

D L Hollowell Parkway / Veterans Memorial Highway LCI Study



Cobb County | City of Atlanta
in association with Atlanta Regional Commission



LEAD FIRM : **SIZEMORE GROUP**

in association with

KIMLEY HORN and ASSOCIATES INC., HUNTLEY PARTNERS, PEQ, INC.,
BOWLER ENGINEERS, INC., and INTEGRAL GROUP LLC.



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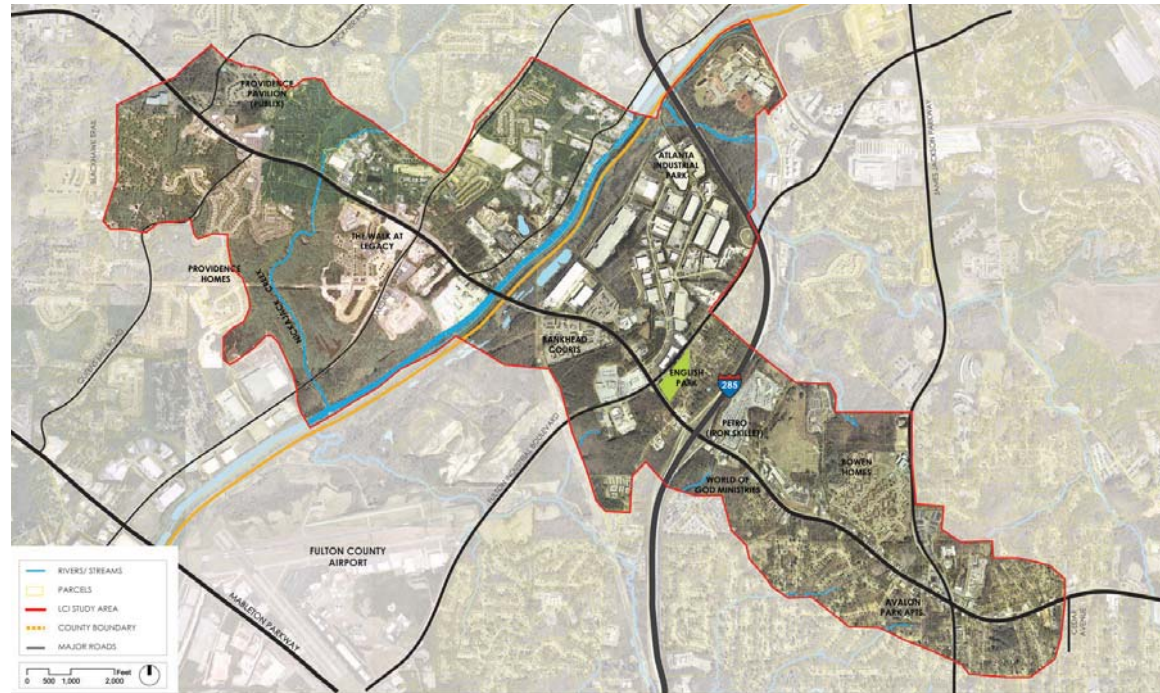


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Introduction

The Donald Lee Hollowell Parkway/Veterans Memorial Highway (HVM) Corridor LCI is a joint planning effort by the City of Atlanta Bureau of Planning and Cobb County Department of Transportation. The City of Atlanta and Cobb County sought after and were awarded one of the six ARC's Livable Centers Initiative Study Grants for 2009 which is the principal source of funding for this study. The study area spreads across both Jurisdictions; Cobb County and City of Atlanta.

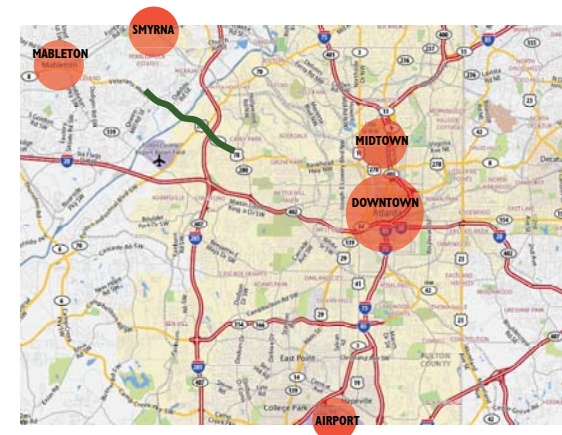
The HVM corridor is an interesting arterial corridor that takes different characteristics along the length of the study area. It is approximately 4.5 miles long that stretches on both sides of I-285 starting from Commercial Avenue on the east end to Buckner Road to the west. The corridor displays three distinct stretches each with unique characteristics; the In-town stretch, the Industrial stretch and Suburban stretch. The In-town Stretch is east of I-285 from Harwell Road to the east end of the study boundary that is within Atlanta; has smaller ROW, with buildings closer to the road and neighborhoods adjacent to them with active pedestrian, bike and transit activity. The Industrial stretch extends from Harwell Road to Riverview Road that includes I-285 and Fulton Industrial Boulevard and Atlanta Industrial Park. This stretch is dominated by industrial use, truck and freight traffic. The Suburban stretch extends from Riverview Road to the west end of the study boundary (Buckner Road). This stretch is mainly suburban residential with pockets of retail/commercial services that serve the community needs. The ROW is wide with higher traffic speeds with development oriented inwards away from the street with gated residential communities along them. The most interesting and unique part of the study area is the Chattahoochee River that



STUDY AREA LOCATION and AERIAL MAP

offers great potential for both Cobb and Atlanta residents. Besides these, the study area includes two large public housing redevelopment sites, namely Bowen Homes and Bankhead Courts that are being demolished for redevelopment. The study area also includes large green space along the Chattahoochee River and Nickajack Creek.

The corridor faces challenging issues some of which are unique to the Atlanta side and some to Cobb side and some common to both. The issues that are unique to Atlanta are; redevelopment of under utilized parcels and declining businesses, aging and obsolete commercial building stock along the Hollowell Parkway, redevelopment of Bowen



Introduction (cont'd)

Homes and Bankhead Courts, ROW availability for the corridor expansion, improving the pedestrian, bike and transit infrastructure, economic activity, image and sense of place. The issues that are unique to Cobb are; preserving and enhancing the historic resources, enhancement of Riverview Road and traffic issues, making the Veterans Memorial corridor more pedestrian friendly environment and ensuring the development of vacant properties are in line with those principles and creating a sense of place. The issues that are common to both are the balance of industrial and residential uses/activities, balance of truck/freight traffic and other commuter traffic, protection and enhancement of green space/ River corridor, connectivity/safety, transit and alternative mode of travel, creating an identity and creating pedestrian-friendly and walkable sustainable communities.

The corridor offers great potential and opportunities to address these challenges; the accessibility and location with easy access to I-285 and I-20, land availability for development and redevelopment or adaptive reuse, recreational opportunities to link to regional green system and trails, presence of Chattahoochee River and green spaces along the river and creek corridor, jobs and employment offered by AIP and other industrial activities, proximity to Fulton County Charlie Brown Airport, establishment of Hollowell TAD, accessibility to MARTA, presence of historic resources, presence of established and historic neighborhoods, designation of this corridor to be the premium transit corridor, and its proximity to Atlanta Downtown.

The HVM corridor has tremendous potential for transit-supportive development and redevelopment and creating sustainable communities. The study area can maximize linkages and relationships between commercial nodes, employment districts, neighborhoods, and parks as well as the potential for sustainable redevelopment of under utilized areas. The corridor presents a combination of assets, opportunities and conditions to support the LCI program goals. The Transit Planning Board Concept 3 plan recommends Arterial Rapid Bus along HVM corridor with connections to the Bankhead and North Avenue Stations and also the proposed BeltLine transit. The corridor falls under the Hollowell / ML King Tax Allocation District created in 2006 to encourage private investment in the area.

An extensive public involvement was undertaken to gain community participation to understand and articulate the vision of the community and to understand the various issues, needs and aspirations of the community. These involved stakeholder meetings, interviews, bus tour, visioning sessions and design workshops. This collaborative effort was an integral process in gaining consensus and support of the various stakeholders of the community. The community vision seeks:

- To preserve and enhance Green Infrastructure - green spaces, Chattahoochee River, cemeteries and historic sites.
- To create a desirable location to foster live-work-play sustainable communities.

- To create a cohesive attractive corridor with a 'sense of place' and a unique identity.
- To create a good mix of housing, retail, commercial, office, recreation uses, and uses that generate jobs / employment, and to balance residential and industrial uses and activities.
- To create a community that provides excellent, convenient, and safe access to transit.
- To preserve and enhance quality jobs and strengthen industrial park employment, and economic vitality.
- To create a community that is safe from crime and economically thriving.
- To create a unique place - village - by the River and provide recreational opportunities within the green space and River corridor.
- To provide alternative transportation options that include bike & walking trails and paths.



Recommendations

The study focuses on developing comprehensive and creative solutions for future land use, pedestrian friendly walkable sustainable developments, transportation options, enhanced connectivity to neighborhoods/nodes, enhanced employment and economic activity, enhanced green infrastructure/corridor, alternative mobility and implementation strategies that promote healthy quality of life and create a sense of identity for the community.

The study includes projects and policies that support the plan’s vision. The following pages summarize the recommended projects. Please refer to Section 4 and 5 for details.

LAND USE PROJECTS

- Development of four mixed-use pedestrian friendly nodes:
 - Node at James Jackson Parkway and Hollowell Parkway: Includes Bowen Homes and parcels abutting them along both James Jackson and Hollowell Parkway. This node includes, retail, commercial, entertainment, office and diverse housing types; live/work, town homes, senior living, condos and single family. It also includes community facilities, such as police precinct, school, community center and farmers market, parks and trails.
 - Node at Bankhead Courts and Atlanta Industrial Park: Includes diverse uses; retail, office, commercial, hotel, flex space, incubator space and diverse housing types.
 - River Line Node on Riverview Road: A mixed use node that includes a ‘village’ by the River that creates a heart for this node along with other retail and residential uses.
 - Node at Oakdale and Veterans Memorial Parkway: A mixed use node that builds on the existing mixed-use and residential.

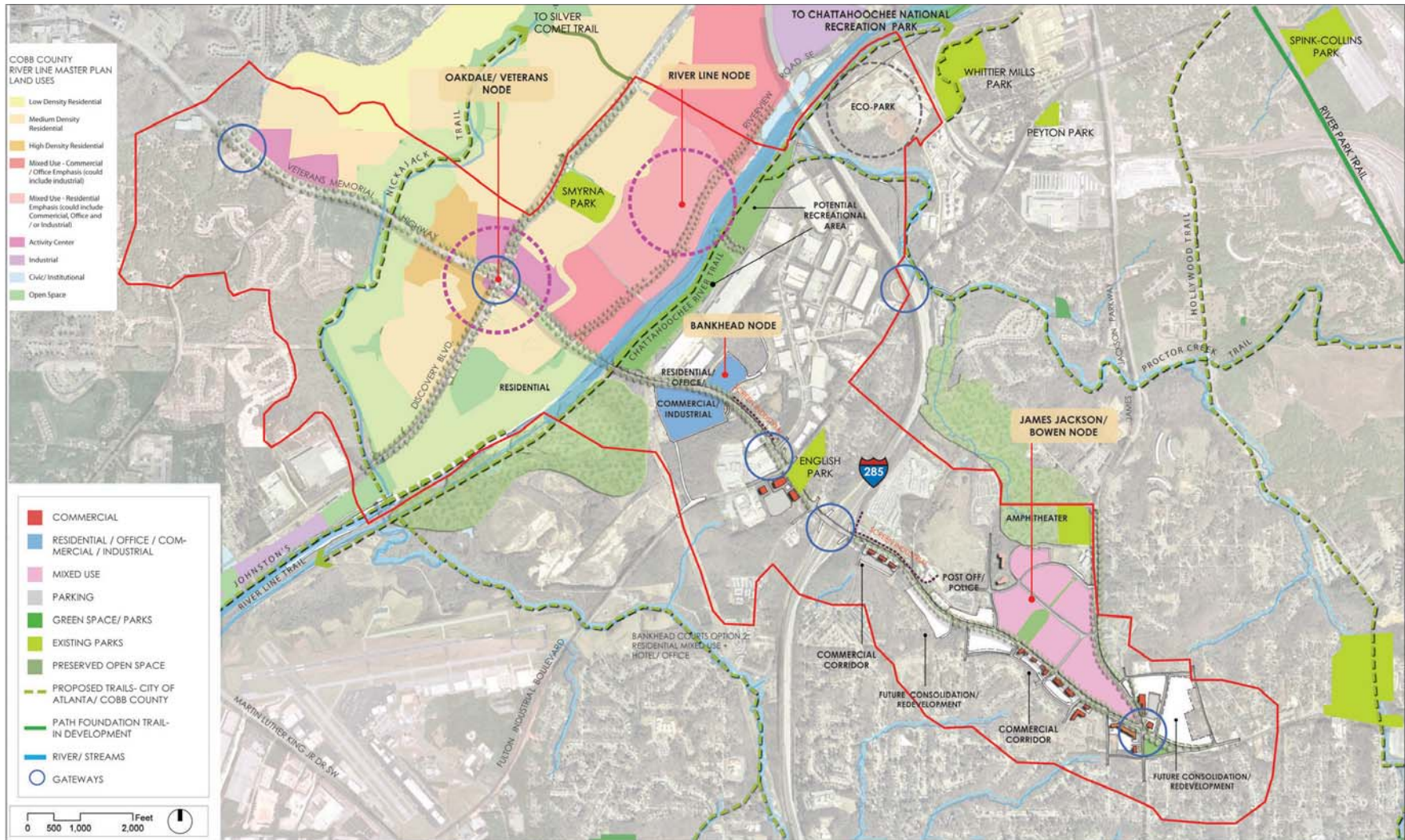


RENDERING: NODE AT JAMES JACKSON PARKWAY AND HOLLOWELL PARKWAY



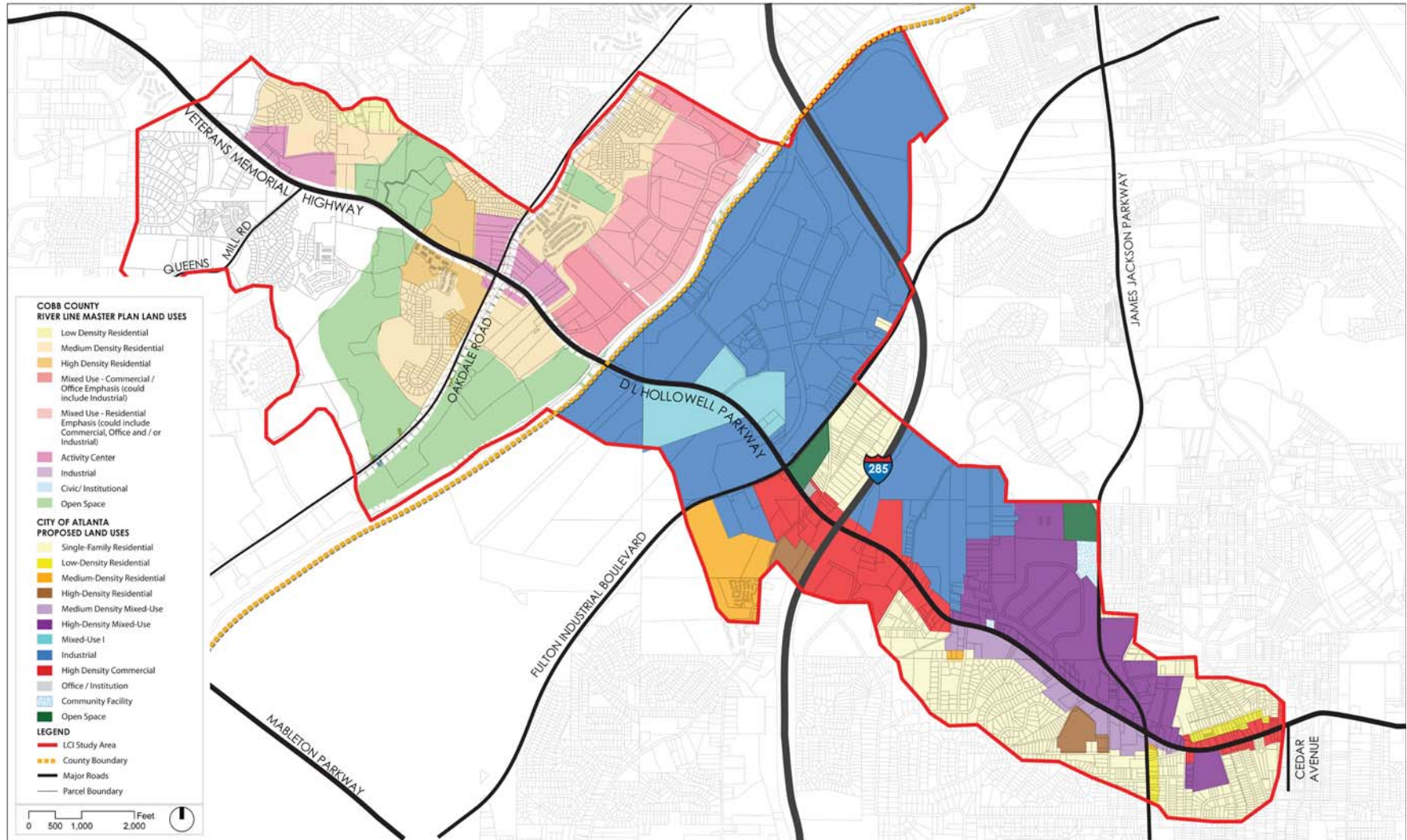
RENDERING: MIXED USE REDEVELOPMENT ALONG HOLLOWELL PARKWAY

Recommendations (cont'd)



MASTER PLAN

D L HOLLOWELL PARKWAY / VETERANS MEMORIAL HIGHWAY LCI



FUTURE LAND USE MAP

D L HOLLOWELL PARKWAY / VETERANS MEMORIAL HIGHWAY LCI

Recommendations (cont'd)

LAND USE PROJECTS (cont'd)

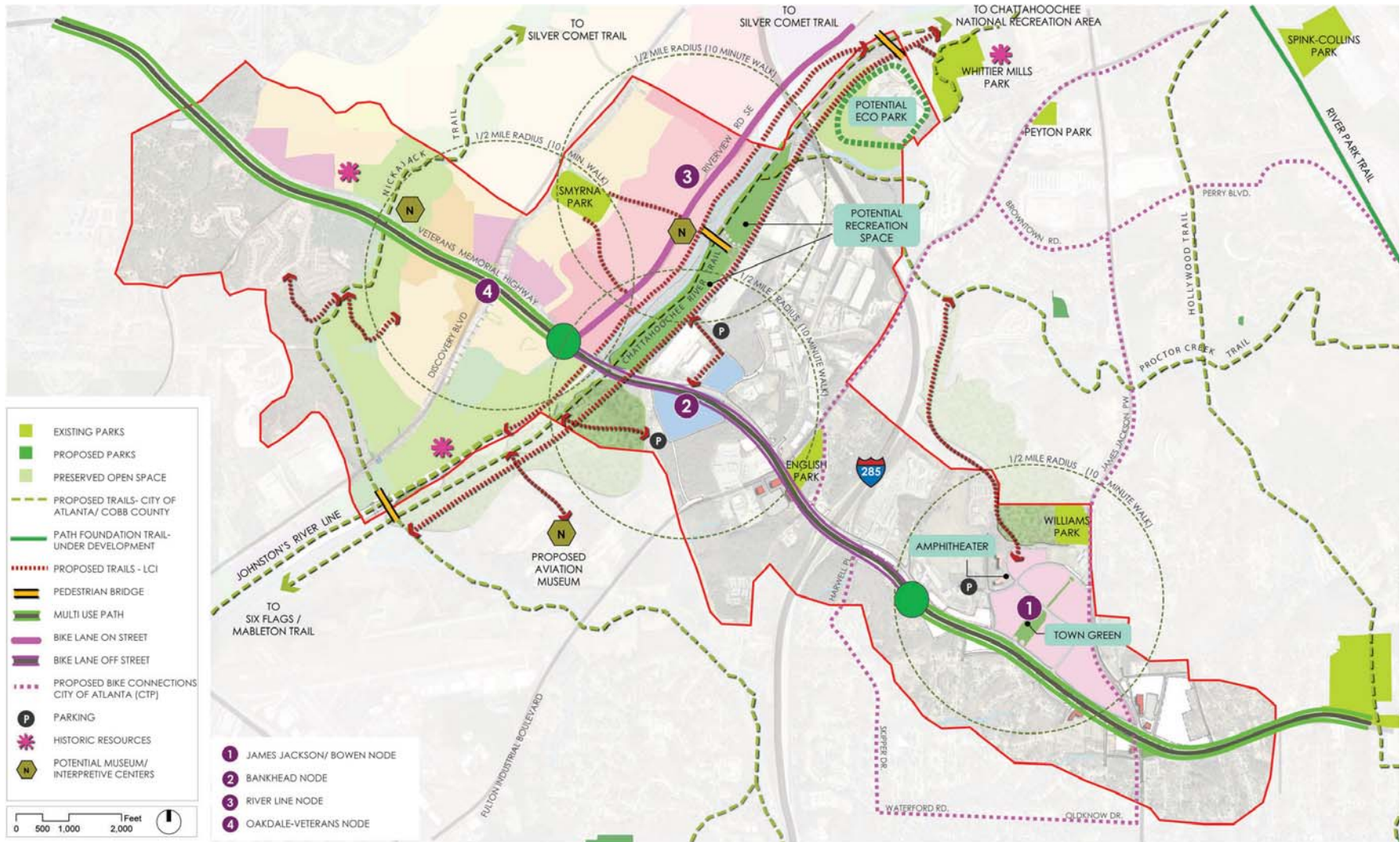
- Development of 'village' a gathering place within the River Line Node by the River. It provides retail, restaurants and entertainment activities along with public plaza and access to River and River corridor.
- Redevelopment of under utilized commercial properties along Hollowell Parkway into commercial/office buildings/uses.
- Amend City's Future Land Use Map to reflect the plan's vision and recommendations.
- Amend zoning regulations to complement the plan's vision.
- Implement Land Use and Urban Design recommendations as detailed in the River Line Master Plan.

URBAN DESIGN PROJECTS

- Develop design guidelines for the corridor to ensure the quality and character of development to reflect the plan's vision.
- Develop a Pattern Book for River Line Node.
- Develop a River/Green Corridor Plan for the stretch of the River that connect both Cobb County and City of Atlanta to include trails, board walk, recreation space, pedestrian bridges, parking and trail heads.
- Sustainable Model Plan, To target the federal smart growth program to develop a model plan for the Bankhead Courts redevelopment that include mixed-uses along with industrial uses, that leverage the various assets, AIP, FIB and Charlie Brown Airport.
- Design of gateways and way finding signage for the Study Area.
- Implement Preservation and Recreation recommendations as detailed in the River Line Master Plan.
- Document and nominate the River Line historic resources to the National Historic Places designation.
- Pedestrian facilities improvements along the corridor and other streets as noted in the project list.



RENDERING: RIVER CORRIDOR IMPROVEMENTS



GREEN SPACES, TRAILS AND BIKE CONNECTIVITY

D L HOLLOWELL PARKWAY / VETERANS MEMORIAL HIGHWAY LCI

Recommendations (cont'd)

ECONOMIC DEVELOPMENT PROJECTS

- To fill the existing available lease spaces and expansion opportunities within the Atlanta Industrial Park (AIP).
- To make the AIP more competitive by making improvements to older existing buildings to increase efficiency and appeal in line with other industrial parks.
- Attract more industries, and employment to the Study Area.
- Redevelop the vacant and under utilized properties within the Study Area.
- Leverage the Fulton County Charlie Brown Airport in attracting corporate office and green industries, hotel/conference facility into the Study Area.
- Create an ‘Economic, Marketing and Branding’ campaign to promote this corridor to recruit businesses; industries/offices/retail /restaurants and development community.
- Develop incentive plan / structure to retain and attract businesses / corporations to the Study Area
- Consider extending the Urban Enterprise Zone status to AIP so that it can continue to attract industries and employees.
- Reopen the two closed schools within the Study Area, potentially public or charter schools.
- Prepare and launch public/private partnership initiative aimed at facilitating the LCI and River Line Master Plan development projects.

- Redevelop Bowen Homes and Bankhead Courts.
- Organize periodic developer’s day to promote the Study Area to businesses and development community.
- Promote tourism that focus on the natural and historic resources of the Study Area.

SUSTAINABLE PROJECTS

- Improve the water quality of the River and creeks. To reduce and eliminate contamination of the water, enforce close monitoring of discharge of water into the creeks/River.
- Erosion control for the stabilization of the banks and sedimentation of the water ways.
- Protect woodlands, habitat and ground cover.
- Follow MRPA guidelines in improving the water quality.
- Promote Low Impact Development (LID).
- Promote LEED and LEED ND or other Green Programs to improve energy efficiency and water conservation.
- Use of day light/ventilation and proper orientation of buildings to promote energy efficiency.

TRANSPORTATION PROJECTS

- Corridor improvement for the three segments of the corridor; in-town stretch, industrial-stretch and sub-urban stretch (see the three street sections in the next page).

- Riverview Road improvement options (see the street sections in the next page).
- Operational improvement projects that reduce traffic congestion and conflict between truck and other commuter traffic that include; signal upgrades, median controls, intersection improvements with pedestrian crosswalks, and new left turn lanes.
- Connectivity projects to improve accessibility, circulation, safety and congestion, includes new streets, and extension of streets.
- Pedestrian facilities that include new sidewalks, lighting, street furniture, bus stops, signage and trees. Theses improvements provide safer pedestrian friendly walkable environments.
- Trails/multi-paths for biking and recreational uses along the green spaces, open spaces and River, provide opportunities for walking, and biking. These provide connection to regional trails, nodes and the neighborhoods.
- Transit projects include extension of MARTA bus routes, additional stops and providing bus stops/signage.
- To pursue BRT or light rail to implement the premium transit corridor initiative as proposed in Connect Atlanta Plan.

See detailed project list for all of the transportation projects in Section 5.



TYPICAL SECTION, SUBURBAN STRETCH



TYPICAL SECTION, INDUSTRIAL STRETCH



TYPICAL SECTION, IN-TOWN STRETCH



RIVERVIEW ROAD "A"



RIVERVIEW ROAD "B"
MOUNTABLE MEDIAN



RIVERVIEW ROAD "C"

SECTIONS, RIVERVIEW ROAD OPTIONS

I.1 Background

The Donald Lee Hollowell Parkway/Veterans Memorial Highway (HVM) Corridor LCI is a joint planning effort by the City of Atlanta, Bureau of Planning and Cobb County Department of Transportation. The City of Atlanta and Cobb County sought after and were awarded one of the six ARC's Livable Centers Initiative Study Grants for 2009 which is the principal source of funding for this study.

The HVM corridor has tremendous potential for transit-supportive redevelopment. The study area will maximize linkages and relationships between commercial nodes, employment districts, neighborhoods, the Chattahoochee River corridor and parks as well as the potential for sustainable redevelopment of under utilized areas. The corridor presents a combination of assets, opportunities and conditions to support the LCI program goals. The Transit Planning Board Concept 3 plan recommends Arterial Rapid Bus along Hollowell Parkway with connections to the Bankhead and North Avenue Stations and also the proposed BeltLine transit. A portion of the corridor also falls under the Hollowell / Martin Luther King Tax Allocation District, created in 2006, to encourage private investment in the area.

I.2 The LCI Program

The Livable Centers Initiative (LCI) is a program offered by the Atlanta Regional Commission that encourages local jurisdictions to plan and implement strategies that link transportation improvements with land use development strategies to create sustainable, livable communities consistent with regional development policies. The primary goals of the LCI program are to:

- Encourage a diversity of mixed-income residential neighborhoods, employment, shopping and recreation choices at the activity center, town center, and corridor level;
- Provide access to a range of travel modes including transit, roadways, walking and biking to enable access to all uses within the study area;
- Develop an outreach process that promotes the involvement of all stakeholders.

I.3 Previous Studies and Plans

Over the last decade, several plans have been prepared for areas inside and in vicinity of LCI area. These studies, their focus and the recommendations are outlined here. This LCI study will build on these plans by reviewing their recommendations and incorporating them in the final plan.

Fulton Industrial Boulevard Redevelopment Framework (2009)

Fulton County developed this redevelopment framework in order to create a strategic plan of action for Fulton Industrial Boulevard from Campbellton Road to Charlie Brown Airport. The intent is to create a balanced mix of uses from workforce housing to expanded employment and retail opportunities, along with a significant investment in public amenities. The key recommendations of the plan, as it pertains to the study area, include:

- Potential expansion of aviation museum at Charlie Brown Airport
- Training center
- Walking history of aviation along the Chattahoochee River
- Increased taxi-ways – contingent on environmental constraints and evaluation.

Hollowell Parkway TAD Study (2006)

The overall purpose of the Hollowell Parkway Tax Allocation District (TAD) study was to establish a financing mechanism to help facilitate recommended improvements as outlined in the Hollowell Redevelopment Plan. As in the 2003 Redevelopment

Plan, the TAD Redevelopment Plan also identified the following three “Activity Nodes” as having significant development potential, that can leverage the TAD incentives to facilitate the redevelopment:

- Center Hill Node
- James Jackson Parkway Node
- Woodmere Node

D. L. Hollowell / MLK Redevelopment Plan (2003)

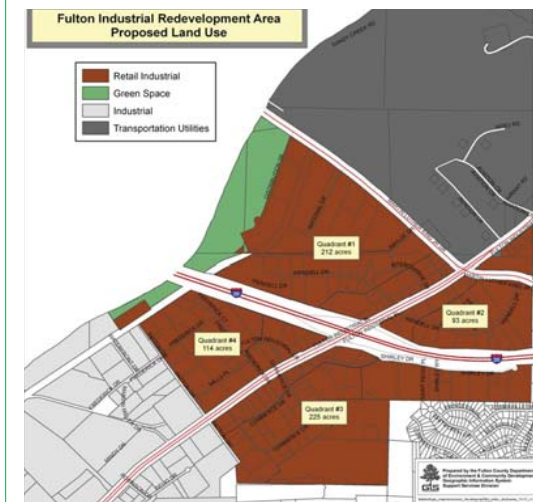
The Donald L. Hollowell Parkway Redevelopment Plan which builds upon previous planning efforts, particularly the Northwest Atlanta Framework Plan (NAFP) was developed to guide public and private decision-making and investment along the corridor over 20 years.

The DLH Plan includes all properties fronting on Donald L. Hollowell Parkway between Stiff Street and the Chattahoochee River- a length of approximately 5.3 miles. The key recommendation of the plan include:

- Commercial Node at James Jackson Parkway and Hollowell Parkway
- Redevelopment of Bowen Homes and surrounding parcels into a mixed-use/mixed-income community, Gateway district between Bowen Homes and I-285 with primarily commercial/residential uses.
- Redevelopment of Bankhead Courts



RECOMMENDED MIXED USE NODE ON JAMES JACKSON PARKWAY



PROPOSED LAND USES ALONG FULTON INDUSTRIAL

Northwest Atlanta Framework Plan (2000)

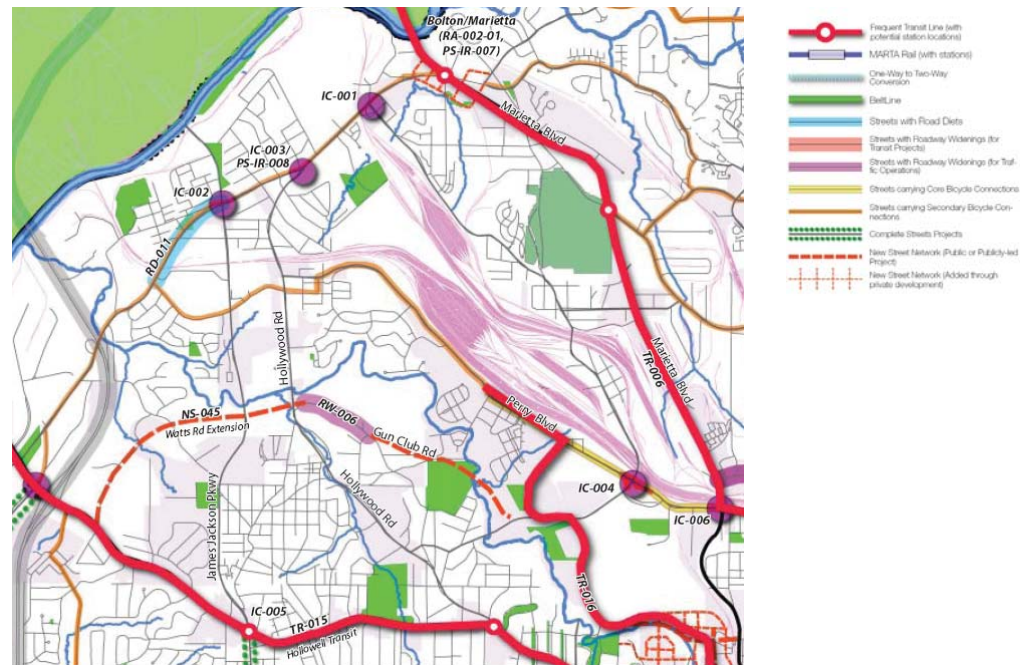
The Northwest Atlanta framework plan encompasses an area of approximately 16 square miles, roughly bounded by Peachtree Creek, I-85, Howell Mill Rd., Bankhead Highway, and the Chattahoochee River. The subject area is located north of I-20, northwest of downtown, southwest of Buckhead, east of Cobb County, and west of Midtown. The study focuses on Bankhead Highway, Bolton Road, Marietta Boulevard, Perry Boulevard and Hollywood Road, the Chattahoochee Avenue area, and surrounding uses/areas that are potentially impacted by these corridors. The purpose of this study conducted in 2000 was to develop a vision for these corridors, to establish a framework for guiding growth, to improve corridors access and provide opportunities for retail, and to stimulate development. The following points present the major recommendations of the study that pertain to the LCI study area and its vicinity:

- Mixed Use node on James Jackson Parkway and Hollowell Parkway
- Minor Node at Hollowell Parkway and Hollywood Road
- Small Retail Node at Bolton Road and Hollowell Parkway
- Establishing Retail Incentive Tax Exemption Zone (RITZ)
- Long term projects should include reconstructing Hollowell Parkway from James Jackson Parkway to Northside Drive
- Reconstruction of I-285 ramp termini.

Connect Atlanta Plan (2008)

Connect Atlanta Plan is city of Atlanta’s first ever comprehensive transportation plan. Following are the most notable recommendations for Northwest Atlanta that affect the LCI study area:

- Rapid transit on Hollowell Parkway - This envisions premium transit service or frequent bus service along Hollowell, with improvements to streetscape and pedestrian amenities to promote walkability and transit access.
- Transportation and pedestrian enhancements on existing roads as well as introducing new street network in the area to introduce additional route alternatives and to separate a confluence of movements into multiple intersections.



CONNECT ATLANTA PLAN RECOMMENDATIONS- NORTHWEST ATLANTA

I.3 Previous Studies and Plans (cont'd)

Cobb County 2030 Comprehensive Plan (2008)

The Community Agenda portion of the Cobb County Comprehensive Plan provides direction for managing changes and growth in the future. It is a policy document to help guide future decision making on how the county should develop. The following points summarize the policies contained in the Comprehensive Plan which relate to the Veterans Memorial Highway area:

Future Land Use

- Land along Nickajack Creek designated as open space
- Community Activity Center on Veterans Memorial Highway at intersection of Oakdale Road- “village-style development” encouraged near Activity Centers.
- Industrial uses along the Chattahoochee River to remain in place

Natural and Historic Resources

- Multi-use greenways in floodplains and easements to allow for the maintenance of natural open space while accommodating citizen’s needs for passive recreation opportunities, bicycle networks, and public access to lakes and streams.
- “Develop programs and policies to encourage the preservation and maintenance of the Shoupades along Johnston’s River Line and other archaeological features located in the county”

Economic Development

- Build a knowledge based economy in the area and attract educated workforce.
- Promote historic-based tourism.

Cobb County 2030 Comprehensive Transportation Plan (CTP, 2008)

Cobb County’s Comprehensive Transportation Plan provides a detailed analysis of the county’s existing conditions and transportation needs and challenges over the next 25 years. The plan recommends infrastructure improvement projects and potential changes to the County’s transportation policies. Some of the key recommendations in Cobb County’s CTP that pertain to the LCI study area are as follows:

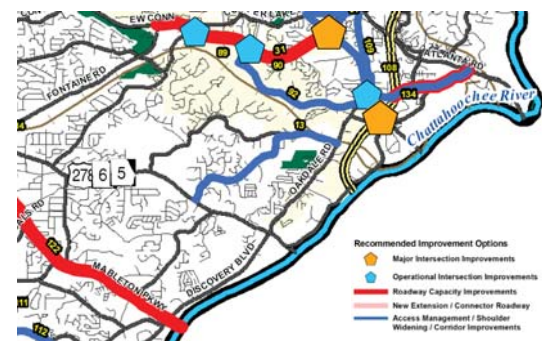
- Express/ Limited stop bus transit service on Veterans Memorial Highway.
- Veterans Memorial Highway and Oakdale Road recommended as truck routes in addition to I-285
- Access Management / Shoulder Widening / Corridor Improvements on Buckner Road.
- Cobb County has a robust system of multi-use trails. There are several existing trails located near the study area including the Silver Comet and Heritage Park Trails a few miles north of the study area. The existing trails, however, provide limited connectivity to employment, schools, and retail opportunities. Identify opportunities to link existing trails with new greenways and trails to make the trail network more functional.



CTP- RECOMMENDED TRANSIT



CTP- RECOMMENDED TRUCK ROUTES



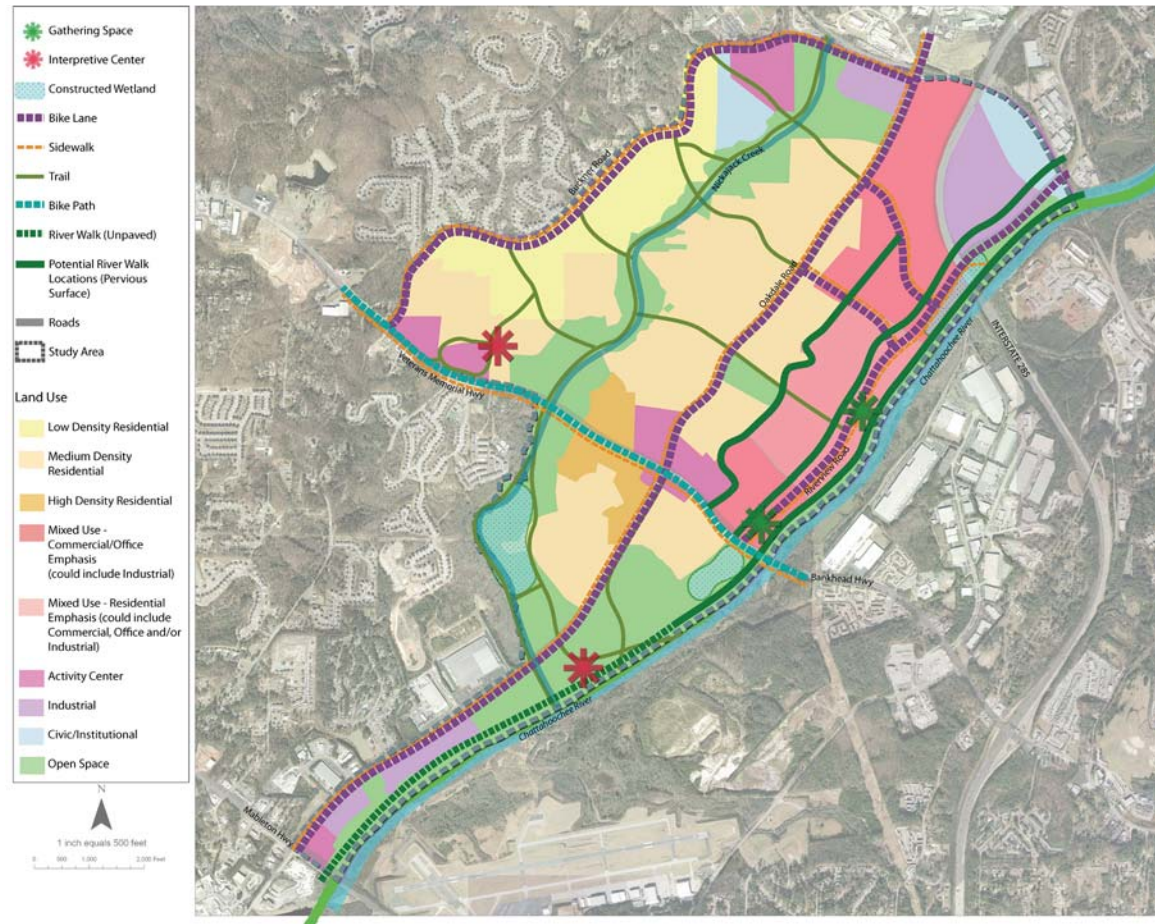
CTP- RECOMMENDED ROADWAY IMPROVEMENTS

Cobb County River Line Master Plan (2009)

The Cobb County Community Development commissioned a land use, preservation, recreation, and non-vehicular transportation master plan for Southern Cobb County. The area has excellent access to surrounding cities and developments, and there has been considerable growth in the area in recent years. A master plan was needed to help guide this development. The River Line Master Plan was completed in November 2009.

The land use recommendations set forth by the River Line Master Plan will be adopted in this plan without any changes. The LCI plan will recommend transportation and pedestrian improvements in the River Line area that will complement the proposed land uses. Following recommendations summarize the River Line Master Plan:

- New mixed use “village center” near the Chattahoochee River
- Potential Riverwalk at- (1) along the Chattahoochee River; (2) on the west side of Riverview Road away from the River; or (3) between Riverview and Oakdale near edge of existing residential area, as feasible.
- Green space and pedestrian trail around Nickajack Creek
- It is recommended that Industrial uses along the River should be improved and aesthetically enhanced and also steps should be taken to minimize their potential environmental impact.
- If there are willing sellers, these properties could be converted into open space to help provide public access to the River.



COBB COUNTY RIVER LINE PLAN- RECOMMENDED LAND USES

- Roadway Improvements on Oakdale, Buckner, and Riverview Roads.
- Interpretive Center to historic and cultural resources

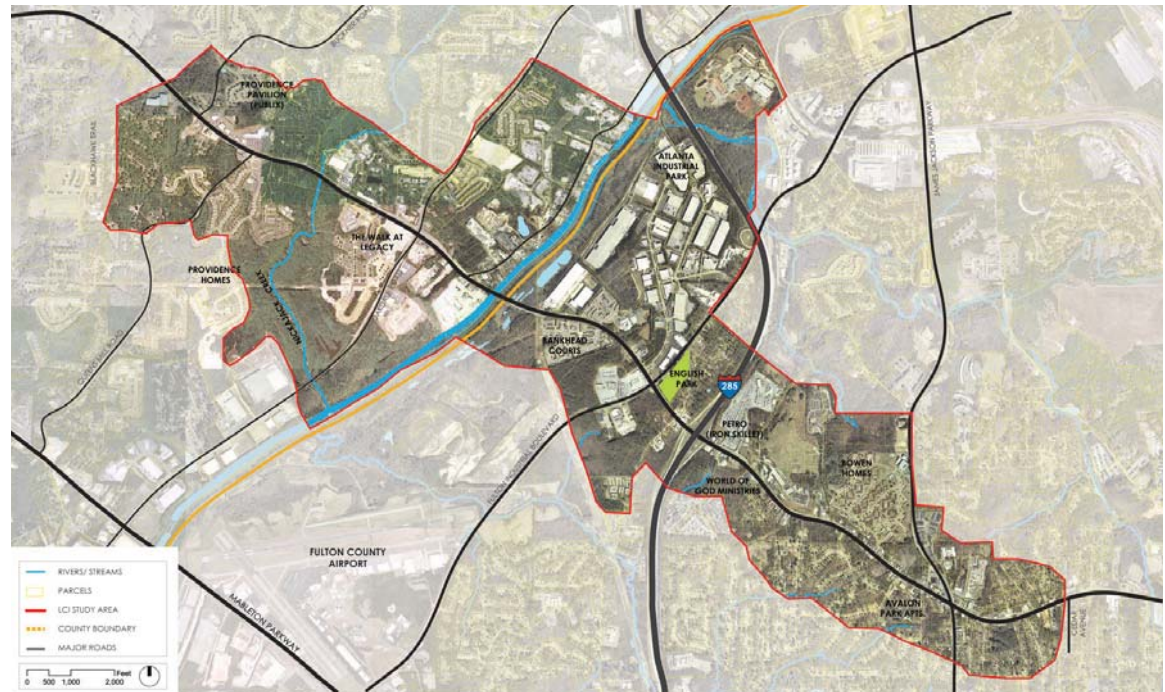
2.1 Location and Context

LCI Study Area

Donald L. Hollowell Parkway/ Veterans Memorial Highway is a state route (SR-8) connecting Midtown Atlanta with Northwest Atlanta and Cobb County. The study area encompasses an area of approximately 4 miles in length and 1/4 mile in width on either side of the corridor, including Atlanta Industrial Park. This includes all the properties fronting the corridor as well as the industrial areas in Cobb and Fulton County along the Chattahoochee River all the way up to the railroad lines. The eastern boundary of study area is Commercial Avenue, just east of the intersection of Donald Lee Hollowell Road and James Jackson Parkway. The western boundary is just west of Buckner Road in Cobb County.

The study area contains major elements that are of regional importance; The Atlanta Industrial Park (AIP), the Chattahoochee River corridor and its tributaries, Interstate-285, Fulton County Charlie Brown Airport and two Atlanta Housing Authority (AHA) public housing communities - Bankhead Courts and Bowen Homes which are both in different phases of demolition.

On the Cobb County side, there are several new single family residential communities along Veterans Memorial Highway, Oakdale Road and Queen Mill Road. The biggest thriving commercial complex in the study area is “Providence Pavilion” with Publix as an anchor. The properties close to the River are mostly industrial flanking Riverview Road on both sides. There is also significant undeveloped / forested land in the study area along Nickajack Creek and north of Bowen Homes that offers potential for green space / parks development. Part of the study area along Oakdale Road is in the City of Smyrna.



STUDY AREA AERIAL MAP

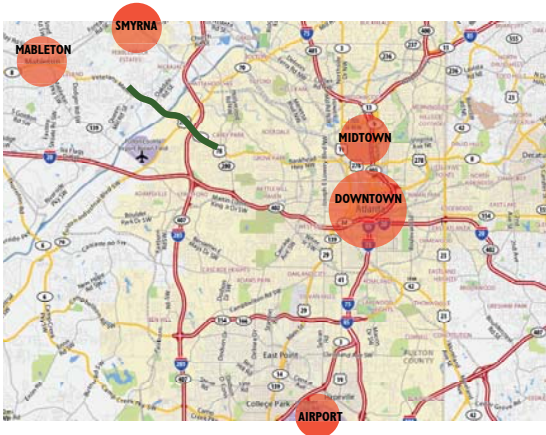
PROVIDENCE PAVILION



PUBLIC SAFETY ANNEX AT ATLANTA INDUSTRIAL PARK



2.1 Location and Context (cont'd)



Project Location Map

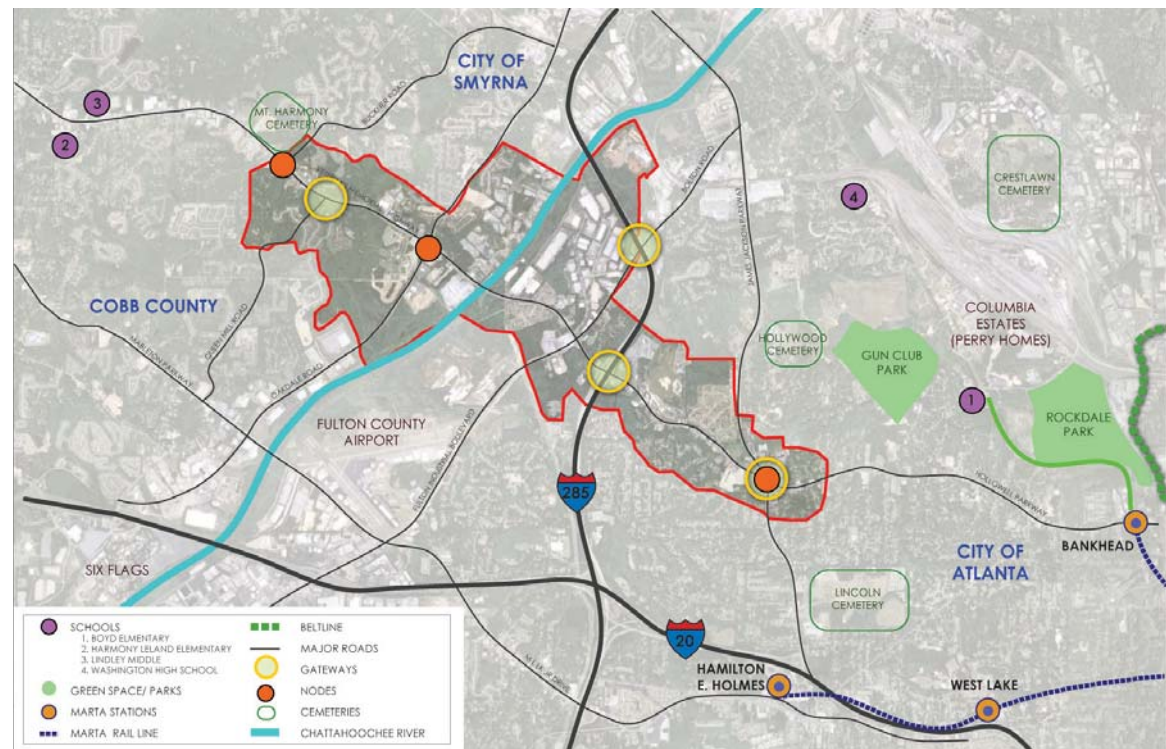
The adjacent map (Context Map) shows the immediate context for the LCI study area. The corridor runs roughly parallel to I-20 approximately 1.5 miles north of the interstate and just south of railroad lines that bisect Atlanta’s Northwest quadrant. The area is easily accessible by Interstate-285 which runs perpendicular to the corridor just east of Fulton Industrial Boulevard with both way access ramps from D. L. Hollowell Parkway. There are also three MARTA stations within 2 miles from the study area providing great transit connectivity to Downtown and rest of the region.

There are several existing and proposed green spaces, parks and trails in the vicinity including the BeltLine which runs 2 miles from the eastern edge of the corridor. Surrounding the study area are established residential neighborhoods and industrial uses along Fulton Industrial Boulevard. The map also identifies Gateways / Community access points into the study area. Part of the stretch along Oakdale Road is within the City of Smyrna.

Regional Context

The D. L. Hollowell Road is a major east-west transportation corridor in Northwest Atlanta stretching from the Central Business District at Northside Drive near both Marietta Street and North Avenue to the City limits west of I-285. In Cobb County, this road becomes Veterans Memorial Highway. DL Hollowell Parkway/Veterans Memorial Highway is often used by many commuters from Mableton, Smyrna and other areas of Cobb County as a route to Atlanta Downtown and Midtown employment centers. In addition, the portion of the road near Fulton Industrial Boulevard and I-285 is heavily used by trucks, thus is an important thoroughfare in the region. Mobility improvements on this corridor are key to safe and efficient commuter and freight movement in the Atlanta area.

Context Map



2.2 Land Use and Zoning

Land Use

The current existing land uses within the City of Atlanta is mostly commercial along the corridor and industrial uses closer to the Interstate-285 west of Harwell Road to the west end of City of Atlanta boundary, that includes; Atlanta Industrial Park, Fulton Industrial Boulevard corridor and Petro. Both Bowen Homes and Bankhead Courts are residential uses. The parcels behind the properties along the corridor are mostly established single family residential neighborhoods.

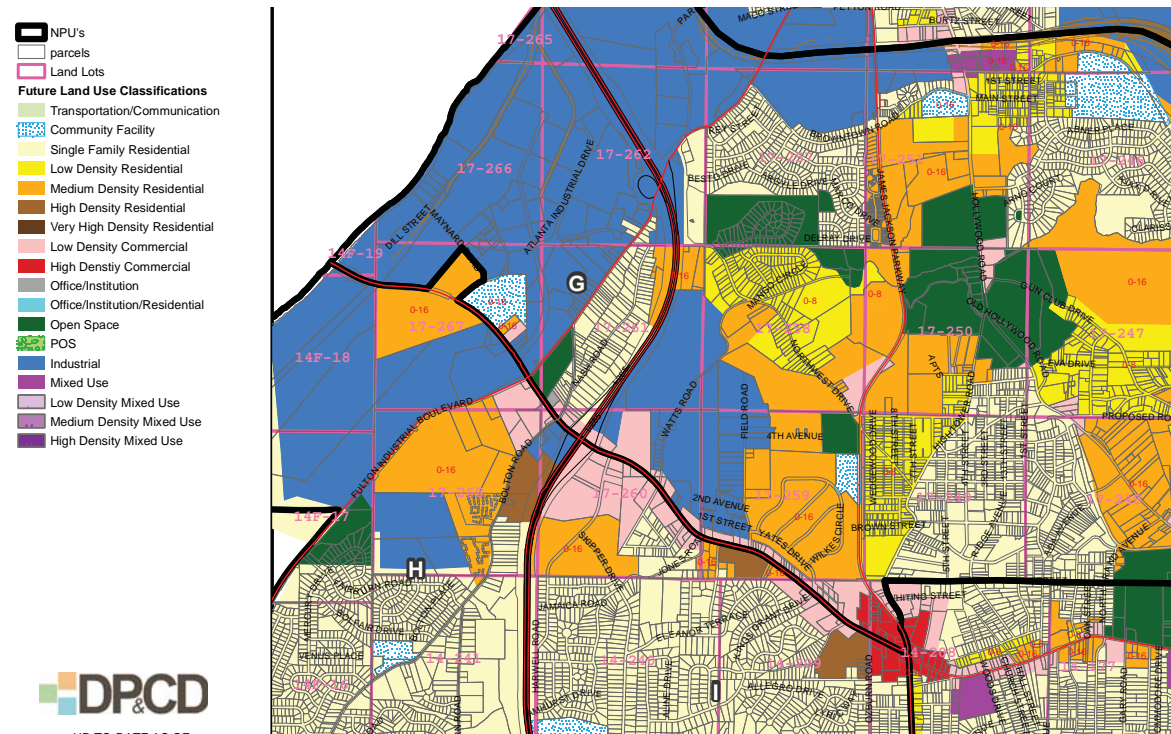
The 2008 Future Land Use Map of Atlanta calls for Low-Density Commercial for the properties along the Hollowell Parkway corridor from the east end of the study area to Bolton Road, and the node at James Jackson Parkway is designated as high-density commercial. The parcels between Bowen Homes and I-285 on the northside of D.L. Hollowell Parkway, as well as those west of Bolton Road -with the exception of Bankhead Courts- are designated as Industrial. Both Bowen Homes and Bankhead Courts properties are designated as Medium-Density Residential. The City of Atlanta parks are designated as Open Space and the single family neighborhoods are designated as Single-Family Residential.

Strengths

The preservation of the single family neighborhoods and the parks will maintain the historic and established neighborhoods that provide local identity.

Opportunities

Both Bowen Homes and Bankhead Courts properties offer great potential to create mixed-use and mixed-income communities. As the corridor transforms and becomes a premium transit corridor, it will offer great opportunities to create pedestrian friendly environments. Also the Low Density Commercial uses along the corridor, especially in the proximity of James Jackson Parkway offers potential to be integrated into the development of mixed-use communities and/or through parcel consolidation for mixed-use development. The current zoning calls for MRC-1 and MRC-2 for properties around the James Jackson Parkway and Hollowell Parkway intersection in line with the vision of the previous studies to create a mixed-use node at this intersection, whereas the Future Land Use designates High-Density Commercial. The Future Land Use should address the conflict between the zoning and the land use.



CITY OF ATLANTA PROJECTED LAND USE FOR 2019
 (Source: <http://www.atlantaga.gov/government/planning/landusemaps.aspx>)



2.2 Land Use and Zoning (cont'd)

Zoning

The current zoning for most of the parcels along the Hollowell Parkway corridor is C1 and C2 (commercial), the properties around the intersection of James Jackson Parkway and Hollowell Parkway are MRC-1 and MRC-2 (mixed-use), there are few parcels on the south side of the Hollowell Parkway that are classified as MR3, MR4A, MR4B that support multi-family uses. Most of the industrial uses that are existing are I-2 (industrial uses). Both Bowen Homes and Bankhead Courts are classified RG3 (residential).

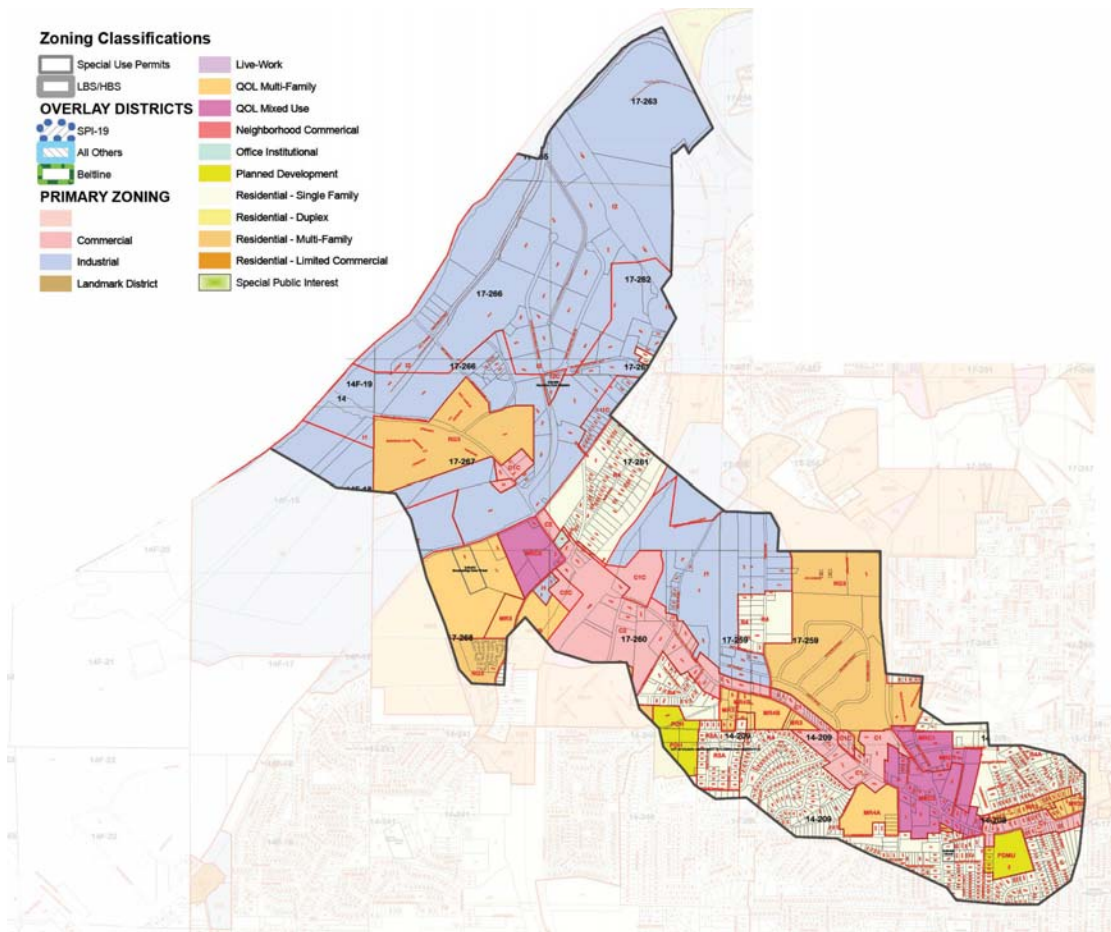
Strengths

- The existing zoning allows for the mixed-uses at the intersection of James Jackson Parkway and Hollowell Parkway.
- The MRC zoning categories encourage quality of life considerations.

Opportunities

- Bowen Homes and Bankhead Courts offer great potential for mixed-use, mixed-income communities. Bankhead Courts in particular offers even greater potential to include diverse uses due to its location and its adjacent uses/resources. The current RG-3 zoning and the Medium-Density Residential category as designated in Future Land Use does not allow for potential of mixed-use that include diverse uses.
- The commercial properties that are C1 and C2 along the Hollowell Corridor in few locations offer consolidation of smaller parcels into a larger footprint that can support other uses as well. Potential for such development should be taken into consideration.
- Although the zoning codes are fairly sophis-

ticated in its detail to encourage pedestrian friendly environments and smart development models, additional regulations should be considered to encourage a good quality of built environment. These would be more in the nature of overlay district to enable such framework.



CITY OF ATLANTA ZONING WITHIN LCI AREA

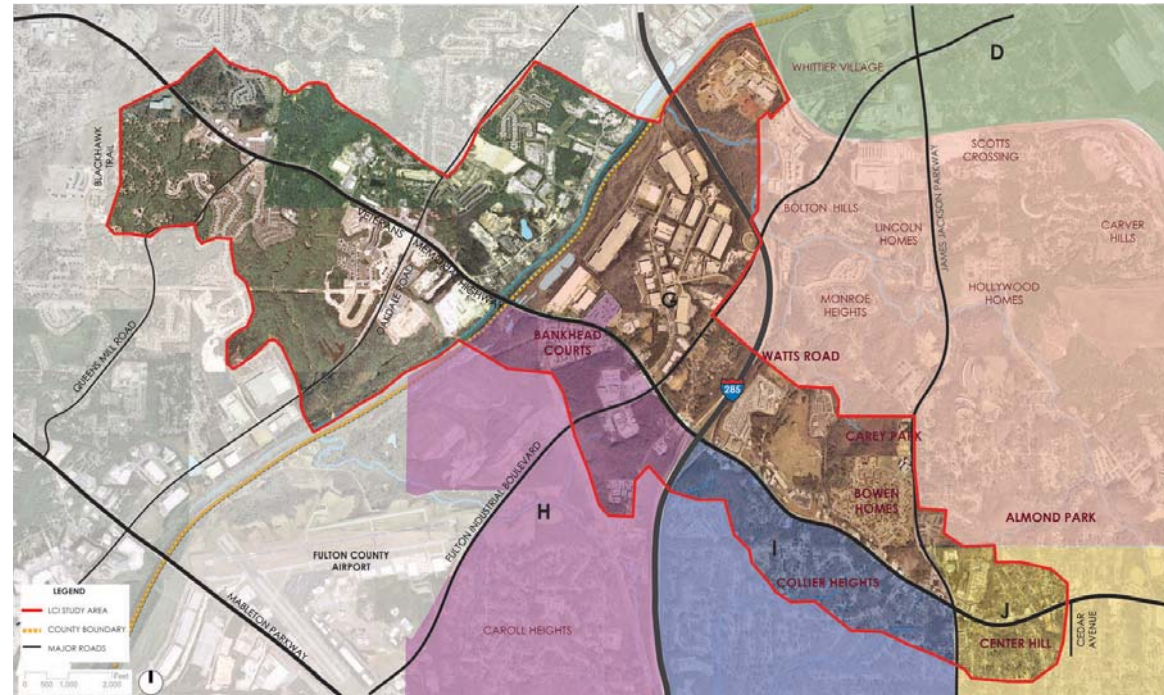
2.3 Neighborhoods and NPU's

Residential Neighborhoods

The Donald L. Hollowell corridor was created when a streetcar line was extended from the downtown to the Chattahoochee River in 1872. Since this time, several neighborhoods have developed along the corridor. Many of these neighborhoods fall within and in close vicinity of the study area.

The Carey Park neighborhood is located generally in the area of James Jackson Parkway north of Bowen Homes. It is an older single-family residential area. Collier Heights is also an older neighborhood with two square miles of wooded ravines. Development of the Collier Heights neighborhood began in the mid-1950s. Collier Heights was built at the time where the choices for living for African-Americans were limited; and at the same time, there was a demand for residential development to the west of the City. It's growth coincided with its integration in the early 1960s. As the community grew, it developed a reputation as home to many prominent African American families. Other neighborhoods on City of Atlanta side include Whittier Mill Village, a designated historic neighborhood just north of study area, Center Hill, Watts Road, Almond Park and Bolton Hills. There are also two public housing communities along the corridor that are in demolition phase. The AHA wishes to redevelop these into mixed income neighborhoods that will relate to the character of the traditional neighborhoods along Hollowell Parkway.

On the Cobb County side the residential neighborhoods are mostly suburban enclaves of detached single family housing developed around culs-de-sac, that are isolated, disconnected and lack a sense of



CITY OF ATLANTA NEIGHBORHOODS AND NPUS

place. The traditional neighborhood character however is present just within a few miles of the study area in Mableton, Georgia.

City of Atlanta Neighborhood Planning Units (NPUs)

The City of Atlanta is divided into Neighborhood Planning Units or NPUs, which are citizen advisory councils that make recommendations on zoning, land use, the Comprehensive Development Plan (CDP) community plans, and other planning issues. The system enables citizens to express ideas and comment on city plans and proposals while assisting the city in developing plans that best meet the needs of their communities. The study area falls within the boundaries of four NPUs; NPU-G, NPU-H, NPU-I and NPU- J. NPU-D abuts the northern tip of the study area.

2.4 Historical and Cultural Resources

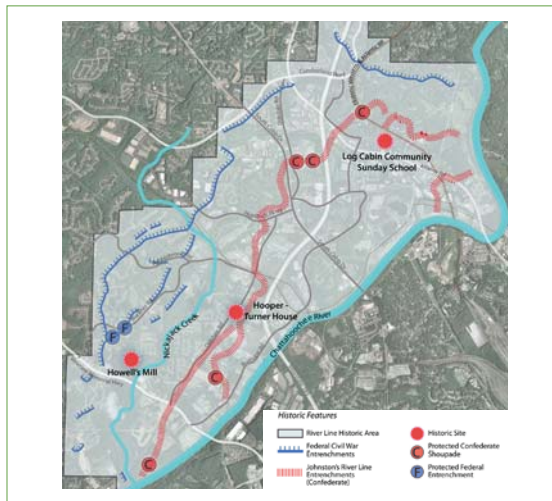
The LCI study area includes several sites of historical importance along with great natural resources like the Chattahoochee River and other creeks, providing it with a unique opportunity to be promoted as a recreation and cultural destination

Some of the most important historical resources in and around the LCI study area include the Hooper Turner House, remains of Johnston’s River Line Civil War earthworks and some unique fortifications and Shoupades along the Chattahoochee River in Cobb County. The Mableton Improvement Coalition has conducted a detailed study for this area that identifies these sites and also provides recommendations to tie these natural and historic resources together and unite the community as a place of distinction. The River Line Historic Area Master Plan can be downloaded from the Mableton Improvement Coalition Web site: <http://www.mableton.org/JRL.html>

Many of these historic sites are recognized as vital community resources. A portion of southern Cobb County is known as River Line, drawing its name from the Johnston’s River Line.

The study area also has neighborhoods in the vicinity that have buildings of historical significance and have the potential for historic designation. The Whittier Mill Village neighborhood (City of Atlanta) just north of study area on Bolton Road has a historic designation and the Collier Heights neighborhood located between I-285 and James Jackson Parkway, south of Hollowell road was added to the National Register of historic Places in 2009. Collier Heights has been recognized as the pre-eminent mid-20th century African-American suburb.

Whittier Mill Village is a small historical in town neighborhood of close to 125 homes along the Chattahoochee River in the northwest corner of Atlanta. The neighborhood was awarded the City’s Historic District Status in 1994. Historically there also existed the Whittier Cotton Mills next to the village which was served by Southern Railroad and also the streetcar line. The neighborhood included shops, a school, church, post office, and golf course. Only two of the existing mill structures remain today - the Tower and the Carpenter’s Shed. The Mill property was converted into a Park in the 1990’s which is the center of the neighborhood today with preserved ruins, a playground, paths, and picnic areas. For more information on Whittier Mill Village visit: <http://www.whittiermillvillage.org/index.htm>



HOOPER TURNER HOUSE



COLLIER HEIGHTS



WHITTIER MILL PARK

2.5 Natural Resources

The Chattahoochee River is the study area’s most important natural resource and is currently under threat due to the adjacent land uses and resulting and upstream contamination and urban runoff. Also included in the study area is the Nickajack Creek one of the primary water ways in south Cobb County leading to the Chattahoochee River. Other streams in close vicinity to the study area include Proctor Creek and Sandy Creek.

The adjacent map also indicates the locations of the 100 year floodplains. These areas exist around the two main watercourses in the area- Nickajack Creek and the Chattahoochee River. Development in floodplains is limited by regulation due to their sensitive ecological nature.

To protect the River from deterioration and to preserve it as a source of drinking water, The Metropolitan River Protection Act (MRPA) was established in 1973. The law established a river protection corridor two thousand feet from either bank of the River below Buford Dam in Gwinnett County to the southern boundary of Fulton County. Development standards within the corridor include a fifty-foot natural vegetative buffer, a 150-foot impervious surface setback along the bank of the Chattahoochee River, and a thirty-five-foot natural vegetative buffer on both banks of all flowing tributary streams in the Corridor. The MRPA also requires that local governments adopt tributary buffer ordinances for streams outside the 2000-foot River Corridor that drain into the Chattahoochee River.

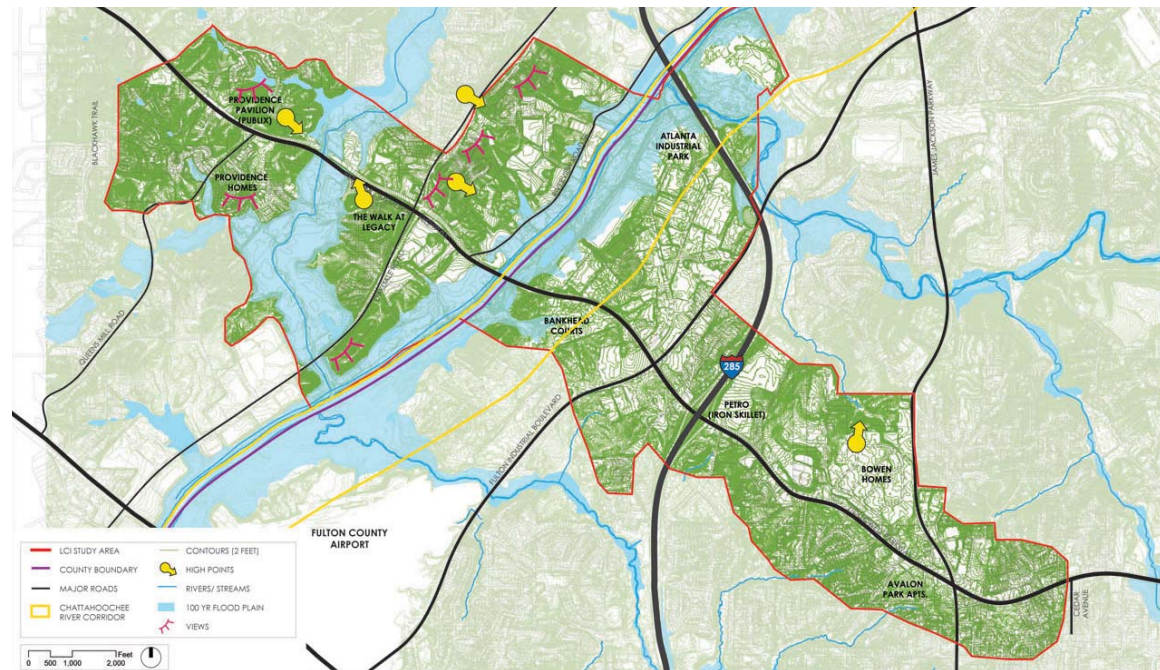
Topographically the study area provides challenges in terms of steep slopes and rolling terrain. Parts of the study area are very steep which influences development pattern, and pedestrian and vehicular connections. These steep slopes however also offer incredible views of the Chattahoochee River, green spaces and of downtown Atlanta.

Storm water runoff is a very important concern in the study area because of the existing topography. Some areas specially Riverview Road also face severe flooding issues during heavy rains because of the slopes and there vicinity to the floodplain.



INDUSTRIAL USES ALONG RIVERVIEW ROAD ARE A THREAT TO CHATTAHOOCHEE RIVER

HOLLOWELL CORRIDOR- NATURAL RESOURCES



2.6 Green Spaces, Parks and Trails

The green spaces and trails map illustrates existing and proposed green spaces and trail networks –both existing and proposed– in and around the LCI study area.

The study area has several existing parks and undisturbed green spaces that offer potential for recreational activities. There are three parks in the study area- English Park, Williams Park and Henderson property with several more in the vicinity as shown in the map. Areas around Nickajack Creek and near Bowen Homes provide opportunities for new green spaces. The River Line Master Plan adopted by Cobb County proposes a new green space along Nickajack Creek all the way up to the Chattahoochee River.

Though there are no existing trails within the study area boundaries, the nearby Silver Comet trail is a great asset for the community; and the existing green spaces in the study area provide opportunity for it to be eventually connected to the Chattahoochee River. Proposed Trails in the study area include the Nickajack Creek Trail, Six Flags Trail and Johnston’s River Line Trail which are proposed in the study area according to the Cobb County’s Comprehensive Transportation Plan.

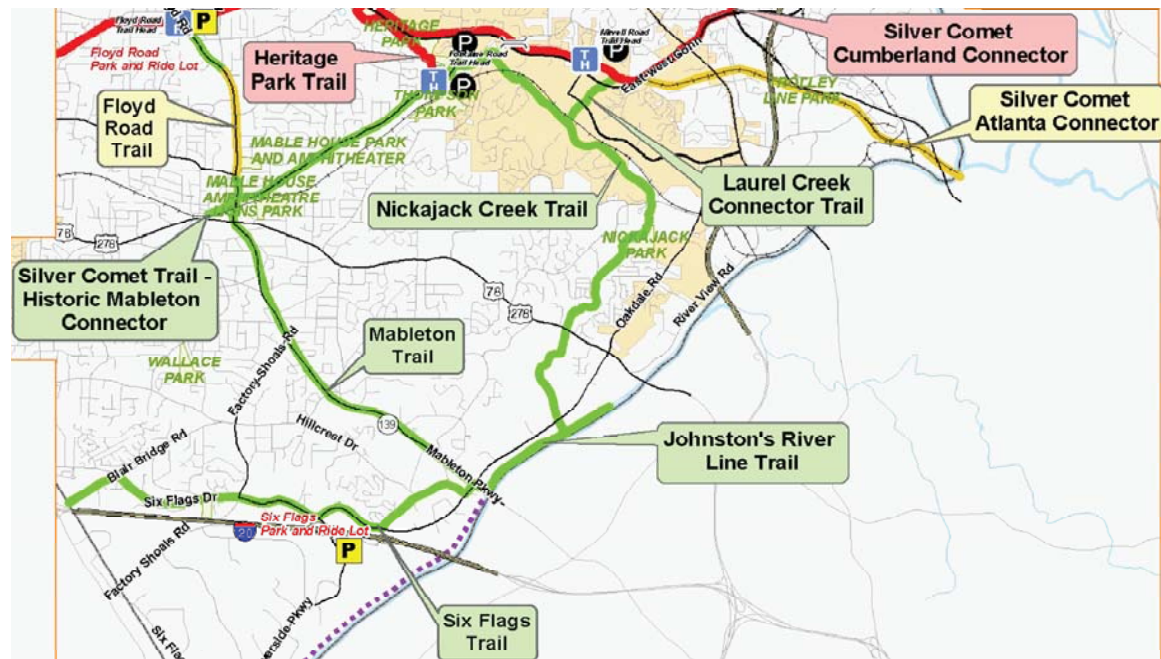
On the City of Atlanta side, there is one existing trail in the vicinity- the River Park Trail that is currently in development by the PATH foundation. The proposed trails include Hollywood Trail and Proctor Creek Greenway connecting the Chattahoochee River to English Avenue Trail.

Another great asset for the community is the proposed BeltLine which runs within 2.5 miles of the study area on the east side.

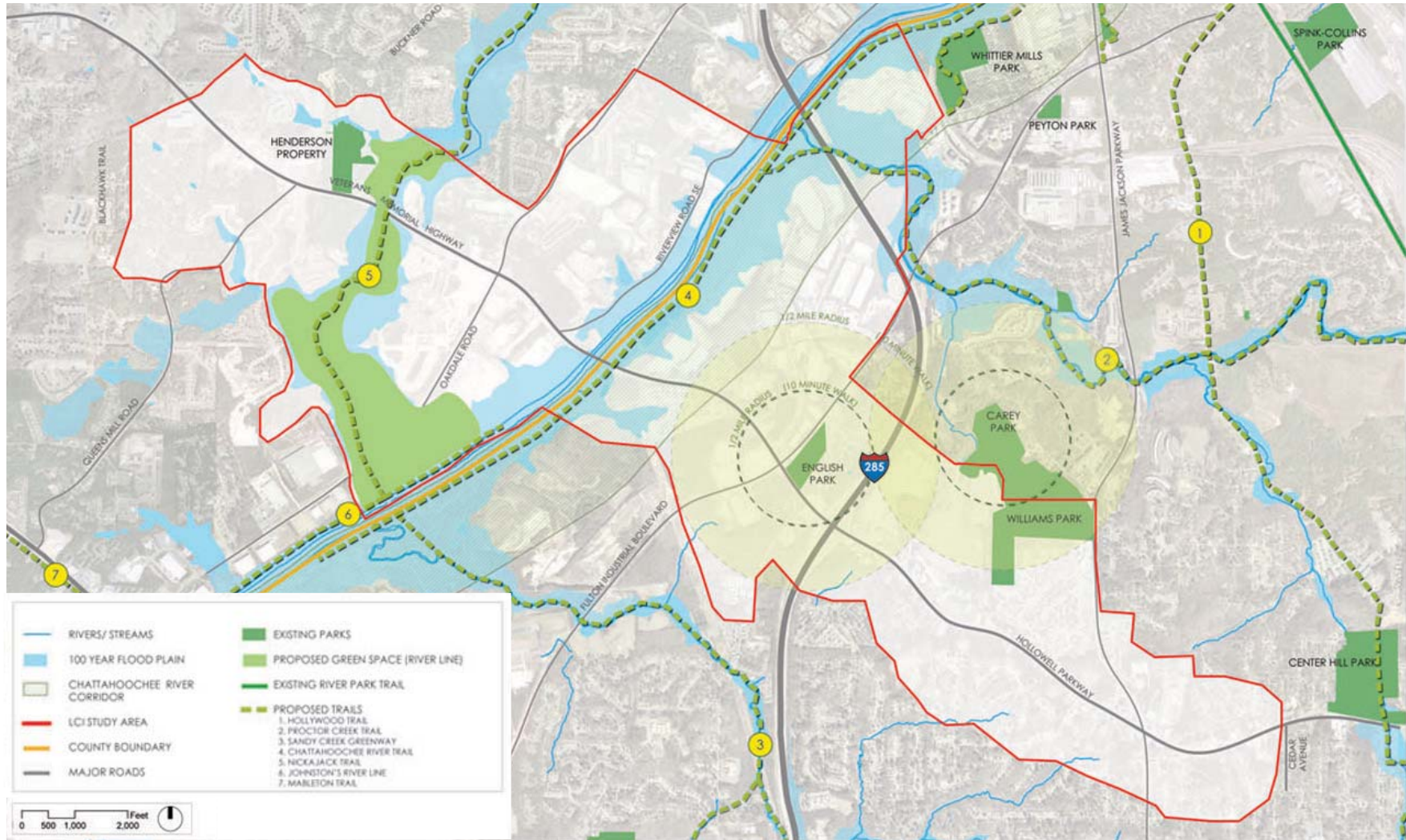
The proposed green space and trail network once complete has the potential to connect the actively used Silver Comet trail to the proposed BeltLine. This will provide community residents with alternate transportation choices, offer better pedestrian connections across counties and also strengthen the recreational and tourism potential for the Chattahoochee River and the historic resources in the community.



SILVER COMET TRAIL



EXISTING AND PROPOSED TRAILS: COBB COUNTY



EXISTING PARKS AND TRAILS

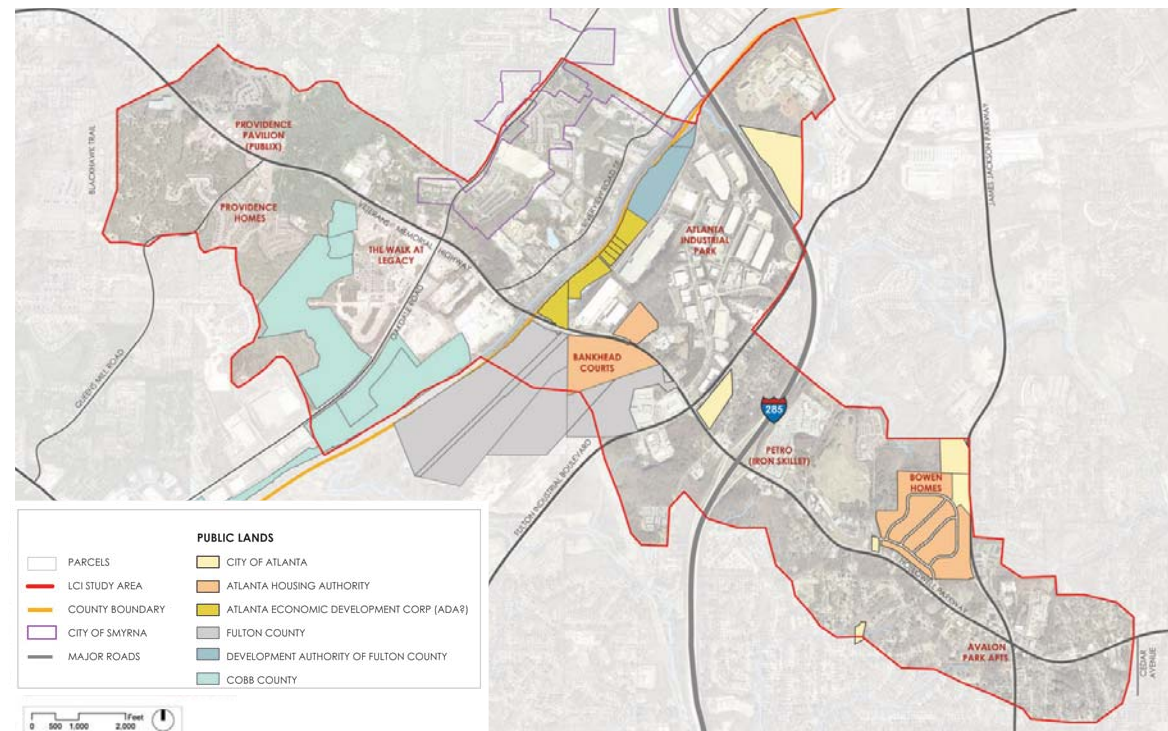
D L HOLLOWELL PARKWAY / VETERANS MEMORIAL HIGHWAY LCI

2.7 Land Ownership

The map below shows land in the study area owned by local governments and other public agencies. These public entities include Cobb County, Fulton County and City of Atlanta Governments, Atlanta Housing Authority, Atlanta Development Authority and Development Authority of Fulton County.

These areas represent opportunities for public investment. A lot of publicly owned land in the study area is vacant or up for redevelopment (Bankhead Courts, Bowen Homes, land around Nickajack Creek and parcels along Chattahoochee River on the City of Atlanta side). The land owned by public entities, such as AHA properties or City of Atlanta properties that are within the Department of Watershed Management may have restrictions, but offer potential for Catalyst projects that can spur private development in the area. The undeveloped land in Cobb County and City of Atlanta that lies in the floodplain offers excellent opportunity for green space development and trail connectivity whereas the AHA properties in the area are key development sites that can drive growth in this area according to the vision of this Plan.

LCI STUDY AREA: LAND OWNERSHIP. (Source: City of Atlanta GIS)

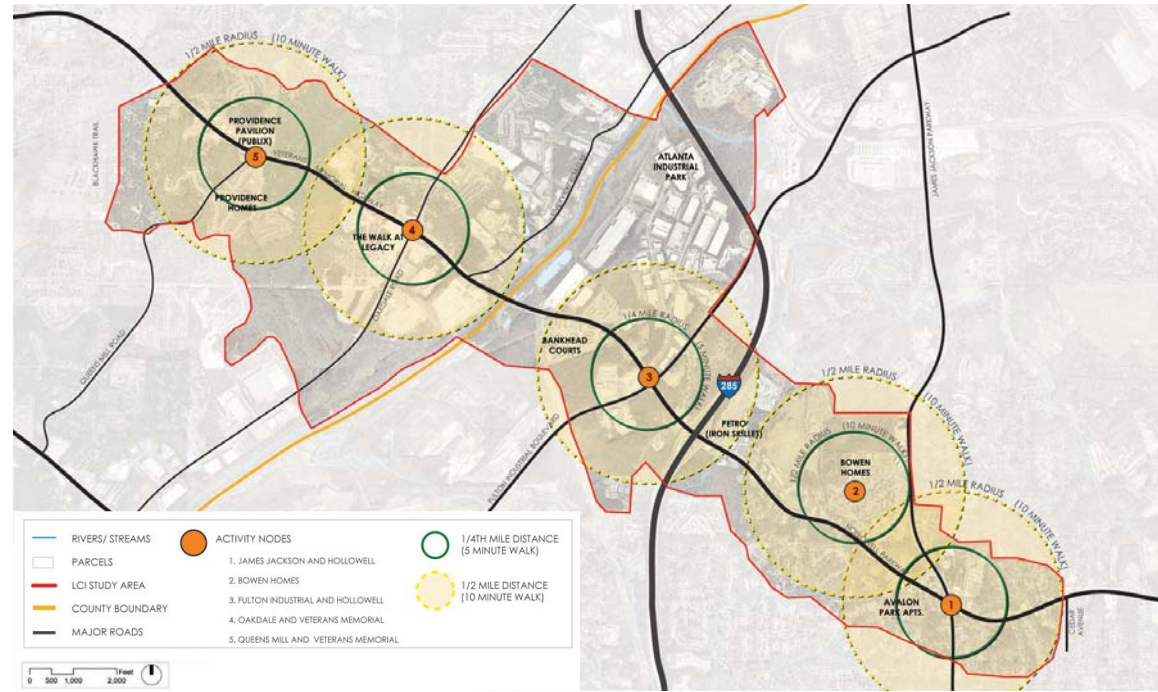


2.8 Urban Design

Nodes and Walking Distances

The walking distance analysis shows the areas that can be covered on foot in 5 to 10 minutes from the major centers of activity. These walkable catchment areas are referred to as “Pedestrian Sheds” and are typically the distances that most people are willing to walk within a pedestrian scale environment. It is an important tool that informs the locations of future services, facilities and retail and also helps determine priority projects for pedestrian improvements.

In the adjacent map, each smaller circle represents a 5 minute walk from center of the circle to the edge of the circle, measuring an approximate 1320 feet or 1/4 Mile. The bigger circle represents a 10 minute walk from the center of the circle to the edge of the circle, measuring 1/2 Mile. These walking distance circles are placed at major nodes- areas of activities/ important intersections in the LCI area. The pedestrian nodes are James Jackson Parkway and Hollowell Parkway, Bowen Homes site, Fulton Industrial Parkway and Hollowell Parkway, Oakdale Road and Veterans Memorial Highway and Queen Mills Road and Veterans Memorial Highway. These nodes offer potential to be developed into mixed use- pedestrian friendly areas in the future.



LCI STUDY AREA: NODES AND PEDESTRIAN SHEDS



OAKDALE AND VETERANS NODE



NEW RESIDENTIAL AT JAMES JACKSON NODE

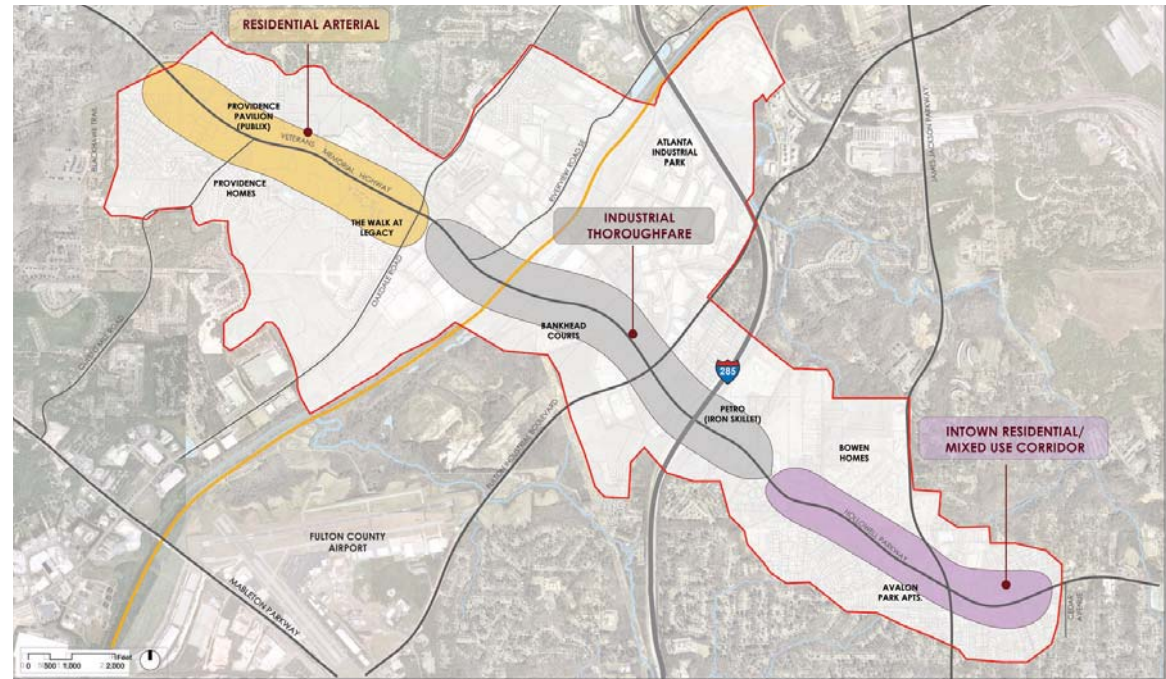
2.8 Urban Design (cont'd)

Corridor Character

The HVM corridor is an interesting arterial corridor that takes different characteristics along the length of the study area. It is approximately 4+ miles long that stretches on both sides of I-285 starting from Commercial Avenue on the east to Buckner Road to the west.

The corridor displays three distinct stretches each with unique characteristics; the In-town stretch, the Industrial stretch and Suburban stretch:

- The In-town section is east of I-285 from Harwell Road to the east end of the study. This section, within the City of Atlanta, has smaller ROW, with buildings closer to the road and neighborhoods adjacent to them with active pedestrian, bike and transit activity.
- The Industrial stretch extends from Harwell Road to Riverview Road. It includes I-285 and Fulton Industrial Boulevard and Atlanta Industrial Park. This stretch is dominated by industrial use and freight traffic.
- The Suburban stretch extends from Riverview Road to the west end of the study – Buckner Road. This stretch is mainly suburban residential with pockets of retail/commercial services that serve the community needs. The ROW is wide with higher traffic speeds with development oriented inwards away from the street with gated residential communities along them.



CORRIDOR CHARACTER MAP



SUBURBAN ARTERIAL



INDUSTRIAL THOROUGHFARE



INTOWN CORRIDOR

Challenges:

- Significant under-utilized and vacant properties
- Perception of crime and lack of safety
- Balance between industrial and residential uses and activities
- Truck / freight traffic and commuter traffic controls
- Industrial uses and access to River
- Safe streets for traffic mobility
- Pedestrian safety and mobility, and facilities along the corridor and connection to transit
- Lack of services - retail, grocery, restaurants, entertainment, etc.
- Lack of community gathering space
- Lack of a 'sense of place'
- Code enforcement and property maintenance
- Creating a cohesive corridor - physically, functionally and aesthetically
- Redevelopment of Bowen Homes and Bankhead Courts
- Preservation of natural areas / environmental character
- Quality of life and sustainability

Opportunities:

- Accessibility and Location – Easy access to I-20/I-285 – Cobb/Atlanta
- Land availability and affordable land cost – redevelopment and adaptive reuse
- River and creeks, natural areas and historic resources offer tourism potential.
- Recreational opportunities- Linkage to regional trails and natural recreation areas.
- Proximity to Atlanta Downtown
- Opportunity for pedestrian friendly, sustainable mixed-use/ mixed-income communities
- Jobs and employment potential – Atlanta Industrial Park and other employers
- Fulton County Brown Airport proximity
- Opportunity for community facilities
- Opportunity for new neighborhood services – retail, grocery, entertainment, etc.
- Transit and pedestrian infrastructure
- Village Green – community gathering space/ center – 'sense of place'
- Tax incentives and other financing tools for redevelopment
- Existing good residential neighborhoods– providence homes/The Walk at Legacy and residential on Oakdale, Collier Heights, The Whittier Mill neighborhood and others
- Available existing services - Publix and shopping on Veteran's Memorial Parkway

2.9 Transportation Analysis

Introduction

The DL Hollowell Parkway/Veterans Memorial LCI is a complex study to unify a corridor with three distinct characteristics and promote meaningful redevelopment with a respect for the legacy of current residents and businesses. The primary goal of the transportation section is to identify an array of projects that can be implemented to enhance current land uses or to assist in redevelopment efforts. The purpose of this planning effort is to evaluate multi-modal transportation improvements that improve the safety and operation of approximately 4.5 miles of DL Hollowell/Veterans Memorial and its cross streets. Considerations include intersection crossing improvements, pedestrian connectivity, and bicycle routes. A defining characteristic of the DL Hollowell/Veterans Memorial LCI study has been the level of cooperation achieved among affected area residents and businesses and intergovernmental departments involved in carrying out the study. With many stakeholders influencing the process and the trade-offs involved, accomplishing a set of implementation measures was a challenge. The City of Atlanta and Cobb County worked diligently to establish a process for early and continuing public involvement in the development of this study. Public involvement set forth a process for sharing information, airing concerns, and discussing issues of importance to the community in the study area.

The LCI Study will serve as a guide for the City of Atlanta and Cobb County. It will also guide prospective property owners and developers as to the location and type of transportation efforts to be considered. The study contains an Action Plan

identifying 5-year and long-term implementation strategies and the respective roles for several city and county departments and other governmental entities. Estimated cost, prospective funding source, and timeframe are specified for each transportation project. As conditions in the study area change over time, it is important to establish government entity's roles and responsibilities, identify funding sources, create a phasing plan to implement recommendations, provide information to property owners, and establish all necessary milestones. An implementation schedule was developed to help ensure that improvements are carried out systematically. The plan has immediate rapid-response components as well as long-term components, such as major capital improvements or changes to state and local policy. Full implementation of recommended improvements may take several years and depend on the availability of local, state, private, or federal funding, as well as on the support and action of different levels of government.

Methodology

The DL Hollowell/Veterans Memorial LCI study includes a methodology to combine land use and transportation improvements in the study area to meet the primary goals of the LCI program. The primary goal of the transportation section is to identify an array of projects that can be implemented systematically as development progresses. A Five Year Implementation Plan includes a matrix of priority projects considering the type of improvement, expected start dates, engineering costs, right of way costs, construction costs, and total project costs, responsible party and funding sources. The purpose of this planning effort is to build upon previous studies, evaluate multi-modal transportation alternatives, encourage employment opportunities and improve connectivity to improve the safety and mobility within the study corridor. The methodology includes an in-depth public involvement process which unites the interests of the community, both from a local and regional perspective.

The public involvement revealed a strong desire to increase accessibility to the Chattahoochee River as a catalyst to improve quality of life and economic development in the study area. Considerations include transit supportive connectivity, intersection improvements, access management improvements and pedestrian improvements. All of these considerations were analyzed in cooperation with enhancing freight movement, in which industries located within the study area are a major contributor to the tax base. Sustainability measures were investigated to marry the interests

of the residents, commuters and business/industrial owners. These measures include transit-supportive roadway facilities, intersection improvements, pedestrian/bike facilities and recommendations for further studies to improve signal timing and I-285 operational improvements.



2.9 Transportation Analysis (cont'd)

Regional Policy Analysis

The study built upon a number of regional studies in order to develop a complementary transit supportive system. This is necessary because the northwest region of Atlanta represents the highest volume of freight movement in the state. The Atlanta Regional Commission is finalizing an Atlanta Strategic Truck Route Master Plan to identify the region's most important arterial roadways for freight mobility. This master plan adapts existing routes with targeted improvements by taking trucks off of certain routes. The current draft needs assessment identifies Fulton Industrial Boulevard, Bolton Road and DL Hollowell Parkway/Veterans Memorial Highway (west of I-285) as priority freight network facilities.

Other regional studies which impact the DL Hollowell/Veterans Memorial LCI study include Concept 3 of the Transportation Planning Board, Northwest Atlanta Framework Plan, MARTA planning initiatives, the Connect Atlanta Plan, and the Cobb County Comprehensive Transportation Plan. Concept 3, which includes connectivity with MARTA, proposes bus rapid transit along Veterans Memorial and an extension of heavy rail from Hamilton E. Holmes rail station to Martin Luther King Jr. Drive and I-285. MARTA planning initiatives include potential bus rapid transit service from Hamilton E. Holmes rail station to Fulton Industrial Boulevard.

The Northwest Atlanta Framework Plan includes recommendations for balanced travel within and through Northwest Atlanta to be distributed across

different modes of transportation. Projects such as major reconstruction of DL Hollowell/Veterans Memorial, Bolton Road operational improvements and traffic calming measures to enhance pedestrian crosswalks, implement bike lanes and sidewalk improvements are proposed. The Cobb County 2030 Comprehensive Transportation Plan proposes short and long range multi-modal projects to improve mobility. There is an emphasis on development of a countywide transit and multi-use greenway system to relieve congestion and improve quality of life. The Cobb Community Transit is in the process of linking express bus routes into the MARTA heavy rail train stations. The Cobb County CTP also includes key safety and corridor improvement projects on Buckner Road, Queen Mill Road, Pebblebrook Road, as well as sidewalks along Veterans Memorial.

The Interstate 285 corridor is currently proposed as a Public Private Partnership (P3) project with managed lanes and potential improvements to the interchange at Bolton Road. The Georgia Department of Transportation is currently soliciting statements of qualifications for the project, known as the West by Northwest Project. At this time, no improvements are proposed to the interchange with DL Hollowell Parkway.

Local Transportation Analysis

The DL Hollowell/Veterans Memorial LCI study includes an analysis of local studies such as the Connect Atlanta Plan, Fulton Industrial Boulevard Redevelopment Framework, River Line Master Plan and the Hollowell Redevelopment Plan. The Connect Atlanta Plan recommends high frequency bus transit with appropriate pedestrian streetscape improvements and permanent transit amenities along DL Hollowell Parkway. This plan includes a bike grid layout composed of primary and secondary routes. Within the study corridor secondary bike routes are proposed along James Jackson Parkway, Bolton Road, a portion of DL Hollowell Parkway and Harwell Road. The FIB Redevelopment Framework recommends the extension of MARTA's rapid bus line and improvement of signalization along the corridor to introduce more jobs to the area. The River Line Master Plan includes the introduction of a vibrant village center concept with transportation improvements along Riverview Road, connective streets and access to the Chattahoochee River. The River Line Master Plan also places an emphasis on enhancing natural and historical resources as a basis for creating a sense of identity for the area. The Hollowell Redevelopment Plan recommends major transportation improvements such as widening of DL Hollowell Parkway, Hollywood Road improvements and I-285 interchange improvements. This plan introduces a number of activity nodes upon which to invigorate the economic development along the corridor.

The D.L. Hollowell / Veterans Memorial Corridor, as defined for the purposes of this study, has three

separate segments, each with its own unique characteristics. The three segments are:

- *Suburban Stretch*

From the west extent of the study area near Buckner Road to Riverview Road, Veterans Memorial Highway is a wide, five-lane roadway with ample right-of-way, occasional sidewalks, and high speeds. This segment is contained entirely within Cobb County. Automobiles are the primary user of the roadway in this segment.

- *Industrial Stretch*

From Riverview Road in Cobb County to Harwell Road in the City of Atlanta, Veterans Memorial Highway changes names to DL Hollowell Parkway as it crosses the Chattahoochee River and continues as a wide, five-lane roadway with ample right-of-way and occasional sidewalks. Average speeds in this segment tend to be slower due to a higher percentage of truck traffic and a number of closely spaced traffic signals near the I-285 interchange.

- *In-town Stretch*

From Harwell Road to the east extent of the study area near James Jackson Parkway, DL Hollowell Parkway becomes a narrow, two lane road with restricted right-of-way and occasional sidewalks. Average speeds in this area are slower due to the lack of turn lanes, bus stops along the corridor, and the narrow cross section. Pedestrian activity in the In-town Stretch is significantly higher than the other segments.

Roadway Characteristics

The Hollowell - Veteran's Memorial Corridor LCI has several points of access to the surrounding region. Interstate access is provided by I-285 which bisects the study area. Several arterial roads also provide access to the LCI Study Area. These include Hollowell Parkway / Veteran's Memorial Highway, Oakdale Road, Fulton Industrial Boulevard, Bolton Road, and James Jackson Parkway.

The primary access point into LCI study area is via I-285 at the interchange with Donald Lee Hollowell Parkway. I-285 runs north-south through the LCI study area and intersects with I-20 approximately 1.5 miles south of the D. L. Hollowell Parkway interchange. Additional access to I-285 is provided just outside the limits of the LCI study area at the Bolton Road interchange approximately one mile north of the D. L. Hollowell interchange. The Bolton Road interchange only provides access to I-285 south of Bolton Road.

In general, roadways serve two purposes; to move traffic, also known as mobility, and to provide access for local developments. Arterial streets predominantly are focused on moving large amounts of traffic over longer distances. Local streets provide access to developments. Collector streets fall in between those two classifications, providing a combination of access and mobility (see diagram).

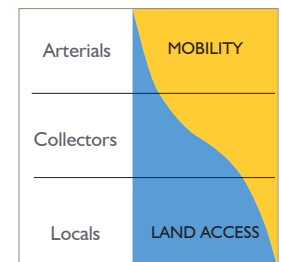
Limited driveway access to parcels increases a roadway's ability to move traffic with minimum delay. The Veterans Memorial / D. L. Hollowell corridor exhibits the characteristics of both an arterial (high



VETERANS MEMORIAL PARKWAY



HOLLOWELL PARKWAY



PROPORTION OF SERVICE DIAGRAM

2.9 Transportation Analysis (cont'd)

Roadway Characteristics (cont'd)

speeds, limited access west of the Chattahoochee River) and a local street (lower speeds with multiple driveways in the vicinity of James Jackson Parkway).

Throughout the LCI Study Area, most of the main intersecting streets are classified by the Georgia Department of Transportation as arterials. Although this provides good mobility from most of the study area to connecting regions, mobility to the east is substandard. Achieving a suitable mix of mobility and access is important for developing a sustainable community.

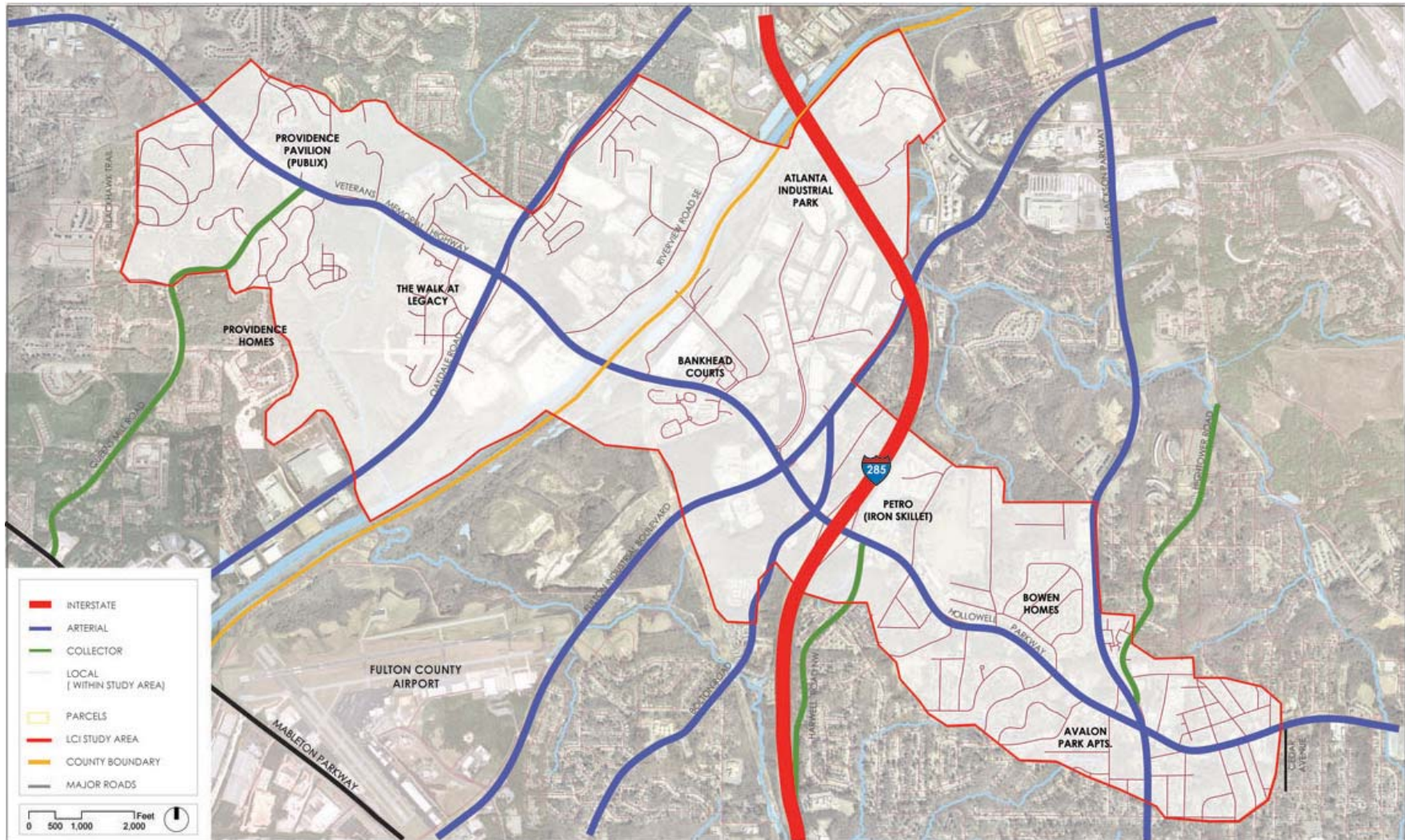
Hollowell Parkway / Veteran’s Memorial Highway is classified by GDOT as an urban principal arterial. West of I-285, Hollowell Parkway / Veteran’s

Memorial Highway is a continuous 5-lane section (two through lanes and a two-way left-turn lane) paralleling I-20 through Mableton community and the City of Austell. Hollowell Parkway is a 2-lane section with limited turn lanes east of I-285 to James Jackson Parkway. East of James Jackson, Hollowell widens to four lanes with no left-turn lanes. Veteran’s Memorial currently carries approximately 23,700 vehicles per day (vpd) on the west end of the study area and 14,640 vpd on the east end of the study area. Based on these volumes, the two-lane section of Hollowell Parkway currently operates at Level of Service (LOS) F. The estimated LOS along the Veterans Memorial / D. L. Hollowell Corridor is summarized in the table (at left).

Fulton Industrial Boulevard (FIB) is classified as an urban minor arterial and carries 11,610 vpd resulting in a LOS grade of C. FIB is a good example of limiting access in order to provide greater mobility. The divided roadway has median openings and turn lanes at select intersections and a limited number of driveways which improves traffic flow along the road. FIB and Discovery Boulevard both operate as alternative routes to avoid the interchange of I-285 and I-20. Discovery Boulevard/Oakdale Road and James Jackson Parkway are also classified as urban minor arterials. They carry -by GDOT- 10,500 vpd and 13,100 vpd, respectively. Oakdale Road and James Jackson Parkway north of Hollowell Parkway have an acceptable Level of Service, while James Jackson Parkway has a LOS of F south of Hollowell Parkway (where it becomes Hamilton E. Holmes Dr). The differing levels of service can be attributed to the fact that Oakdale Road has been improved with left and right turn lanes while James Jackson Parkway provides only 2 lanes with no turn lanes south of Hollowell Parkway. Oakdale Road experiences congested conditions northbound during the morning rush hour due to congested conditions north of the study area at Highlands Parkway and South Cobb Drive.

LEVEL OF SERVICE (LOS) SUMMARY		Link Distance (miles)	# Lanes	Capacity (LOS D*)	Existing Volume	Existing LOS
From:	To:					
Pebblebrook Road	Discovery Blvd/Oakdale Road	2	4	33,200	20,150	C
Discovery Blvd/Oakdale Rd	Fulton Industrial Blvd (SR 70)	1	4	33,200	23,740	C
Fulton Industrial Blvd (SR 70)	Interstate 285	0	4	26,790	22,870	D
Interstate 285	PETRO Truck Stop Driveway	0	4	26,790	22,870	D
PETRO Truck Stop Driveway	Hamilton E Holmes Dr/ James Jackson Pkwy (SR 280)	1	2	13,200	14,640	F
Hamilton E Holmes Dr/ James Jackson Pkwy (SR 280)	Cedar Ave	0	4	27,525	17,920	B

Note: Roads are typically designed for service of Levels of Service (LOS) D, anything beyond (E and F) are strained and less (A, B and C) have additional capacity.

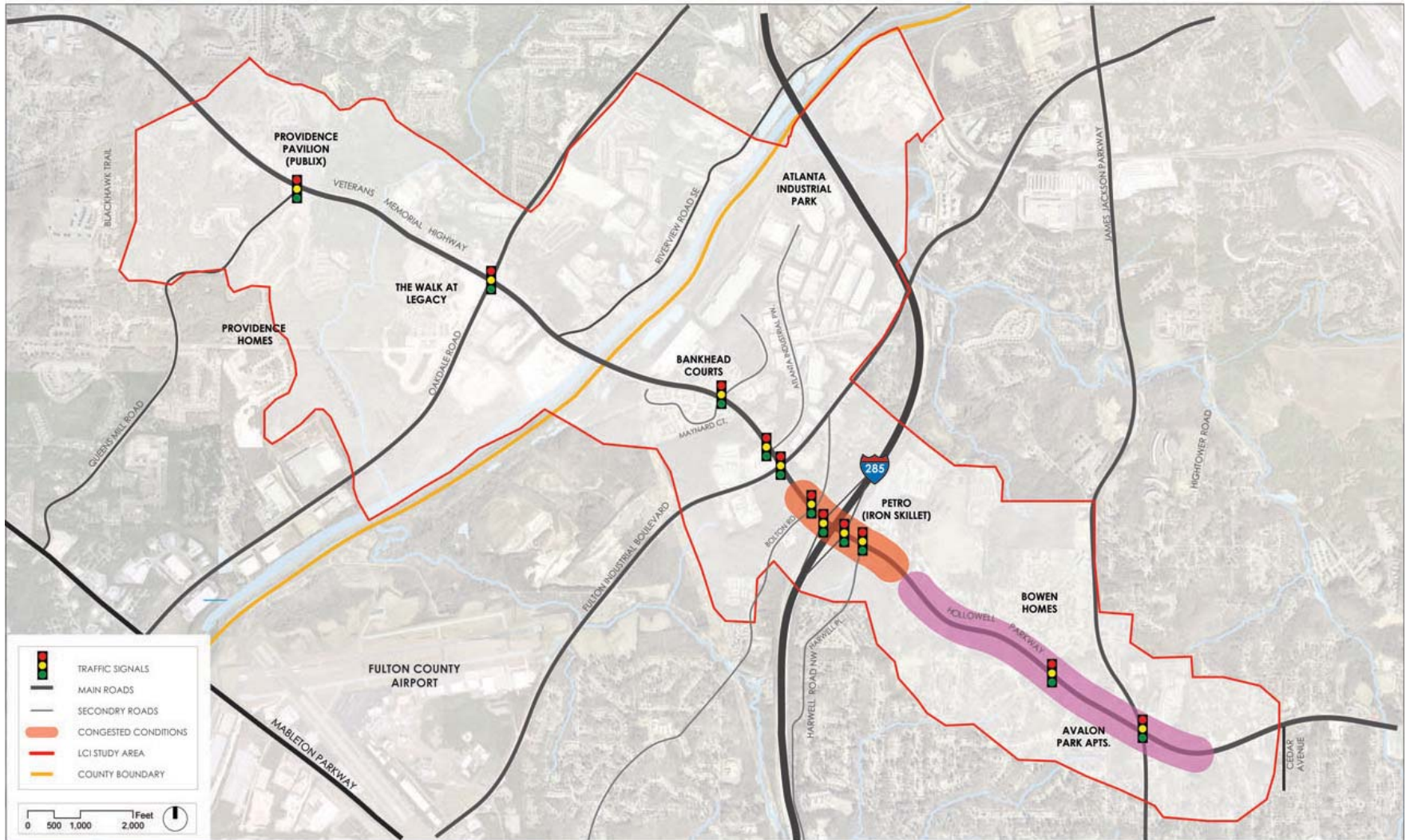


FUNCTIONAL CLASSIFICATION

D L HOLLOWELL PARKWAY / VETERANS MEMORIAL HIGHWAY LCI

2.9 Transportation Analysis (cont'd)

Roadway Characteristics (cont'd)



TRAFFIC SIGNAL LOCATIONS

D L HOLLOWELL PARKWAY / VETERANS MEMORIAL HIGHWAY LCI

Alternative Transportation

Sidewalks and Bike Paths

Riverview Road is classified as a local road that is in need of improvements. Several areas along the road have drainage problems that allow for standing water to collect in the road. Additionally, Riverview Road carries a large percentage of truck traffic and also functions as an alternative route to Oakdale Road. The existing pavement is in poor condition from handling the loads of the heavy vehicles and the shoulders along the roadway have been damaged.

Most of the roadways within the LCI have insufficient pedestrian facilities. The Veterans Memorial / D. L. Hollowell corridor averages more than five accidents involving pedestrians per year. One pedestrian fatality was reported on Veterans Memorial new Queen Mill Road during the course of this study.

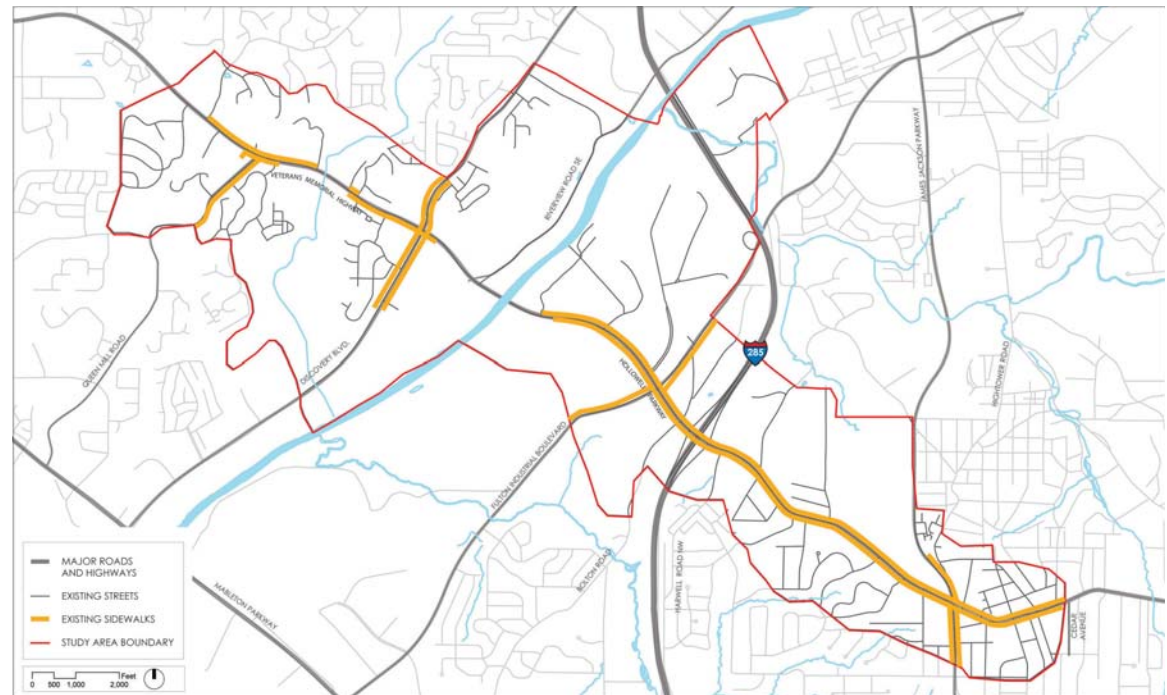
Furthermore, access to Veteran’s Memorial Highway during the peak hours of the day (particularly the morning peak) is difficult due to the high volume and high speeds of vehicles travelling along this route.

Over half of the roadways within the study area do not have any sidewalks. In locations where sidewalks exist, many are of poor design and condition and there is minimal accommodation for the disabled. Additionally, right-of-way requirements have further limited sidewalk improvements. In some circumstances, utilities have been placed in the middle of the sidewalk, blocking the path. Some areas of new construction do have quality pedestrian facilities, including striped crosswalks and tactile warning surfaces. Existing sidewalks are depicted in the diagram below.

The intersections of these and other roads within the study area are critical to the operation of the existing roadway network. Eleven of the intersections are signalized, with many of them located around the interchange of Hollowell Parkway and I-285. The traffic signals are spaced closely together and currently operate at a poor level of service. The tight spacing of the signals, combined with the amount of truck traffic limit the amount of storage space that is available for vehicles to queue and presents a challenge for providing signal coordination.

Although updating the existing signals timings can provide some congestion relief, only longer term projects such as interchange modifications or relocation of driveways/roadways can address the issues created by the closely spaced signals. These potential projects will have a significant impact to the local community.

EXISTING SIDEWALKS



2.9 Transportation Analysis (cont'd)

Alternative Transportation (cont'd)

Although there have been limited improvements, substantial upgrades to the sidewalk network are needed to enhance the walkability of the community and increase pedestrian safety. No dedicated bicycle facilities exist in the Study Area.

The lack of facilities is hazardous to the safety of the cyclists who use the existing roadway network. It should also be noted that the Silver Comet Trail, a multi-use path running from Cobb County into Alabama, is located three miles to the north of the Study Area. Construction of new bicycle facilities will provide an opportunity to connect to the existing trail system and other planned facilities such as the Nickajack Creek Trail.



EXISTING CONDITIONS OF SIDEWALKS AND BIKE PATHS ON HOLLOWELL PARKWAY

Mass Transit

Transit service provided along the Hollowell - Veteran's Memorial Corridor is good. Both MARTA and Cobb County Transit (CCT) buses serve the study area. Additionally, the bus routes connect to the MARTA rail system at either the Hamilton E. Holmes or Bankhead MARTA stations, which are located just outside the LCI study area. The numerous bus routes and connection to the rail system provide local mobility and access to the rest of Metro Atlanta.

The following MARTA bus routes can be found within the study area:

- Route 50
- Route 57
- Route 58
- Route 59
- Route 60
- Route 153

Although the MARTA service is plentiful, it should be noted that there is no MARTA service in the western portion of the LCI, which is located across the Chattahoochee River in Cobb County. There are very few pedestrian shelters located at the bus stops throughout the corridor. Moreover, due to reduction in revenue, MARTA is proposing to discontinue Routes 57, 59 and 153.

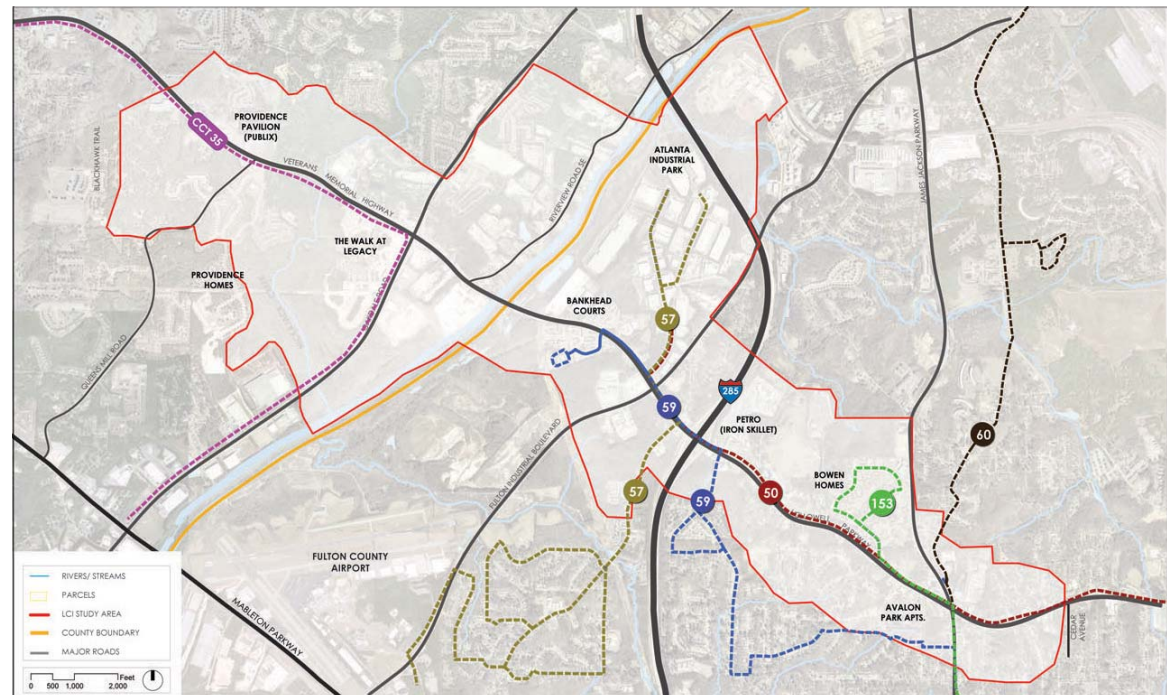
The CCT recently began new service for the portion of the corridor within Cobb County. Route 35 started service on January 4th, 2010. The route begins at the Wellstar Cobb Hospital and travels

along Austell Road to Veteran's Memorial Highway into the study area. From Veteran's Memorial, the route continues south along Discovery Boulevard to I-20 and terminates at the Hamilton E. Holmes MARTA Station.

Although both MARTA and CCT bus lines serve the area, there is no transit connectivity across the Chattahoochee River. A long-term Bus Rapid Transit route is planned to run through the entire corridor from Douglasville to the Bankhead MARTA

Station. This project is listed as a Tier I project in the Connect Atlanta Plan and will help link the transit on both sides of the River and further increase transit connectivity from the corridor to the rest of the region.

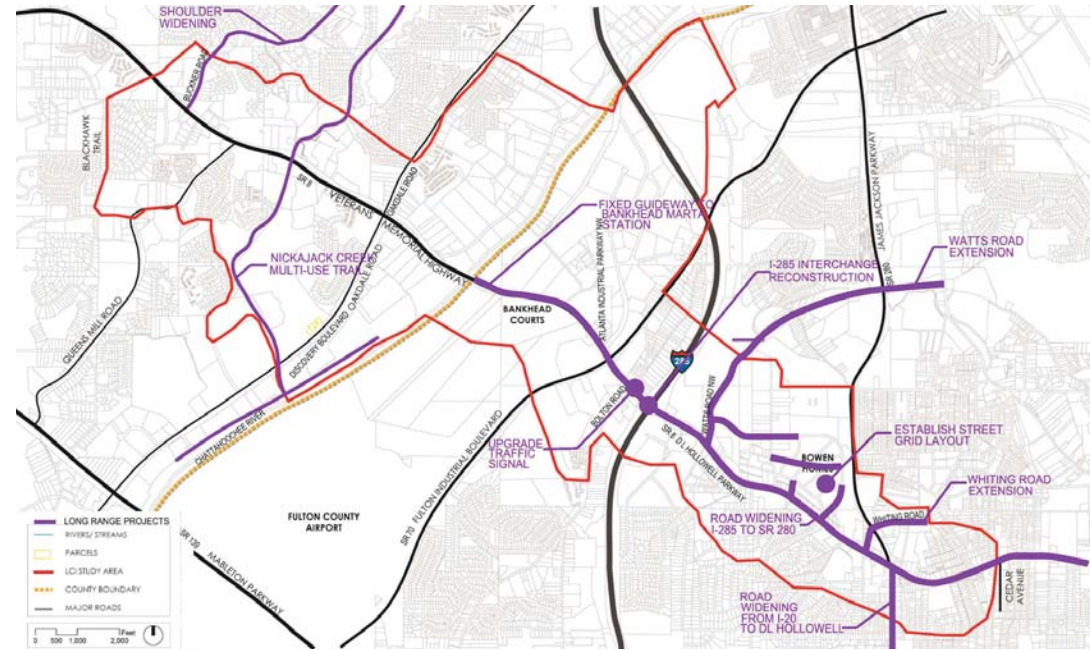
LCI STUDY AREA: EXISTING MARTA SERVICE



2.9 Transportation Analysis (cont'd)

Transportation Systems Long Range Projects

The Atlanta Regional Commission, using input from the public, the Metro Atlanta region counties and the City of Atlanta, establishes a Short Range Transportation Improvement Plan (TIP) and a Long range Transportation Plan (RTP). The TIP covers projects that are expected to begin within the next 5 years. The RTP covers projects that are expected to begin in the next 6 – 20 years. In addition to the ARC projects, both the City of Atlanta’s Connect Atlanta Plan and the Cobb County Comprehensive Transportation Plan contain projects in the LCI Study area. Most of the transportation projects for the Veterans Memorial/Hollowell Parkway LCI study are long range projects. The following table shows the long range projects with a brief description and the source of the project.



LCI STUDY AREA: LONG RANGE PROJECTS

Jurisdiction	Project	Type	Description	Status	Source
Atlanta	Hollowell (US 78, SR8)	Widening	Widen to 5 lanes from Harwell/I-285 to James Jackson Pkwy (SR 280)	Long Range	COA CTP / GDOT TREX
Atlanta	Watts Road Extension	New Const	From the north end of Watts to James Jackson	Long Range	COA CTP
Atlanta	Whiting Road Extension	New Const	From Hightower Road to James Jackson	Long Range	COA CTP
Atlanta	New Streets in Old Bowen Homes Site	New Const	Establish a grid street layout	Long Range	COA CTP
Atlanta	Hollowell @ Bolton Road	Intersection	Upgrade traffic signal	Long Range	COA CTP
Atlanta	Hollowell	Transit	Upgrade transit to fixed guideway from City Limits to Bankhead MARTA	Long Range	COA CTP
Atlanta/GDOT	James Jackson (SR 280)	Widening	From I-20 to Hollowell	Long Range	GDOT TREX
Cobb	Buckner Rd.	Shoulder Widen	From Vet. Memorial to Oakdale Rd.	Long Range	COBB CTP
Cobb	Nickajack Creek Trail	Multi Use Trail	From Silver Comet Trail to Johnstons River Line Trail Parallel Norfolk Southern RR	Long Range	COBB CTP

The most significant of these long-range projects are the following:

- The widening of DL Hollowell Parkway from Harwell Road to James Jackson Parkway

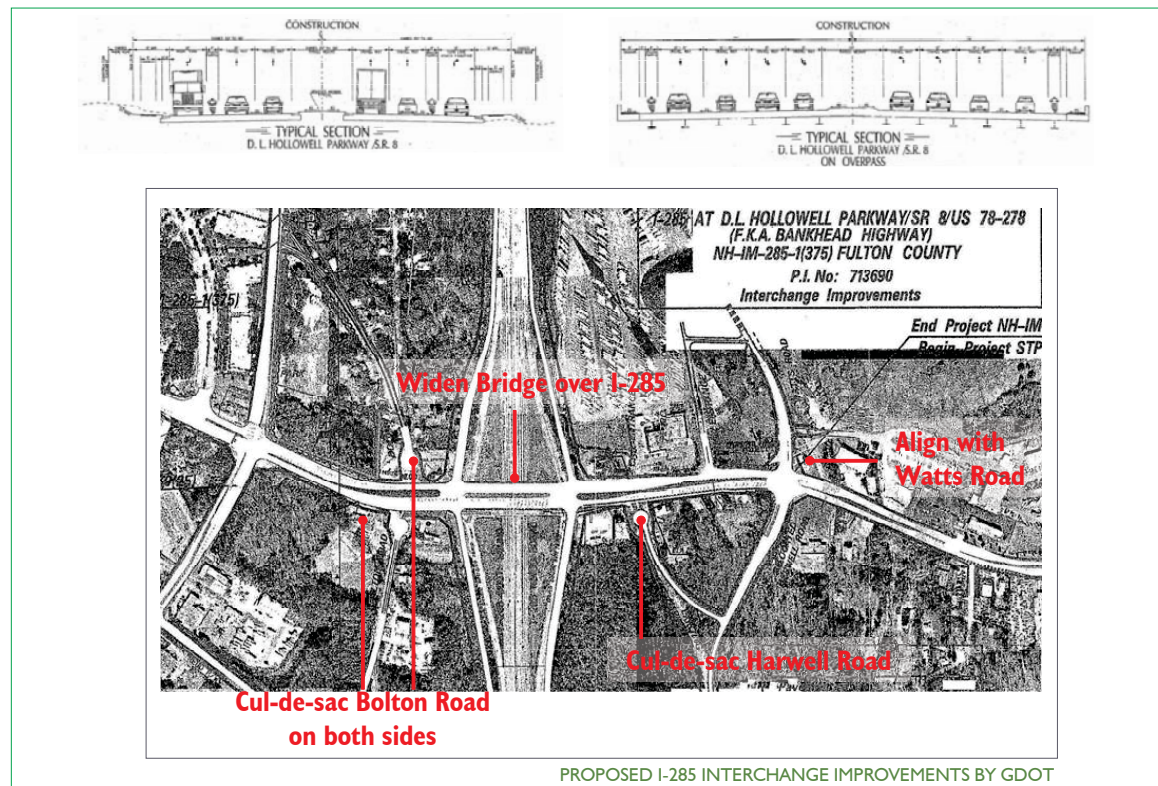
The proposed project would widen DL Hollowell Parkway to five lanes from Harwell Road to James Jackson Parkway.

However, one of the objectives of this study is to determine the needs and desires of the community as they relate to the appearance of this road in the future. To that extent, this study will propose a widening solution that meets the needs of the traveling public and fits with the image that the community wants for the road. This will include provisions for alternate modes of transportation, such as bicycle lanes and sidewalks, and beautification of the area with landscaping and lighting.

- The transit upgrade on DL Hollowell Parkway to fixed guideway

The proposed project would provide a light rail (street car) element to the transportation infrastructure along DL Hollowell Parkway. However, this study will investigate alternative transit options that will address the needs of the community as well as extending the transit option into Cobb County. These alternatives could include Bus Rapid Transit (BRT), commuter bus routes as well as other bus options which could be more feasible to implement.

- Georgia DOT has an approved concept report for improvements to the I-285 interchange at Hollowell Parkway signed by Federal Highway Administration on March 5, 2002. Following the second stakeholder meeting, the GDOT representative indicated this concept will most likely change. This new information was then shared with the attendees of the public workshop. Meeting attendees had strong feelings about this concept, considering that it includes the widening of the bridge, emphasizes on adding traffic lanes and eliminates two signalized intersections on either side of the interchange by converting the cross streets into cul-de-sacs. Since the approval of this concept, there has been more of an emphasis on alternative modes of transportation such as transit and pedestrian facilities. Therefore, the concept should be revisited to address these concerns.



2.9 Transportation Analysis (cont'd)

Transportation Systems – Short Range Projects

There are several short range transportation projects proposed in the Study Area.

The Queen Mill Road transportation project consists of safety and operational improvements from a point approximately 350 feet south of Hunnicutt Road to the intersection of Veterans Memorial Highway. The project includes overlay and widening of the existing road, shoulder improvements, sidewalks and drainage. The alignment of the substandard curve at Ivey road will be improved. The operational enhancements will include vertical and horizontal geometric improvements that will address safety concerns, curb and gutter, widened travel lanes that will accommodate bicyclists, and sidewalk installation. The proposed project would provide two 11ft. travel lanes (one in each direction), 5-foot sidewalks with curb and gutter and bring substandard curves up to AASHTO standards. The proposed project would not add any additional capacity to the existing two lane road way.

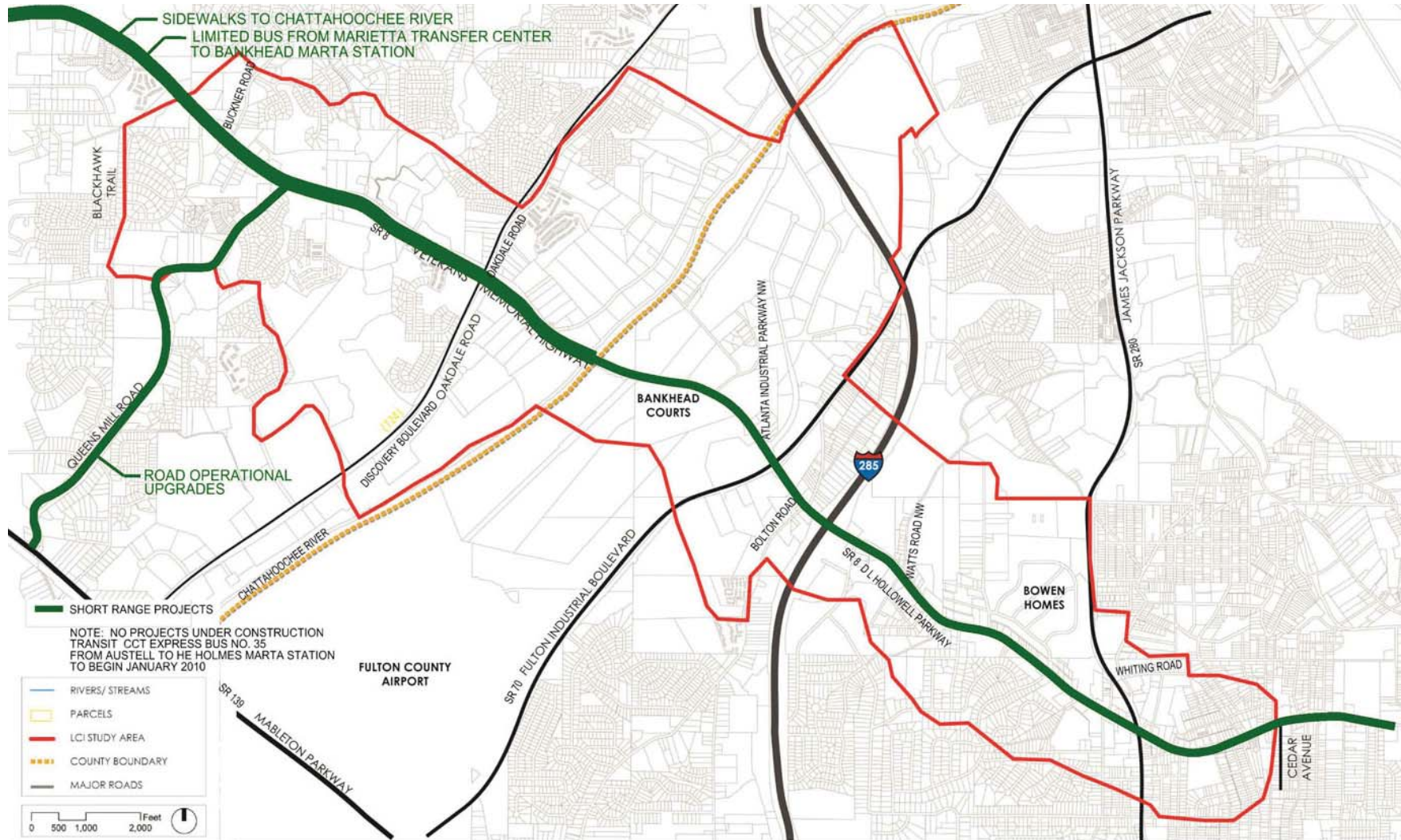
The Cobb County 2030 Comprehensive Transportation Plan also includes a proposed transit route consisting of limited bus service from the Marietta Transfer Center located at 800 South Marietta Pkwy to Bankhead MARTA station. Currently, users with a Breeze Card may transfer free between CCT buses and MARTA bus and rail stations.

The Cobb County CTP also includes a key safety and corridor improvement project consisting of sidewalks along Pebblebrook Road to the Chattahoochee River.

In late 2008, the Georgia Department of Transportation determined that the statewide and regional TIP's were overprogrammed, meaning they included more projects than could actually be paid for. This situation developed over the past couple of years for a number of reasons, including lower revenues due to the economic recession, more stringent financial accounting procedures instituted at GDOT and increased project costs. Therefore, this recent determination by GDOT affects the overall short range project list in the Fiscal Year 2008 to 2013 TIP.

PROPOSED SHORT-TERM PROJECTS BY CITY OF ATLANTA

	Project	Type	Description	Status	Source
Cobb	Queen Mill Rd.	Roadway Operational Upgrades	From Vet Memorial to Mableton Pkwy (SR 139)	Short Range	COBB CTP
Cobb	Veterans Memorial	Transit	Limited Bus from Marietta Transfer Center to Bankhead MARTA station	Short Range	COBB CTP
Cobb	Veterans Memorial	Sidewalks	From Pebblebrook Road to Chattahoochee River	Short Range	COBB CTP



SHORT RANGE PROJECTS

D L HOLLOWELL PARKWAY / VETERANS MEMORIAL HIGHWAY LCI

2.10 Demographic and Socio-Economic Profile

This demographic and socio economic profile explains the study area’s population growth, age, housing, income, race, household growth, education and employment characteristics.

Population Growth

Moderate population growth is projected in the Study Area as well as in all of its associated Market Areas and Atlanta and, to a lesser extent, Cobb County overall. This is somewhat unexpected in the Study Area segment east of I-285, which is already heavily developed.

Of interest regarding future market potential is the relatively-high rates of growth in both the Primary (0-2 miles) and Secondary (2-5 miles) HVM Corridor market areas, projected to be respectively 1.8 percent and 2.0 percent annually over at least the next five years and more likely the next ten. This rate of population growth in reasonably close proximity to the HVM Corridor will provide the majority of the additional retail and residential consumers that the Corridor can be anticipated to attract in its combined market areas by 2019.

Age

As a group, Study Area residents are significantly younger than in any of its associated markets. At a median age of 25.5, they are more closely comparable to the 0-2 mile Primary Market (28.9 years). Younger median ages usually indicate average or above-average numbers of children within area households.

Race and Ethnicity

The Study Area is less ethnically diverse than most of its market areas or the City or County overall. According to ESRI estimates, in 2009, 92.2 percent of Study Area residents identified themselves as African-American, 5.7 percent as white and 2.3 percent as of Hispanic origin. There are differing estimates of, in particular, the ethnic composition of the City of Atlanta. The differences are especially acute with respect to 2014 estimates and may have an impact on the future ethnic composition of the 5-8-mile Tertiary Market. Ethnicity alone, however, does not impact basic household formation, retail

purchasing power or demand for local services. Thus, it does not impact the basic market strength or projected aggregate market demand although it may, at the local level, influence individual retail or residential choices. Differing estimates notwithstanding, the Study Area ethnic profile mirrors that of its Primary Market area but differs significantly from its Secondary and Tertiary markets. Moreover, while reflecting the City of Atlanta’s majority-African-American ethnic population, the Study Area has little in common with Cobb County overall with respect to ethnic make-up or basic diversity.

	Population					
	Study Area	2-mile	2-5 miles	5-8 miles	Atlanta	Cobb
2000	6,865	28,105	124,093	317,946	416,474	607,751
2009	8,181	32,993	151,973	376,869	493,028	712,681
2014	8,938	36,118	167,729	411,278	540,600	763,515
2019	9,767	39,546	185,096	448,767	592,781	818,075
2000-09 Annual Growth	1.96%	1.75%	2.22%	1.86%	1.84%	1.74%
2009-14 Annual Growth	1.79%	1.83%	1.99%	1.76%	1.86%	1.39%
2009-14 Net Growth	757	3,125	15,756	34,409	47,572	50,834
2014-19 Net Growth	829	3,428	17,367	37,489	52,181	54,560
2009-19 Net Growth	1,586	6,553	33,123	71,898	99,753	105,394

	Median Age					
	Study Area	2-mile	2-5 miles	5-8 miles	Atlanta	Cobb
2009	25.5	28.9	34.3	33.1	33.3	34.7
2014	25.9	28.9	34.4	33.2	33.3	34.7

The portions of Study Area residents identifying themselves as either African-American or Hispanic will increase slightly over the next five years, as in all related market areas and both the City and County according to ESRI’s population projections. It may be important to note, however, that more-local data suggests that the ESRI data undercounts significantly the white-alone population in the City overall in 2009 and that “white-alone” percentage of population will actually increase over the next five years.

HOUSEHOLD GROWTH

As with population growth, the HVM Corridor Study Area and its associated market areas are projected to experience moderately-high rates of growth with respect to new household formation. New households should act as the foundation for attracting new retail and services in the Corridor.

HOUSEHOLD SIZE

Household size is projected to remain at current levels in the foreseeable future, having shown little change in the Corridor’s associated market areas or in the City of Atlanta or Cobb County overall. The closing of the Bankhead Courts and Bowen Homes public housing communities, however, may have a measurable impact on household size projections in the Study Area and Primary Market Area.

Ethnicity: 2009	Ethnicity					
	Study Area	2-mile	2-5 miles	5-8 miles	Atlanta	Cobb
White alone	5.7%	3.3%	24.5%	39.7%	29.3%	66.2%
Black alone	92.2%	94.2%	69.2%	50.3%	63.8%	21.4%
Hispanic origin	2.3%	2.5%	6.7%	8.7%	6.0%	11.2%
Ethnicity: 2014						
White alone	5.5%	3.1%	22.8%	36.6%	27.3%	62.6%
Black alone	92.1%	94.3%	69.8%	52.0%	64.8%	22.6%
Hispanic origin	2.6%	2.7%	7.8%	10.2%	7.0%	13.5%

	Households					
	Study Area	2-mile	2-5 miles	5-8 miles	Atlanta	Cobb
2000	2,130	9,460	48,279	134,955	168,147	227,487
2009	2,569	11,079	59,113	161,528	201,806	262,785
2014	2,812	12,137	65,455	177,469	223,150	280,935
2019	3,077	13,295	72,480	194,982	246,738	300,269
2000-09 Annual Growth	2.05%	1.72%	2.21%	1.96%	1.99%	1.57%
2009-14 Annual Growth	1.82%	1.84%	2.06%	1.90%	2.03%	1.34%
2009-14 Net Growth	243	1,058	6,342	15,941	21,344	18,150
2014-19 Net Growth	265	1,158	7,025	17,513	23,588	19,334
2009-19 Net Growth	508	2,216	13,367	33,454	44,932	37,484

	Household Size					
	Study Area	2-mile	2-5 miles	5-8 miles	Atlanta	Cobb
2000	3.14	2.94	2.47	2.20	2.30	2.64
2009	3.13	2.95	2.48	2.20	2.30	2.67
2014	3.13	2.95	2.48	2.20	2.29	2.68

2.10 Analysis of Existing Conditions (cont'd)

Demographic and Socio Economic Profile (cont'd)

GROWTH IN HOUSING UNITS

The level of vacancies in housing units has risen sharply from 2000 to 2009 in all submarkets. In at least the Secondary and Tertiary markets and possibly the City and County overall, the greatest portion of that surge no doubt occurred during the past 24 months as the momentum of new residential construction continued to add housing units to existing supply for at least six months after demand dramatically slowed in the 3rd and 4th quarters of 2007.

Compared to many – arguably most – other areas of Metro Atlanta, annual growth in new housing units in the Study Area, its associated market areas and the City of Atlanta itself is projected to be relatively high. While lower than annual rates since 2000 (which generally reflect extremely high levels of growth during 2003-2006), any growth projected to be higher than 1.5 percent annually can be considered strong.

HOUSING OCCUPANCY

Housing vacancy has exceeded 10 percent in the Study Area, but its 10.9 percent rate is lower than any of its associated markets or the City overall.

	Housing Units					
	Study Area	2-mile	2-5 miles	5-8 miles	Atlanta	Cobb
2000	2,284	10,239	53,326	147,665	186,925	237,522
2009	2,884	12,480	68,082	186,617	236,535	286,576
2014	3,152	13,644	75,157	205,225	261,434	306,234
2019	3,446	14,917	82,979	225,698	288,927	327,309
2000-09 Annual Growth	2.63%	2.22%	2.75%	2.64%	2.65%	2.11%
2009-14 Annual Growth	1.80%	1.80%	2.00%	1.92%	2.02%	1.34%
2009-14 Net Growth	268	1,164	7,075	18,608	24,899	19,658
2014-19 Net Growth	294	1,273	7,822	20,473	27,493	21,075
2009-19 Net Growth	562	2,437	14,897	39,081	52,392	40,733

	Housing Units: 2009 Occupancy Status					
	Study Area	2-mile	2-5 miles	5-8 miles	Atlanta	Cobb
Owner-occupied	1,019	4,924	28,430	68,812	82,880	176,493
Renter-occupied	1,550	6,155	30,683	92,716	118,926	86,292
Vacant	315	1,401	8,969	25,089	34,729	23,791
Owner-occupied	35.3%	39.5%	41.8%	36.9%	35.0%	61.6%
Renter-occupied	53.7%	49.3%	45.1%	49.7%	50.3%	30.1%
Vacant	10.9%	11.2%	13.2%	13.4%	14.7%	8.3%

	Occupied Housing Units					
	Study Area	2-mile	2-5 miles	5-8 miles	Atlanta	Cobb
2009 Owned	39.7%	44.4%	48.1%	42.6%	41.1%	67.2%
2014 Owned	40.4%	43.9%	48.1%	42.2%	40.5%	67.3%
2009 Rented	60.3%	55.6%	51.9%	57.4%	58.9%	32.8%
2014 Rented	59.6%	56.1%	51.9%	57.8%	59.5%	32.7%

HOUSING TENURE PREFERENCE

Looking only at occupied housing units, one can more accurately identify the “own-or-rent” housing preferences within each submarket. Admittedly, “preference” with respect to renters may be more of a financial necessity than a true choice. Nonetheless, the preferences shown in the occupied-housing data probably gives a reasonably good indication of the type of new housing development – owned or rented – that would be acceptable in each submarket.

At this point in time, indications are that the potential residential market for the Study Area lies more in rental housing than owner-occupied housing.

MEDIAN HOME VALUES

At \$85,054 median home values within the Study Area are significantly below those of the County (\$159,464) overall, the City of Atlanta (\$124,759) overall. They are also less than those of the Secondary or Tertiary Market Areas, although they are higher than those within the Primary Market Area. Median home values are projected to increase in the Study Area and all Market Areas other than the Primary Market Area slowly over the next ten years. Median home values in the Primary Market Area are actually projected to decrease slightly.

Average Home Value may be a better indicator of home values within a community. In this measure, the Study Area fares slightly better than median home values may indicate, and annual growth over the next ten years is projected to compare favorably to all market areas, including the Primary Market.

Median Home Value						
	Study Area	2-mile	2-5 miles	5-8 miles	Atlanta	Cobb
2000	\$ 77,538	\$ 76,194	\$101,044	\$134,109	\$144,097	\$145,349
2009	\$ 85,054	\$ 77,419	\$103,021	\$127,887	\$124,759	\$159,464
2014	\$ 86,263	\$ 77,175	\$104,559	\$131,091	\$126,774	\$161,149
2019	\$ 87,477	\$ 76,944	\$106,137	\$134,401	\$128,815	\$162,848
2000-09 Annual Growth	1.03%	0.18%	0.22%	-0.53%	-1.59%	1.04%
2009-14 Annual Growth	0.28%	-0.06%	0.30%	0.50%	0.32%	0.21%
2009-14 Net Growth	\$ 1,209	\$ (244)	\$ 1,538	\$ 3,204	\$ 2,015	\$ 1,685
2014-19 Net Growth	\$ 1,214	\$ (231)	\$ 1,578	\$ 3,310	\$ 2,041	\$ 1,699
2009-19 Net Growth	\$ 2,423	\$ (475)	\$ 3,116	\$ 6,514	\$ 4,056	\$ 3,384

Average Home Value						
	Study Area	2-mile	2-5 miles	5-8 miles	Atlanta	Cobb
2000	\$ 86,088	\$ 82,749	\$163,445	\$225,906	\$236,651	\$174,193
2009	\$ 94,880	\$ 82,655	\$173,905	\$255,523	\$269,316	\$193,157
2014	\$ 96,564	\$ 83,056	\$175,182	\$259,066	\$271,827	\$196,676
2019	\$ 98,266	\$ 83,472	\$176,500	\$262,713	\$274,419	\$200,242
2000-09 Annual Growth	1.09%	-0.01%	0.69%	1.38%	1.45%	1.15%
2009-14 Annual Growth	0.35%	0.10%	0.15%	0.28%	0.19%	0.36%
2009-14 Net Growth	\$ 1,684	\$ 401	\$ 1,277	\$ 3,543	\$ 2,511	\$ 3,519
2014-19 Net Growth	\$ 1,702	\$ 416	\$ 1,318	\$ 3,647	\$ 2,592	\$ 3,566
2009-19 Net Growth	\$ 3,386	\$ 817	\$ 2,595	\$ 7,190	\$ 5,103	\$ 7,085

HOUSEHOLD INCOME

Both Median and Average Household Income levels clearly establish the Study Area overall as a lower-income community, as they do the HVM Corridor’s Primary Market Area. Household incomes increase significantly in the Secondary and Tertiary Market Areas, indicating the possibility of the Corridor’s tapping into more affluent communities to drive retail and higher-priced residential demand.

Average Household Income is generally 25-35 percent higher than Median Household Income.

	Median Household Income					
	Study Area	2-mile	2-5 miles	5-8 miles	Atlanta	Cobb
2000	\$ 19,753	\$ 22,873	\$ 36,620	\$ 41,576	\$ 34,795	\$ 58,387
2009	\$ 28,333	\$ 29,972	\$ 48,862	\$ 58,249	\$ 46,671	\$ 77,155
2014	\$ 31,175	\$ 31,576	\$ 53,021	\$ 59,985	\$ 52,051	\$ 81,428
2019	\$ 34,302	\$ 33,269	\$ 57,542	\$ 61,776	\$ 58,063	\$ 85,921
2000-09 Annual Growth	3.98%	2.97%	3.17%	3.71%	3.23%	3.06%
2009-14 Annual Growth	1.93%	1.05%	1.65%	0.59%	2.21%	1.08%
2009-14 Net Growth	\$ 2,842	\$ 1,604	\$ 4,159	\$ 1,736	\$ 5,380	\$ 4,273
2014-19 Net Growth	\$ 3,127	\$ 1,693	\$ 4,521	\$ 1,791	\$ 6,012	\$ 4,493
2009-19 Net Growth	\$ 5,969	\$ 3,297	\$ 8,680	\$ 3,527	\$ 11,392	\$ 8,766

	Median Household Income					
	Study Area	Study Area as % of				
	2-mile	2-5 miles	5-8 miles	Atlanta	Cobb	
2000	\$ 19,753	86%	54%	48%	57%	34%
2009	\$ 28,333	95%	58%	49%	61%	37%
2014	\$ 31,175	99%	59%	52%	60%	38%
2019	\$ 34,302	103%	60%	56%	59%	40%

	Average Household Income					
	Study Area	2-mile	2-5 miles	5-8 miles	Atlanta	Cobb
2000	\$ 36,350	\$ 36,621	\$ 55,778	\$ 63,899	\$ 61,971	\$ 73,553
2009	\$ 44,909	\$ 43,706	\$ 69,423	\$ 81,051	\$ 77,466	\$ 98,531
2014	\$ 48,154	\$ 46,471	\$ 73,539	\$ 86,541	\$ 83,364	\$102,539
2019	\$ 51,646	\$ 48,987	\$ 77,904	\$ 92,405	\$ 89,718	\$106,707
2000-09 Annual Growth	2.31%	3.56%	2.39%	2.60%	2.44%	3.21%
2009-14 Annual Growth	1.41%	1.06%	1.16%	1.32%	1.48%	0.80%
2009-14 Net Growth	\$ 3,245	\$ 2,765	\$ 4,116	\$ 5,490	\$ 5,898	\$ 4,008
2014-19 Net Growth	\$ 3,492	\$ 2,516	\$ 4,365	\$ 5,864	\$ 6,354	\$ 4,168
2009-19 Net Growth	\$ 6,737	\$ 5,281	\$ 8,481	\$ 11,354	\$ 12,252	\$ 8,176

	Average Household Income					
	Study Area	Study Area as % of				
		2-mile	2-5 miles	5-8 miles	Atlanta	Cobb
2000	\$ 36,350	99%	65%	57%	59%	49%
2009	\$ 44,909	103%	65%	55%	58%	46%
2014	\$ 48,154	104%	65%	56%	58%	47%
2019	\$ 51,646	105%	66%	56%	58%	48%

PER CAPITA INCOME

As with Household Income, Per Capita Income levels in the HVM Corridor Study Area reflect its relative lack of affluence and associated spending power. While projected rates of annual growth are moderately strong, the Corridor’s per capita income will remain less than half of levels in the City or County overall.

	Per Capita Income					
	Study Area	2-mile	2-5 miles	5-8 miles	Atlanta	Cobb
2000	\$ 11,702	\$ 12,479	\$ 22,373	\$ 27,775	\$ 25,772	\$ 27,863
2009	\$ 14,428	\$ 14,794	\$ 27,473	\$ 35,563	\$ 32,593	\$ 36,547
2014	\$ 15,472	\$ 15,734	\$ 29,159	\$ 38,195	\$ 35,325	\$ 37,957
2019	\$ 16,594	\$ 16,734	\$ 30,951	\$ 41,025	\$ 38,281	\$ 39,421
2000-09 Annual Growth	2.29%	1.86%	2.24%	2.71%	2.57%	2.98%
2009-14 Annual Growth	1.41%	1.24%	1.20%	1.44%	1.62%	0.76%
2009-14 Net Growth	\$ 1,044	\$ 940	\$ 1,686	\$ 2,632	\$ 2,732	\$ 1,410
2014-19 Net Growth	\$ 1,122	\$ 1,000	\$ 1,792	\$ 2,830	\$ 2,956	\$ 1,464
2009-19 Net Growth	\$ 2,166	\$ 1,940	\$ 3,478	\$ 5,462	\$ 5,688	\$ 2,874

	Per Capita Income					
	Study Area	Study Area as % of				
		2-mile	2-5 miles	5-8 miles	Atlanta	Cobb
2000	\$ 11,702	94%	52%	42%	45%	42%
2009	\$ 14,428	98%	53%	41%	44%	39%
2014	\$ 15,472	98%	53%	41%	44%	41%
2019	\$ 16,594	99%	54%	40%	43%	42%

2.10 Analysis of Existing Conditions (cont'd)

Demographic and Socio Economic Profile (cont'd)

EDUCATION CHARACTERISTICS

The educational level of residents of the Study Area is extremely low, with only 16.9 percent of residents holding 4-year college and advanced degrees.

In 2009, the educational attainment of the population aged 25 years or older in the Study Area was distributed as follows:

- 27.0 percent had not earned a high school diploma (16.2 percent in the U.S.)
- 35.5 percent were high school graduates only (29.8 percent in the U.S.)
- 2.4 percent had completed an Associate degree (7.2 percent in the U.S.)
- 9.9 percent had a Bachelor’s degree (17.0 percent in the U.S.)
- 7.0 percent had earned a Master’s/Professional/Doctorate Degree (9.8 percent in the U.S.)

EMPLOYMENT OF STUDY AREA RESIDENTS

Currently, only 75.2 percent of the civilian labor force in the Study Area is employed and 24.8 percent are unemployed. In comparison, 89.4 percent of the U.S. civilian labor force is employed, and 10.6 percent are unemployed. In five years the rate of employment in the Study Area will still be only 82.9 percent of the civilian labor force, and unemployment will be an extremely high 17.1 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 92.9 percent and 7.1 percent will be unemployed. In the current year, the

	Educational Achievement					
	Study Area	2-mile	2-5 miles	5-8 miles	Atlanta	Cobb
High School Graduate	35.5%	37.2%	26.8%	21.4%	23.4%	21.2%
4-yr College Degree	9.9%	10.0%	20.1%	26.7%	23.7%	28.5%
Advanced Degree	7.0%	7.2%	13.1%	16.4%	15.7%	13.8%

	Employment					
	Study Area	2-mile	2-5 miles	5-8 miles	Atlanta	Cobb
White Collar	54.5%	53.1%	64.5%	70.4%	66.8%	73.5%
Services	21.1%	23.5%	17.9%	16.2%	18.8%	12.4%
Blue Collar	24.4%	23.3%	17.6%	13.5%	14.4%	14.2%

	HVM Study Area Employment			
	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	7	2.1%	51	0.8%
Construction	30	9.1%	483	7.2%
Manufacturing	17	5.2%	1,946	29.1%
Transportation	18	5.5%	296	4.4%
Communication	3	0.9%	10	0.1%
Utility	3	0.9%	259	3.9%
Wholesale Trade	30	9.1%	672	10.0%
Retail Trade	68	20.7%	953	14.2%
Finance, Insurance, Real Estate	17	5.2%	62	0.9%
Services	111	33.8%	1,685	25.2%
Government	5	1.5%	83	1.2%
Other	19	5.8%	197	2.9%
TOTALS	328	100.0%	6,697	100.0%

Source: ESRI

occupational distribution of the employed population is:

- 54.5 percent in white collar jobs (compared to 61.5 percent of U.S. employment)
- 21.1 percent in service jobs (compared to 17.1 percent of U.S. employment)
- 24.4 percent in blue collar jobs (compared to 21.4 percent of U.S. employment)

With respect to the industries in which residents of each area work, the following breakdown indicates a high proportion of residents working within service industries. The “Services” industries definition may be somewhat misleading. In this Study Area the “Services” incorporate high percentages of Professional and Business Services.

In 2000, 50.2 percent of the Study Area population drove alone to work, 17.6 per cent carpooled, 27.3 per cent used public transportation, 1.6 per cent walked and 1.3 percent worked at home. The average travel time to work in 2000 was 41.3 minutes in the Study Area, compared to the U.S. average of 25.5 minutes.

BUSINESSES AND EMPLOYEES WITHIN THE STUDY AREA

Within the 4.77 square-mile HVM LCI Corridor Study Area there are approximately 328 businesses with a total of 6,697 employees.

	Employment by Industry					
	Study Area	2-mile	2-5 miles	5-8 miles	Atlanta	Cobb
Construction	7.1%	6.2%	5.6%	5.2%	4.9%	7.3%
Manufacturing	4.7%	5.3%	6.3%	4.8%	4.6%	6.1%
TCU	8.6%	8.7%	7.1%	5.8%	9.7%	9.2%
Wholesale	2.5%	2.6%	3.6%	3.1%	2.7%	4.0%
Retail	10.9%	10.8%	9.4%	9.5%	8.6%	12.3%
FIRE	9.8%	8.3%	12.5%	13.6%	8.9%	9.8%
Services	48.3%	50.0%	49.9%	53.1%	55.3%	47.8%
Government	7.1%	7.5%	5.2%	4.5%	4.9%	3.4%

TOTAL	2,101	8,785	60,729	168,093	192,552	344,417
Construction	149	545	3,401	8,741	9,435	25,142
Manufacturing	99	466	3,826	8,068	8,857	21,009
TCU	181	764	4,312	9,749	18,678	31,686
Wholesale	53	228	2,186	5,211	5,199	13,777
Retail	229	949	5,709	15,969	16,559	42,363
FIRE	206	729	7,591	22,861	17,137	33,753
Services	1,015	4,393	30,304	89,257	106,481	164,631
Government	149	659	3,158	7,564	9,435	11,710

3.1 Public Process

Public participation is a key component of the LCI program. Studies of this nature involve many participants and stakeholders. For a successful planning study it is imperative to hear all of the voices and integrate them in the planning process. The key components of the public participation process were the Project Team, Stakeholder Committee and the Community-at-Large.

Project Team:

Project Team was created to monitor the logistics of the study and schedule. The team consisted of representatives from City of Atlanta and Cobb County staff and the consultant team. The project team met once a month to review documents, study findings, set meetings and schedules and discuss the various elements of planning process.

Stakeholder Committee:

This consisted of a larger group of community stakeholders who have an interest in the Study and knowledge of the Study Area and its key issues. The stakeholder team served an advisory role during the project. The purpose of the Committee was to provide feedback on key issues, assist in encouraging public participation and ensure the development of a cohesive vision for the study area. This team consisted of community leaders, business/land owners, NPU representatives, ADA, AHA, DOT, City and County staff, MARTA, ARC and other governmental agencies. This team provided guidance to the project management team through the planning process.

Community-at-Large:

This is an extended group of all folks in the community that are influenced by the master plan.

As part of HVM Corridor LCI planning process, the project team conducted a community visioning process, in tandem with data gathering and analysis. The project team created various forums to engage the community to understand the issues and concerns of the community along with their needs and aspirations to establish the vision for the community. A public Involvement Plan was prepared by the Project Team at the beginning of the study to outline the public and agency outreach activities to be undertaken during the development of the LCI plan. Following are the public participation mechanisms utilized through the planning study.



3.1 Public Process (cont'd)

Public Outreach

The public outreach process began with project introduction at NPU Meetings. Early in the process the project team attended NPU meetings for 5 NPUS (D, G, H, I, J) that are part of and in the vicinity of the study area. This provided the project team a platform to introduce and discuss the LCI process and encourage participation throughout the study.

A stakeholder kick off meeting and visioning session was held on November 17, 2009 to introduce the stakeholder team to the purpose of the LCI study and solicit their inputs on key issues. This was followed by a public visioning session on December 8th 2009. The key purpose of this meeting was to inform the citizens about the LCI process, get their input on community goals and vision and answer any questions related to the LCI study. Participants were also invited to fill out the comment cards and provide the project team with further feedback. The kickoff meeting had a great response from the community with more than 80 participants.

After the first public meeting, a Bus Tour was also organized for all the stakeholder committee to visually become acquainted with the study area.

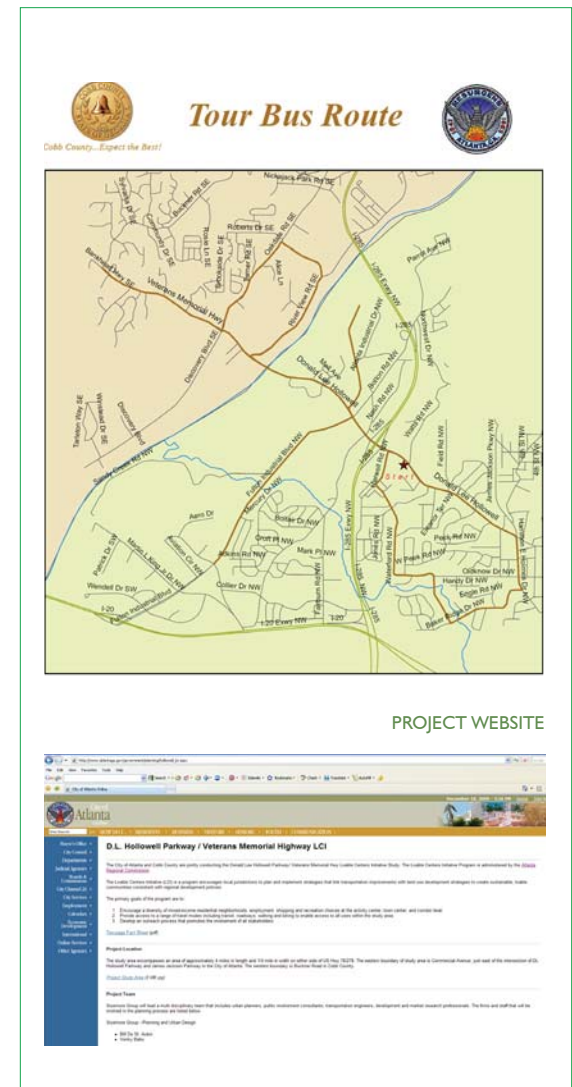
The second stakeholder meeting was held on January 5th 2010 to discuss the Character Preference Survey, public workshop and also key development opportunities in the area.

The public design workshop was held on January 9th 2010. This was a forum created for the com-

munity to take 'hands-on' role in designing the study area. The consultants presented the analysis from the site visits and prior meetings and also administered a Character Preference Survey before the design workshop. During the workshop, the participants used base maps and markers to identify various issues and initiatives. The planning team used feedback from the design workshop with further analysis of current conditions and market opportunities to develop preliminary concept plans and recommendations.

Stakeholder Interviews

Throughout the planning process, the consultant team conducted seven interviews with district elected officials, community leaders and other key stakeholders to gather a range of views and opinions, information, and gain a deeper understanding of project issues from the stakeholder perspective. All interviews were documented and a summary of common themes was developed that assisted in prioritizing key issues.



PROJECT WEBSITE

Plan Presentation and Open House

The planning team presented the draft recommendations/concepts to the stakeholders on Feb 8th, 2010 and the community on February 25th, 2010 to get further feedback. Attendees were welcomed to comment on the wall displays of various maps, sketches and 3D drawings. The consultant team and the stakeholders were present to answer any questions.

Media and Communications

The Project Team utilized a number of communication tools to keep stakeholders and the public informed of upcoming meetings and project information. A project web site was created which provided access to the past meeting minutes, maps, and other documents throughout the progress of the LCI Study. Meeting notifications were sent out via mail, e-mail, postings on the web sites of consulting firms and public agencies and hard copies were also distributed at key public locations.

3.2 Community Vision - Issues and Goals

At the Community visioning meeting and stakeholders goals and vision session the residents and stakeholders of the City of Atlanta and Cobb County were asked to present their views on four questions:

- What would you like to see preserved?
- What would you like to see changed?
- What would you like to see created?
- What would you like to connect?

The following section provides a summary of the responses from the stakeholders as well as the larger community.

Preserve

- Green Space and Historic Sites. There are several civil war sites in the corridor and its vicinity, particularly along Queen Mill Road. The Mableton Improvement Coalition has conducted a conceptual master plan for the River Line Historic Area to document and leverage these sites.
- Preserve and enhance existing Cemeteries
- Chattahoochee River: Conserve and enhance the River as an asset and not a dividing line. Preserve wetlands.
- Retain the heavy industrial nature of properties along Riverview Road
- Maintain the existing truck routes to the industrial properties. Improve the roads to make them safer
- Protect existing neighborhoods in the study

area from the adverse effects of road widening projects. Maintain low density communities with moderate traffic.

- This LCI study should build upon the past studies/efforts such as the Northwest Framework Plan and other studies done for the Hollowell corridor area.
- Maintain the integrity of the residential areas around the corridor.
- Green Infrastructure: Enhance the existing streams, green areas and the environment.
- National Register of Historic Places, preserve integrity of historic communities such as Collier Heights and Whittier Mill.
- Preserve and enhance employment and jobs at Atlanta Industrial Park/corridor.

3.2 Community Vision - Issues and Goals (cont'd)

Change

- Bring back Bankhead Courts and Bowen Homes to life!
- Decrease the dominance of industrial uses in the study area and promote more mixed uses.
- Decrease greenhouse gas emissions from the industrial truck traffic.
- Heavy truck traffic deteriorating roads.
- Traffic flow- Rush Hour commuter traffic and continuous truck traffic on the corridor.
- 285 Interchange: One of the few interchanges with no new improvements in recent years. An improved 285 interchange is critical to attract quality retail in the area.
- Improve I-285 and I-20 interchange south of the study area. This will also help ease congestion on HVM Corridor.
- Corridor aesthetics - “look and feel”
- Stronger code enforcement to ensure that people don’t throw junk and hazardous waste on vacant sites along the corridor.
- Improve security along the corridor.
- Close the existing landfills in the study area
- No more recycling plants. Close existing ones.
- Update drainage system on Riverview Road to prevent flooding.

- River is not visible visually and not accessible physically
- Lacks a sense of arrival, no special places along the corridor.
- Address conflict between residential and industrial activity.
- Ensure context sensitive design for GDOT transportation improvements.
- Dilapidated buildings. Hold property owners accountable for building maintenance and appearance (such as nearby junk yard)
- Would like to see storefront development



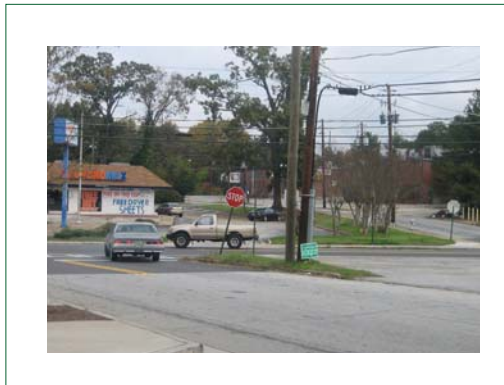
Create

- Live-Work-Play Neighborhood at Bankhead Courts Site.
- Lifelong communities that include senior living alternatives.
- Assisted Living
- Golf Course on Bankhead Courts Site.
- More Lifestyle Retail- quality grocery store, restaurants
- Indoor recreational center for kids or community center such as boys and girls club
- Community services- Post Office, Library, Senior Center, and grocery store
- Incentives to redevelop businesses.
- More green space and pocket parks for passive recreational purposes.
- Farmers Market
- Recycling centers
- Areas to enjoy the River -visually and physically, and places for a picnic
- Trade/ Vocational school
- More Police Precincts along the corridor.
- Pedestrian lighting.
- Access Management on Hollowell Road.
- Utilize the property behind Bankhead Courts for green space/ passive recreational purposes.

Connect

- Catalyst projects along the corridor
- Replaced/revitalized retail services
- Enhanced signage of historic places
- Sense of arrival, Gateways to the community. A river town concept could be a good idea. Being a main arterial, DOT standards need to work with the limitations to create the town on both sides of the road.
- Sense of place: The study area currently lacks “special places” – community spaces/village, town center
- More quality jobs – family supportive jobs i.e. good paying jobs.
- Balance the existing residential and industrial uses
- Quality retail for workforce as well as community residents (especially on City of Atlanta side) - Farmers Market, restaurants, etc.
- Access to the River
- Safe places to walk for health and exercise
- Jogging/bike path
- Add turn lanes along Hollowell
- Create community gathering spaces. (Riverline study has some recommendations)
- Bring Atlanta Industrial Park to front the corridor that provides some exposure.

- Safe Pedestrian Systems- Pedestrian friendly streetscapes
- Sidewalk Connectivity on Buckner Road
- Aesthetically pleasing streetscapes and pedestrian connectivity across Cobb and the City of Atlanta.
- Easy and fast connectivity to Atlanta Downtown.
- Trails and Bike Paths. - Trails along Nickajack trail connecting it to the Silver Comet Trail.
- Pedestrian/ bike trails along the River.
- Rework Riverview Road to make it safer, pedestrian friendly and aesthetically pleasing.
- Update Riverview road from Veterans Memorial to South Cobb Drive.
- Express Transit alternatives on Hollowell Road to Downtown and Midtown.



- Connect across the River with trails, bike paths and streetscapes.
- Park and Ride Terminal.
- Commuter train stops.
- Light Rail (as opposed to road widening).
- Additional North Bound access ramp to I-285 on Bolton Road.
- New lane on I-285 from Bolton Road to I-20 west bound exit.
- To make a premium transit corridor
- Connect the different land uses/activities using variety of modes (cars, bikes, pedestrians)
- There are several existing (Silver Comet) and proposed trails in the study area. Connect these to provide a continuous trail network. The Silver Comet could eventually be connected to the proposed BeltLine.
- Broader connectivity north-south arterials (Fulton Industrial and others) to be leveraged in alleviating the traffic along the corridor.
- Improve bike/pedestrian connectivity to green spaces, parks, to create better quality of life.
- Consideration for improvements for Riverview Road - provides connectivity to I-285 and also access to the River. This would involve accommodating both truck and other vehicular and pedestrian/bike

3.2 Community Vision - Issues and Goals (cont'd)

Connect (cont'd)

- facilities. It is challenging but has potential
- Provide pedestrian/ bike infrastructure on Hollowell Parkway and other connector streets.
 - Future road improvements done by the transportation agencies should be context sensitive and allow for multimodal transportation measures.
 - The area offers a lot of recreational potential with the green spaces and the historic sites. These assets should be leveraged to promote tourism in the area.
 - Create recreational area along the River and connect it to the Chattahoochee National Recreational Area in the north and other existing and potential recreational areas along the River.

Common Theme - Goals

- Protect and enhance green spaces and historic sites.
- Access to River: greenway linkages to regional trails and national recreational areas, and other greenways.
- Truck traffic / mobility / I-285 interchange.
- Redevelopment of Bowen Homes and Bankhead Courts.
- Enhance quality of jobs / employment, and economic vitality
- Transit mobility.
- Create appropriate transportation linkages between the various activities and uses.
- Create a cohesive corridor - physical, functional and aesthetic.
- Cohesive pedestrian infrastructure and safety.
- Connectivity and street improvements (Riverview Road).
- Create entry gateways and distinct identity.
- Create a 'sense of place' and a distinct identity.
- Promote redevelopment along the corridor.
- Balance between industrial and residential uses and activities.

- Provide community services - retail, entertainment, pocket parks, library, schools, police precinct, restaurants, etc.
- Preserve natural resources and environmental character.
- Support aging in place and preserve the integrity of residential neighborhoods.

Community Preference Survey

A Community Preference Survey was conducted to gather the functional / aesthetic preferences of the community with regard to landscape, infrastructure, architecture, and streets.

See Appendix section for the results.

3.3 Design Workshop

Once the Study Area analysis, stakeholder interviews and the visioning session was complete and the issues identified, the stage was set for the public design workshop. The workshop was intended as an open forum in which the development pattern, open space, parks, safety and connectivity issues of the community could be addressed. The event was held on January 9th 2010, Saturday at The Word of God Ministries (3120 Hollowell Parkway) from 10 A.M. to 3 PM. The process was outlined at the start of the workshop, and the community was briefed on the goals, issues and needs that were identified in the previous meetings along with the study area analysis and the character preference survey.

The workshop got a very good response from the community. More than 50 participants from the city of Atlanta and the Cobb County attended the workshop along with city officials, planners and stakeholders.

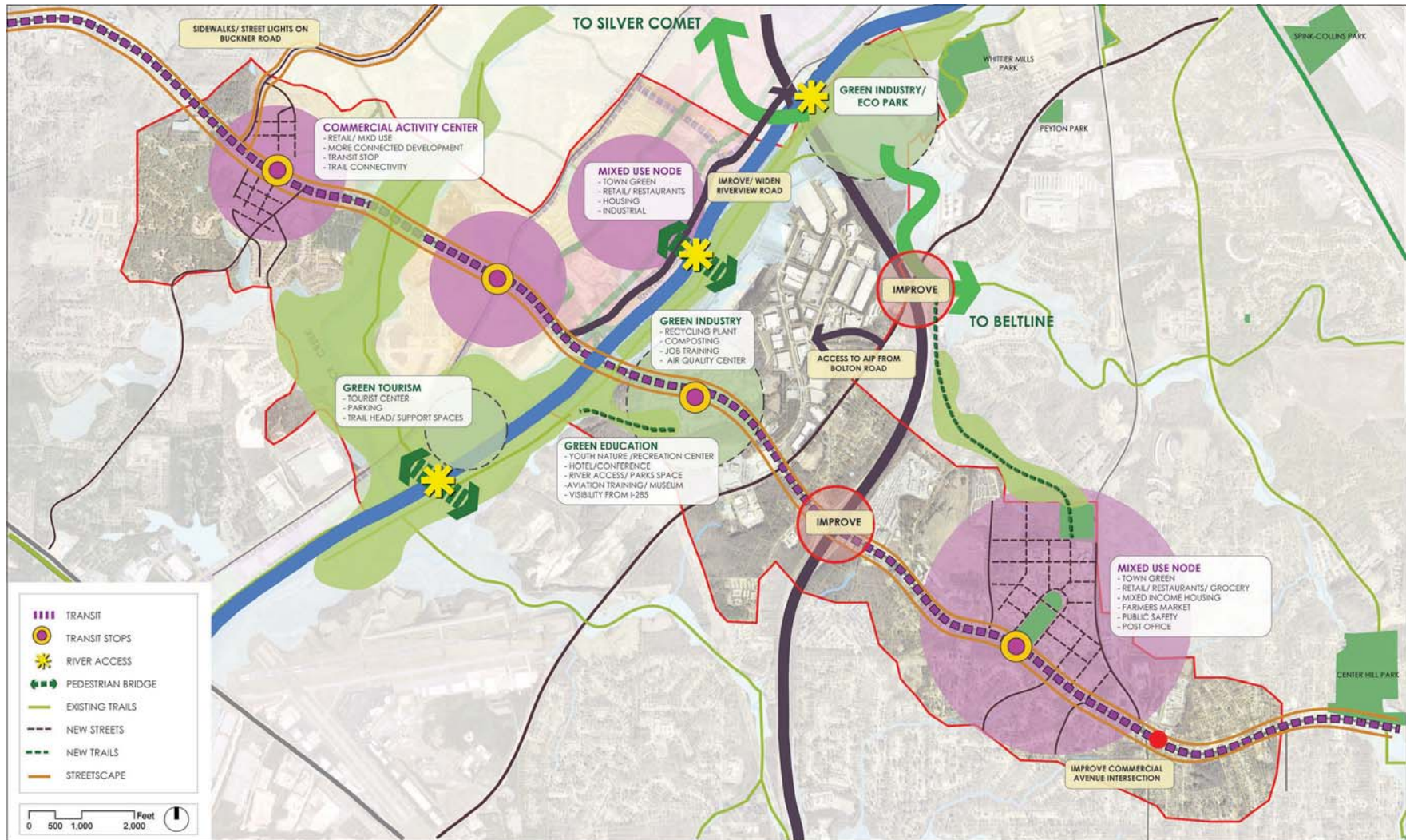
The intent of the design workshop was to solicit community ideas in the design of LCI Study Area. The workshop format was designed as a hands-on design process involving the community, in which the participants were organized into groups and assisted by professionals from the consultant team. The plan options were generated through a process of investigating the target area and addressing the following questions in the following order:

- What would you preserve?
- What would you change?
- What would you create?
- What would you connect?

The graphic results of these questions were recorded on transparent overlays on top of a base map of the Study Area. Once the overlays were created, master plan options began to emerge. At the end of the design workshop the concepts were presented by a designated community member within each team. The pros and cons of each teams' plan were discussed and the plans were critiqued by each team and then further refined. The following section presents a consolidated summary of the design workshop and additional input from the core team members.



3.3 Design Workshop (cont'd)



WORKSHOP SUMMARY MAP

D L HOLLOWELL PARKWAY / VETERANS MEMORIAL HIGHWAY LCI

Preserve

- Preserve and enhance historical sites and resources
- Preserve Chattahoochee River and Nickajack Creek
- Streams and green spaces
- Cemeteries
- Existing Parks and Fields
- Atlanta Industrial Park
- Existing Neighborhoods
- Trails and greenways
- Views to the River and Atlanta Downtown
- Charlie Brown Airport
- Commercial centers- Providence Pavilion with Publix
- Tighter street grid of City of Atlanta Neighborhoods
- Preserve and improve Industrial land uses along Riverview Road
- Aviation training facility at Fulton County Airport.
- Existing road infrastructure

Change

- Make corridor more pedestrian friendly with safe sidewalks and lighting
- Bowen Homes and Bankhead Courts
- Street lights and sidewalks on Buckner Road
- Widen Hollowell Parkway on city of Atlanta side
- Stronger Code Enforcement- eliminate eyesores and undesirable uses
- Improve Inter parcel connectivity
- Enhance existing industrial uses along River
- Prevent further development of industrial uses along the River
- Improve pedestrian environment especially at the I-285 bridge
- Improve trail connectivity in residential areas
- Improve the I-285 intersection
- Improve bus stops with shelters etc.
- Synchronize traffic lights near the I-285 intersection
- Bury all overhead utilities



3.3 Design Workshop (cont'd)

Create and Connect

RIVERFRONT

- Green Space and Parks along the Chattahoochee River
- Recreation spaces and natural attractions along the River
- Connect new green space along River to Whittier Mill Park
- Pedestrian bridge across River
- Create a “destination” near River
- Village with commercial, mixed use, restaurants and pedestrian promenade
- Community Center near the River
- Create an “eco- park” at the brickyard site
- Trail connectivity to Chattahoochee National Recreational Area in Cumberland

BANKHEAD COURTS

- New “Green Jobs” at Bankhead Courts tied to Atlanta Industrial Park
- “Air Quality Center” , “Green Space Education Center” and “Recycling Center” complex
- Business Training Center for adults on the Bankhead Courts Site
- Youth Nature Center/ Recreation Center at Bankhead Courts site (south of Hollowell Road)
- Hotel/ Conference Center on Bankhead Courts site or along the River
- Leverage visibility from I-285 to create a landmark development on Bankhead Courts Site
- Provide access to the River from the Bankhead Courts Site and connect Bankhead Courts to the preserved green space along Nickajack Creek
- Mixed use Development at Bankhead Courts

BOWEN HOMES/ JAMES JACKSON NODE

- Create a “mixed use village” at Bowen Homes site with residential mixed use and a town green
- Connect town green at Bowen Homes to the proposed trial network
- Integrate new development with development at James Jackson node
- Develop a pedestrian friendly tighter street grid on Bowen Homes site
- Provide community services along the corridor- post office, police precinct, fire station grocery store, farmers market etc
- Provide access to mixed use development at Bowen Homes from James Jackson Parkway



CORRIDOR DEVELOPMENT AND CONNECTIVITY

- Develop a strong and consistent identity for the Hollowell Corridor
- Develop cohesive streetscape and signage
- Multi use paths on the side of the road for pedestrians and bikes
- Consider replacing multiple names of the corridor to one single name
- Increase inter parcel connectivity on both side of the corridor
- Provide better street connectivity in future Cobb County developments
- Improve Pedestrian Connectivity all along the corridor
- Soften the “Providence Pavilion” parking with trees, landscaping and bio-swales
- Improve transit connectivity to Atlanta Downtown and Midtown using Light Rail/ BRT
- Provide transit stops at James Jackson Parkway. Bankhead Courts. Oakdale Road and at Providence Pavilion
- Bike Routes in Cobb County on Riverview Road, Oakdale Road, Buckner Road and Queen Mill Road
- Provide Street lights and sidewalks on Buckner Road
- Adult special needs day care center

- New school serving the community
- Recreation opportunities for children and youth: bowling alley, movie theater, swimming etc
- Multi use buildings: School during day and recreational center/ adult education facility at center
- Health care facilities
- Shuttle services between destinations
- Provide safe sidewalks along the Hollowell Corridor with enough buffer between pedestrians and the vehicular traffic
- Provide safe crosswalks at intersections for pedestrians
- New development in the study area should be sustainable and LEED certified
- Extend transit on HVM Parkway all the way up to Alabama
- MARTA bus stop at Atlanta Industrial Park near police annex

TRUCK TRAFFIC AND FREIGHT MOVEMENT

- Additional access to Atlanta Industrial Park for trucking from Bolton Road
- Access to I-285 from Bolton Road
- Improve Riverview Road to accommodate both truck traffic, commuters as well as bicyclists
- Improve traffic flow at I-285 by redesigning the exit/entrance ramps as loops

3.4 Master Plan

The Master Plan is intended to create a framework that guides the future of Hollowell Veterans Memorial corridor. Although conceptual in nature the concepts were developed based on the vision and goals of the community; residents, businesses, property owners, city, county and other civic and social institutions. The Master Plan incorporates several private and public initiatives. These initiatives are designed to leverage the existing resources to promote a vibrant and sustainable community with unique identity and a sense of place. Following are some of the key issues and planning principles that guided the Master Plan.

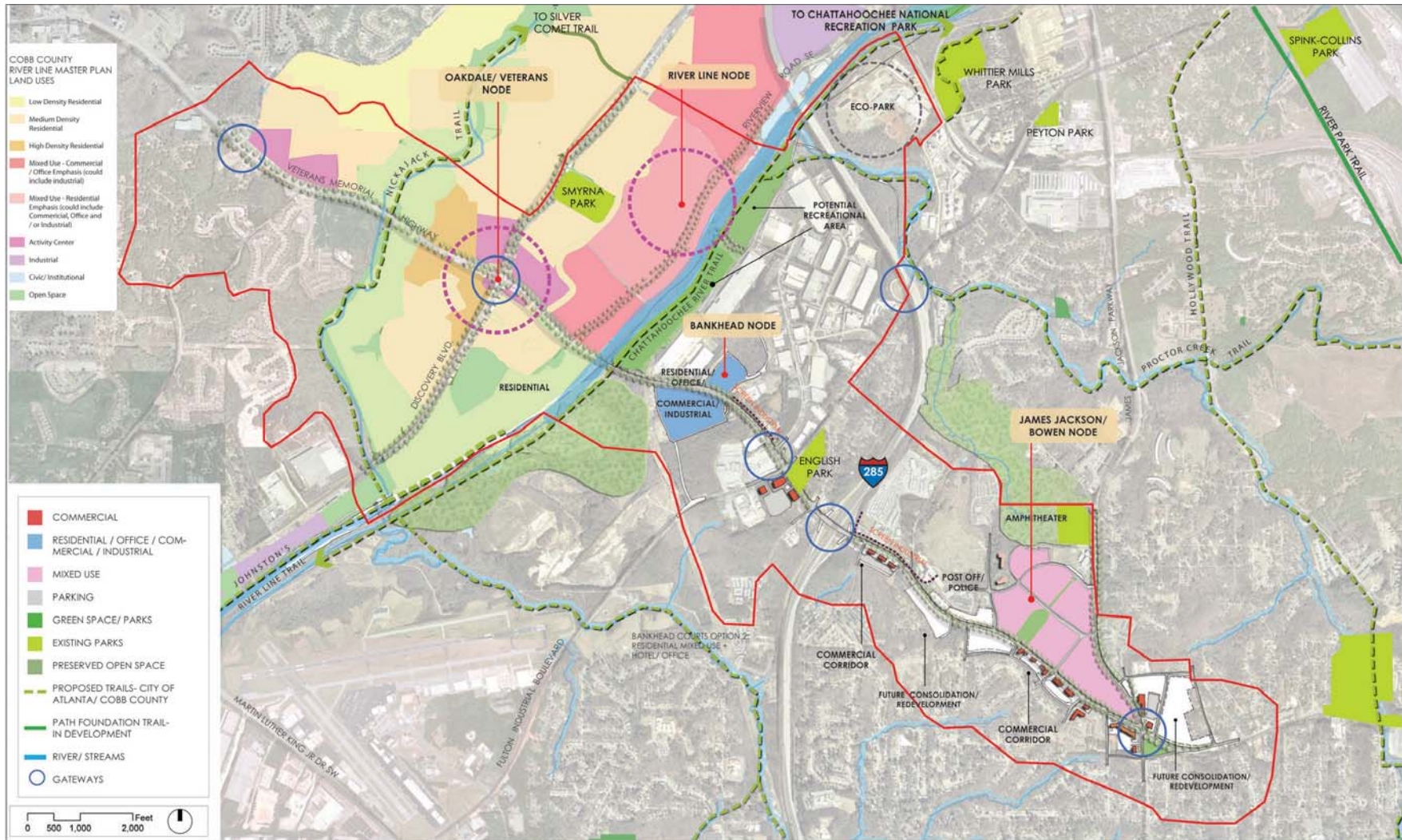
Key Issues of Concern

Cohesive Corridor:

Currently the corridor looks and functions differently from the width of the right of way, to the number of lanes, the uses and activities along the corridor, the pedestrian infrastructure, the relationship of the buildings to the street, and the traffic flow and mobility. The desire is to create a cohesive corridor that looks and feels as a continuous corridor with a cohesive character that serve and support the varied functions.

Chattahoochee River Corridor:

Chattahoochee River is seen as a major resource within this community. It is one of the few places along the river that offers great potential to create a place – village- that can offer riverfront amenities; restaurants, river walk, green space and trails. The community expressed strong desire to see the River corridor improved to offer these opportunities. The



MASTER PLAN

D L HOLLOWELL PARKWAY / VETERANS MEMORIAL HIGHWAY LCI

3.4 Master Plan (cont'd)

Key Issues of Concern (cont'd)

River corridor offers potential to link both sides of the river that bring Cobb County and City of Atlanta together. The planning of improvements along the River corridor need to take into account the MRPA (Metropolitan River Protection Act) guidelines to ensure the protection of the river corridor.

Industrial/Residential:

The corridor has strong industrial activity between Harwell Road and Riverview Road. This includes Atlanta Industrial Park (AIP), Petro and other uses east of I-285 and the industries along Fulton Industrial Boulevard and Riverview Road. AIP has approximately 406 acres with one million square feet of occupied space and provides approximately 1000 jobs. The Fulton Industrial corridor has over 45 million square feet of industrial space. This activity stretches on both east and west sides of I-285 interchange. The CSX railroad, the Tilford Yard Rail and Intermodal Center a few miles away and the region's strong rail connectivity offers benefits to the industrial activity. These industrial businesses provide a strong base of economic activity and employment for the city, county and community. The community expressed interest in preserving the jobs/economic activity and enhancing this further. This activity draws truck traffic along this corridor that impact commuter traffic. There is a need to resolve the conflict between truck and other traffic and also create a balance between industrial and residential uses/activities that can help the two uses/activities coexist.

Development/Redevelopment:

There is great opportunity for redevelopment along the stretch of the corridor on the Atlanta side. The commercial along the corridor is under utilized and aged. Along with this there are two large public housing sites; Bowen Homes and Bankhead Courts that are ready for redevelopment. These two properties are currently in demolition phase and offers great opportunity to create pedestrian friendly livable communities. On the Cobb County side there are few pockets of vacant land that could be developed into mixed use communities and integrate them with the surrounding neighborhood/ communities.

Identity and Public Realm:

The corridor currently lacks an identity and a **sense of place**. The community expressed strong interest in creating such public realm – **a village** - or gathering place that can provide such identity. Gateway improvements at specific locations and nodes and public spaces to support community activities would be of great value. The river and River Line historic resources and natural resources would be a great asset to build such identity. Creating good pedestrian environments will promote walkable communities that can leverage these resources further.

Recreation:

The study area has lot of creeks, open spaces and historic resources along the water ways. There are number of trails that are planned by both Cobb and Atlanta that offer great potential for recreation trails

and connectivity to neighborhoods. The historic resources within the green space provide unique interest to this area.

Transit:

The corridor is identified as a premium transit corridor in regional plans. This offers great potential for the community which furthers creating more sustainable communities. This also provides linkage to other nodes and transit systems – MARTA and CCT to offer more choice and convenience to the community.

Key Planning Principles:

Based on the vision and goals of the community and their input and a thorough analysis of the corridor and its regional context, several key planning principles were developed to guide the Master Plan. Following are the key principles:

Creating a cohesive corridor:

- To create a functional, physical and aesthetically cohesive corridor that supports diverse functions and activities.

Enhance Nodes:

- To develop and enhance nodes that support pedestrian friendly and compact communities that are sustainable.

Reconnect to River:

- To provide public access to the Chattahoochee River corridor.

Emphasize Natural and Historic Resources:

- Preserve the natural and historic resources within this area and promote tourism and awareness of the cultural history.

Enhance Employment Opportunities:

- Strengthen the industrial employment base and promote new employment. To leverage the AIP, Fulton Industrial Corridor, Riverview Road and the Fulton County Charlie Brown Airport.

Provide Alternative Mobility:

- To provide robust alternative modes of transportation to the community; bike, pedestrian paths, trails, multi-paths and transit

Create Sense of Identity:

- To create a public realm and a branding to create a unique sense of place and identity. Both the Chattahoochee River and the natural/historic resources in the area offer great potential to create a unique identity.

Balance of truck and other traffic:

- To improve the corridor to support traffic progression and provide a compatible environment for both trucks and other modes of traffic. To increase connectivity to improve circulation and traffic flow. To create safer and operationally efficient roadways, intersections and pedestrian environments that help alleviate the various conflicts and issues of vehicular and pedestrian safety.

3.4 Master Plan (cont'd)

Key Recommendations

The master plan incorporates the planning principles that address the various issues of the corridor to achieve the vision aspired by the community. Following are the key recommendations of the Master Plan.

PEDESTRIAN NODES

Proposes development of four major pedestrian-friendly nodes:

1 Node at James Jackson and Hollowell Parkways

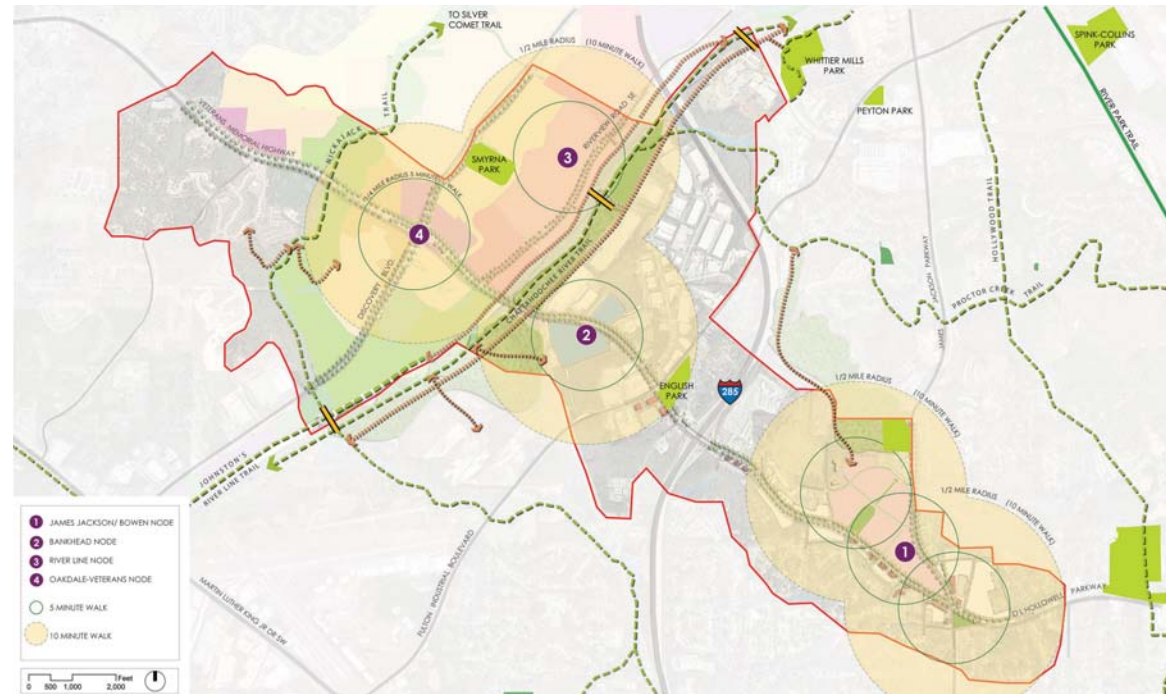
A mixed-use node is recommended at this node that would include Bowen Homes property and the properties that front along James Jackson Parkway and Hollowell Parkway as shown in the Master Plan. Retail, commercial and other community supporting services are envisioned within the three blocks at the intersection as well as diverse residential types; from apartments, condos, senior living, live/work, to town homes and single family. A compact grid of streets with a large green space and smaller distributed pocket parks are envisioned as part of creating a compact pedestrian friendly community. The denser uses such as apartments, live/work and condos would front the Hollowell Parkway and transition to town homes and single family on to the interior.

Pedestrian linkages are provided for the residential uses in order to be able to easily walk to the commercial and retail services. The existing school is recommended to be restored and re-

commissioned and made part of this redevelopment. The school is envisioned as an anchor at the end of the green space. The school field/s and the park behind and around the school is to be expanded to include a larger community gathering space with open air area and senior/community recreation area, police precinct and fire station if required and accommodation for farmers market or for other community uses such as special events, festivals and fairs. Land adjacent to the land fill accessed from Field Road

NW would accommodate the parking for community activities and farmers market activities. This parking area is recommended to be gravel parking. Several new streets are recommended to connect between James Jackson Parkway and Hollowell Parkway to allow for improved circulation, greater connectivity and options for mobility. The renderings on the next page show the potential mixed use node and the transformation of Hollowell Parkway after its redevelopment.

PEDESTRIAN NODES AND WALKING DISTANCES



2 Node at Bankhead Courts and Atlanta Industrial Park

The location of this node among the surrounding industrial uses, AIP, the Chattahoochee River, green spaces along the river corridor and proximity of I-285 interchange offer various options for. This node could accommodate the expansion of employment base by attracting corporations, hotels, offices, flex-space, light industrial, mixed-use with retail/office and residential. This pedestrian-friendly node has the potential to be a great live-work-play environment.

3 River Line Node on Riverview Road

A node is proposed along Riverview Road by the River with the creation of a village that creates a heart for this node. As envisioned by River Line Master Plan, a good pedestrian friendly mixed-use community can be created that integrates both residential and industrial activities. This village will provide the much needed access and spot by the river for recreation/entertainment as desired by the community. The trail network and connectivity to other trails offers great potential for recreational needs of the community.

4 Node at Oakdale and Veteran's Memorial Pkwy

A mixed node as proposed by the River Line Master Plan is envisioned at this location. This would build on the existing mixed-use and expand on the remaining vacant land. Trail connections are proposed to link this node to the trail network that offer potential to access the Village by the river and the park that is part of the river corridor.

All of these nodes are envisioned as pedestrian friendly compact environments with linkages to trail network and transit. These are established within pedestrian sheds.

RENDERING: MIXED USE REDEVELOPMENT ALONG HOLLOWELL PARKWAY



RENDERING: NODE AT JAMES JACKSON AND HOLLOWELL PARKWAYS



3.4 Master Plan (cont'd)

Key Recommendations (cont'd)

RIVER CORRIDOR ENHANCEMENT AND IMPROVEMENTS

Green space along Chattahoochee River, Nickajack Creek and floodplain/wetland areas are recommended to be preserved.

Village

A small mixed-use village is recommended to be created on the west side of the River along the Riverview Road. A specific location needs to be determined through further investigation of floodplains, land ownership, topography and other issues. Restaurants and retail shops and live/work areas could be located at the heart of the River Line Node. A boardwalk is recommended that provides opportunity to enjoy the River. The determination of the design and extent of boardwalk would require working with ARC.

River Walk

A river walk is proposed on the west side of the river that stretches the length of the river from I-285 to Veterans Memorial Parkway. Parts of this River Walk that are closer to the village is recommended to be paved (with permeable and sustainable materials) and the remaining to be a natural trail that offers access to the river. The River Walk needs to work around the existing uses. The establishment of this would require a collaborative effort between the property owners, the county and the community.

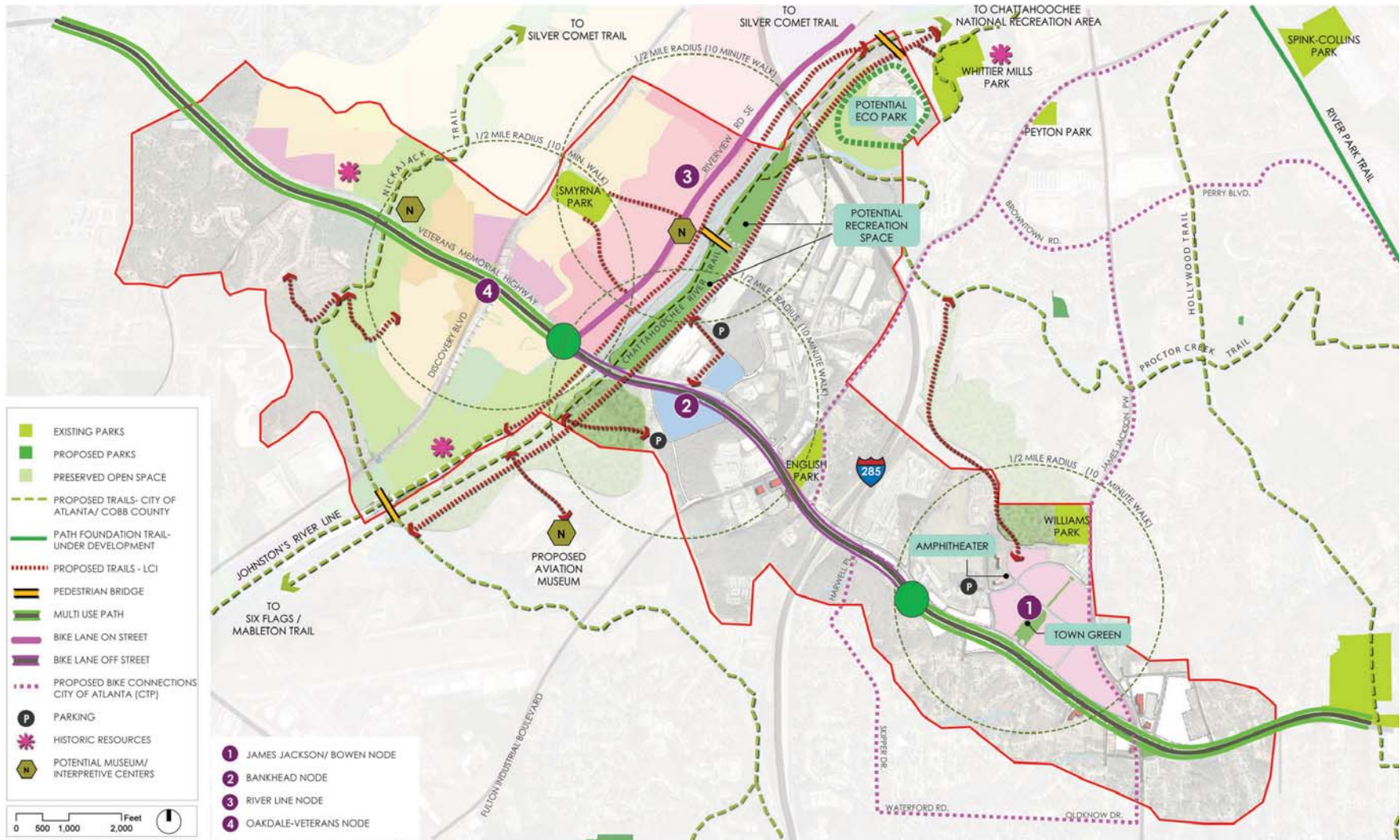
Park

Development of a community park/gathering open space is recommended on the east side of the river on the land that fronts AIP. This park is envisioned as a natural open field that can support active and passive recreational uses. The improvements are envisioned to be sustainable and mindful of the MRPA goals. Pedestrian bridges are recommended to connect the two sides of the river to offer greater recreational opportunities for the community.

Eco-park

RENDERING: RIVER CORRIDOR IMPROVEMENTS





GREEN SPACES, TRAILS AND BIKE CONNECTIVITY

D L HOLLOWELL PARKWAY / VETERANS MEMORIAL HIGHWAY LCI

3.4 Master Plan (cont'd)

Key Recommendations (cont'd)

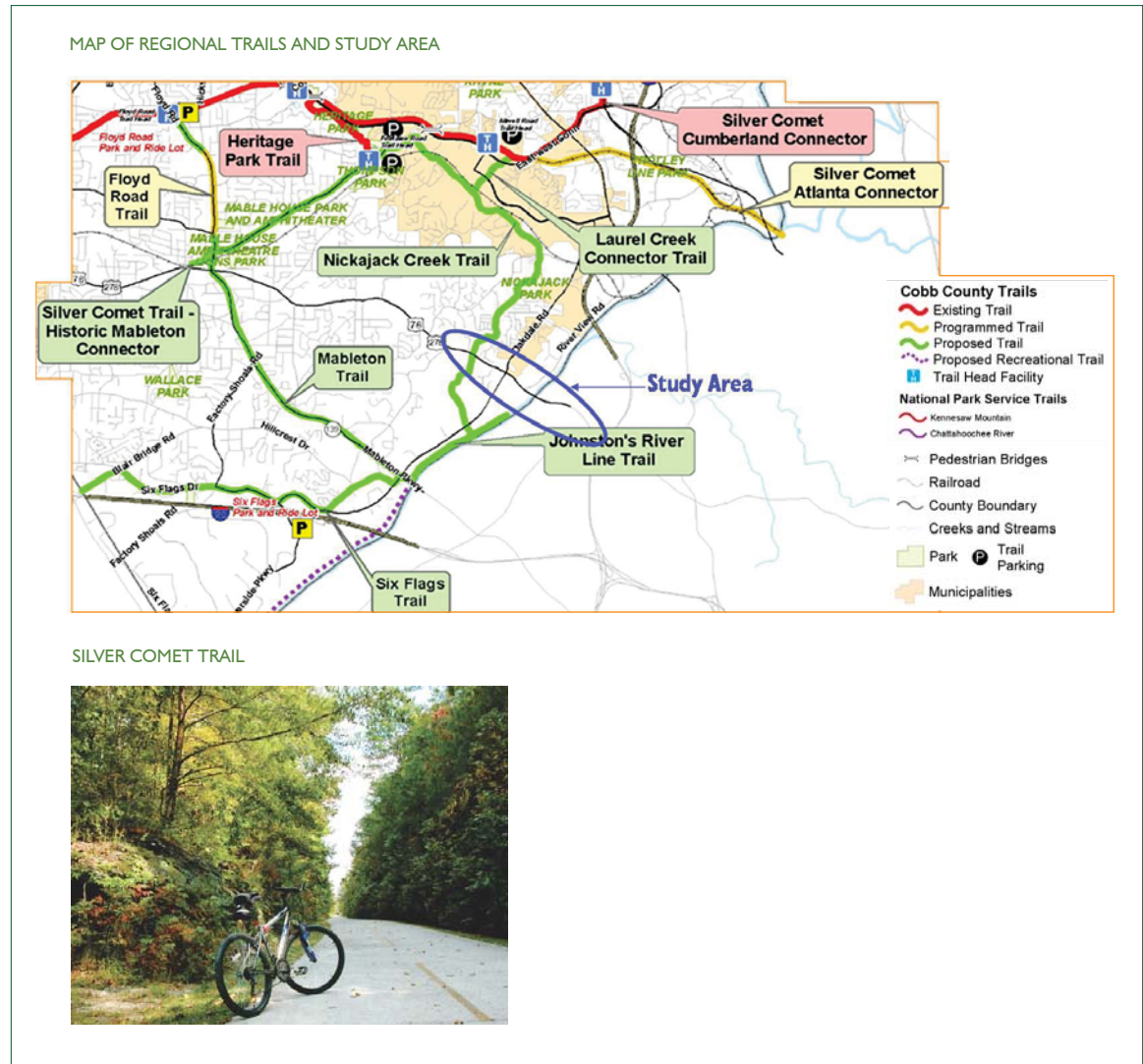
An eco-park could be explored as an option in the area of the brickyards (north of I-285 adjacent to AIP and Whittier Mills Park) that fronts the river corridor. Such activity can be very synergetic with the river corridor enhancement.

Trails

The Chattahoochee River Trail is proposed on the east side of the river. This trail is recommended to be extended to Chattahoochee National Recreation Area in Cumberland. This trail will also link to the proposed Cobb County trails; Johnston River Line trail, Six Flags/Mableton Trail, Nickjack Trail that in turn provides connection to Silver Comet Trail, and Silver Comet Atlanta Connector that links to Belt Line.

There are several secondary trails that are proposed that connect to the existing neighborhoods and the proposed nodes and parks (Smyrna Park). This extensive trail network offer great opportunities for recreational activity.

The proposed secondary trails also link the historic resources within the area; shoupades in River Line, proposed aviation museum in Fulton County Charlie Brown Airport, and Interpretive/History Museum.



ENHANCEMENT OF INDUSTRIAL ACTIVITY AND EMPLOYMENT

Atlanta Industrial Park (AIP) along with industrial activity (over 45 million square feet of industrial space) along Fulton Industrial Boulevard and industries along Riverview Road coupled with the close proximity of Fulton County Charlie Brown Airport offers great potential for enhanced industrial activity and employment opportunities. AIP can potentially expand to the north across I-285. Attracting more green jobs, corporate offices, and logistical industries, are recommended to enhance high quality employment. The proximity of Fulton County Charlie Brown Airport and the freeway access offers potential to attract such industries.

ENHANCEMENT OF HISTORIC RESOURCES

To emphasize the rich and diverse history of the River Line area, protecting the Shoupades and developing a history trail along these resources is proposed. The plan also proposes creating an interpretive/ history museum. Potential location of the museum could be by Veteran's Memorial Parkway and Henderson Road SE from where trail linkages are provided to the history trail.

IDENTITY

Gateways

Several gateways are proposed as shown in the master plan within the corridor/study area that are points of entry into the community. These gateways are created through public spaces, signage, art/sculpture, landscape and architecture

Streetscape

Streetscape recommendations along the corridor are proposed that bring consistent character to the corridor. They include intersection improvements, traffic calming, medians at turn lanes, planting, underground utilities, street trees, lighting, signage, street furniture and bus/transit shelters.

Village

A village is proposed by the side of the River along with River Walk. It could include green space, recreational amenities and historic resources. This gives a unique identity and sense of place that is desired by the community with the river, water and nature as the theme.

Nodes

Strong pedestrian friendly and compact nodes with public spaces and gathering spaces will provide a strong identity to the entire corridor.

TRANSPORTATION ENHANCEMENTS

Several improvements to the Hollowell/Veterans Memorial Corridor are recommended that address the truck and other traffic conflicts, traffic flow, level of service, safety and operational issues. The recommendations include proposed street sections for the Corridor and Riverview Road, intersection improvements to improve the traffic flow and safety, new streets to improve connectivity within the study area and pedestrian improvements to create pedestrian friendly street environment and pedestrian safety.

Recommendations are also made to improve the Interstate-285 interchange at Hollowell Veterans Memorial Parkway and Bolton Road. Transit improvements are also recommended to address the transit stops, MARTA route/stops within the corridor. Detail recommendations are included in the following Recommendation Section.

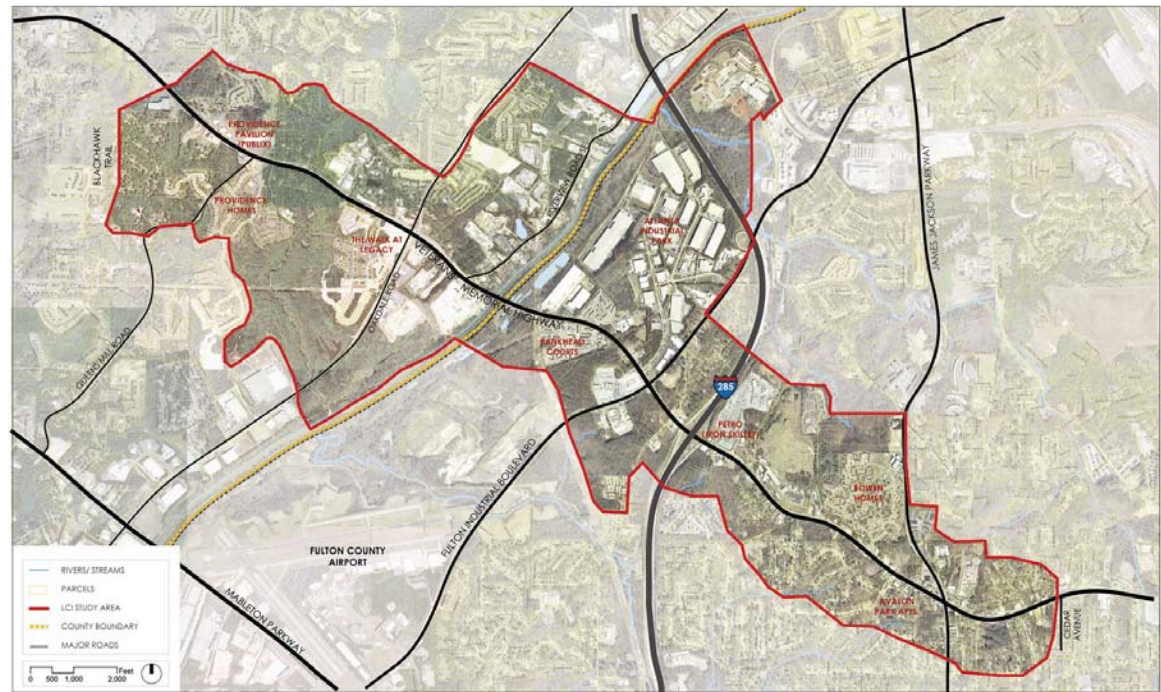
3.5 Development Opportunities

Development Constraints

As with any community, city or market area, the redevelopment potential of the Hollowell-Veterans Memorial Corridor Study Area is affected by a number of factors, generally categorized for purposes of assessment as **Strengths, Weaknesses, and Opportunities**.

The **Strengths** of the Study Area are numerous, as is reflected in both the Demographic Profile and the Market Demand analysis. Key strengths include the following:

- *Location:* The Corridor enjoys an excellent location relatively close to major urban employment centers, retail offerings and cultural amenities.
- *I-285 Access:* Immediate interchange access to I-285 has made the Corridor attractive to industrial development and truck-oriented services (e.g. Petro) for several decades. That same access now makes it very attractive to residential development, which is slowly generating associated retail and services.
- *Airport Proximity:* While the Corridor’s proximity to Fulton County Airport represents a potential development strength, its proximity to Atlanta Hartsfield-Jackson International Airport represents a much greater strength with respect to residential and office development.
- *New Housing:* The western segment of the Corridor contains an increasing supply of new housing stock in recently-developed residential subdivisions off of Veterans Memorial Highway. While currently stalled due to overall



STUDY AREA MAP

D L HOLLOWELL PARKWAY/ VETERANS MEMORIAL HIGHWAY LCI

market conditions, residential development in the \$200,000-\$400,000 price range will likely accelerate as the residential market improves.

- *Increasing Affluence:* The western segment of the Corridor also exhibits strong growth in the overall level of affluence in the area generated by an increasingly-affluent residential base associated with new residential subdivisions
- *Extended Market Area:* Due to I-285 access and proximity to I-20, I-75 and I-85, the Corridor’s

residential, office, industrial and retail market areas are extended well beyond standard “draw areas.”

- *Public Housing Redevelopment:* The recent closing of Bankhead Courts and Bowen Homes presents two major redevelopment opportunities.
- *City and County Redevelopment Priority:* Both the City of Atlanta and Cobb County have designated redevelopment in the Study Area as

a priority in their respective Comprehensive Development Plans. Also, the City has established a Tax Allocation District that includes the Hollowell portion of the Study Area, thus providing a strong incentive for new development.

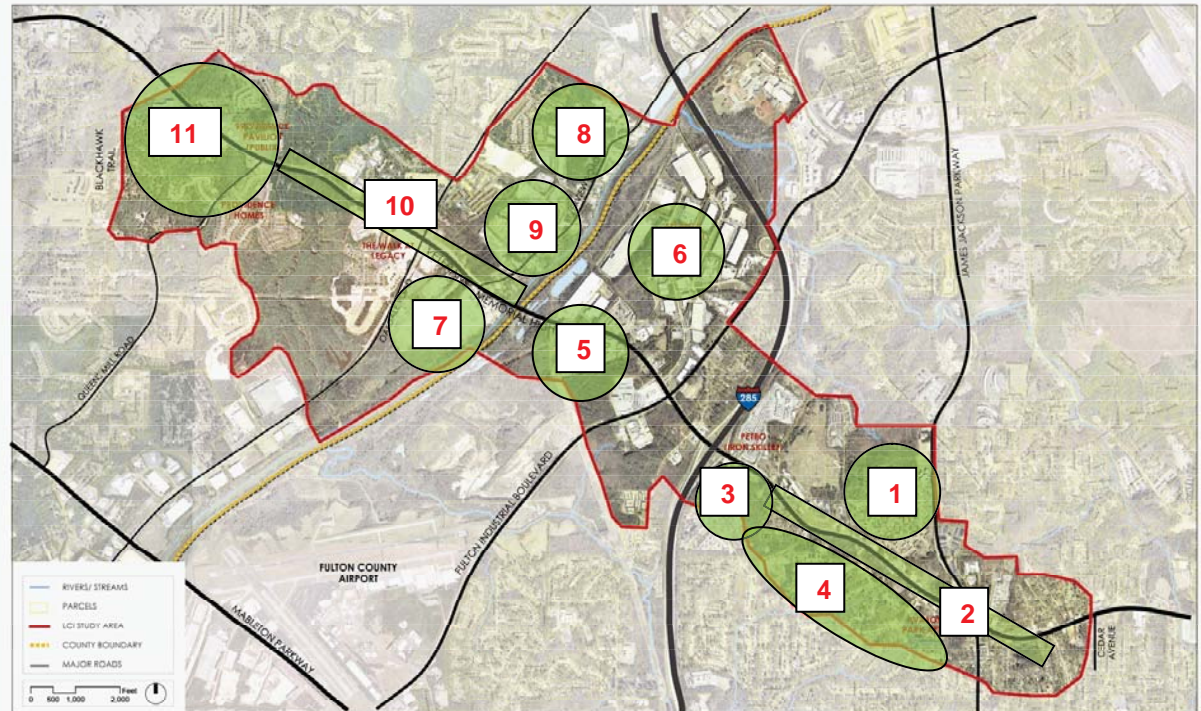
The HVM Corridor Study Area weaknesses include a number of conditions that, collectively, act as constraints on desirable development that improves and sustains the quality of life within the Hollowell-Veterans Memorial Corridor community. Those general area weaknesses and development constraints include the following:

- *Infrastructure Obsolescence or Disrepair:* Local infrastructure also needs to be addressed as the demands of past developments have strained it. While not necessarily aged beyond its lifespan, local infrastructure has arguably been overtaxed by the traffic – particularly truck – demands made by past development. If the area is to continue to grow and flourish, infrastructure needs must be addressed.
 - *Congested Roadways:* The current layout of the road network is not conducive to the efficient flow of traffic into and out of existing or potential retail, office and mixed-use projects in the area. The existing network of streets within the area will become even less capable of handling both community and pass-through traffic if they are not significantly improved. Currently, they contribute to the continued existence of outdated facilities and retail, thus acting as a detriment to more desirable retail, office and residential redevelopment.
 - *Pedestrian and Traffic Safety:* Traffic conditions are unsafe for those in vehicles as well as pedestrians due particularly to the volume of I-285 and area industrial truck traffic.
 - *Structural Age and Deterioration:* In the HVM Corridor to the east of I-285, a majority of the commercial structures lining D.L. Hollowell Parkway are not only in varying states of deteriorating and disrepair, but are functionally obsolete. This has contributed to the perception of a lack of reinvestment in the Study Area.
 - *Commercial Vacancies:* A number of the free-standing retail/services buildings in the area – particularly along Hollowell Parkway – are abandoned, and no reinvestment in a significant number of the buildings is being made, which acts as a deterrent to any buyers who may be interested in building or investing in the Study Area. This adds to the dilapidated appearance of much of the area, acting as a severe constraint on new investment and commercial use.
 - *Difficult Assemblages due to Multiple Ownerships:* The sheer number of individual owners along the HVM Corridor – particularly along Hollowell – will make assemblages for major redevelopment extremely difficult.
 - *Little “Brand Name” Retail:* Other than the Providence Pavilion’s Publix, there is very little retail with strong name recognition or appeal outside the immediate Study Area.
- Collectively, these weaknesses act as a major constraint on the redevelopment potential of the Corridor. Individually, these weaknesses represent challenges that, while related, can be addressed in a step-by-step incremental approach.

Future Land Use: Hollowell-Veterans Memorial Highway Corridor Development Opportunities

Opportunities are those potential redevelopment and new development projects, improvements and initiatives that could be achieved in a community. Based on identified Strengths, Weaknesses and Generators, the Hollowell-Veterans Memorial Corridor community opportunities will be shaped by several demographic and market factors. In the Study Area and associated market areas, growth over the next ten years – and probably the next 25 years – will be influenced by several consumer-strength and consumer-choice factors:

- As are indicated in the Demographic Profile section of this Existing Conditions Report, current projections show relatively strong growth anticipated over the next ten years in all residential and commercial areas based on corresponding growth of the retail and office markets.
- Steady increases in household and disposable income should result in a corresponding increase in consumer commercial and residential purchasing power.



STUDY AREA MAP

D L HOLLOWELL PARKWAY/ VETERANS MEMORIAL HIGHWAY LCI

Within these considerations in mind, Opportunities in the Hollowell-Veterans Memorial Corridor area include the following:

1. Residential redevelopment of Bowen Homes
2. Commercial redevelopment along Hollowell between I-285 and Jackson node
3. East Interchange office development
4. Development of infill residential along Hollowell east of I-285
5. Mixed-use residential and retail on site of former Bankhead Courts Office, particularly if access to Chattahoochee River is achieved. Retail power center or corporate office complex also possible. Possible flex-industrial or office development on former Bankhead Courts site north side of Hollowell.
6. Continued expansion and development of Atlanta Industrial Park.
7. Residential, office, retail or mixed-use development on assemblage between Chattahoochee River and Oakdale/Discovery Boulevard.
8. Predominately-residential development with adjoining or on-site retail and office (currently planned as “River Line Village”)
9. River View Road redevelopment, with introduction of residential and small amount of commercial, assuming road improvements over-

coming potentially incompatible new residential development in current industrial area

- 10. Small retail centers, free-standing office and/or incorporation of commercial space into mixed-use developments along Veterans Memorial Highway west of the Chattahoochee River
- 11. Continued West Corridor (Veterans Memorial Highway) residential development

Based on demand projections and potential development sites, the amount of development that each of the eleven areas listed above could support are summarized in the table to the right. See Market Study for detailed Market Demand analysis of the various uses.

Hollowell-Veterans Memorial Corridor LCI									
PROJECTED DEVELOPMENT PROGRAM									
	Site	Retail SF	Local Office, Meeting SF	Professional Office SF	Hotel Rooms	WH/Flex Industrial SF	Townhome Units	MF Apts Units	SFD Units
1	Bowen Homes						60	400	200
2	Hollowell Corr	250,000	50,000						
3	East Interchange	50,000	25,000	300,000	125				
4	East Residential							150	
5	Bankhead Node	35,000	10,000			150,000	150	200	100
6	AIP					350,000			
7	Oakdale Node	100,000	25,000	200,000			80		
8	Riverline Village	20,000	10,000					250	
9	Riverview Node	50,000	5,000					100	100
10	VM Corridor	500,000	75,000	500,000					
11	West Residential						60	350	300
	TOTALS	1,005,000	200,000	1,000,000	125	500,000	350	1,450	700

Please note that the 150,000 square feet of projected industrial development in the “Bankhead Node” is anticipated to occur on the former Bankhead Courts 10-acre site on the north side of Hollowell, while the mixed-use development is anticipated to occur on the 35-acre Bankhead Courts site on the south side of Hollowell.

4.1 Land Use and Zoning

The following Land Use and Zoning considerations are put forth to encourage and promote the successful implementation of the Hollowell Veteran’s Memorial LCI Plan.

Land Use Recommendations

The proposed land use reflects the Master Plan developed based on the vision and aspirations of the community. The intent of the land use plan is to accommodate development and redevelopment of land, while making sure it happens at the appropriate locations with the desired character and design. It takes into consideration the existing neighborhoods and uses that are successfully existing and sustainable.

Cobb County

The adopted River Line Master Plan within the Cobb County part of the study area already sets the desired land use to support the LCI vision. Therefore all land use and urban design recommendations from the River Line Master Plan are incorporated by this notation into the D.L. Hollowell Parkway/Veterans Memorial Highway LCI Study.

City of Atlanta

The 15 year Future Land Use Plan of Atlanta shows mostly low density commercial along the corridor from the east end of the study area to I-285. Most of the land west of I-285 with the exception of Bankhead Courts is designated industrial. Both Bankhead Courts and Bowen Homes are designated medium density residential.

In order to fulfill the vision of the LCI, it is recommended that the changes to the Land Use Map be made to support the development of nodes that are pedestrian friendly and compact communities. It is important to have the flexibility to achieve the desired development. In order to implement the James Jackson and Hollowell Node that spread across couple of pedestrian sheds, the land uses that are contained within these parcels need to be changed to mixed-use category that can support retail, commercial, entertainment, community services, and a range of housing types to support a vibrant mixed-use and mixed-income community. This would include Bowen Homes and the parcels fronting Bowen Homes along both James Jackson Parkway and Hollowell Parkway, the parcels east of the intersection on the north side of Hollowell Parkway as shown in the Future Land Use Map. These parcels are proposed to be High Density Mixed Use. The parcels on the south side of Hollowell Parkway across from Bowen Homes west of James Jackson Parkway and few parcels to the east of James Jackson Parkway as shown in the Future Land Use Map is proposed to be Medium Density Mixed-Use. Parcels from this node to I-285 along the Corridor and to the east of this node to the end of the study is proposed to be changed to High Density Commercial from its current Low-Density Commercial designation.

The single family neighborhoods adjacent to the parcels along the corridor are preserved as single family neighborhoods.

Bankhead Courts

This site due to the location, the significant land area, the surrounding uses (AIP & FIB), easy access to I-285, proximity of Chattahoochee River, and the Fulton County Charlie Brown Airport, the green spaces and market potential, offers potential for a variety of uses. The potential uses include; residential – various housing types, live/work, retail, commercial, hotel, office, flex space and light industrial. Currently the City of Atlanta Future Land Use Plan does not have a category that can accommodate the potential uses for this property. A new ‘Mixed Use- I’ category to accommodate the potential redevelopment in line with the LCI vision is recommended. This would offer opportunity to meet the demands and needs of the growth. Creation of this new Mixed-Use I land use category and changing the land use to that will allow the city to adopt such strategy in other locations within the city of similar context and situation. The entire Bankhead Courts property is designated Mixed-Use I as shown in the proposed future land use map. Cobb County recently adopted a similar land use category for the River Line Master Plan that is part of the Study Area.

Establishment of these mixed-use nodes will also accommodate transit oriented development when the corridor is served by a premium transit envisioned by Connect Atlanta Plan. These nodes will support the logical transit stations and catchments for transit riders for a sustainable long term development.

4.1 Land Use and Zoning (cont'd)

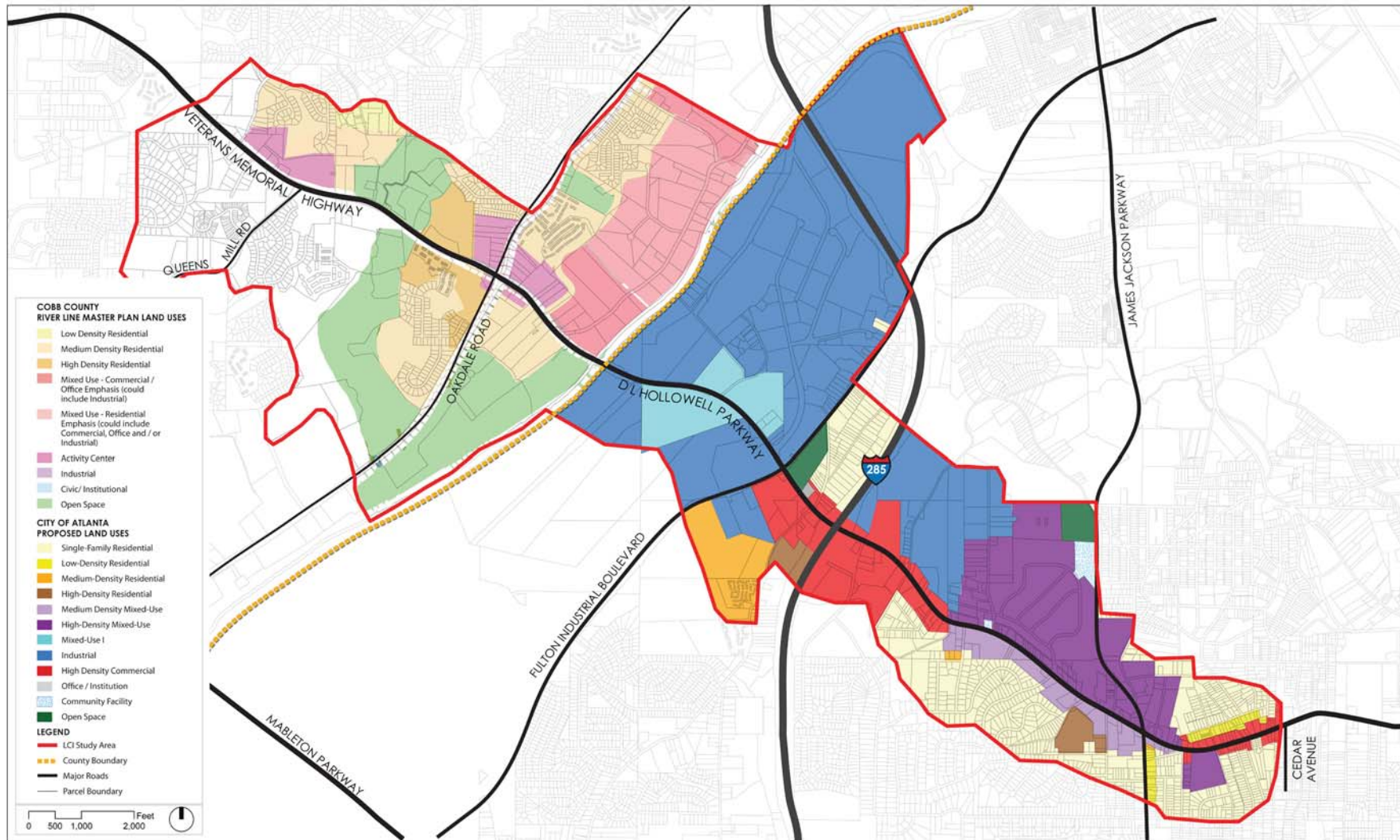
Zoning Recommendations

The city of Atlanta zoning code has mixed-use zoning that allows for mixed use – MRC-1, MRC-2 and MRC-3. A combination of MRC-2 and MRC-3 can be utilized for the James Jackson and Hollowell Parkway node. The C1 and C2 commercial category would allow for the low density commercial uses. For the Bankhead Courts, based on the particular development plan, appropriate zoning shall be determined. Although the City codes are quite detailed and formulated with the goal of creating pedestrian friendly environments, there is another layer of guidelines that will be required to ensure the desired quality. The current code does not layout in sufficient detail to create the public realm, architecture and aesthetic. A design overlay district be established with greater detail to ensure the desired quality of transformation of this corridor is recommended.

It is also recommended that buffers be provided between industrial and commercial uses and residential, especially along Riverview Road where the industrial uses are existing. If other neighboring properties are developed into residential or low density commercial, buffers should be provided. The zoning changes should also consider promoting visual landscape screens or well designed fence with brick or metal where industrial uses face the corridor or main arterial roads.

LAND USE TABLE

Number on the Map	Current Designation	Proposed Designation	Rationale
1	Low Density Commercial Medium Density Residential	High Density Commercial	Allow for diverse vibrant commercial activity along the Corridor
2	Low Density Commercial High Density Commercial Medium Density Residential	High Density Mixed Use	To develop mixed use node per plan's vision that allows for diverse uses and activities and also support TOD in the future
3	Low Density Commercial High Density Commercial	Medium Density Mixed Use	To develop mixed use that complement the node
4	Low Density Commercial	High Density Commercial	Allow for diverse vibrant commercial activity along the Corridor. The industrial uses and the proximity of I-285 interchange offers potential for higher density commercial
5	Low Density Commercial Industrial	High Density Commercial	Allow for diverse vibrant commercial activity along the Corridor. The industrial uses and the proximity of I-285 interchange offers potential for higher density commercial
6	Medium Density Residential	Industrial	Bring plan into conformity with existing use
7	Low Density Commercial Medium Density Residential Community Facilities	Mixed Use - I	Allow for the full potential of the location, other uses and activities that surround these parcels and market potential



FUTURE LAND USE MAP

D L HOLLOWELL PARKWAY / VETERANS MEMORIAL HIGHWAY LCI

See Land Use Table on the previous page for 1 thru 7

4.2 Transportation

Vehicular and Pedestrian Recommendations

STREETSCAPE

In an effort to make the corridor more pleasing and safe for pedestrians, this project includes creating a six foot planting zone to separate pedestrians from the roadway and a minimum six foot sidewalk. Other features to improve pedestrian safety throughout the corridor include:

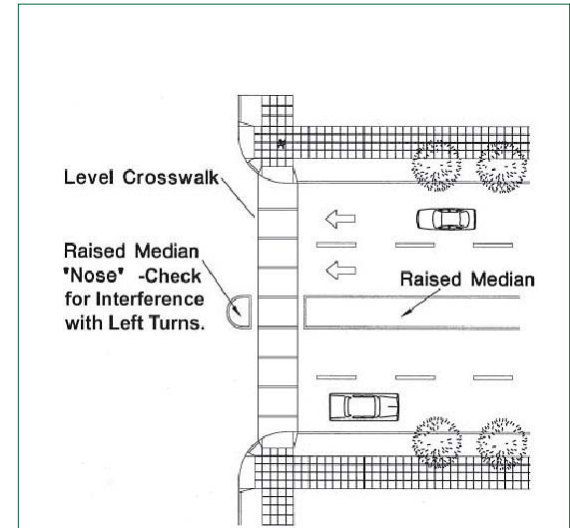
- Bring all pedestrian facilities to ADA compliance standards
- Pedestrian ramps and crossings at all signalized intersections
- Eliminate obstructions in the sidewalk (such as utility poles, fire hydrants, eroded soil, etc.)
- Restripe crosswalks and stop bars along the corridor (where necessary)
- Install countdown pedestrian signals at all existing and proposed signalized intersections
- Pedestrian refuges (where possible) and minimum travel lane width to minimize exposure of pedestrians
- Improved lighting to increase visibility of pedestrians

ACCESS MANAGEMENT

Roadways provide local access to destinations within a town, city, or community. They also serve regional through-traffic and the long range transport of individuals and goods. Access management involves the control, management, and planning of the number and placement of driveways along a roadway, in addition to the roadway's medians and median openings, interchanges, intersections, turn lanes, and traffic signals. The spacing of driveways, intersections, median openings, and traffic signals affects the flow of traffic and can either help or hinder a driver's progress and safety on their journey along the roadway by controlling potential points of conflict.

As described in the Transportation Research Board Access Management Manual, "Failure to manage access is associated with the following adverse social, economic, and environmental impacts:

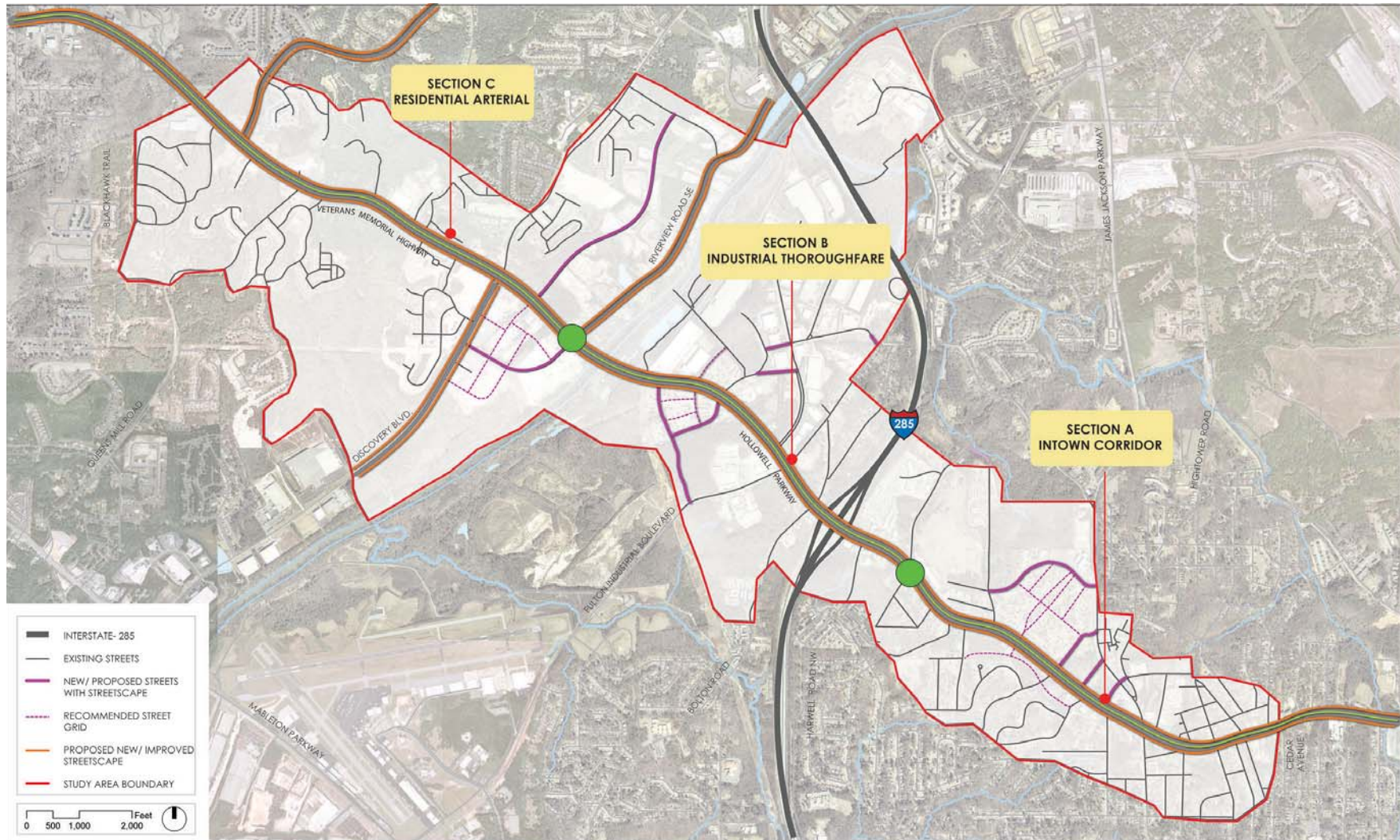
- An increase in vehicular crashes
- More collisions involving pedestrians and cyclists
- Accelerated reduction in roadway efficiency
- Unsightly commercial strip development
- Degradation of scenic landscapes
- More cut-through traffic in residential areas due to overburdened arterials
- Homes and businesses adversely impacted by a continuous cycle of widening roads



MEDIAN / REFUGE ISLAND AT INTERSECTION
(Source: GDOT Pedestrian and Streetscape Guide, Sept. 2003)



EXAMPLE OF POOR ACCESS MANAGEMENT



CORRIDOR CONNECTIVITY AND CHARACTER

D L HOLLOWELL PARKWAY / VETERANS MEMORIAL HIGHWAY LCI

4.2 Transportation (cont'd)

Vehicular and Pedestrian Recommendations (cont'd)

ACCESS MANAGEMENT (cont'd)

- Increased commute times, fuel consumption, and vehicular emissions as numerous driveways and traffic signals intensify congestion and delays along major roads.”

In spite of these seemingly avoidable impacts, access management can be difficult to implement. Property owners along the right-of-way can be particularly vocal about their property rights, especially when they perceive a loss of convenient access to their properties.

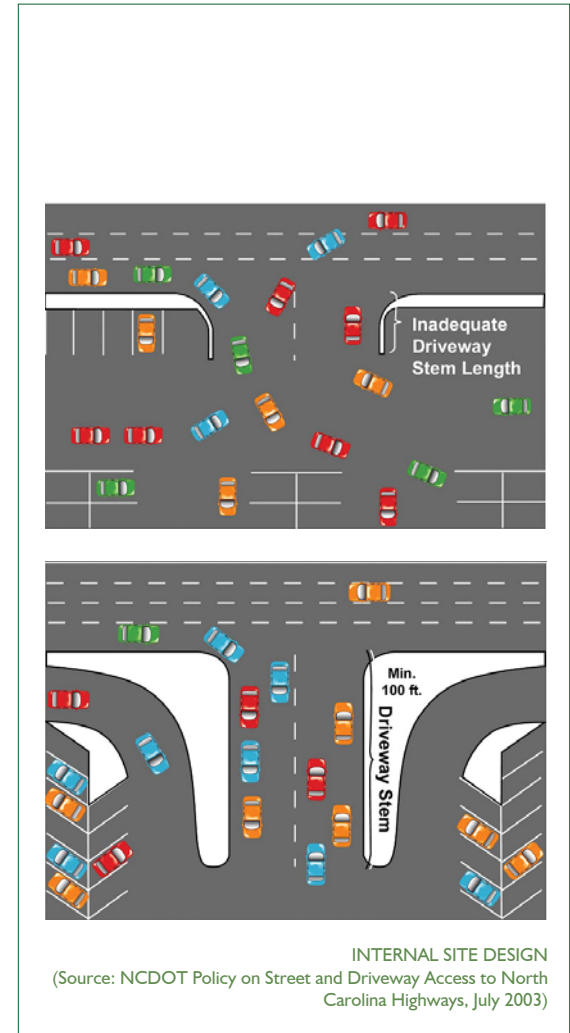
Studies have shown, however, that the negative impacts identified above can work against property owners, even when they believe they are losing convenient access. Customers will avoid areas that are unsafe for travelers or are less convenient due to heavy traffic volumes. Providing better access management can, in fact, result in a positive impact to property owners along the right-of-way, as well as result in an efficient use of public funds.

An important factor in controlling access and reducing conflict points along the corridor is appropriate driveway alignment. Ensuring that driveways are located across the roadway from one-another and are properly aligned reduces confusion for drivers thereby increasing mobility and safety. Driveway alignment aids drivers by concentrating turning movement to fewer points along the corridor. Drivers can better see and predict the movements of other vehicles if they are concentrated at a single point.

One project recommended for this reason is the realignment of Riverview Road to align with the driveway across Veterans Memorial. Turn lanes and a new traffic signal should be provided at the intersection, if warranted. The realignment and signalization of the intersection will provide a safer, more attractive access to the existing industrial and potential mixed use development along Riverview Road and consolidate conflict points to a single intersection.

One technique to reduce the number of vehicle conflicts is to promote on-site traffic circulation and shared-use driveways through local government ordinances related to development application approval. Lengthening the “throat,” or “stem” of a driveway helps to avoid traffic spillback onto the highway. Shared use driveways or joint access improve both the safety and efficiency of the roadway. This is accomplished by concentrating vehicles that are slowing down into designated right-turn deceleration lanes serving shared-use driveways accessing multiple properties.

Shared use driveways also limit the number of access points into developments along the corridor. Developments with multiple parking lots and land uses are considered to be one property for the purposes of access regulation. Only the minimum number of connections necessary to provide reasonable access should be permitted. This consolidation of driveways increases traffic volumes at remaining



driveways, therefore, increasing the importance of adequate “throat” lengths.

Median-divided roadways can offer many benefits to motorists. Studies have shown that median divided roads can improve traffic flow, reduce congestion, and lower crash rates. This benefit mainly occurs through the use of managing left-turn maneuvers. Left-turn maneuvers are managed through the use of various median break types, such as u-turn, directional crossovers, and full-movement breaks. Creating a series of appropriately chosen and spaced median breaks creates a hierarchy of decision points which are predictable and allow for more smooth traffic flow for the through-movement along a given corridor. Because of the reduced number of conflict points between vehicles, pedestrians, and bicyclists, proper median treatment also greatly reduces the frequency of crashes when compared with intersections that allow for left turns and u-turns. The construction of a median and proper placement of median openings can provide a safer, more attractive pedestrian experience while providing better traffic flow through the corridor.

A unified, consistent approach to access management should be implemented by both Cobb County and the City of Atlanta in order to provide consistent conditions for both motorists and pedestrians across the DL Hollowell/Veterans Memorial corridor. The recommended spacing of driveways is:

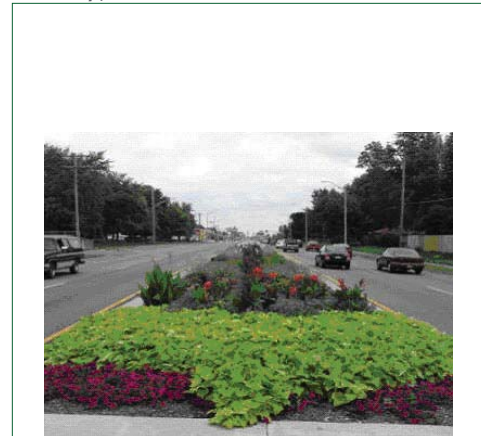
- 1320’ minimum spacing between full movement intersections/driveways, signalized or non-signalized
- 660’ between directional median openings (allowing left-turns in, right-turns in, and right-turns out for an intersection or driveway; left-turns out would be prohibited) – directional median openings may be placed midway between full movement intersections
- 330’ right-in, right-out driveways (left turns in and out prohibited by median) – right-in, right-out driveways may be placed midway between median openings

If closer spacing is desired, a traffic study should be required to show that adequate tapers, deceleration distance, and storage can be provided for required turn lanes.

SAFETY

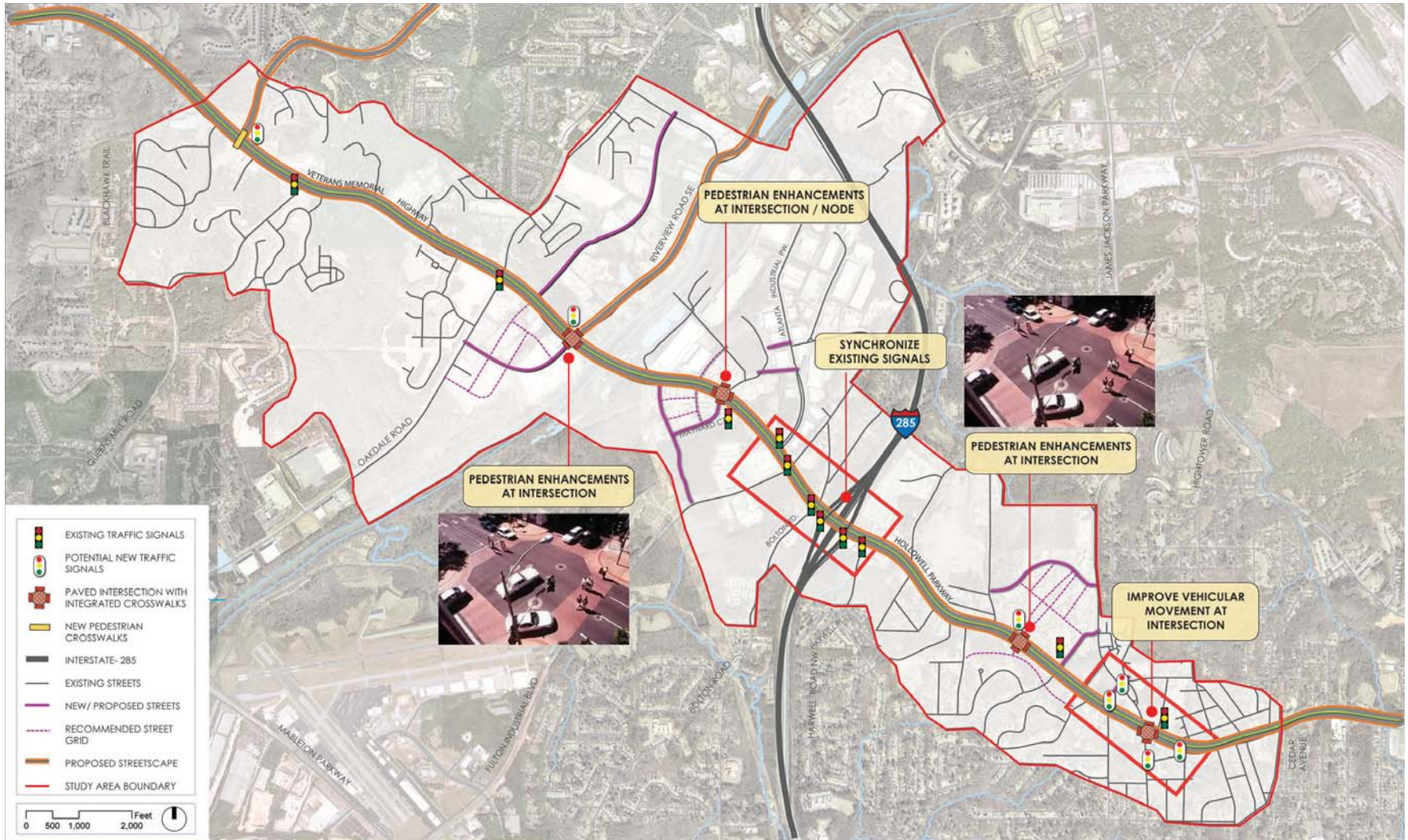
The proposed streetscape and median treatments will do much to improve safety along the corridor. In addition to these, a number of locations may warrant installation of new traffic signals in the future. These signals will provide gaps for pedestrians crossing the roadways and left-turning vehicles. Potential locations that warrant further study are shown in the connectivity and Pedestrian safety figure on the next page and include:

- Veterans Memorial Highway at Buckner Rd
- Veterans Memorial Highway at Riverview Rd (include realignment of Riverview Rd)
- DL Hollowell Parkway at Bowen Homes Re-development (west of James Jackson Parkway)



EXAMPLE OF PLANTED MEDIAN

4.2 Transportation (cont'd)



CONNECTIVITY AND PEDESTRIAN SAFETY

D L HOLLOWELL PARKWAY / VETERANS MEMORIAL HIGHWAY LCI

Corridor Character, Connectivity and Operations

CORRIDOR CHARACTER

Three proposed cross sections were developed for DL Hollowell Parkway/Veterans Memorial Highway, one for each segment of the roadway. Throughout the corridor, streetscapes and improved pedestrian features are proposed. The unique design elements for each segment are highlighted below.

- Suburban Stretch

A ten foot multi-use path is proposed for one side of Veterans Memorial with a wide six foot sidewalk on the other to improve the accommodation of pedestrians. Streetscapes with a six foot planting strip, medians, and improved lighting are proposed to provide a safer, more attractive experience for pedestrians. A wide, 18-foot median is proposed to provide a small refuge for automobiles turning left from side streets. This wide median will also accommodate pedestrian refuges on crosswalks at signalized intersections. Providing two 11-foot travel lanes in each direction will allow construction of this cross section without widening the existing roadway. The outside lane will support the transit traffic. This cross-section does not require additional right-of-way,



4.2 Transportation (cont'd)

Corridor Character, Connectivity and Operations (cont'd)

CORRIDOR CHARACTER (cont'd)

- Industrial Stretch

Much of this section lies within the secondary bike path planned by the City of Atlanta. Therefore a dedicated eight foot bike lane is proposed adjacent to one sidewalk (can be five foot adjacent to bike lane) for this segment. A smaller, 16-foot median is proposed in this segment in order to allow a 12-foot outside lane to accommodate trucks and transit. Streetscapes with a six foot planting strip and a six foot sidewalk and pedestrian refuges (where possible) are also proposed for this segment. This cross

section also does not require widening of the existing roadway.

- In-town Stretch

The traffic volumes for this segment are anticipated to warrant widening from two to four lanes due to latent demand and projected growth. A narrow 4-foot median is proposed due to right-of-way constraints. The roadway should be widened to accommodate turn lanes and pedestrian refuges where necessary. Streetscapes with a six foot planting strip and ten foot sidewalks are proposed throughout the

segment, with median plantings possible in limited locations. This segment has the greatest existing demand for pedestrian improvements. However the right-of-way constraints and the need for widening in the future would require those improvements to be rebuilt. Once the alignment and limits of widening have been determined, it may be possible to construct improvements in certain locations, such as one side of the roadway if widening will be to the other side. The outside lane will support the transit traffic.

TYPICAL SECTION, INDUSTRIAL STRETCH



TYPICAL SECTION, IN-TOWN STRETCH



Possible improvements to Riverview Road were discussed at length during the course of the project. Further study of Riverview Road is warranted once more detailed information is available regarding right-of-way and future development plans. This study should continue the productive dialogue that took place between stakeholders along the roadway. Conceptual cross sections are shown for Riverview Road; however, these should be reviewed and possibly amended. All conceptual cross sections contain a wide multi-use path on the river side of the road-

way. Option A is the most accommodating cross section for truck traffic and circulation. However it is not a desirable cross section if redevelopment occurs in the area due to the increased exposure for pedestrians crossing Riverview Road. Option B is an alternative that could be used to retrofit Option A to provide better accommodations for pedestrians. Both Option A and B would require right-of-way acquisition. Option C shows how Riverview could be narrowed in areas with limited right-of-way and access requirements.

RIVERVIEW ROAD STREET SECTION OPTIONS



4.2 Transportation (cont'd)

Corridor Character, Connectivity and Operations (cont'd)

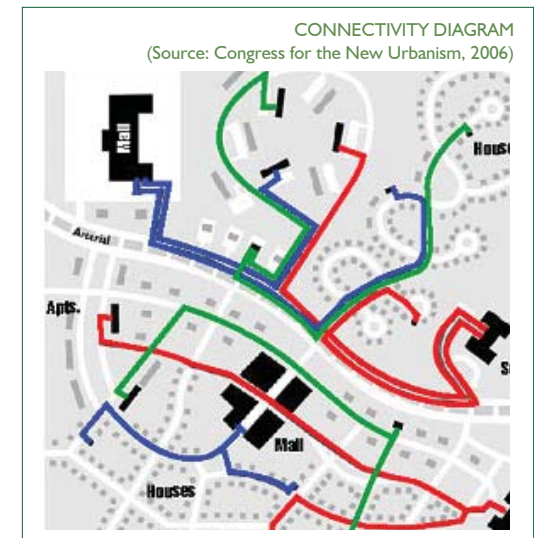
CONNECTIVITY

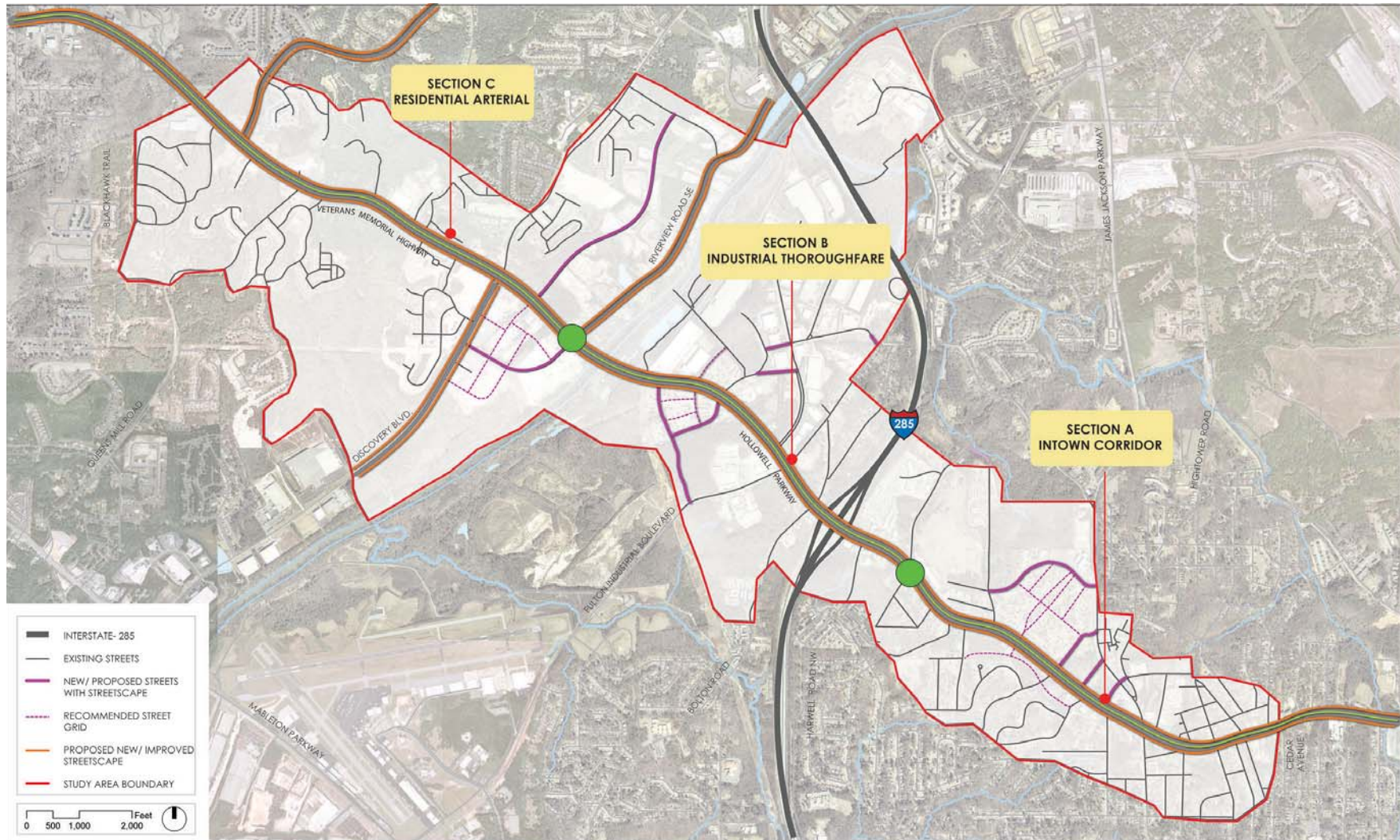
Street connectivity refers to the directness of routes and the density of connections (i.e., intersections) within a transportation system. As connectivity increases, travel distances decrease and route options increase. This allows the transportation system to be used more efficiently by pedestrians, bicyclists, transit, and automobiles. When the local street network is not sufficient, a major thoroughfare often becomes the only local travel route, as shown in the adjacent figure. Unfortunately, this can increase travel times for local trips because those drivers are now sharing the roadway with through traffic.

The mix of uses, relationship of adjacent properties, and access is a greater determination of the affect on roadways than the type of use. Land development regulations should require connections to the local street network and connections to adjacent properties to reduce the number of local trips on the corridor. The reduction of local trips can have significant impacts on congestion and mobility within the corridor.

A number of new roadways (as shown in the map on the next page) are proposed to increase the connectivity in the area for pedestrians and vehicles and reduce the number of local trips on the DL Hollowell/Veterans Memorial corridor. These connections are shown in the corridor connectivity and character figure on page 91 and include:

- Oakdale Road to Veterans Memorial at Riverview Road
- Dickerson Drive to Veterans Memorial
- Fulton Industrial Boulevard and DL Hollowell Parkway, within Bankhead Court redevelopment
- Atlanta Industrial Parkway to Maynard Road
- Atlanta Industrial Way to Bolton Road
- James Jackson Parkway to Field Road, within Bowen Homes redevelopment
- James Jackson Parkway to DL Hollowell Parkway, within Bowen Homes redevelopment





CORRIDOR CONNECTIVITY AND CHARACTER

D L HOLLOWELL PARKWAY / VETERANS MEMORIAL HIGHWAY LCI

4.2 Transportation (cont'd)

Corridor Character, Connectivity and Operations (cont'd)

TRUCKS AND FREIGHT

The movement of freight, particularly in the Industrial Stretch is of critical importance to this area. In addition to the services they provide the industrial uses that exist provide jobs and a large tax base for the community. Providing good access to those uses will allow them to increase their contribution to the community. However, access cannot compromise the movement of vehicles through the corridor, as DL Hollowell/Veterans Memorial serves as a major commuter route as well.

Improvements are needed in the area surrounding the interchange with Interstate 285. The closely spaced signals combined with heavy truck traffic create operational challenges that will continue. Closely spaced signals are inherently difficult to coordinate to provide unimpeded flow to through traffic. Trucks increase lost time at traffic signals with their slow starts from stops. In addition, heavy loads on the pavement can impact the signals' loop detectors, which lead to frequent maintenance needs, poor signal coordination, and increased congestion in the corridor. Improvements are recommended to alleviate the repeated loop maintenance needs and improve the traffic signal coordination capabilities in the area. These include new traffic signals with countdown pedestrian timers, vehicle video detection (to replace the loop detectors), and new medians to provide access management and pedestrian refuges, where possible, for pedestrians crossing DL Hollowell. While these improvements will improve conditions in the surrounding area, the solution to the problems at the interchange will require more

drastic improvements. These long term improvements will have greater impacts to surrounding land uses such as access restrictions, right-of-way acquisitions, and significant financial costs. GDOT previously prepared plans for improving this interchange. However the public was generally not in favor of the impacts to the land uses in the area. Therefore, to find the optimum balance, it is recommended that this interchange and the surrounding area be studied further. Some interchange concepts were developed to gauge the interest of the public relative to the current plan and are shown below. These concepts were presented as ideas to promote discussion, not as proposed alternatives. These concepts and others yet to be identified should be investigated further with public input to the design development. GDOT is currently investigating the possibility of managed lanes on Interstate 285, it may be possible to incorporate interchange modifications into that project.

IMPROVEMENT OPTIONS FOR THE I-285 INTERCHANGE



ALT.1: Half Cloverleaf



ALT.2: SPUI (Single Point Urban Interchange)



ALT.3: I-285 Collector / Distributor System

ALTERNATIVE MODES

Paths

Due to several factors, such as right-of-way constraints in the In-town Stretch and cost constraints of widening the roadway in the Industrial and Suburban Stretches, as well as the significant amount of truck traffic in much of the study area, the possibility of exclusive bike lanes in the roadway is limited. Each segment of the corridor includes a proposed multi-use path for use by cyclists, with a designated bike lane provided on the Industrial Stretch adjacent to the sidewalk to accommodate the City of Atlanta's planned secondary bike route.

A number of paths are proposed off-road to improve connectivity to planned greenways, regional paths, future developments, and recreational amenities. These paths will create a framework of alternative routes for commuting or recreational cyclists and pedestrians. Any path intended for use by commuters should include low level lighting to illuminate the path location during the winter months. Proposed paths are shown in the Green Spaces, Trails, and Bike Connectivity figure in the next page.

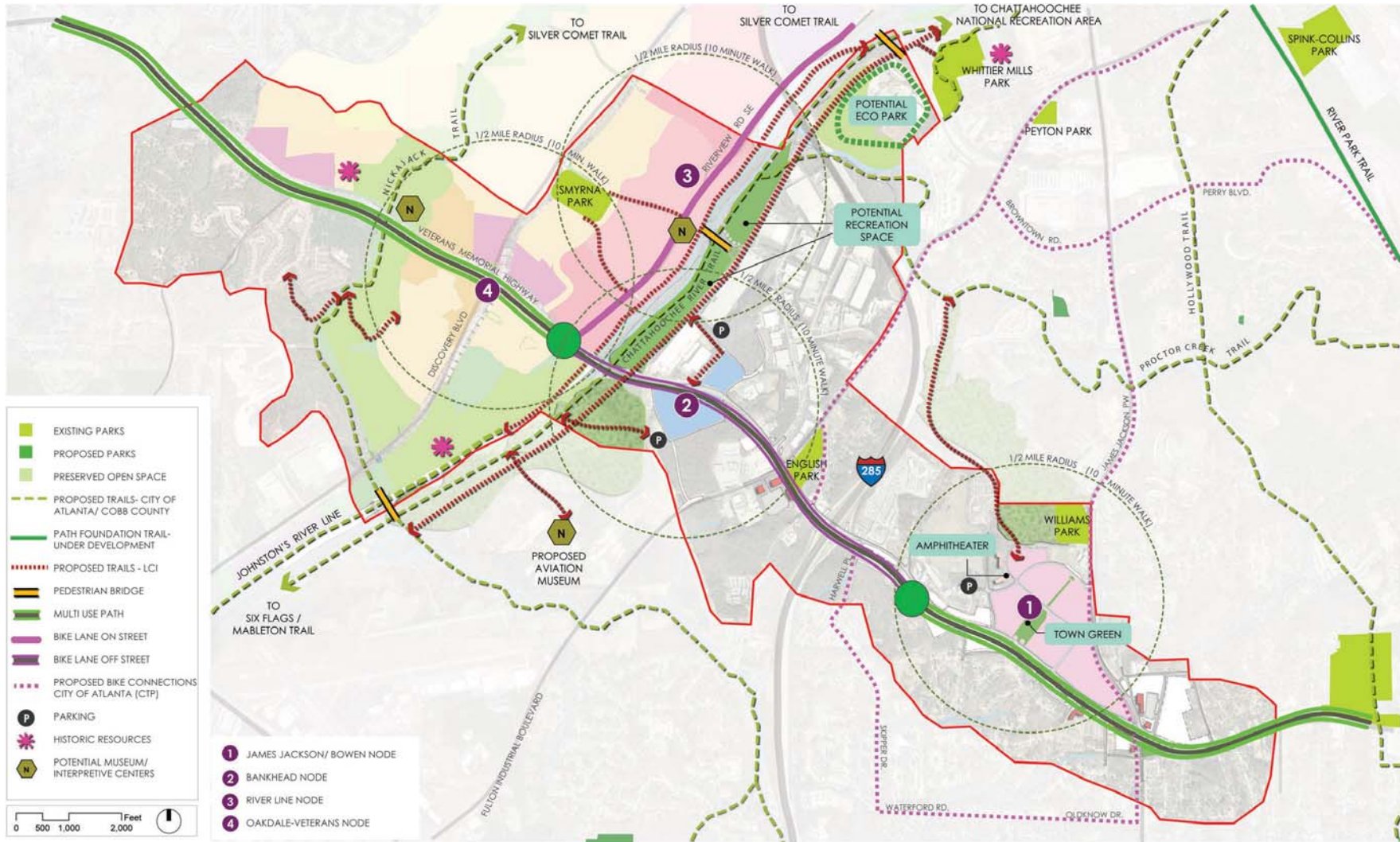
Transit

MARTA is currently considering reductions to service in the study area, including the discontinuation of routes 57, 59, and 153. Existing MARTA routes are shown on the transit map (on page 103). Some reductions are warranted with the demolition of Bowen Homes and Bankhead Court. However, these reductions should be reconsidered upon redevelopment of these properties. In addition, MARTA should reconsider the extension of existing routes to serve the Judicial Center adjacent to the Atlanta Industrial Park.

Enhancing existing bus stops will provide a more convenient and welcoming environment and encourage continuous use of the transit system. Enhanced amenities at bus stops should be pursued and at minimum include seating and shelters consistent with planned streetscapes and clearly marked signage with route information. Stops could also contain additional amenities such as covered and attractive structures with comfortable seating, complete MARTA system route information, and LCD display boards showing arrival times. Special consideration should be given to specific areas that are planned for redevelopment. The Bowen Homes and Bankhead Courts sites are prime locations for enhanced stops when the adjacent properties redevelop. Incentives should be given to the developers of these properties to incorporate the bus stops into the building structure and connect them with the retail functions of the development.

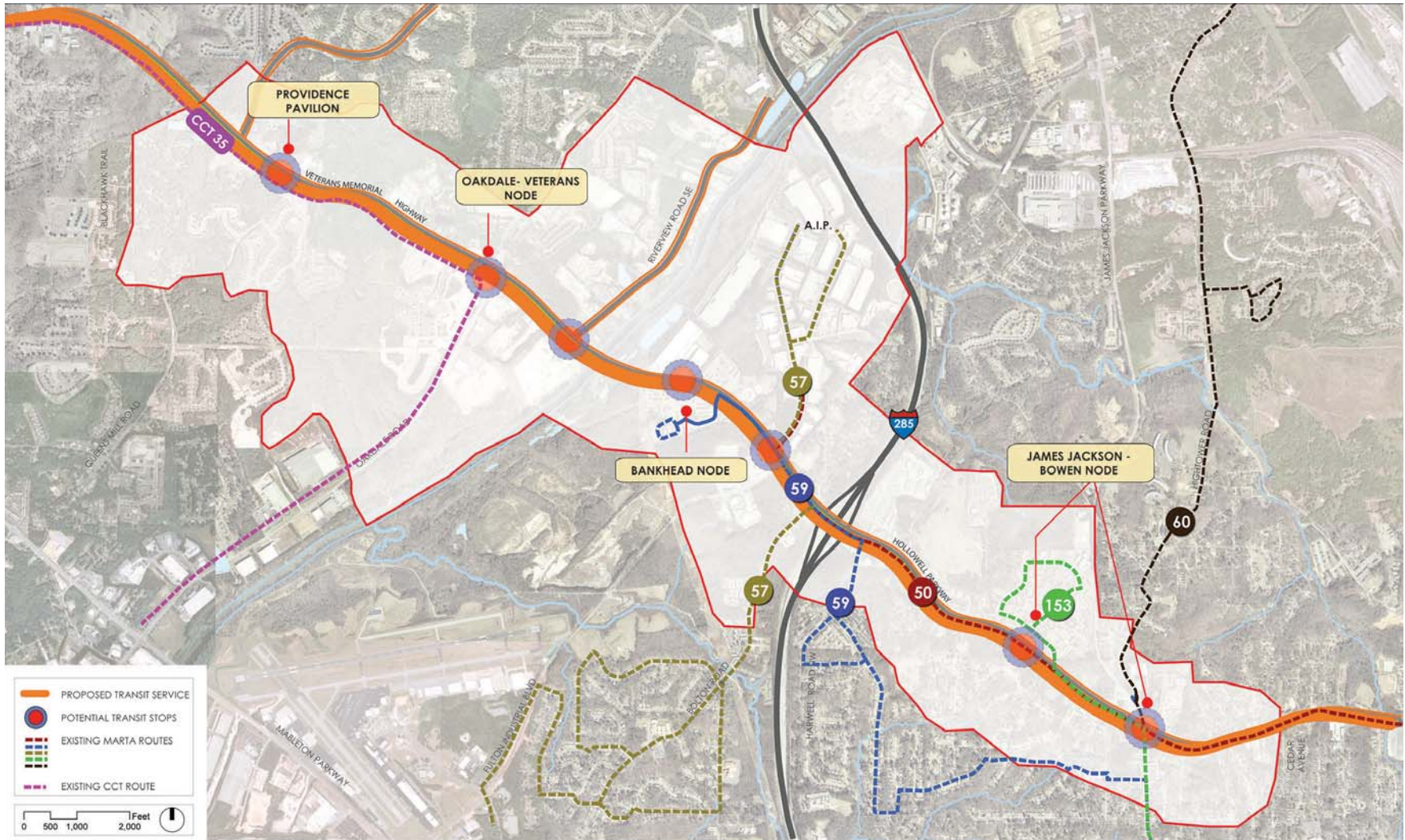
A bus rapid transit (BRT) line is planned along DL Hollowell/Veterans Memorial connecting Douglasville and the proposed BeltLine through the study area. This BRT system will provide a more attractive commute for residents with fewer stops and shorter headways between buses. Other features of this BRT system will likely include transit signal priority and improved riding quality. Transit signal priority uses technology that allows buses along a given corridor to communicate with upcoming traffic signals in order to maximize the amount of green time they experience, improving progression along the corridor.

4.2 Transportation (cont'd)



GREEN SPACES, TRAILS AND BIKE CONNECTIVITY

D L HOLLOWELL PARKWAY / VETERANS MEMORIAL HIGHWAY LCI



TRANSIT MAP

D L HOLLOWELL PARKWAY / VETERANS MEMORIAL HIGHWAY LCI

4.2 Transportation (cont'd)

Corridor Character, Connectivity and Operations (cont'd)

TRANSPORTATION DEMAND MANAGEMENT

In future years, strategies to manage demand will be more critical to transportation operations than strategies to increase capacity (supply) of facilities. The inability to easily and quickly add new infrastructure coupled with the growth in passenger and freight travel have led to the need for transportation system managers and operators to pay more attention to managing demands.

Transportation Demand Management (TDM) is described as applying measures that influence traveler behavior for the purpose of reducing or redistributing travel demand. The primary purpose of TDM is to reduce the travel demand during peak congestion and reduce the number of vehicles on the roadway network while providing a wide variety of travel options. The ARC currently provides incentive programs and information to commuters on TDM measures such as transit, walking, and biking options and incentives, carpooling, vanpooling, teleworking, flexible work hours, and a guaranteed ride home. A marketing and education campaign should be initiated on a local or region-wide scale.

The availability of information about transportation services and conditions has been shown to influence travel demand. Information affects demand by influencing the choices that people make about how, when, where, whether, and which way they travel to their destinations. The need to deliver information to help manage transportation demand will only grow over time and will be supported by Intelligent Transportation Systems (ITS).

A web-based Intelligent Transportation System (ITS) application should be created for the corridor providing real-time surface street congestion information to motorists that produces visual graphics and information much like the existing Georgia Navigator application does for the region's freeway system. The intent is for commuters to make commute time decisions based on real-time traffic congestion periods, thus spreading out peak travel times and lowering the severity of congestion during any given point during the day.

4.3 River, Green Space & Historic Resources

All implementation strategy items developed in the Preservation and Recreation sections of the River Line Master Plan are incorporated by this note into the D L Hollowell Parkway / Veterans Memorial LCI Study.

Protection, preservation and enhancement of natural and historic resources are important to the community. They offer opportunities for recreation and improved quality of life. These unique resources provide a great opportunity for the community to create a sense of place, identity and pride.

- Cobb County has designated permanent green space along the Nickajack Creek, preservation of natural habitat, wetlands, and woodlands within the river and creek corridor. This is critical to the sustainability of water quality and the environment.
- Planting, nursery or community farm within the floodplain that can sustain flooding issues and provide erosion control should be considered.
- To improve the water quality of the river is important. This will involve working with regional agencies to control and clean the upstream contamination and sedimentation. Incorporating low impact development practices to improve the water quality.
- Develop programs and policies to encourage the preservation and maintenance of Shoupades and other historic resources found along the River Line.
 - Preserve and protect the Shoupades and other historic resources
- Ensure proper protection of the Shoupades and other archeological and historic resources before public access is granted to any property with resources present.
- Document and nominate to the National Historic Places designation
- Create a historic trail with markers and displays that educate visitors about the history
- Provide trail heads with parking to attract visitors
- Build an interpretive and history museum to promote the history
- Develop zoning control and/or other regulations as appropriate to preserve these sites and buildings
- Create parking and access points off of Hollowell Parkway to promote access to the green space/river corridor from the east side.
- Explore the potential of eco-park as part of the green corridor

4.4 Economic Development

Economic development is critical in enhancing employment, tax base / revenues that benefit the City, County and the Community. The Economic Development recommendations are:

- To build out the full potential of the existing campus of AIP
- To attract more industries to the Atlanta Industrial Park
- To attract more businesses in Fulton Industrial Boulevard corridor
- To promote tourism based on historic and natural resources within the area
- To explore potential to create an eco-park
- To redevelop the two large housing sites; Bankhead Courts and Bowen Homes
- Develop vacant properties within the study area
- To redevelop the commercial corridor along Hollowell Parkway with viable and successful businesses
- To leverage the Fulton County Brown Airport in attracting corporate office, green industries, hotel/conference facility within the area
- To attract charter schools or vocational schools into the area
- To expand existing and attract new quality industries in appropriate areas along Riverview Road and Discovery Boulevard

See detailed steps to facilitate the implementation of these recommendations in Section 5.1: Implementation Strategies.

4.5 Urban Design

River/Green Corridor Plan:

A detailed master plan for the River Corridor that include green spaces and properties along the River including Riverview Road and Atlanta Industrial Park area that fronts the Chattahoochee River should be undertaken; the water quality issues, trails, their location, type of trail, pedestrian bridges across the River, connectivity to other trails, development of board- walk, park and other recreational spaces.

Design Guidelines

To ensure the quality of the development and the creation of sustainable communities, design guidelines should be developed. A design overlay district for the LCI study area that would spell out the public realm, River Corridor, architecture and aesthetic should be developed and adopted. Developing a pattern book for the River Line area that can be used to assist with developing a sense of place with public and private infrastructure should be undertaken.

Partnership for Sustainable Communities (PSC) Model

The recently created federal partnership agency called PSC is seeking examples of development models that deal with integrating complex issues of land uses and development that promote sustainable communities. Bankhead Courts site offers a unique model that can be emulated by other communities which deal with sites that are surrounded by industrial uses. An application to develop a master plan to demonstrate creating a sustainable community should be considered. A joint application between AHA and the City should be considered.

Eco-park

Eco-parks are parks that focus on creating employment, industry, education and recreation that are environmentally friendly activities such as green industries, nature activities, eco-tourism, nurseries, health spas and others. A feasibility study of an Eco-park should be explored.

Gateways

Develop design for the various gateways and a way finding master plan and signage design.

4.6 Sustainable Strategies

A consistent effort is required by all the stakeholders to ensure sustainable and high quality of life. Following are some of the strategies that should be considered while implementing the plan:

- Improve the water quality of the river and creeks. To reduce and eliminate contamination of the creek/river, close monitoring and enforcement of discharge of water into the creeks/river needs to be an integral part
 - Erosion control is critical for the stabilization of the banks and sedimentation of the water ways
 - Protect woodlands, habitat and ground cover
 - Following MRPA guidelines will help further in improving the water quality
 - Promote low impact developments (LID). LID involves using alternative development principles to minimize the potential impact from development on natural systems
 - Reducing impermeable surfaces
 - Native species planting
 - Orientation of buildings for energy efficiency
 - Working with topography and limiting grading
 - Promote energy efficiency
 - Promote smart buildings
 - Use of daylight / ventilation
 - Reduce energy consumption
- Improve air quality.
 - Create healthy environments:
 - Create compact walkable environments
 - Provide access to parks/open spaces that promote walking, exercise and active recreation that promotes health
 - Tree planting/preservation of trees to promote healthy environments
 - Reuse/recycle – waste, water conservation and other resources

5.1 Implementation Strategies

The implementation strategy provides direction for how to make the recommendations a reality. An action plan with specific projects and programs are laid out to implement the vision and goals of the Master Plan.

While the implementation of the plan may take a longer term of 10-15 years, a schedule of projects and programs are laid out that focus on the first five years and priorities. While the projects within the private sector may rely on market conditions, developer interest and funding, there are projects that may and can be undertaken by the public sector that can provide catalyst for the public/private development; infrastructure projects, regulatory framework and organizational structure.

The following are the implementation strategies for implementing the Master Plan. They include organizational, land use/zoning, urban design, economic, sustainability, and transportation. These strategies focus on creating a vibrant livable, walkable corridor with housing options, employment, access to natural and historic resources, transit, mobility and connectivity between the major nodes and through the corridor.

Organizational

This study and the previous River Line Master Plan Study brought together a strong stakeholder team who are interested in seeing the vision realized. A strong and active stakeholder committee will help carry the vision forward. The same stakeholder group that was formed for this study that represented a diverse group of stakeholders should form the oversight committee. Additional members if necessary should be included. Rather than being headed by the City or County, it should be community led.

Sub-Committees are recommended to be formed to deal with promoting tourism, preservation, I-285 interchange improvements and coordination with DOT, freight traffic, redevelopment, code enforcement and other critical issues that community may want to engage.

Land Use and Zoning

In order for the Master Plan to be implemented, land use changes as proposed should be adopted by the City of Atlanta. This will need to be integrated in the Comprehensive Plan – Future Land Use Map.

Zoning

Zoning changes to allow for the land use and activities envisioned need to be undertaken. Both Cobb County and City of Atlanta need to engage in this exercise with the help of the stakeholders to make the necessary changes. The development community should be an active part of this dialogue as the regulatory framework is developed. The Chattahoochee River corridor is a very crucial natural asset, any major development that impact the water quality and has environmental implications should be thoroughly evaluated for its impact and what the required and appropriate mitigation or remediation should be. The zoning framework should include the best practices that promote sustainable communities and environment. The City and County should consider incentives that may help develop sustainable communities and preserve and enhance the River and the green corridor. Programs such as LEED ND (Leadership in Environment and Energy Design for Neighborhood Development), Earth Craft, ARC Green Communities or other recognized programs should be considered to promote smart growth. The zoning changes should include supporting aging in place, senior living and affordable housing.

5.1 Implementation Strategies (cont'd)

Economic Development

Economic development is crucial for a successful sustainable community. Having access to good employment, jobs to housing balance, increased tax base and revenue for the City and County will provide more services and amenities to the community that in turn raises quality of life and the sustainability of the community. Following are some of the strategies to implement the recommendations envisioned:

- To create a marketing and branding campaign to attract new businesses; industrial and corporations to locate in the community.
- Develop incentives to attract businesses.
- To explore the potential of using Recovery Zone bonds to stimulate economic development.
- To prepare and launch a public/private partnership initiative program aimed at attracting development community that facilitate the LCI implementation.
- To provide incentive programs for small businesses and land owners along the Hollowell Parkway (within the City of Atlanta) to promote redevelopment, retrofit and building improvements.
- Consider extending the Urban Enterprise Zone status to Atlanta Industrial Park (AIP) so that it can continue to attract industries.
- To leverage TAD funds to promote redevelopment.

- To work with AHA in the redevelopment of Bowen Homes and Bankhead Courts
- To solicit proposals from developers for the development of Bowen Homes and Bankhead Courts.
- To explore Tax Credits for redevelopment projects that includes senior living and affordable housing.
- Explore potential of establishing an Industrial TAD that can include industrial properties within the area.
- Organize periodic developer day to promote the corridor to business and development community
- To explore tourism potential by working with tourism, River Line community, Cobb County and hospitality industry.
- Explore land banking by acquiring appropriate parcels for development, expansion and/or redevelopment.
- Facilitate assemblage of parcels that adjoin Bowen Homes to promote the mixed-use node.
- Seek neighborhood stabilization funds for redevelopment efforts.
- Consider establishing SPLOST and GREEN SPLOST to fund the sustainable practices.

Sustainability

In order to promote sustainability, the strategies mentioned below should be considered which can ensure the preservation and enhancement of natural resources, environment and quality of life.

- Provide guidance to developers, property owners, business owners and stakeholders on the Low Impact Development (LID) management practices and its benefits.
- Develop appropriate ordinances, policies and periodic updates to promote LID practices.
- Consider using national and/or other recognized programs that promote sustainable developments. LEED ND, Earth Craft, ARC Green Communities while developing ordinances or regulatory framework.
- Provide incentives for promoting LID and sustainable practices. Incentives may include; density bonuses, TDR's (transfer of development rights), rapid approval process, administrative variances, tax incentives, and others.
- Consider establishing Green SPLOST that focuses on promoting the sustainable practices and preservation and management of the River corridor.
- Promote LEED certification for buildings to build energy efficient buildings.
- Establish aggressive water conservation and recycling program.

- City and County to coordinate and work with other entities to establish connection to regional trails such as Silver Comet Trail, BeltLine and the Chattahoochee National Recreation Area in Cumberland.
- Work with MARTA, DOT, GRTA and ARC to promote more transit service.
- Work with Employers to promote sustainable business practices and incentives to their employees. Programs such as recycling, water conservation, car pooling, telecommuting and transit/bike for commuting to work and housing.
- Organize environmental day that brings together the community to clean the River corridor, community clean up, and other educational activities that raise awareness.
- Work with PATH Foundation in developing the trails, gaining easements and funding for implementing the trail projects.

Transportation

Number of transportation recommendations is laid out to address the various issues of the corridor and the community. Following actions are recommended for the implementation of the recommended projects:

- Submit pre-qualification application to ARC for the two priority projects per the LCI Plan.
- Work with DOT and the community for the modifications to the current I-285 interchange design to enable the LCI vision.
- Work with local businesses and/ or other corporations that may undertake projects as a donation to the community; projects such as signal timing, software upgrades and others.
- Work with existing property owners along the River to gain easements to allow for trails, trail heads and parking areas.
- Work with City and County leadership to establish SPLOST and GREEN SPLOST to fund the improvements.
- Work with MARTA and CCT to establish coordination of routes and fill gaps that are necessary to provide convenience and options to residents.
- Implement the recommended projects per the work program.

Jobs to Housing

There is a need to ensure appropriate housing options are available for people who work in the community. Lack of housing options will result in longer commutes, more congestion, and more parking that negatively impacts the environmental quality of the area.

As development and redevelopment occurs, more retail, commercial, entertainment services will become available that bring opportunities for a greater diversity of housing options. The jobs-to-housing match will ensure that a community continues to adhere to the principles of smart growth and promotes a positive quality of life. The provision of workforce housing requires communities to include a range of affordable housing types and pricing. It is important to maintain a high quality of design and planning in all developments.

Following are some options that may be considered to promote housing options:

Inclusionary Zoning: Inclusionary zoning ordinances prescribe that a certain minimum percentage of units in a specific residential development need to be made available to households at a particular income level, generally defined as a percentage of the area median income. The required set asides are usually targeted towards larger developments in the area. The Hollowell TAD has such provision included in them.

Many of the communities which have such ordinances also offer some form of incentive to the

5.1 Implementation Strategies (cont'd)

Jobs to Housing (cont'd)

developer in return for the provision of affordable housing. These incentives can include waivers of certain zoning requirements; relaxation of existing requirements for density, area, height, open space and use. Other incentives include waiver of permit fees, local tax abatements, fewer required amenities, “fast track” permitting. The other incentive that is often provided by the jurisdiction for the developer is the provision or subsidization of infrastructure for the site.

Density bonus in exchange for workforce housing development: Density bonus to housing developer can be offered by municipalities to mitigate the market rate housing construction on the supply of available land suitable for housing. The Density bonus can be attractive to developers because it increases the return of investment on a project. It is particularly valuable where land is scarce or expensive as it allows them to develop a larger number of units in return for including a certain number of units targeted to the workforce.

Seeking Federal funds to targeted sites in the area: There is a need to target financial resources to allow developers to include housing for the workforce. HOME, HOPE VI and CDBG funds are federal programs that provide financial resources that may be used to create the necessary affordability of housing in the area. These funds maybe used to buy down the cost of construction, provide down payment assistance and provide soft second mortgages to targeted buyers. The redevelopment of Bowen Homes and Bankhead Courts could seek these resources, in addition to New Market Tax Credits.

Promote partnership between potential developers with experienced nonprofit housing developers that maybe able to obtain additional resources to develop workforce housing: In order to provide the maximum level of resources and incentives to developers to develop workforce housing, partnerships between nonprofit and for profit developers should be encouraged. The nonprofit developer may have additional sources of financing that it may be able to attract. This may include grants from foundations and government sources and lower rate construction and permanent financing. The for-profit developer will benefit from these additional sources of funding and will be able to provide workforce housing without any sacrifice in the quality of housing. These partnerships also benefit developers in competing for limited state and federal resources.

Expanding opportunities for Employer assisted housing: This incentive should be encouraged among the potential employers in the area. As employers move into the area, discussions about the provision of Employer assisted housing programs should be encouraged. Employer Assisted Housing is a powerful incentive that can effectively promote employee retention as well as create loyalty.

Social Services and Non-Profit Agencies: Need for senior housing and senior services are one of the needs of the community that promotes aging in place. The design and location of the housing, amenities and services should take the senior’s needs into consideration. Locating them within mixed use centers or in locations that offer pedestrian friendly

environments help the seniors to get around the area. This will make them less dependent on auto or others. City and County should work in conjunction with the social, non-profit and religious organizations to cater to their needs and services.

How the Plan Addresses the LCI Goals

LAND USE AND DENSITY

- Promotes mixed-use development that create diverse activities and life style
- Promotes diverse uses and density balance that attracts people from various economic, social and cultural backgrounds
- Regulatory changes to support mixed-use and diverse residential densities
- Preserves and integrates existing neighborhoods

TRANSPORTATION

- Internal Mobility
- Local access management
- Inter parcel connectivity
- Streets and sidewalk improvements
- Pedestrian crosswalks and safety improvements
- Transportation Alternatives
- Sidewalks, trails, and multi-use pathways and connection to regional trails for biking and walking
- Connected street grid with sidewalks

DEMAND REDUCTION

- Arterial access management
- Road improvements to connect the streets
- Compact redevelopment
- Diverse land uses and activities
- Opportunities for pedestrian/bike travel
- Transit alternatives - CCT and MARTA routes and premium transit corridor design

nation and connection to existing MARTA stations.

ACCESS MANAGEMENT

- Curb cuts and median management
- Inter parcel connectivity
- Road improvements and development of street network /grid
- Existing Infrastructure
- New road of the redevelopment sites to connect to the existing streets
- Road realignment and connections to enhance the efficient use of existing streets

MIXED-HOUSING AND JOBS TO HOUSING BALANCE

- Promotes mixed-income housing and offers options of a range of housing product types; live and work units, condos, apartments, town homes, cluster housing and single family
- Supports aging in place
- Redevelopment to attract more businesses and job opportunities for the residents
- Redevelopment encourages shopping, entertainment and other conveniences for the housing
- Well integrated and connected park and open spaces/River corridor and regional trails that offers recreational opportunities and unique living environments
- Jobs to housing balance by providing locally accessible job

PUBLIC OUTREACH

- Series of outreach efforts throughout the study process

- Public input and stakeholder interviews
- Visioning and character preference survey
- Design workshops
- Consensus building

URBAN DESIGN

- Creating a 'village' that create a sense of place and an identity for the community
- Pedestrian scale and friendly environment.
- Buildings oriented to face the streets and engage the sidewalks and enhance pedestrian experience.
- Compact street grid and urban structure to promote pedestrian and human scale
- Creating public plazas and hierarchy of civic/public space to create focal point and orientation
- Creating nodes
- Streetscape and landscape to enhance the streets and aesthetic appearance.
- Gateway improvements to define the extents of the community
- Parks and open spaces

PUBLIC AND PRIVATE SECTOR INVESTMENT

- City and County's participation in developing parks, transportation and infrastructure improvements
- Regulatory changes to facilitate the implementation of recommendations.
- Private sector participation by developers
- Public/private projects may draw from a variety of funding sources.

5.2 Work Program

LOCAL GOVERNMENT PLANNING INITIATIVES : I

FIVE YEAR IMPLEMENTATION PLAN

PLANNING, ZONING AND DESIGN

Proj. ID	Description / Action	Cost	Year	Responsible Party	Funding Source
PZ-1	Land Use: Adopt new land use for the LCI study area to accommodate mixed use and pedestrian friendly sustainable environments.	TBD	2010	City of Atlanta	City of Atlanta
PZ-2	Zoning Regulations: Develop/Modify zoning regulations to complement the LCI Plan: use, height, setbacks, parking, buffers, inter parcel connectivity, streets, signage, lot sizes, open space to promote and encourage the desired character for the LCI area.	TBD	2010-11	City of Atlanta	City of Atlanta / ARC
PZ-3	Zoning Regulations: Land use and Urban Design recommendations as detailed in the River Line Master Plan	TBD	Varies	Cobb County	Cobb County
UD-1	Design Overlay Guidelines: To develop design guidelines for the corridor to ensure the quality and character of development to reflect the community's vision as articulated in LCI study.	\$50,000	2010-11	City of Atlanta / Cobb County	City of Atlanta / Cobb County / ARC
UD-2	Pattern Book for River Line: Develop a Pattern Book for the River Line area that can be used to assist with developing a sense of place with public and private developments/infrastructure	50,000-60,000	2010-12	Cobb County / Private	Cobb County / Private Sector
UD-3	River / Green Corridor Plan: A detailed master plan/site plan for the green space along the River along with Riverview Road design (Atlanta and Cobb County) along with Village trails, pedestrian bridges, board walk, parking, and recreation space.	\$100,000	2010-11	City of Atlanta / Cobb County	City of Atlanta / Cobb County / ARC
UD-4	Sustainable Model Plan: A detailed master plan/site plan for the redevelopment of Bankhead Courts that can transform the community, leveraging AIP, employment, jobs, airport and other infrastructure to promote sustainable development as promoted by the HUD-EPA-DOT Sustainable Communities Initiative.	\$100,000	2010-12	City of Atlanta / ADA / AHA	City of Atlanta / ADA / AHA / ARC

LOCAL GOVERNMENT PLANNING INITIATIVES : 2**FIVE YEAR IMPLEMENTATION PLAN***PLANNING, ZONING AND DESIGN (CONT'D)*

<i>Proj. ID</i>	<i>Description / Action</i>	<i>Cost</i>	<i>Year</i>	<i>Responsible Party</i>	<i>Funding Source</i>
UD-5	Ecopark : Conduct a feasibility design study for an ecopark	TBD	2011-12	City of Atlanta / ADA	City of Atlanta / ADA
UD-6	Establish an Oversight Committee: Establish a Oversight Committee to assist with implementation of the master plan programs and policies	TBD	2010	City of Atlanta / Cobb County	City of Atlanta / Cobb County
UD-7	Gateway Design: Design of the gateways, way finding and its hierarchy and location	TBD	2010-12	City of Atlanta / Cobb County	City of Atlanta / Cobb County
UD-8	Transit Service: To coordinate stops, routes and transit facilities along the corridor	TBD	2010-on-going	City of Atlanta / Cobb County	City of Atlanta / Cobb County / ARC / MARTA
UD-9	Transit: To initiate advocacy to bring BRT/Light Rail - MARTA and GRTA, CCT and DOT.	TBD	2010-on-going	City of Atlanta / Cobb County / ARC	City of Atlanta / Cobb County / ARC / MARTA
UD-10	Regional Bike/Trail: To collaborate with neighboring cities, counties, PATH foundation in coordinating a regional bike/trail system.	TBD	2010-on-going	City of Atlanta / Cobb County	City of Atlanta / Cobb County / ARC / PATH
UD-11	Historic Resources Plan: Preservation and Recreation recommendations as detailed in the River Line Master Plan	TBD	Varies	Cobb County	Cobb County
UD-12	Incentives for LEED and LEED ND: To promote sustainable and energy efficient buildings and development	TBD	2010-12	City of Atlanta / Cobb County	City of Atlanta / Cobb County
UD-13	Training - Workshop- promotion of sustainable development: To provide training in methods, and best practices of sustainable development for a range of stakeholders; developers, city officials, and others.	TBD	2010-13	City of Atlanta/Cobb County	City of Atlanta / Cobb County/ARC

5.2 Work Program (cont'd)

LOCAL GOVERNMENT PLANNING INITIATIVES : 3

FIVE YEAR IMPLEMENTATION PLAN

PLANNING, ZONING AND DESIGN (CONT'D)

<i>Proj. ID</i>	<i>Description / Action</i>	<i>Cost</i>	<i>Year</i>	<i>Responsible Party</i>	<i>Funding Source</i>
UD-14	Freight Traffic Task Force - A committee to be involved in improving freight traffic and mobility for the industrial users in the area	TBD	2010-on going	City of Atlanta / Cobb County	City of Atlanta / Cobb County / ARC

ECONOMIC DEVELOPMENT

ED-1	Create an 'Economic, Marketing and Branding Campaign' to promote this corridor to recruit businesses; industries/offices/retail/restaurants and development community	TBD	2010-12	ADA / Cobb County	ADA / Cobb County
ED-2	Develop incentive plan/structure to attract businesses/corporations to the area	TBD	2010-13	ADA / Cobb County	ADA / Cobb County
ED-3	To attract charter schools that would help reopen the two closed schools. This can happen in conjunction with the redevelopment	TBD	2013-14	City of Atlanta / Private / APS	City of Atlanta / Private / APS
ED-4	Prepare and Launch a Public/Private Partnership initiative aimed at facilitating the LCI and River Line Master Plan development projects	TBD	2010-12	ADA / Cobb County	ADA / Cobb County
ED-5	Housing for Seniors: leverage resources/funding to promote housing for seniors and support aging in place	TBD	2011-14	ADA / Cobb County	ADA / Cobb County
ED-6	Redevelopment of Bowen Homes and Bankhead Courts	TBD	2010-15	ADA / AHA	ADA / AHA
ED-7	Organize periodic developer's day to promote the corridor to business and development community: promote at other venue, and events in the region	TBD	2010-on going	ADA / AHA	ADA / AHA

TRANSPORTATION: PRIORITY PROJECTS

City and the County to choose the two priority projects from the following options for LCI implementation funds. Listed below are the four options for consideration.

PRIORITY PROJECTS: I

ID	Description	Type	Engineering		Right of Way		Construction		TOTAL	FUNDING			
			Year	Costs	Year	Costs	Year	Costs	Project Costs	Responsible Party	Funding Source	Local Source	Match Amount
1	Install turn lanes w/ new traffic signal at James Jackson Parkway and Hollowell Parkway. Construct 1000 LF of pedestrian improvements along Hollowell Parkway <u>Included 5-year implementation plan projects:</u> I4, P3 (partial), I5 (partial)	Intersection & Pedestrian/ Bike	2012	\$557,200	2014	\$500,000	2015	\$3,980,000	\$5,037,200	COA	LCI	TAD	\$1,037,200
2	Signal Improvements at nine (9) existing signalized intersections (Queens Mill, Discovery, Maynard, Atlanta Industrial, Fulton Industrial, Bolton, I-285 SB, I-285 NB, Harwell) including mast arms, pedestrian countdown timers, LED signal heads; Install sidewalk, multi-use path and planted median from Riverview Road to Harwell Road (excludes plantings and street lighting outside of curbs and excludes signals in 2-lane section due to future need to widen) <u>Included 5-year implementation plan projects:</u> R2; I6; I5 (partial); P2 (partial)*	Intersection & Pedestrian/ Bike	2012	\$560,000	2014	\$750,000	2015	\$4,000,000	\$5,310,000	COA/ Cobb County	LCI	TAD/ SPLOST	\$1,310,000
		* Overlap with Project P3 includes: Traffic signals at Maynard, Atlanta Industrial, Fulton Industrial, Bolton, I-285SB, I-285NB, Harwell; Planted median from Maynard to Harwell; Sidewalks from Maynard to Harwell (excludes plantings and street lighting outside of curbs and excludes signals in 2-lane section due to future need to widen)											

5.2 Work Program (cont'd)

TRANSPORTATION: PRIORITY PROJECTS (cont'd)

<i>PRIORITY PROJECTS:2</i>			<i>Engineering</i>		<i>Right of Way</i>		<i>Construction</i>		<i>TOTAL</i>	<i>FUNDING</i>			
<i>ID</i>	<i>Description</i>	<i>Type</i>	<i>Year</i>	<i>Costs</i>	<i>Year</i>	<i>Costs</i>	<i>Year</i>	<i>Costs</i>	<i>Project Costs</i>	<i>Responsible Party</i>	<i>Funding Source</i>	<i>Local Source</i>	<i>Match Amount</i>
3	Signal Improvements at seven (7) intersections (Maynard, Atlanta Industrial, Fulton Industrial, Bolton, I-285 SB, I-285 NB, Harwell), install pedestrian improvements including sidewalks, street trees, street lights from Atlanta Industrial Pkwy to Harwell Road, install planted median from Maynard Road to Harwell Road. <u>Included 5-year implementation plan projects: I6; R2 (partial); I5 (partial); P2 (partial)**</u>	Intersection & Pedestrian/ Bike	2012	\$532,000	2014	\$250,000	2015	\$3,800,000	\$4,582,000	COA/ Cobb County	LCI	TAD/ SPLOST	\$916,400
			** Overlap with Project P2 includes: Traffic signals at Maynard, Atlanta Industrial, Fulton Industrial, Bolton, I-285SB, I-285NB, Harwell; Planted median from Maynard to Harwell; Sidewalks from Maynard to Harwell. This project includes street lights and street trees not included in project P2.										
4	Realign Riverview Road at Veterans Memorial Parkway & install traffic signal and pedestrian crosswalks; install median from Discovery Pkwy to Atlanta Industrial Pkwy; install sidewalk and multi-use path from Queens Mill Rd to Atlanta Industrial Pkwy (excludes plantings and street lighting outside of curbs) <u>Included 5-year implementation plan projects: I2; R1 (partial); R2 (partial); P1 (partial); P2 (partial)</u>	Intersection & Pedestrian/ Bike	2012	\$558,600	2014	\$250,000	2015	\$3,990,000	\$4,798,600	Cobb County	LCI	SPLOST	\$959,720

TRANSPORTATION PROJECTS LIST : I

FIVE YEAR IMPLEMENTATION PLAN

ROADWAY		Engineering		Right of Way		Construction		TOTAL	FUNDING				
		ID	Description	Type	Year	Costs	Year	Costs	Year	Costs	Project Costs	Responsible Party	Funding Source
R1	Veterans Memorial from Hickory Trail to Riverview Road - construct planted median, restripe existing lanes	Roadway operations	2012	\$153,300	2014	\$0	2015	\$1,095,000	\$1,248,300	Cobb County	LCI	SPLOST	249,660
R2	Veterans Memorial/Hollowell Parkway from Riverview Road to Harwell Road - construct planted median, restripe existing lanes	Roadway operations	2012	\$141,750	2014	\$0	2015	\$1,012,500	\$1,154,250	City of Atlanta / Cobb County	LCI	TAD / SPLOST	230,850
R3	Hollowell Parkway from Harwell Road to James Jackson - widen roadway to provide 2 through lanes in each direction, turn lanes at intersections, planted median	Roadway capacity	2014	\$861,000	2016	\$3,936,000	2017	\$6,150,000	\$10,947,000	City of Atlanta	STP	TAD	\$2,189,400
R4	Riverview Road - reconstruct to provide 2-3 lanes, drainage improvements	Roadway operations	2014	\$487,200	2015	\$4,640,000	2017	\$3,480,000	\$8,607,200	Cobb County	STP	SPLOST	\$1,721,440
R8	Atlanta Industrial Connector - construct new roadway between Bolton Road and Atlanta Industrial Park	Roadway operations / new connection	2014	\$28,000	2016	\$320,000	2018	\$200,000	\$548,000	Private	Private	Private	N/A

INTERSECTIONS

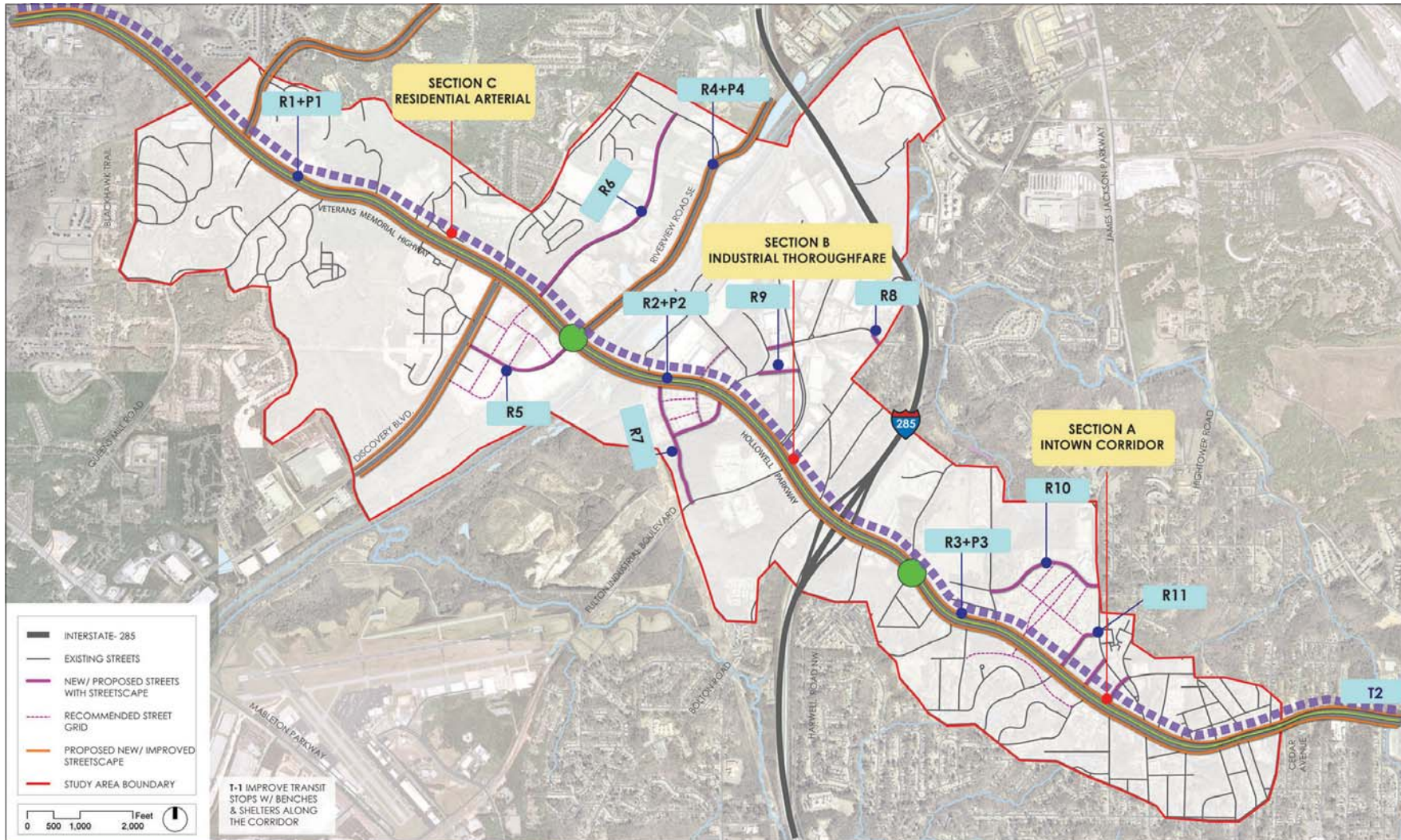
I1	Install traffic signal and pedestrian crosswalks at intersection of Buckner Road and Veterans Memorial	Intersection	2014	\$28,000	2016	\$0	2017	\$200,000	\$228,000	Cobb County	STP / GDOT Lump Sum	SPLOST	\$45,600
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5.2 Work Program (cont'd)

TRANSPORTATION PROJECTS LIST : 2

FIVE YEAR IMPLEMENTATION PLAN

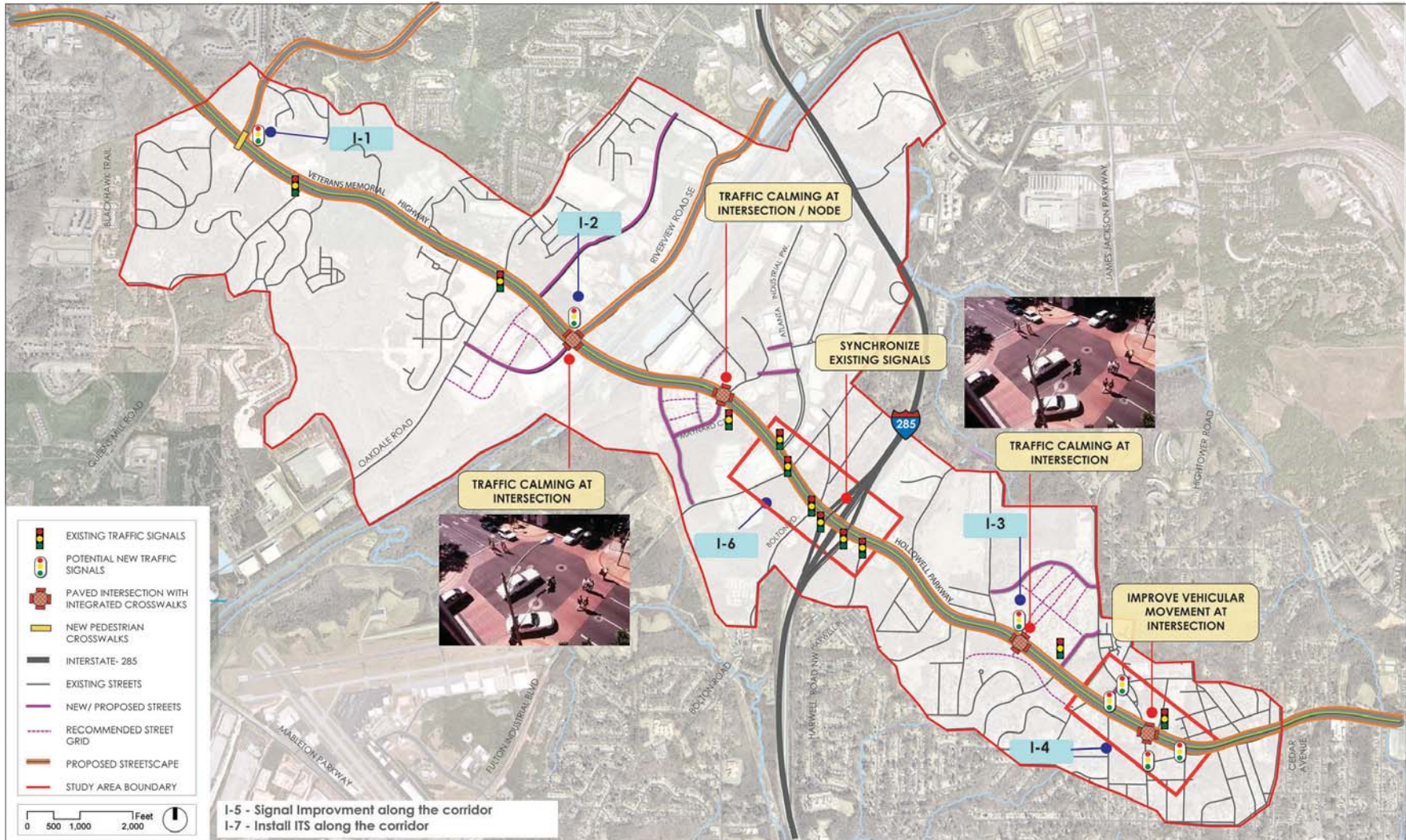
<i>INTERSECTIONS (CONT'D)</i>		<i>Engineering</i>		<i>Right of Way</i>		<i>Construction</i>		<i>TOTAL</i>	<i>FUNDING</i>				
		<i>Type</i>	<i>Year</i>	<i>Costs</i>	<i>Year</i>	<i>Costs</i>	<i>Year</i>	<i>Costs</i>	<i>Project Costs</i>	<i>Responsible Party</i>	<i>Funding Source</i>	<i>Local Source</i>	<i>Match Amount</i>
12	Realign Riverview Road at its intersection with Veterans Memorial and install traffic signal and pedestrian crosswalks	Intersection	2012	\$210,000	2014	\$750,000	2015	\$1,500,000	\$2,460,000	Cobb County	LCI	SPLOST	\$ 492,000
13	Install traffic signal and pedestrian crosswalks at intersection of Field Road and Hollowell Parkway	Intersection	2015	\$28,000	-	\$0	2017	\$200,000	\$228,000	City of Atlanta	STP / GDOT Lump Sum	TAD	\$45,600
14	Install turn lanes and traffic signals with pedestrian crosswalks at quadrant intersections surrounding James Jackson and Hollowell Pkwy	Intersection	2012	\$350,000	2014	\$500,000	2015	\$2,500,000	\$3,350,000	City of Atlanta	LCI	TAD	\$670,000
15	Signal improvements at eleven (11) existing signalized intersections including mast arms, LED signal heads, pedestrian countdown timers	Intersection	2012	\$280,000	2014	\$0	2015	\$2,000,000	\$2,280,000	City of Atlanta	LCI	TAD	\$456,000
16	Re-time and install video detection at signals on Hollowell Parkway between Atlanta Industrial and Harwell Road	Intersection	2014	\$35,000	2016	\$0	2017	\$250,000	\$285,000	City of Atlanta	LCI	TAD	\$57,000
17	Install Intelligent Transportation System (including video monitoring) along corridor	Intersection	2014	\$140,000	2016	\$0	2017	\$1,000,000	\$1,140,000	City of Atlanta	GDOT Lump Sum	TAD	\$228,000



TRANSPORTATION PROJECTS: ROADWAY AND TRANSIT

D L HOLLOWELL PARKWAY / VETERANS MEMORIAL HIGHWAY LCI

5.2 Work Program (cont'd)



TRANSPORTATION PROJECTS: INTERSECTIONS

D L HOLLOWELL PARKWAY / VETERANS MEMORIAL HIGHWAY LCI

TRANSPORTATION PROJECTS LIST : 3

FIVE YEAR IMPLEMENTATION PLAN

ID	Description	Type	Engineering		Right of Way		Construction		TOTAL	FUNDING			
			Year	Costs	Year	Costs	Year	Costs	Project Costs	Responsible Party	Funding Source	Local Source	Match Amount
PEDESTRIAN / BIKE													
P1	Veteran's Memorial from Hickory Trail to Riverview Road - construct pedestrian improvements including multi-use path, sidewalk, street trees, and street lights	Pedestrian/ Bike	2012	\$817,600	2014	\$1,022,000	2015	\$5,840,000	\$7,679,600	Cobb County	LCI	SPLOST	\$3,679,000
P2	Veteran's Memorial / Hollowell Pkwy from Riverview Rd to Harwell Rd - install pedestrian improvements including multi-use path, sidewalk, street trees, and street lights	Pedestrian/ Bike	2012	\$756,000	2014	\$945,000	2015	\$5,400,000	\$7,101,000	City of Atlanta	LCI	TAD	\$3,101,000
P3	Hollowell Parkway from Harwell Road to James Jackson - install pedestrian improvements including wide sidewalks, street trees, and street lights	Pedestrian/ Bike	2014	\$619,920	2016	\$676,500	2017	\$4,428,000	\$5,724,420	City of Atlanta	LCI	TAD	\$1,724,420
P5	Nickajack Connectors - provide pervious paths connecting existing neighborhoods to Nickajack Trail	Pedestrian/ Bike	2014	\$161,840	2016	\$1,632,000	2017	\$1,156,000	\$2,949,840	Cobb County	STP / HPP	SPLOST	\$589,968
TRANSIT													
T1	Improve existing transit stops with benches/shelters and provide stop at recommended extension of MARTA route to Public Safety Center	Transit	2012	\$105,000	2014	\$0	2015	\$750,000	\$855,000	MARTA	FTA	MARTA	\$171,000

5.2 Work Program (cont'd)

TRANSPORTATION PROJECTS LIST : 4

FIVE YEAR IMPLEMENTATION PLAN

OTHER (CONT'D)		Type	Engineering		Right of Way		Construction		TOTAL	FUNDING			
			Year	Costs	Year	Costs	Year	Costs	Project Costs	Responsible Party	Funding Source	Local Source	Match Amount
T2	Provide Bus Rapid Transit service including signal priority, enhanced stop amenities	Transit	2015	\$280,000	2019	\$0	2020	\$2,000,000	\$2,280,000	MARTA	FTA	MARTA	\$456,000

OTHER

O3	Signal Warrant Study - Buckner Road and Veterans Memorial	Study	2012	\$5,000	-	-	-	-	-	Cobb County	SPLOST	SPLOST	\$0
O4	Signal Warrant Study - Riverview Road and Veterans Memorial	Study	2012	\$5,000	-	-	-	-	-	Cobb County	SPLOST	SPLOST	\$0
O5	Signal Warrant Study - Hollowell Parkway and James Jackson quadrant intersections (4)	Study	2012	\$5,000	-	-	-	-	-	City of Atlanta	TAD / Bond	TAD	\$0
O6	Signal Coordination Plan	Study	2012	TBD	-	-	-	-	-	City of Atlanta	TAD / Bond	TAD	\$0
O7	Interim Hollowell Improvements - access management, select turn lanes, sidewalks, streetscape with minimal ROW	Other	2015	\$420,000	2019	\$750,000		\$3,000,000	\$4,170,000	City of Atlanta	LCI	TAD	\$834,000
O8	Transit technology (LRT or BRT) and operations study	Study	2012	\$500,000	-	-	-	-	-	MARTA	MARTA	MARTA	\$0
O9	Interchange Modification Report - I-285 and Hollowell Parkway	Study	2015	TBD	-	-	-	-	-	GDOT	STP	N/A	\$0
O10	Interchange Modification Report - I-285 and Bolton Road	Study	2015	TBD	-	-	-	-	-	GDOT	STP	N/A	\$0



TRANSPORTATION PROJECTS: TRAILS

D L HOLLOWELL PARKWAY / VETERANS MEMORIAL HIGHWAY LCI

5.2 Work Program (cont'd)

TRANSPORTATION PROJECTS LIST : 5

LONG TERM

ROADWAY			Engineering		Right of Way		Construction		TOTAL	FUNDING			
ID	Description	Type	Year	Costs	Year	Costs	Year	Costs	Project Costs	Responsible Party	Funding Source	Local Source	Match Amount
R5	Discovery Connector - construct new roadway south of Veterans between Riverview Road and Discovery Boulevard	Roadway operations / new connection	2022	\$322,000	2024	\$3,680,000	2025	\$2,300,000	\$6,302,000	Private	Private	Private	N/A
R6	Riverview Road Reliever - construct new roadway between Dickerson Drive and Veterans Memorial	Roadway operations / new connection	2018	\$588,000	2020	\$6,720,000	2021	\$4,200,000	\$11,508,000	Private	Private	Private	N/A
R7	Fulton Industrial Connector - construct new roadway between Fulton Industrial Boulevard and Hollowell Parkway, through former Bankhead Courts site	Roadway operations/new connection	2020	\$672,000	2022	\$7,680,000	2023	\$4,800,000	\$13,152,000	Private	Private	Private	N/A
R9	Maynard Connector - construct new roadway between Maynard Road and Atlanta Industrial Park	Roadway operations / new connection	2022	\$210,000	2024	\$2,400,000	2026	\$1,500,000	\$4,110,000	Private	Private	Private	N/A
R10	Bowen Connector - construct new roadway between Field Road and James Jackson Parkway, through former Bowen Homes site	Roadway operations/new connection	2022	\$301,000	2024	\$3,440,000	2026	\$2,150,000	\$5,891,000	Private	Private	Private	N/A
R11	James Jackson Connectors - construct new roadways between James Jackson Parkway and Hollowell Parkway	Roadway operations / new connection	2018	\$133,000	2020	\$1,520,000	2021	\$950,000	\$2,603,000	Private	Private	Private	N/A

TRANSPORTATION PROJECTS : 6

LONG TERM

Pedestrian / Bike

ID	Description	Type	Engineering		Right of Way		Construction		TOTAL	FUNDING			
			Year	Costs	Year	Costs	Year	Costs	Project Costs	Responsible Party	Funding Source	Local Source	Match Amount
P4	Riverview Road - install pedestrian improvements including multi-use path, sidewalk, street trees, and street lights	Pedestrian/Bike	2016	\$649,600	2018	\$812,000	2019	\$4,640,000	\$6,101,600	Cobb County	STP / HPP	SPLOST	\$1,220,320
P6	Smyrna Park Connectors - provide paved paths connecting Riverview Road to Smyrna Park	Pedestrian/Bike	2016	\$142,800	2018	\$1,440,000	2019	\$1,020,000	\$2,602,800	Cobb County	STP / HPP	SPLOST	\$520,560
P7	Johnston's Line Extension - extend proposed path north along river to north bridge	Pedestrian/Bike	2016	\$126,140	2018	\$1,272,000	2019	\$901,000	\$2,299,140	Cobb County	STP / HPP	SPLOST	\$459,828
P8	North Bridge - modify existing rail bridge to provide pedestrian/bike crossing over river	Pedestrian/Bike	2018	\$19,600	2020	\$21,000	2021	\$140,000	\$180,600	City of Atlanta / Cobb County	TE	TAD	\$36,120
P9	Middle Bridge - construct new bridge to provide pedestrian/bike crossing over river	Pedestrian/Bike	2018	\$16,800	2020	\$18,000	2021	\$120,000	\$154,800	City of Atlanta / Cobb County	TE	TAD	\$30,960
P10	South Bridge - construct new bridge to provide pedestrian/bike crossing over river	Pedestrian/Bike	2018	\$18,200	2020	\$19,500	2021	\$130,000	\$167,700	City of Atlanta / Cobb County	TE	TAD	\$33,540
P11	Aviation Museum Path - construct pedestrian/bike path connecting proposed museum to river path	Pedestrian/Bike	2018	\$83,300	2020	\$840,000	2021	\$595,000	\$1,518,300	City of Atlanta/Fulton County	TE	TAD	\$303,660

5.2 Work Program (cont'd)

TRANSPORTATION PROJECTS : 7

LONG TERM

Pedestrian / Bike (cont'd)

ID	Description	Type	Engineering		Right of Way		Construction		TOTAL	FUNDING			
			Year	Costs	Year	Costs	Year	Costs	Project Costs	Responsible Party	Funding Source	Local Source	Match Amount
P12	Bankhead Path - construct pedestrian/bike path connecting Bankhead redevelopment to river path	Pedestrian/Bike	2020	\$83,300	2022	\$840,000	2023	\$595,000	\$1,518,300	City of Atlanta / Private	TE	TAD	\$303,660
P13	Chattahoochee River Trail - construct pedestrian/bike path between proposed P10 and P8 bridges	Pedestrian/Bike	2018	\$604,520	2020	\$6,096,000	2021	\$4,318,000	\$11,018,520	City of Atlanta	STP/HPP	QOL / Bond	\$2,203,704
P14	Bankhead North Path - construct pedestrian/bike path connecting Bankhead Courts redevelopment to Parallel Path	Pedestrian/Bike	2020	\$88,060	2022	\$888,000	2023	\$629,000	\$1,605,060	City of Atlanta	TE	TAD	\$321,012
P15	Bowen Path - construct pedestrian/bike path connecting Bowen Homes redevelopment to Proctor Creek Trail	Pedestrian/Bike	2020	\$252,280	2022	\$2,544,000	2023	\$1,802,000	\$4,598,280	City of Atlanta	STP / HPP	TAD	\$919,656

Other

O1	Interchange Modification at I-285 and Hollowell Parkway	Other	2022	\$2,800,000	2024	\$5,000,000	2025	\$20,000,000	\$27,800,000	GDOT	STP	TAD / Bond	\$5,560,000
O2	Interchange Modification at I-285 and Bolton Road including collector-distributor system to Hollowell Parkway	Other	2022	\$8,400,000	2024	\$10,000,000	2025	\$60,000,000	\$78,400,000	GDOT	STP	TAD / Bond	\$15,680,000

5.3 25-Year Projections

Housing Projections

Housing projections are based on the introduction of new housing units into the HVM Corridor Study Area is summarized in the tables below. All proposed new housing is anticipated to be completed by 2025, after which annual growth will resume at the current “baseline” growth projections of 1.80 percent annually (ESRI projections from census-based modeling). The proposed new housing does reflect calculated demand.

HOUSING PROJECTIONS	2009	2010	2015	2020	2025	2030	2035
Existing Housing Units	2,884						
Current Population	8,181						
Household Size per Occupied Unit	3.13						
Projected Housing Units less Proposed Units: Base	-	2,936	2,936	2,936	2,936	2,936	2,936
Projected New Housing Units during 5-yr Periods	-	-	1,365	985	150	507	554
Cumulative New Housing Units at Designated Year	-	-	1,365	2,350	2,500	3,007	3,562
Total Net Housing Units at Designated Year	2,884	2,936	4,301	5,286	5,436	5,943	6,498

PROPOSED HOUSING by TYPE (units)	
Single-Family Detached	700
Townhouses	350
Condo / Lofts	-
Multi-Family Rental	1,450
Total Housing Units	2,500

Population Projections

The introduction of housing will occur at levels higher than baseline projections due to anticipated growth in the area economy over the next 25 years as well as basic improvements made in the Corridor as recommended in this LCI Study. New housing in addition to the 1.80 percent annual baseline growth will itself generate population growth in excess of the currently-projected baseline annual growth of 1.79 percent. The tables below reflect both the additional population due to new housing development in excess of baseline projections and the “Total Projected Population at 5-year Intervals.”

POPULATION PROJECTIONS	2009	2010	2015	2020	2025	2030	2035
Baseline Housing Units Growth @1.80% Annually		2,936	3,210	3,509	3,837	4,195	4,586
Additional Units due to Proposed New Housing			1,091	1,777	1,599	1,748	1,912
Additional Population due to New Housing @ 3.0 per unit			3,273	5,330	4,798	5,245	5,735
Projected Baseline Population @1.79% Annually	8,181	8,327	9,100	9,944	10,866	11,874	12,976
Additional Population due to Proposed Development		-	3,273	5,330	4,798	5,245	5,735
Total Projected Population at 5-year Intervals	8,181	8,327	12,373	15,274	15,664	17,120	18,711

Job Projections

Net new job growth is based on the introduction of new types of development that represent new FTE (full-time-equivalent) jobs: retail, office (both professional and local-serving), hotel and industrial. Employment in the HVM Corridor Study Area is projected to growth from 1,542 in 2009 to 13,165 in 2035.

JOB PROJECTIONS		2009					
Existing Jobs	1,542						
		2010	2015	2020	2025	2030	2035
Projected Jobs less Proposed Development		1,531	1,531	1,531	1,531	1,531	1,531
Net New FTE Jobs from Proposed Development and Growth			2,834	3,236	674	1,318	1,528
Cumulative New Jobs at Designated Year			2,834	6,071	6,745	8,063	9,591
Total Net Projected Jobs	1,542	1,531	4,365	7,602	8,276	9,594	11,122

These job projections are based on the projected non-residential demand summarized in the table below combined with square-footage-per-employee measures from the GSU Economic Forecasting Center.

PROJECTED NON-RESIDENTIAL DEVELOPMENT (SF)		2009	2010	2015	2020	2025	2030	2035
Retail	1,005,000 SF			415,000	405,000	185,000		
Office	1,700,000 SF			445,000	625,000	100,000		
Industrial	500,000 SF			260,000	240,000			
Hotel Rooms = 125	62,500 SF			62,500				

Jobs-to-Housing Ratio

The introduction of a higher proportion of non-residential development to residential development into the HVM Corridor produces higher jobs-to-housing unit ratios than areas with communities that are largely residential, although not as high as concentrated employment centers with little residential. With respect to the HVM Corridor, the ratios go from an anemic 0.53 in 2009 to an anticipated 1.97 in 2035 even though 3,800 units of net new housing are projected to be developed in the area during that same timeframe.

JOBS : HOUSING RATIO (JOBS PER HOUSING UNIT)	2009	2010	2015	2020	2025	2030	2035
	0.53	0.52	1.01	1.44	1.52	1.61	1.71

