddox)	Included in a Contract Let by GDOT in Dec. 2005	TBD	TBD	TBD	TBD	GDOT	GDOT/BOP
I-7	Traffic Signal Interconnection: interconnect signals & provide communications to City of Atlanta TCC	All signalized intersections along corridor	P	11th (Maddox)	Included in a Contract Let by GDOT in Dec. 2005	TBD	TBD	TBD	TBD	GDOT	GDOT/BOP
I-8	Unsignalized Pedestrian Crosswalks: Upgrade signing and pavement markings for unsignalized crosswalks	unsignalized crosswalks at Ben Hill School	P	11th (Maddox)	Phase 1 (1-5 years)						GDOT/BOP

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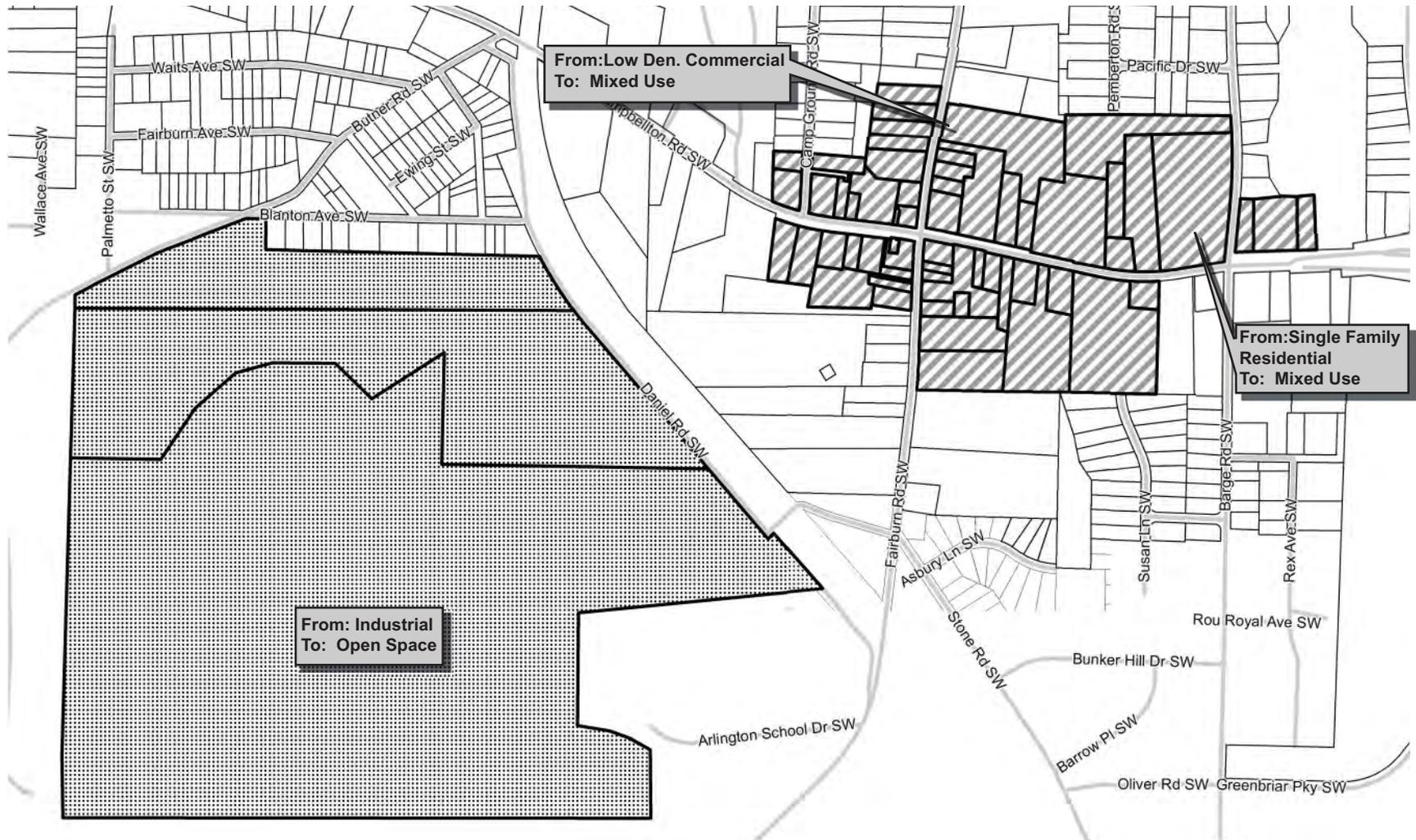
ID	Description	Location	NPU	Council District	Phase	ROW Cost	Eng/Design Cost	Construction Cost	Total Cost	Funding	Agency
I-9	Signalized Pedestrian Crosswalks: Upgrade pedestrian crosswalk markings & provide ADA access.	All signalized intersections in corridor	P	11th (Maddox)	Included in a Contract Let by GDOT in Dec. 2005	TBD	TBD	TBD	TBD	GDOT	GDOT/BOP
	New Streets/Network										
N-1	Melvin Drive Extension: New 2-lane road from Kimberly Rd. to County Line Rd. (identified in the Southwest Atlanta CDP)	From Kimberly Rd. to County Line Rd.	P	11th (Maddox)	Phase 2 (5-10 years)	\$1,000,000	\$220,000	\$2,200,000	\$2,420,000	CIP	BOP/DPW
N-2	Tell Rd. & Greenbriar Pkwy. Connection: Evaluate potential connection of Tell Rd. to Greenbriar Pkwy. At Stone Rd. (will require bridging railroad & coordination with Coventry Station Developer)	From Tell Rd. at Fairburn to Greenbriar Pkwy. At Stone Rd.	P	11th (Maddox)	Phase 2 (5-10 years)	\$720,000	\$220,000	\$2,180,000	\$2,400,000	CIP	BOP/DPW
N-3	Network Opportunities - Ben Hill Village: various network connections that are possible with redevelopment, evaluate potential signal between Barge & Fairburn	North & south of Campbellton Rd. between Fairburn & Barge Rd.	P	11th (Maddox)	Phase 1 (1-5 years)	TBD	TBD	TBD	TBD	Campbellton TAD	BOP/ADA
N-4	Network Opportunities - West of Butner various network connections that are possible with redevelopment	North & south of Campbellton Rd. between County Line Rd. & Butner Rd.	P	11th (Maddox)	On-Going	TBD	TBD	TBD	TBD	Private Development	BOP
	Transit										
T-1	Blue Flyer Route # 283: Enhance transit service to Downtown Atlanta by extending route from Oakland City Station to downtown Atlanta	extra 3 miles one-way along Lee St, Whitehall, and Peachtree, Alabama, Forsyth, Marietta 14 minute headways no additional extra blue flyer buses required	P	11th (Maddox)	Phase 2 (5-10 years)	N/A	N/A	N/A	operation cost \$1.36 per mile X (6 miles round trip) X (8 buses per day) X 260 days per year = \$16,972	MARTA operating funds (staffing) and capital funds (buses)	MARTA
T-2	Relocate Park & Ride Lot: relocate park & ride lot at Barge Rd. to Greenbriar Mall (identified in the Greenbriar LCI)	SW corner of mall property of across Greenbriar Pkwy	P	11th (Maddox)	Phase 1 (1-5 years)	TBD	Variable/Depends on level of shelter and types of modifications to 5 existing routes in area (66, 83, 283,170, 182)	Variable/Depends on level of mall support-land donation		MARTA capital funds with local business assistance (with Greenbriar Mall)	MARTA
T-3	Bus Stop Enhancements: Eliminate underutilized stops & enhance remaining bus stops to include shelters, benches, trash receptacles & route information		P	11th (Maddox)	Phase 1 (1-5 years)	N/A	Minimal/Cost can be born by advertising agency (VIACOM)	\$5,000-\$8,000 per shelter	Cost could be born by advertising	MARTA capital funds/VIACOM	MARTA with advertising agency (VIACOM)
	Redevelopment Catalyst Projects										
RC-1	Ben Hill Village: Establish a mixed-use center with a food store anchor, restaurants, local services, office and residential	Between Fairburn & Barge Rd.	P	11th (Maddox)	Phase 1 (1-5 years)	TBD	TBD	TBD	TBD	Campbellton TAD/Private Developers	BOP/ADA

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ID	Description	Location	NPU	Council District	Phase	ROW Cost	Eng/Design Cost	Construction Cost	Total Cost	Funding	Agency
	15-Year Future Land Use										
LU-1	Future Land Use change from Low Density Commercial to Mixed Use. Supports the mixed-use redevelopment of the Ben Hill Village catalyst site and is consistent with adjacent Mixed Use designation at the Barge Road intersection.		P	11th (Maddox)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
LU-2	Future Land Use change from Industrial to Open Space. Supports the future redevelopment of the quarry into a regional park		P	11th (Maddox)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
	Zoning										
Z-1	Rezone from C1 to MRC-1: maintains land use intensity & implements Quality of Life Zoning Code urban design standards		P	11th (Maddox)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
Z-2	Rezone from RG3 to MR-3: maintains land use intensity & implements Quality of Life Zoning Code urban design standards		P	11th (Maddox)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
Z-3	Rezone from RG3 to MR-3: maintains land use intensity & implements Quality of Life Zoning Code urban design standards		P	11th (Maddox)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
Z-4	Rezone from C2C to MRC-1: maintains land use intensity & implements Quality of Life Zoning Code urban design standards		P	11th (Maddox)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
Z-5	Rezone from C1 to MRC-1: maintains land use intensity & implements Quality of Life Zoning Code urban design standards		P	11th (Maddox)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
Z-6	Rezone from C1 to MR-4-B: shifts land use from commercial to residential & implements Quality of Life Zoning Code urban design standards		P	11th (Maddox)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
Z-7	Rezone from C1 to MRC-2: Increases land use intensity, encourages mixed use & implements Quality of Life Zoning Code urban design standards		P	11th (Maddox)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
	Park & Open Space										
O-1	"Quarry Park": Potential park & open space opportunity utilizing former quarry, with connection to existing Ben Hill Community Park via pedestrian bridge over railroad		P	11th (Maddox)	Phase 3 (5-15 years)	TBD	TBD	TBD	TBD	TPL/Blank Foundation/PATH Foundation	BOP/DPRCA
O-2	"Sandtown Trail": Multipurpose trail connecting to Sandtown Villages (identified in the Sandtown LCI)		P	11th (Maddox)	Phase 3 (5-15 years)	TBD	TBD	TBD	TBD	TPL/Blank Foundation/PATH Foundation/Private Developers	BOP/DPRCA
O-3	Ben Hill School: Work with the School Board to evaluate reuse options as a community resource and connection to the adjacent Ben Hill Community Park.		P	11th (Maddox)	Phase 2 (5-10 years)	TBD	TBD	TBD	TBD	Campbellton TAD	BOP/DPRCA

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4.8.3 Proposed 15 Year Future Land Use Changes

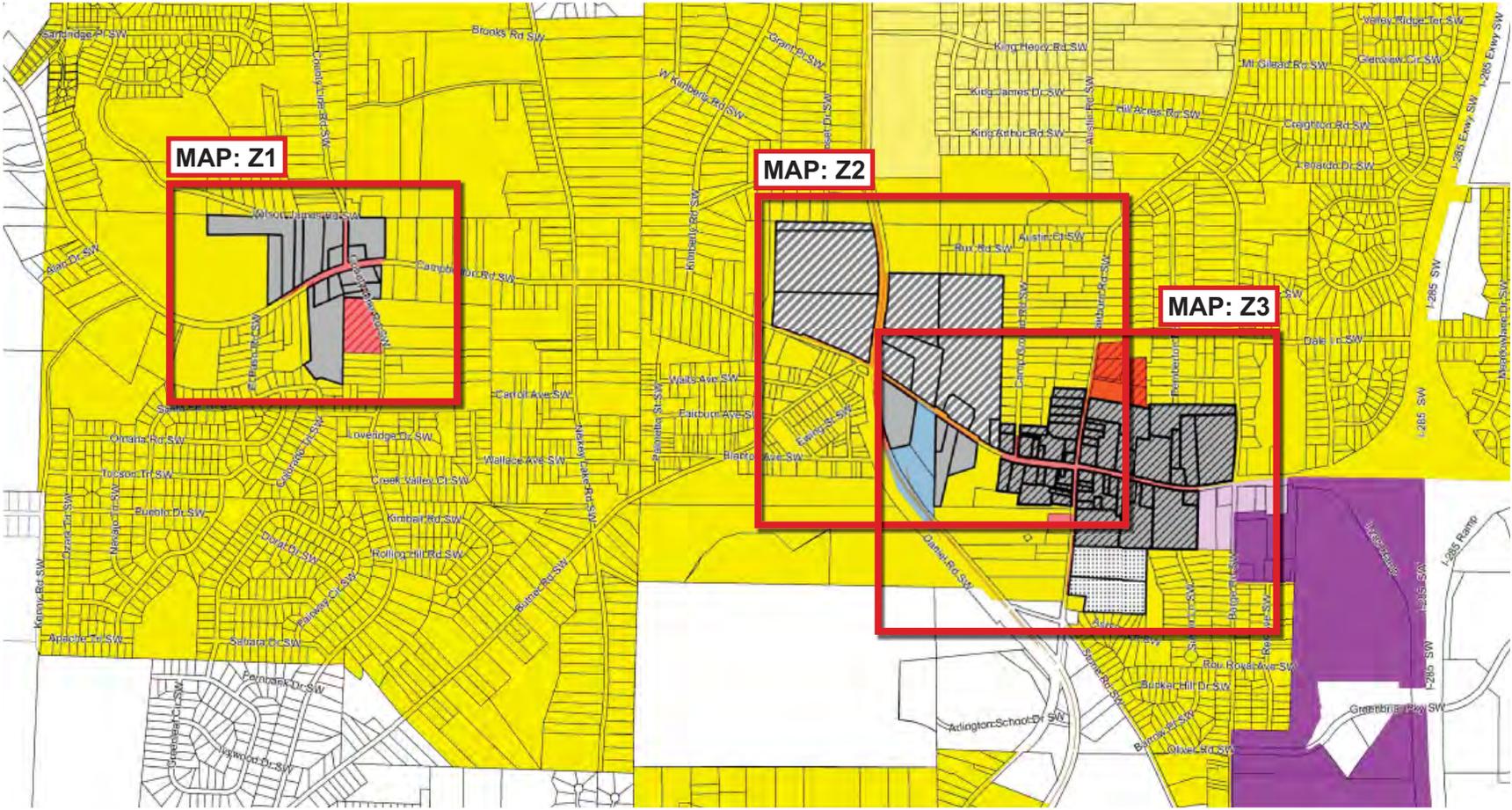


Legend - Land Use Changes

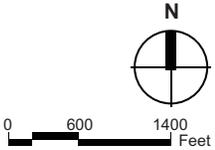
-  Open Space
-  Mixed Use

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4.8.4 Proposed Rezoning: Key Map

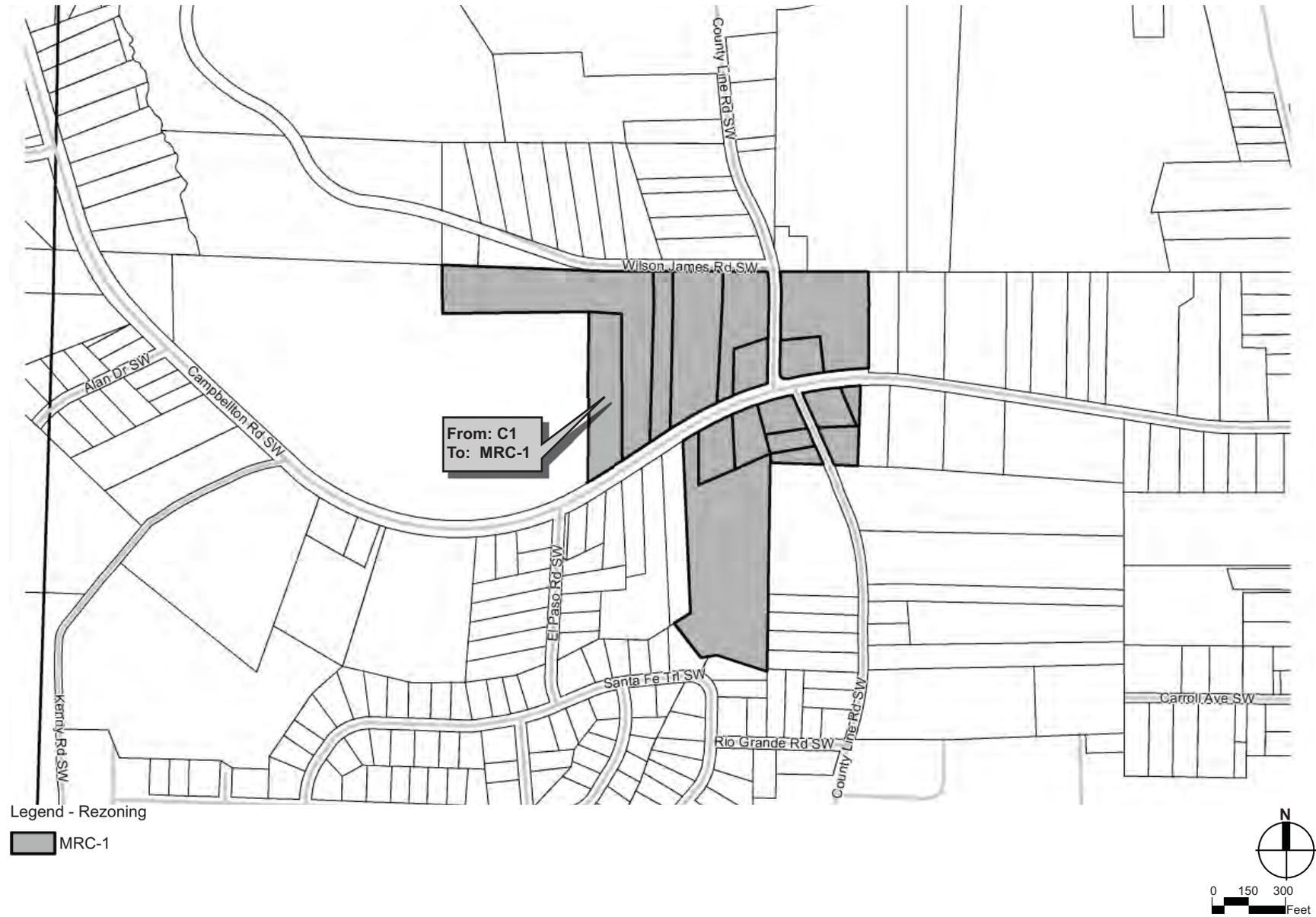


Legend - Rezoning



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Rezoning Map: Z1



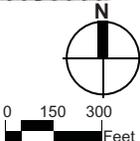
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Rezoning Map: Z2



Legend - Rezoning

- MR-3 (diagonal hatching)
- MRC-1 (solid grey)
- MRC-2 (cross-hatching)



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Rezoning Map: Z3

