



Campbellton-Cascade Corridors

Redevelopment Plan Report



The City of Atlanta Bureau of Planning

Final Draft
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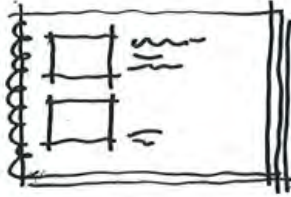
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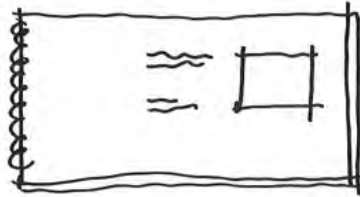
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How the Plan Materials are Organized



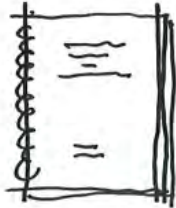
Redevelopment Plan Report

This document provides the comprehensive description of the Redevelopment Plan with specific sections dedicated to each corridor.



Map Appendix

This appendix is an 11x17" reference document of key maps for each corridor and provides an enlarged summary of the proposed projects maps.



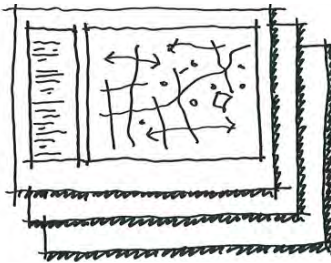
Market Analysis Report

This is a separate support document that describes the real estate market and demographic analysis that led to and supports the development recommendations of the plan.



Transportation Analysis Report

This is a separate support document that describes the transportation analysis and evaluation that led to and supports the recommendations of the plan.



Corridor Summary Posters

The corridor summary posters are large format corridor maps that illustrate the recommendations and proposed projects for each corridor.

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Project Website

All reports and documents are available for download from the project webpage at:
www.atlantaga.gov/government/planning/campbellton-cascade.aspx

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

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

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City of Atlanta's New Century Economic Development Plan

The City of Atlanta's New Century Economic Development Plan, adopted in 2005, identified 6 Economic Development Priority (EDP) Areas, where the city will focus on promoting economic development in historically underserved areas of the city.

These areas include:

1. Donald L. Hollowell Parkway
2. Memorial Drive/MLK Drive
3. Summerhill/Peoplestown Neighborhood
- 4. Campbellton Road and Cascade Avenue**
5. Simpson Road
6. Jonesboro Road

The City has been working on creating and updating Redevelopment Plans for all the 6 EDP areas. Based on these plans, all city departments and agencies will work together to facilitate and promote economic development in these areas. Major initiatives/programs that are or will be available for developing these areas include:

- Tax Allocation Districts – based on a study conducted by the Atlanta Development Authority and individual plans for each area, districts may vary. TADs will be established by the end of 2006 for key areas along Campbellton Road, Georgia Avenue in the stadium neighborhood, and Donald L. Hollowell Pkwy.
- Urban Enterprise Zones – All of the 6 EDP areas are eligible for Urban Enterprise Zone designation (any area within an existing TAD is excluded), which will provide tax abatement for qualified projects.
- Crime and Grime – Several city departments are working together to improve safety and outlook of city neighborhoods.

Role of this Redevelopment Plan



View of Potential Revitalization along Cascade Avenue

As one of the identified Economic Development Priority Areas, the Campbellton-Cascade Corridors Redevelopment Plan is an important part of the New Century Economic Development Plan and is the result of a collaborative planning process conducted by the City of Atlanta Bureau of Planning to envision the future of these important Southwest Atlanta corridors. This public process included a series of public input meetings, individual stakeholder interviews, an open-house design workshop/charrette, and the distribution of informational flyers.

In addition, detailed area analysis was conducted that included evaluating real estate market, transportation, land use and urban design, and redevelopment conditions within the corridors. This analysis, with public and stakeholder guidance, has formed a set of goals and projects that define a plan for the revitalization and development of these corridors. Each of these corridors is quite different and their goals and projects have been specifically tailored to their unique characteristics and conditions.

Study Area and Catalyst Sites

The study area is divided into three distinct corridors.

The **Cascade Avenue** corridor runs from Willis Mill Road to Langhorn Street, including the Cascade Heights commercial node on one end, and the Kroger Citi-Center shopping center on the other.

The **Campbellton West** corridor includes the portion of Campbellton Road west of I-285 from the city limits to Barge Road.

The **Campbellton East** corridor includes the portion of Campbellton Road between Greenbriar Mall and Fort McPherson, from Maxwell Drive to Oakland Drive.

Catalyst Sites

The central strategy for redevelopment in the corridors is the identification and redevelopment of “catalyst” sites. Within each corridor key sites have been identified for significant redevelopment potential based on property ownership patterns, current land use and utilization, market opportunity, and location within the corridor. These sites are intended to serve as early catalysts for continued revitalization throughout the corridors. The six (6) catalyst sites identified include:

1. Cascade/Ralph David Abernathy – This area has been identified as a development node along the proposed BeltLine. This plan envisions opportunities for 4-6 story residential, office, and retail development centered on the BeltLine greenway and structured on a set of new street connections.

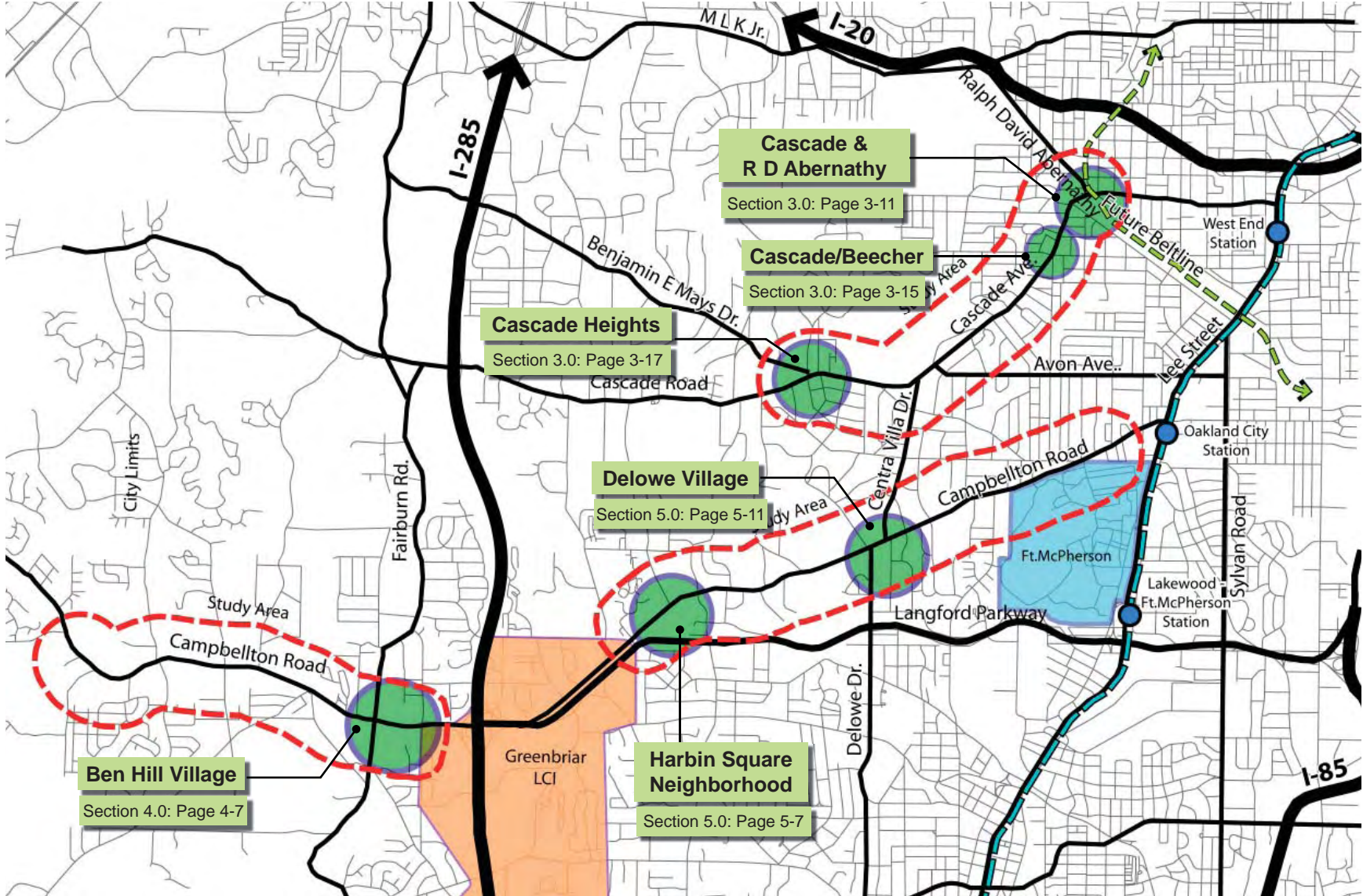
2. Cascade/Beecher – This existing commercial area on the Cascade Avenue corridor is tightly knit into the surrounding neighborhoods making it an ideal location for small-scale neighborhood oriented retail and/or residential revitalization.

3. Cascade Heights – This commercial area at the intersection of Benjamin E. Mays Boulevard and Cascade Avenue, is a prominent location of both neighborhood serving commercial and civic uses and is already undergoing some revitalization. The plan envisions strengthening this area with additional small-scale retail and/or residential infill.

4. Ben Hill Village – Located on Campbellton Road between Fariburn and Barge Roads, this is a logical location for redevelopment given its access to I-285 and its central location in the Ben Hill area. The plan envisions a retail anchored, mixed-use project that includes a mix of residential units and office development.

5. Delowe Village – Located at the intersection of Campbellton Road and Delowe Drive, this area is the center of retail and multi-family development in the Campbellton East corridor. Much of this aging retail and multi-family development is ripe for redevelopment. The plan envisions the redevelopment and intensification of the Campbellton Plaza and Shamrock Gardens properties into a new mixed-use village with residential, retail and offices uses organized around a central public green.

6. Harbin Square Neighborhood – The vacant commercial property on the south side of Campbellton Road at Harbin Road (the old Kia Dealership) represents an important redevelopment opportunity. The plan envisions converting this property into a new residential neighborhood. A public square with supporting retail uses establishes a neighborhood center around which a range of residential uses are proposed including multi-family, condos, townhomes and detached single-family units.



Map of Study Corridors with Catalyst Sites

Role of Fort McPherson and Greenbriar Town Center

There are two areas noticeably absent from the Campbellton – Cascade study area: Fort McPherson and Greenbriar Town Center. Both of these areas are important locations for future development in Southwest Atlanta for jobs and housing. This plan views them as additional “catalysts” sites that either have their own plan (Greenbriar Town Center) or are about to develop one (Fort McPherson). While not officially defined as part of this study area, this plan does recognize that these areas will have a tremendous influence on the future economic development of Southwest Atlanta.

Fort McPherson

Fort McPherson was designated for closure under the BRAC process in 2005. Mayor Franklin has established a special task force to plan the future of this historic facility. While specific uses for redevelopment of the base have yet to be determined by the Task Force, it will be one of the major economic anchors of the study area into the future and represents a key catalyst site for the Campbellton East corridor.

Greenbriar Town Center LCI

Located between the Campbellton East and West corridors, the Greenbriar Town Center area was the focus of its own planning process in 2001. The resulting plan envisioned over 1,500 new residential units, 900,000 s.f. of retail development, 200,000 s.f. office/employment uses, and a future 100 room hotel. Redevelopment efforts are on-going and the Greenbriar Town Center area represents an important catalyst site for the Campbellton Road corridor.



View of Potential Revitalization adjacent to Ft. McPherson



View of Potential Redevelopment on Campbellton Road at Campbellton Plaza

The Redevelopment Plan “At a Glance”

A clear message expressed throughout this planning process from neighborhoods and businesses alike, is the need to revitalize and reinvest in these corridors. This plan has defined needed public and private investment to facilitate revitalization. Projects and recommendations are organized in several key areas:

Land Use and Zoning – recommendations include utilizing the City’s Quality of Life Zoning Districts to rezone key properties to support stronger urban design standards, allow mixed-use and increased intensity at appropriate locations, and protect the use and character of adjacent neighborhoods.

- The Redevelopment Plan proposes to rezone over **360 parcels** totaling over **640 acres**.

Urban Design – in the form of key area redevelopment plans that illustrate the intended form, use, and design of new development to include public open space, connected and walkable streets, and pedestrian-oriented site design.

- The Redevelopment Plan has defined urban design plans for **six (6) catalyst sites** that propose new streets, parks, and pedestrian-oriented urban form.
- There are over **150 acres** of new public parks and open space proposed (approximately 140 acres of which are in the proposed “Quarry” park in the Campbellton West study area).

Transportation - in the form of recommendations that identify needed streetscape, intersection, transit, pedestrian, and bicycle projects that balance the overall mobility of the corridors.

- The Redevelopment Plan proposes over **5.7 miles** of new streets to promote connectivity and redevelopment.
- Over **11 miles** of roads with new sidewalks have been proposed to provide better pedestrian connections along these corridors and to adjacent neighborhoods.
- Over **1.8 miles** of new bike lanes (specifically along Cascade Avenue).
- Over **3.7 miles** of multi-use trails.

Housing and Economic Development – in the form of recommended redevelopment “catalyst” sites that define potential development scenarios and implementation strategies to facilitate private redevelopment in key areas.

- In the next five year planning horizon, the six (6) catalyst redevelopment sites represent the potential for over **3,000** new residential units, **300,000 s.f.** of new retail space, and **100,000 s.f.** of office/employment use, totaling over **\$430 million** in private development investment.
- These catalyst sites equate to approximately **5,000 new residents** and over **1,000 jobs**.

Campbellton - Cascade Corridors Redevelopment Plan

Section 1.0 The “Big Picture” Overview



Organization of the Report

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

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The “Big Picture” Overview

1.1 The Planning Process

The planning process included a range of activities intended to engage area residents and stakeholders in the development of the plan.

An Advisory Committee – This committee, of over 30 members of the community, included NPU Chairs, neighborhood representatives, and business leaders. They met throughout the process to review the development of the plan and provide key direction.

Public Kick-Off Session – On October 13, 2005 a public kick-off session was conducted that attracted over 100 citizens who engaged in a lively discussion about their aspirations for these corridors.

Design Charrette & Open House Worksessions – In early December 2005, a multi-day charrette and open house was held at Greenbriar Mall. This included a public design session on Saturday December 3 and day-long open house design sessions December 6-8. This session concluded with a public presentation of the initial ideas and concepts developed.

Stakeholder Interviews – Throughout the process over 30 individual stakeholder interviews were conducted with area business owners, residents, neighborhood leaders, and developers. These interviews provided valuable insight into the study area’s unique issues.

Project Flyers – Two project flyers were prepared and distributed within the study area. These flyers outlined the initial process and schedule, and later provided an initial summary of key projects and initiatives being considered.

Community Group Briefings – At various points in the process the project team debriefed some of the area’s community groups on the events and goals of the project. These briefings included a variety of NPU meetings and church groups.

Project Website – The City of Atlanta Bureau of Planning has maintained a project website throughout the process. This website has provided updated information on public meetings and project information including copies of presentations and public comments.

Public Input Meetings – Public input meetings were scheduled at key points in the planning process including; a design charrette overview presentation on December 8, 2005, a draft plan presentation on February 2, 2006, a final plan presentation on March 9, 2006, and a implementation plan presentation on April 13, 2006. These meetings have provided valuable input that has informed the development of the plan.

The "Big Picture" Overview



Campbellton-Cascade Corridors Redevelopment Plan

1.2 Market Opportunities and Issues

The Campbellton-Cascade Corridor Study Area encompasses a large portion of Southwest Atlanta. This highly diverse area includes many of the city’s older, more established neighborhoods, as well as some of its newly developing neighborhoods on the western periphery. The area also includes major retail locations and public amenities, such as parks, recreational facilities, and libraries. From our research of this diverse area, discussions with the development community, meetings with community stakeholders and responses from the charrette process, the following opportunities and issues emerged which guided the creation of the development strategy for the Study Area.

Opportunities:

Changes in the growth patterns of the City of Atlanta, and the Atlanta region and an unprecedented shift in many of the economic anchors which define the area are providing important positive momentum for future development in the Study Area.

1. ***Seizing the Opportunity Created by Dynamic Regional Growth***—The Study Area encompasses some of the more urbanized portions of Southwest Atlanta and is part of a larger area of the Atlanta metro region which is experiencing unprecedented growth. Many developers and retailers have begun to recognize the opportunities that Southwest Atlanta/South Fulton has to offer, thus attracting more development over the past five years than in any recent decade; and, the trend appears to be continuing. Some key points:

- In 2005 there were 4,488 new housing units sold in the Southwest Atlanta/South Fulton market area within 225 subdivisions, as indicated in the market analysis, which represents a dramatic increase from trends just a few short years ago.

- Conservative estimates predict a 4.4% increase in population over the next five years, contributing to the overall growth of the city of Atlanta.
- Since the Olympic period, the City of Atlanta reversed a period of population decline which began in the 1960s and is growing again. For example, between 1990-2000 the city grew 5.6% adding 22,457 new citizens, and grew an additional 4.8% between 2000-2005 adding 16,974 new residents.

2. ***Major New Catalytic Developments are Occurring in and around the Study Area***—The Study Area is undergoing a period of great change in the major economic “anchors” which provide jobs and income to its residents. Just some of the changes include:

- The closure and future reuse of Fort McPherson
- The creation of the southwest portion of the Beltline
- Redevelopment of the Lakewood Fairgrounds site
- Camp Creek/Princeton Lakes retail and industrial development
- The repositioning and potential redevelopment of Greenbriar Mall and surrounding commercial properties
- The expansion of Hartsfield-Jackson Airport
- Reinvestment in the West End Mall and surrounding area

The impacts of these developments are hard to gauge since many are still in the planning stages or have occurred so recently that their long term impacts are difficult to determine. However, it is clear that the cumulative effect of these “anchor” projects on the Study Area will be profound in terms of job creation, the infusion of new investment funding, the need for public infrastructure improvements and the attraction of interest in new development in the Study Area in general.

The “Big Picture” Overview

Issues:

The Study Area faces a number of significant issues which derive from its current condition which, if left unattended, will impact its ability to capitalize on future development opportunities:

1. ***The area is not attracting its “fair share” of regional growth***—The Study Area, due in part to its nature as the oldest developed area of Southwest Atlanta/South Fulton, has not been capturing the same level of growth that is occurring in areas to the south and west. Additionally, reinvestment has likely also been inhibited by a perception of crime and safety issues in many of the existing commercial areas arising from substantial pockets of low-income residents, as well as aging and worn commercial areas which detract from the overall appeal of the area.
2. ***Lack of Jobs***—Unlike almost any other part of the city, the Study Area contains few major employment locations other than in the retail sector. The loss of the automotive retailing along Campbellton, the stagnation of the Greenbriar Mall retail area and the recent decision to close Fort McPherson have all weakened employment in the Study Area. The area also has to compete with larger surrounding employment nodes, such as Fulton Industrial Park, Downtown Atlanta, the Atlanta University Center and Hartsfield-Jackson Airport, with the Study Area serving as a bedroom community for this portion of the city.
3. ***Concentrations of low- and moderate income households***—Within the overall Study Area there are several areas with a very high concentration of older rental apartment complexes. As a result, these areas have high concentrations of low- and moderate-income rental households which

limit their appeal for new investment.

4. ***Shift from a regional to a local retail destination***—Historically, parts of the Study Area served as an important regional retail destination for automotive, auto repair and mall-related purchases. As these uses have left the area for more outlying locations such as West Cascade, Camp Creek and South Fulton, large retail areas have stagnated or become vacant. The retail demand from residents of the Study Area is significant, but not large enough to support the regional retail destinations of the past. This has resulted in much of the Study Area being passed over by new retail outlets which choose to locate closer to vibrant, developing areas such as Camp Creek, or West Cascade. As the older retail areas stagnate, a downward cycle in the quality of tenants, merchandise and services offered occurs, leading to further retail leakage from the Study Area.
5. ***The conversion of a large segment of the single-family housing to rental occupancy***—In many of the well-established residential areas in the Study Area there has been a long-standing pattern of older owners moving from the area resulting in single-family homes being converted to rental occupancy. As a result of absentee ownership and other factors, the units are more likely to be poorly maintained and managed, attracting less desirable tenants into previously stable neighborhoods, lowering property values and deterring reinvestment by adjacent homeowners.

1.3 Economic Development Strategy

Consideration of both the opportunities and issues facing the Campbellton-Cascade Corridor suggests the following guiding principles in the creation of a housing and economic development strategy for the Study Area:

1. Improve the Investment Environment to Attract a “Fair Share” of Regional Growth—Given the dynamic nature of the City’s current development environment, a key development goal is to remove the impediments to attracting more regional investment into the area, so that the Study Area will receive its “fair share” of the development pie. Capitalizing on the investment in the Beltline, optimizing the reuse of Fort McPherson, and assembling sites ready for redevelopment are examples of strategies that will increase the Area’s capture of regional growth.
2. Preserve and Enhance the Residential Neighborhood Character—The Study Area includes many traditional, well-established neighborhoods with an attractive housing stock. These areas should be preserved and enhanced as the building blocks for the future.
3. Improve the Appeal of the Commercial Areas—The appeal of the existing commercial areas needs to be enhanced through the application of a variety of strategies including, concentrating the retail at key intersections as well as discouraging additional retail development between these key nodes, allowing mixed-uses in commercial areas to create additional vitality and demand for the services provided, linking community services to these commercial areas to increase demand, and providing updated streetscape and pedestrian improvements to improve the curb appeal of these areas to make them more pedestrian friendly.
4. Attract Uses at Key Redevelopment Locations that Expand Employment Opportunities—With the future of so many of the economic anchors of the Study Area in transition, identifying redevelopment opportunities which would expand employment opportunities for residents of the Study Area should be a high priority. This strategy would stimulate the growth of the economic base of the Study Area and thereby increase economic opportunities for its residents.
5. Redevelopment will Require an Effective Public-Private Partnership—Many small actions by private interests are occurring in the Study Area which give reason for optimism regarding the future development of the area. However, concerted public action will be required to provide catalysts that would attract greater amounts of private investment into the Study Area, recognize the challenges inherent in redevelopment, and identify the wide range of other opportunities available in the City today. The City, through its development agency the Atlanta Development Authority, will need to position and promote the incentives and sites which can serve as catalysts in attracting new private investment in the Study Area.

The “Big Picture” Overview

1.4 Real Estate Demand Summary

While it is certainly not the mission of this study to simply follow or meet the current market demand, this demand analysis provides a useful glimpse into the market pressures that are in play in these corridors. This demand analysis, along with public input throughout this process, have helped guide and inform development recommendations within each corridor. Some key observations include:

Residential:

- There is a strong residential demand in the study area for a range of housing types.
- Significant opportunity for senior housing as a segment of this residential demand.

Retail:

- Moderate opportunity in the short term but could be strengthened by integrating new residential into mixed-use commercial projects.

Office:

- Moderate opportunity with a focus on entrepreneurial businesses, professional office, and personal/business services.
- A focused strategy could include targeting medical office/services into a mixed-use development project.

Industrial:

- Little opportunity as these corridors are not good candidates for new industrial development (except for possibly as part of the redevelopment of Fort McPherson). New industrial development will want to locate in other areas with better access such as Fulton Industrial Boulevard and the Camp Creek Parkway area.

Table 1-1: Summary Real Estate Demand (2005-2010)

	Campbellton East & Cascade Ave.	Campbellton West
Residential		
Single Family	1,017 units	504 units
Condo/Townhome	883 units	158 units
Multi-Family	4,199 units	928 units
Retail		
	142,848 s.f.	50,284 s.f.
Office		
	72,600 s.f.	12,600 s.f.
Industrial		
	95,200 s.f.	28,800 s.f.

1.5 Population and Employment Growth: Next 25 Years

Currently, there are 42,435 residents and 13,502 employees in the Campbellton-Cascade Study Area. As discussed earlier, the population of the Study Area has grown steadily over the past 10 years and is expected to continue this trend. Although forecasting growth over a long period of time can be difficult due to changing economic and real estate trends, the forecasts in this section are based on historic real estate development cycles, an analysis of trends in the 1990-2005 period and the assumption of redevelopment occurring in the Study Area.

Table 1-2: Growth Estimates for the Campbellton-Cascade Study Area

	2005	2010	2015	2020	2025	2030
Population	42,435	44,115	46,761	50,268	54,038	58,611
Households	16,300	17,061	18,426	19,992	21,591	23,463
Employees	13,502	14,582	15,894	17,801	19,225	20,279
Estimated Household Size	2.60	2.58	2.53	2.51	2.50	2.50
Job to Resident Ratio	0.32	0.33	0.34	0.35	0.36	0.35

Source: ARC/BAG/ESRI

- Population – Population growth is expected to remain steady in the Study Area and is forecasted to add 1,680 residents by 2010, with the population expected to grow an additional 13.9% to 50,268 residents by 2020, and growing an additional 16.6% to 58,611 by 2030.

- Households – According to the forecast, there will be 761 net new households in the Study Area by 2010 bringing the total count of households to 17,061. The number of households is expected to grow over the next 25 years with 19,992 households by 2020 and 23,463 households by 2030. However, as the number of households is expected to increase over the next 25 years, average household size is expected to decrease slightly during this period.
- Employment – By 2010, an estimated 14,582 employees will be working in the Study Area, with the number of employees growing consistently over the next 25 years. The number of employees is expected to grow by 22.1% to 17,801 employees by 2020, and grow by an additional 13.9% to 20,279 employees by 2030. Although employment growth is expected to outpace population growth, the job-to-resident ratio is expected to remain relatively low, as the Study Area remains primarily residential in character.

The “Big Picture” Overview

1.6 Implementation Overview

This section reviews the broad types/categories of projects and a general approach to their implementation.

Transportation

Transportation issues are a central part of the implementation plan. The range of transportation projects recommended include; sidewalk and streetscape improvements, new streets and roadways, redesigning the cross section of key segments of the corridors, neighborhood traffic calming, and transit service enhancements. Agencies involved in implementing these projects will range from the Georgia Department of Transportation (GDOT), the City of Atlanta’s Department of Public Works (DPW), and MARTA.

Funding can come from a wide range of sources depending on the type of project and its location. Both the Beltline TAD and a potential Campbellton Road TAD are appropriate funding sources for transportation projects within their districts. The Quality of Life Bonds are specifically tailored to transportation projects including sidewalks and neighborhood traffic calming. The Livable Centers Initiative (LCI) is another source of funding specifically tailored to transportation projects, but will require this plan to be grandfathered under the LCI program.

Table 1-3: Summary of Key Transportation Projects

ID	Project	Estimated Cost
Cascade Avenue		
C-1	Cascade Ave. Restriping to 3-lanes w/bike lanes	\$250,000
S-1	Cascade Ave. Sidewalks & Streetscape	\$725,000
S-2,3,4	Sidewalks (Delowe, Centra Villa, Dodson)	\$2,700,000
Campbellton West		
S-3	Campbellton Streetscape (Barge to Butner)	\$800,000
S-1,2	Sidewalks (Barge, Fairburn)	\$1,700,000
T-2	Relocate Park & Ride to Greenbriar	\$1,700,000
I-1	Realign County Line Road Intersection	\$730,000
I-2	Niskey Lake Rd. Intersection (add left turns)	\$315,000
Campbellton East		
C-1	Campbellton Rd. widening (2-lanes to 3-lanes)	\$6,300,000
S-1	Campbellton Rd. Pedestrian lighting/streetscape	\$700,000
S-2,3	Sidewalks (Delowe, Stanton)	\$800,000
Total		\$16,720,000

The “Big Picture” Overview

Land Use/Zoning

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

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

Quality of Life Districts

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

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

The basic Quality of Life Districts include:

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

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

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

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

Table 1-4: Summary of Proposed Rezonings

	Parcels	Acreage
Neighborhood Commercial (NC)	70	25
Multi-Family Residential (MR)	105	396
Mixed Residential Commercial (MRC)	180	197
Live Work (LW)	6	28
Totals	361	646

The “Big Picture” Overview

Housing

Throughout these corridors new housing opportunities are envisioned. All of the catalyst sites identified include a range of new housing development including detached single-family units, townhomes, multi-family and condominiums, and senior housing. A variety of incentives can be utilized to promote this housing development including the Urban Enterprise Zone program and the Beltline and Campbellton Road TADs. In addition, a Community Development Corporation (CDC) could play an important role in housing development in the corridors specifically related to affordable and/or senior housing. The Mt. Carmel Baptist Church is in the process of creating a CDC to further revitalization in the Campbellton East corridor and could play an active role in the redevelopment of the Harbin Square Neighborhood Catalyst site.

Table 1-5: Catalyst Site Housing Summary

Catalyst Site	Units			
	Single Family	Town-home	MF/ Condo	Senior
Cascade/RDA		300	1,000	
Cascade/Beecher			30	
Cascade Heights		100	100	
Ben Hill Village		200	50	150
Delowe Village		250	300	150
Harbin Square	50	150	100	100
Total Units (3,030)	50	1,000	1,580	400
Population (5,280)	125	1,750	2,765	640

Economic Development

A central goal of the plan is to identify and promote economic development opportunities in the corridors. The goal of this plan is to promote business and employment opportunities where appropriate. The identified catalyst sites all include a program of commercial and office uses mixed with housing and new park space. These economic development opportunities have been sized based on market projections, the physical location and size of potential development sites, and the relative context of both the Greenbriar Mall and Fort McPherson redevelopment areas. Both the Beltline TAD and Campbellton Road TAD will be instrumental tools in capitalizing on these development opportunities.

Table 1-6: Catalyst Site Employment Summary

Catalyst Site	Office	Retail
Cascade/RDA	50,000 s.f.	80,000 s.f.
Cascade/Beecher		20,000 s.f.
Cascade Heights		45,000 s.f.
Ben Hill Village	20,000 s.f.	100,000 s.f.
Delowe Village	30,000 s.f.	80,000 s.f.
Harbin Square		5,000 s.f.
Totals	100,000 s.f.	330,000 s.f.
Employment (1,154)	329 employees	825 employees

The “Big Picture” Overview

Parks & Open Space

There are a variety of park and open space opportunities identified in the plan ranging from large community parks (former quarry adjacent to Ben Hill Park), to small neighborhood parks (Westview Neighborhood Park), to new trails and greenways (Utoy Creek Greenway and Adams Park Trail), to the new parks and public spaces identified in the catalyst redevelopment sites. These projects will ultimately be implemented through the City’s Department of Parks, Recreation and Cultural Affairs. Potential funding for acquisition of new park land should be explored with the Trust of Public Land (TPL), the Blank Foundation and the PATH Foundation (for implementation of greenways and trails). The parks and open spaces identified in the catalyst redevelopment sites can and should be required as part of the redevelopment process.

Table 1-7: Summary of Parks and Open Space

ID	Project
Cascade Avenue	
O-1	Westview Neighborhood Park (park opportunity identified by neighborhood on underutilized land)
Campbellton West	
O-1	“Quarry” Park (park opportunity identified by neighborhood on former quarry site off Daniel Rd.)
O-2	Sandtown Trail (multi-use trail identified as part of the Sandtown LCI)
O-3	Ben Hill School Reuse (opportunity identified by neighborhood to reuse former school site)
Campbellton East	
O-1	Utoy Creek Greenway (opportunity identified by neighborhood to connect the Cascade Nature Preserve to Campbellton Road)
O-2	Adams Park Trail (opportunity identified by neighborhood to connect the Adams Park and neighborhood to library and YMCA)

The “Big Picture” Overview

1.7 Existing Economic Development Tools & Funding Sources

This section describes the range of economic development tools and potential funding sources available for the types of projects and initiatives envisioned in this plan.

Community Development Corporation (CDC)

A CDC is a non-profit, community-based organization that can play a significant role in raising the funds necessary to acquire and redevelop targeted properties. Currently, the Mt. Carmel Baptist Church is in the process of creating a CDC for the purposes of revitalizing the Campbellton Road corridor. One of the goals of this CDC is to develop senior housing opportunities within the corridor. This potential CDC could play a significant role in the redevelopment of the Harbin Square Neighborhood Catalyst site as a partner with the Atlanta Development Authority.

Tax Allocation District

A Tax Allocation District (TAD) is established to publicly finance certain redevelopment activities in underdeveloped areas. Redevelopment costs are financed through the pledge of future incremental increases in property taxes generated by the resulting new development.

Beltline TAD

Approved in 2005, the Beltline TAD covers the 22-mile greenway and transit corridor known as the Beltline. This corridor crosses Cascade Avenue at the Ralph David Abernathy Boulevard intersection and the associated TAD includes a significant area around this intersection and along Cascade Avenue to and including John A. White Park. This TAD can be a key funding source for a number of the transportation projects and enhancements identified in this plan.

Campbellton Road TAD

The Atlanta Development Authority recently evaluated a range of redevelopment incentive tools for key redevelopment areas within the City (Comparative Analysis of Redevelopment Incentive Tools). This study identified the Campbellton Road corridor as an appropriate corridor for a near term TAD drawing on the potential revenues that would be generated by the redevelopment of Fort McPherson and the redevelopment of the Greenbriar Mall. This study supports that recommendation and offers several adjustments to the potential TAD boundary based on the results of this planning process.

The Urban Residential Finance Authority (URFA)

The Urban Residential Finance Authority (URFA) is empowered to issue tax exempt bonds to make below market interest rate mortgage loans to developers for rental housing, provided certain requirements are met to ensure that the rental units benefit low and moderate income renters.

Small Business Loans (ADA)

The Business Improvement Loan Fund (BILF) provides loans up to \$50,000 to encourage the revitalization of targeted business districts in the City of Atlanta and to support commercial and industrial development in other eligible areas.

The Phoenix Fund assists small and medium-sized businesses in the City of Atlanta with affordable loans up to \$100,000 for the construction or renovation of privately-owned commercial buildings; equipment purchases needed to operate a business, and in some cases, working capital.

ADA facilitates Small Business Administration (SBA) 504 De-benture financing to small, minority and female-owned businesses to expand and/or relocate in the city.

The “Big Picture” Overview

Renewal Communities

Designated as a Renewal Community by the Department of Housing and Urban Development (January 2002), Atlanta is eligible to share in an estimated \$17 billion in tax incentives to stimulate job growth, promote economic development and create affordable housing in areas suffering from disinvestment and decline. Locally, the Atlanta Neighborhood Development Partnership (ANDP) administers the program for the City of Atlanta, utilizing tax credits, tax deductions, capital gains exclusions and bond financing. Portions of all three corridors include areas designated as Renewal Communities.

Wage Tax Credits

Businesses who hire and retain Renewal Community residents are able to apply credits against their federal tax liability. Businesses operating in the Renewal Community (RC) areas will receive up to a \$1,500 credit for every newly hired or existing employee who lives and works in the RC.

Work Opportunity Tax Credits

These credits provide businesses in Renewal Communities with up to \$2,400 against their Federal tax liability for each employee hired from groups with historically high unemployment rates or other special employment needs, including youth who live in the RC.

Welfare to Work Tax Credits

Businesses are offered a credit of up to \$3,500 (in the first year of employment) and \$5,000 (in the second year) for each newly hired long-term welfare recipient.

Commercial Revitalization Tax Deductions

A business can deduct up to \$5 million in the year the building is placed in service or deduct the full amount of eligible

expenditures pro rata over 10 years.

Section 179 Tax Deductions

A qualified RC business is allowed under the tax code to expense up to \$35,000 of additional qualified property such as equipment and machinery acquired each year during the period of the RC designation, 2002 through 2009.

Environmental Cleanup Cost Tax Deductions

Businesses are allowed to deduct qualified cleanup costs accrued in brownfields.

Zero Percent Capital Gains Rate

This rate applies to an interest in, or property of, certain businesses operating in a Renewal Community, if the asset is acquired during the period of RC designation and held for at least 5 years.

Urban Enterprise Zones

The City of Atlanta's Urban Enterprise Zone (UEZ) program encourages development and redevelopment in areas that are not developing through private investment alone. UEZ designation allows redevelopment projects to receive ad valorem property tax abatement from the City of Atlanta and Fulton County during the first ten years of the development project and a waiver of development impact fees. ADA's Comparative Analysis of Redevelopment Tools study recommends a UEZ designation for the Cascade Heights area.

Livable Centers Initiative (LCI)

The Livable Centers Initiative 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. This program awards

The “Big Picture” Overview

both planning and implementation grants. \$150 million of priority funding for implementation projects identified under the program is available in the next five years. In 2004, ARC extended the program to include transportation corridors and this study can be grandfathered to qualify for implementation funding.

General Obligation Bonds (GO)

Authorized by the City Council once a year, the City can issue up to \$8 million in General Obligation Bonds each fiscal year.

City of Atlanta Quality of Life Bonds (QOL)

Passed by referendum in 2000, \$150 million in Quality of Life Bonds were authorized to be distributed in three bond issues. The first and second bond issues have been completed. These funds are distributed evenly among City Council Districts and are focused on four types of capital projects; 1) sidewalks, 2) public plazas and greenspaces, 3) streets, bridges and viaducts, and 4) traffic control devices including traffic calming.

Transportation Impact Fees (TIF)

Impact fees are collected from development projects to offset the cost of providing infrastructure. These funds are allocated to specific projects by the City Council and range from \$1.5 to 2.5 million of funding annually.

Community Development Block Grants (CDBG)

Community Development Block Grants are administered by the City and can comprise over \$10 million of funding annually.

Transportation Enhancement Program

Administered by the Georgia Department of Transportation, Transportation Enhancement funding is obtained competitively, and can be used for capital projects that provide infrastructure for pedestrians and bicyclists.

Private Trusts/Foundation

Several sources of private trust/foundation funding are available specifically for public open space and greenway projects. These include the Trust for Public Land (TPL), the Blank Foundation, and the PATH Foundation.

1.8 Key First Steps

This section defines several “key first steps” or actions that should be taken immediately in order to facilitate implementation of the broad range of projects.

- 1. *Implement a Campbellton TAD:*** The creation and adoption of the Campbellton Road TAD is the critical implementation step for the Campbellton Road Corridor. The Atlanta Development Authority in its Comparative Analysis of Redevelopment Tools study (2005), has identified the Campbellton Road corridor as one of only two corridors in the short term that meet the basic size threshold for a TAD. With the future redevelopment of Fort McPherson at the eastern end and the inclusion of the Greenbriar Mall area, the Campbellton Road corridor will be a leading candidate for a TAD. The redevelopment of the catalyst sites identified in the Campbellton Road corridor are dependent on public redevelopment assistance in the form of property assemblage and infrastructure incentives (new streets and public spaces) and will not likely redevelop in the short term without such assistance.
- 2. *Submit Plan for Livable Centers Initiative Grandfathering:*** The Livable Centers Initiative Program (LCI), run through the Atlanta Regional Commission (ARC), can be useful source of project funding. In 2004, ARC expanded the LCI program to include transportation corridor like Campbellton Road and Cascade Avenue. This study process and product have been designed specifically to follow ARC’s guidelines for LCI plan development and should be submitted to ARC for adoption/grandfathering as an LCI plan. This will allow many of the transportation and pedestrian related projects to be eligible for implementation funding within the next five years.

- 3. *Adopt Land Use and Zoning Changes:*** Land use and zoning changes do not make development happen but allow and encourage the right type of development to occur. The land use and zoning changes identified in this plan are specifically targeted to the catalyst redevelopment sites and other key areas where redevelopment is likely and/or encouraged. The zoning changes employ the City’s Quality of Life Zoning Districts which codify a number of critical urban design standards and are specifically designed to encourage mixed use development and support pedestrian friendly environments.
- 4. *Target Redevelopment in Catalyst Sites:*** The identified catalyst sites represent critical pieces in the redevelopment and revitalization of the Cascade and Campbellton corridors. These sites have been identified based on their likelihood to facilitate meaningful development in the short term and their ability to “catalyze” continued redevelopment throughout the corridors. Their mix of use, scale, character and location enable them to be developed concurrently and the development program is based on anticipated market demand within the next five years, making these sites important early implementation initiatives. All of the catalyst sites will require City involvement and participation specifically related to potential property assemblage and identification of appropriate developers. All of the sites except the Cascade Heights area are in either the existing Beltline TAD or in the recommended Campbellton Road TAD which assume proactive involvement from the Atlanta Development Authority.

Campbellton - Cascade Corridors
Redevelopment Plan

Section 2.0
Existing Conditions and Analysis



Organization of the Report

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

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

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

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

Section 3: Cascade Avenue – Recommendations & Implementation

Section 4: Campbellton West – Recommendations & Implementation

Section 5: Campbellton East – Recommendations & Implementation

2.0 Existing Conditions and Analysis

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Existing Conditions and Analysis

2.1 Study Area Context - South West Atlanta

2.1.1 Transportation

Cascade Avenue and Campbellton Road are important corridors in the context of Southwest Atlanta providing valuable east-west connections from I-285 to the in-town neighborhoods of Atlanta. While I-20 and Langford Parkway provide regional freeway connections into central Atlanta, there are only a limited number of other east-west connections including; MLK Jr. Drive, Benjamin E. Mays Drive, Cascade Road/Avenue, and Campbellton Road.

These roads will continue to face regional traffic pressure and certainly play an important role in the regional transportation network but, this role should always be balanced against the goals and needs of the neighborhoods and communities that these roads travel through. Cascade Avenue and Campbellton Road are important “community” corridors, as well as, “transportation” corridors and these two roles should be balanced.

Transit

The West End, Oakland City, and Lakewood/Fort McPherson MARTA rail stations play important transit roles for these corridors. Cascade Avenue and Campbellton Road are the primary feeder bus corridors for Southwest Atlanta, feeding into the West End and Oakland City stations. The role of the Lakewood/Fort McPherson station will become more significant with the future redevelopment of Fort McPherson.

The BeltLine

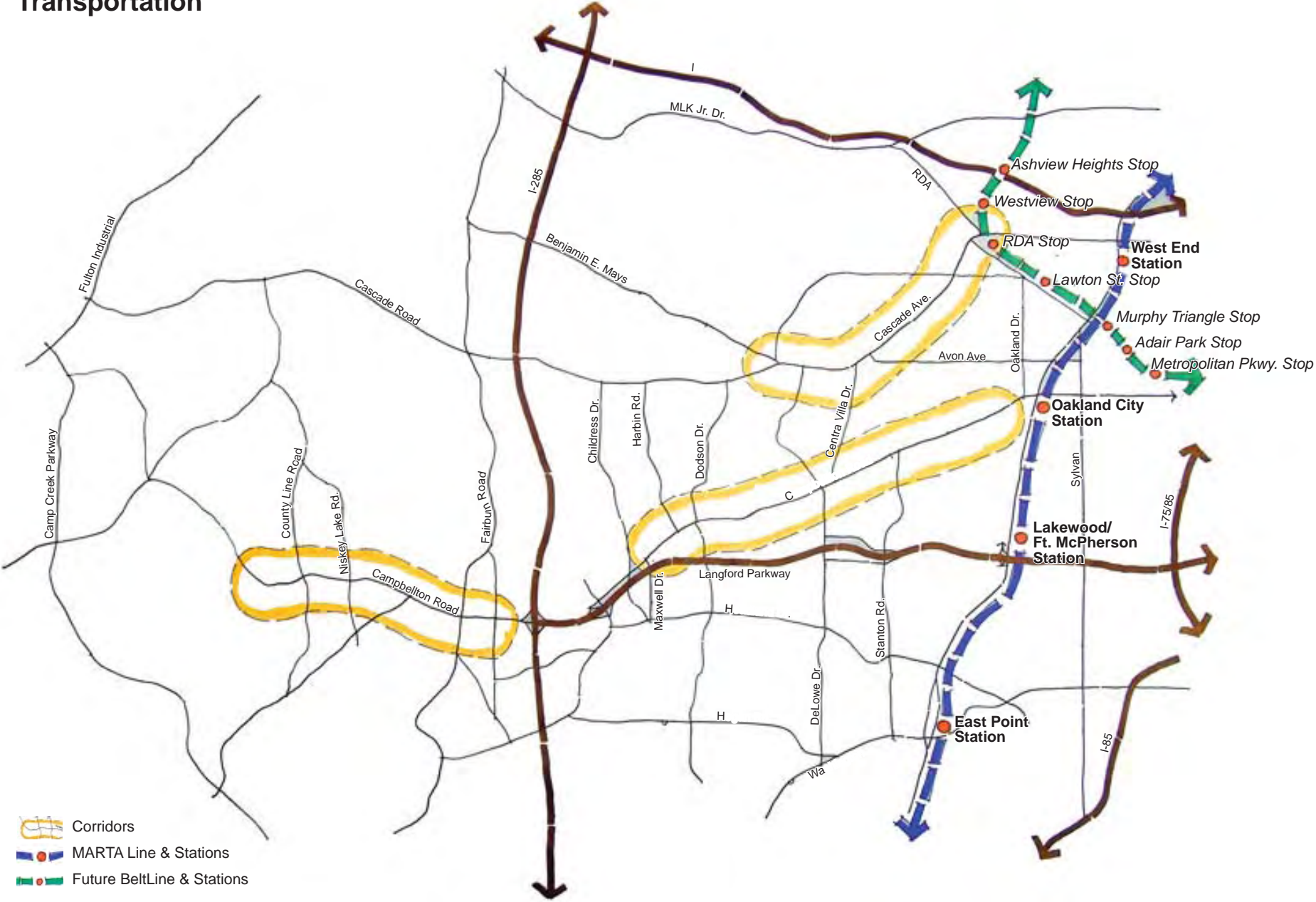
The proposed BeltLine will connect greenspace, multi-use trails, transit and new redevelopment along 22-miles of historic rail lines that encircle the urban core of Atlanta. The BeltLine route crosses under Cascade Avenue at the intersection of R.D. Abernathy Boulevard with a future transit station and potential redevelopment.




Table 2-1: Summary of Existing / Planned Projects in the Campbellton - Cascade Corridors Study Area

Project	Funding	Type/Description
Council Dist. 11 Intersection Improvements	\$274,355 (Quality of Life Bonds)	Crosswalk improvements on arterial & collector streets
Campbellton Rd. Signals	\$323,050 (Quality of Life Bonds)	Upgrade signals with system timing integration
Campbellton Rd. Sidewalks	\$160,000 (Quality of Life Bonds)	Sidewalks from Timothy to Venetian
Campbellton Rd. (East) Widening	\$12,078,000 (RTP 2030)	4-lane the remaining 2-lane portions of Campbellton East
Campbellton Rd. (West) Widening	\$15,225,000 (RTP 2030)	4-lanes from Enon Rd. to Butner Rd.
Sidewalks Around Schools Program	\$1,197,000 (total program funding)	Niskey Lake Rd. sidewalks
Southwest Atlanta Sidewalk Program	\$1,340,000 (program funding)	Cascade Rd. from Willis Mill to Delowe
Langford Parkway/Campbellton Interchange	\$18,000,000 (RTP 2030)	Redesign/improve interchange (Greenbriar LCI)
Greenbriar Town Center LCI		
Greenbriar Area MARTA Park & Ride	\$1,732,000 (QOL Bond)	Relocate park & ride from Barge Rd. to Greenbriar Mall
Childress Drive Sidewalks	\$400,000 (QOL Bonds)	Construction underway
Continental Colony Parkway Sidewalks	\$120,000 (QOL Bonds)	Construction complete
Hogan Road Sidewalks	\$100,000 (QOL Bonds)	Construction complete

Existing Conditions and Analysis

Transportation



-  Corridors
-  MARTA Line & Stations
-  Future BeltLine & Stations

Existing Conditions and Analysis

2.1.2 Planning Initiatives

The Southwest Atlanta Comprehensive Development Plan (1998) includes a number of land use, open space, and transportation recommendations that have been carried forward and reinforced in this plan.

The NPU-S Comprehensive Plan (2005) covers the eastern portion of Cascade Avenue and Campbellton Road and outlines a specific set of neighborhood revitalization, land use, transportation, and open space projects. Its recommendations have informed this planning effort, most notably the desire to revitalize the neighborhood commercial node at Cascade Avenue and Beecher Street, and neighborhood traffic calming.

The BeltLine Redevelopment Plan (2005) outlines the wide range of redevelopment opportunities associated with the proposed 22-mile BeltLine transit and greenway corridor. A tax allocation district (TAD) has already been approved to help fund redevelopment efforts along the corridor. A specific development node and transit stop has been identified at the Cascade Avenue and R.D. Abernathy Boulevard intersection.

The Oakland City/Lakewood LCI (2005) outlines redevelopment opportunities around the Oakland City and Lakewood/Fort McPherson MARTA stations on the eastern end of the Campbellton Road corridor. The focus of development around the Oakland City station establishes a pattern of mixed-use centers that influences the approach to redevelopment along Campbellton Road.

The Greenbriar Town Center LCI (2001) describes a vision for the redevelopment of this important commercial center in Southwest Atlanta. While major redevelopment has been slow in coming, the pending sale of the mall is an important step to-

wards reinvestment. This area will continue to be the primary location for focused commercial, office, and residential development, and redevelopment proposals for Campbellton Road will reflect this.

Prepared for the Atlanta Development Authority (ADA) the ***Comparative Analysis of Redevelopment Incentive Tools (2005)***, evaluates the potential/ability to utilize tax allocation districts in key redevelopment corridors relative to the impact of the Belt-Line TAD. The study generally concludes that there is available room for additional TADs even with the BeltLine, and that the Campbellton Road corridor is a strong candidate.

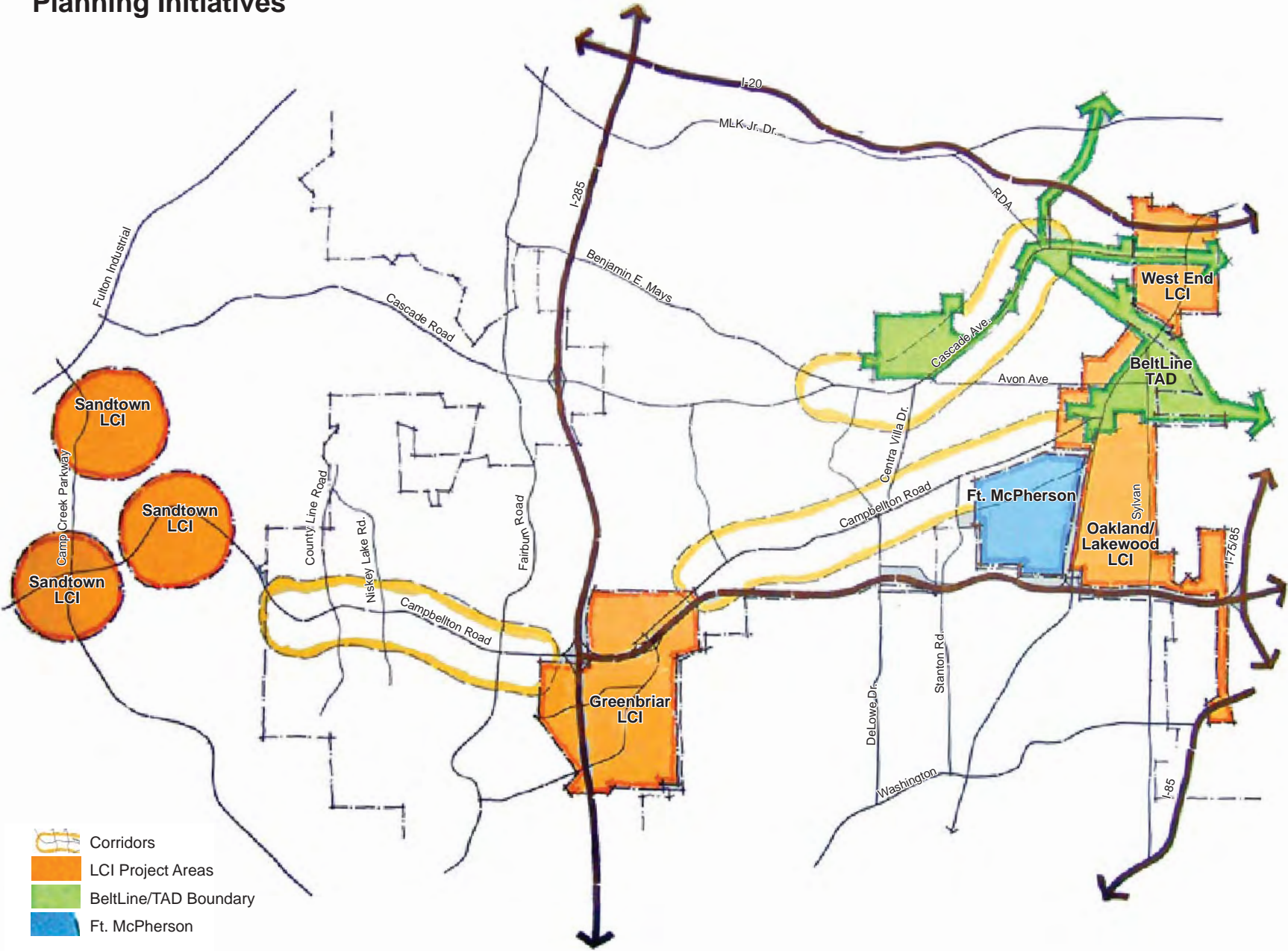
The New Century Economic Development Plan for the City of Atlanta (2004), spearheaded by Mayor Franklin, lays out a city-wide economic development strategy with a key goal to increase economic vitality in underserved areas such as Southwest Atlanta. The Campbellton Road corridor is one of six Development Priority Areas identified city-wide.

The Sandtown LCI (2002), prepared by Fulton County, outlines the vision for development along Campbellton Road west of the city. This plan focuses on three “villages” that concentrate development and manage growth.

The Campbellton Road Corridor Smart Growth Study (2001) describes a general vision of the Campbellton West corridor within the city that focuses new development in the Fairburn/Barge Road area.

The ***redevelopment of Fort McPherson*** will be a major influence on the future of Campbellton Road and surrounding neighborhoods. The base planning effort is just beginning and this corridor plan will suggest some initial strategies for reconnecting this base to Campbellton Road.

Planning Initiatives



Existing Conditions and Analysis

2.1.3 Land Use

A generalized view of existing land use provides a useful perspective on the pattern of use around these corridors. This pattern highlights the land use transition that occurs in Southwest Atlanta from; the historic urban neighborhoods of West End, Westview, and Oakland City, to the “first-ring” suburban neighborhoods of Adams Park, Venetian Hills, and Cascade Heights, to the rapidly suburbanizing Ben Hill community, west of I-285. Each of these conditions represents a unique context that will drive different planning approaches.

Cascade Avenue sits within the context of Atlanta’s historic neighborhoods and early first-ring suburban neighborhoods. The area is a great example of a traditional neighborhood pattern with a dense network of streets and blocks tightly woven with residential, neighborhood commercial, schools, churches, and parks, all within easy walking distance. Key revitalization issues include strengthening the traditional commercial nodes, enhancing the pedestrian environment and managing the growing impacts of traffic on the surrounding neighborhoods.

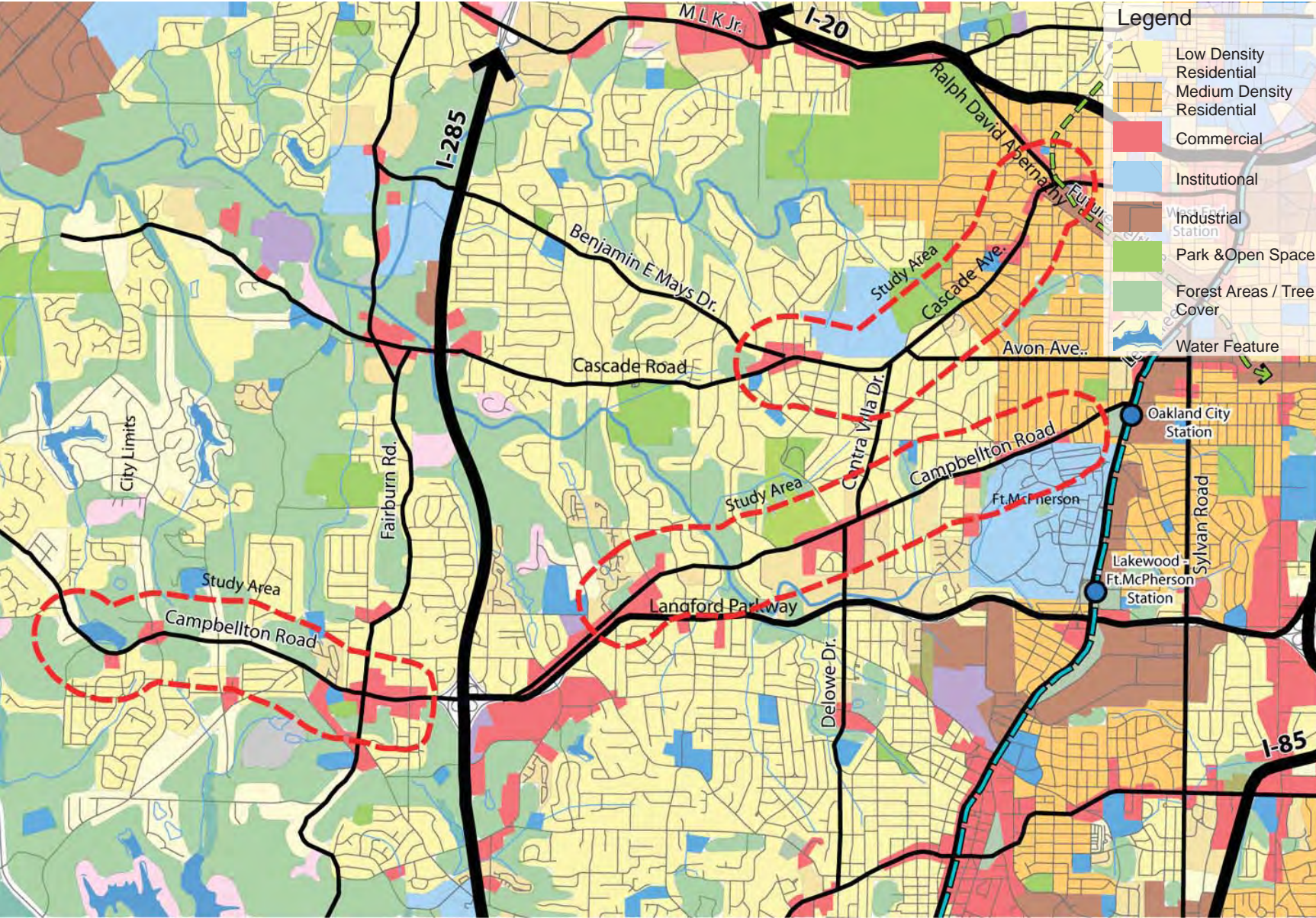
Campbellton Road – East sits firmly in the context of Atlanta’s first-ring suburbs. This corridor provided the location for the area’s initial commercial strip development including Campbellton Plaza (developed in the 1950s as one of the City’s first strip centers) and Greenbriar Mall developed in the late 1960s. This older commercial and multi-family corridor is aging and in many cases ready for redevelopment. Key revitalization issues include establishing a more pedestrian-friendly pattern of development and carefully integrating redevelopment into the surrounding neighborhoods.

Campbellton Road – West sits on the edge of new suburban

development. Its access to I-285 makes this a prime corridor for new suburban residential development outside the Perimeter. The area is transitioning from “rural” to “suburban” and lacks a good network of streets and blocks. Therefore, this residential growth continues to put pressure on the few existing rural roads and major corridors like Campbellton Road. Key revitalization issues include planning for needed street network and focusing commercial services in key locations.

Existing Conditions and Analysis

Land Use



Source: ARC generalized existing land use cover

Existing Conditions and Analysis

2.1.4 Parks & Civic Resources

The Cascade Avenue and Campbellton Road corridors connect to a wide array of parks and civic facilities, many of which front directly on these corridors. These resources include parks, schools, libraries, and numerous churches. They are an important part of the character of Southwest Atlanta and their accessibility should be maximized. Cascade Avenue and Campbellton Road are in many cases the “front door” to these valuable resources and the character and function of these corridors should reflect this role.

Notable Park and Civic Resources:

The BeltLine – this future transit and greenway will be a tremendous asset to the surrounding neighborhoods.

Connally Elementary School – fronts on Cascade Avenue and is a pedestrian destination for children throughout the neighborhood.

John A. White Park & Golf Course – provides a beautiful edge to Cascade Avenue and is a unique regional facility.

Cascade Springs Nature Preserve – is a rare natural open space in the city.

Adams Park – is a central feature of the neighborhood and is potentially accessible from both Cascade Avenue and Campbellton Road.

Holmes Memorial Golf Course – is another of the area’s public golf courses and sits across from Adams Park.

Adams Park Library – is located on Campbellton Road across from the YMCA and is an important civic feature of this corridor.

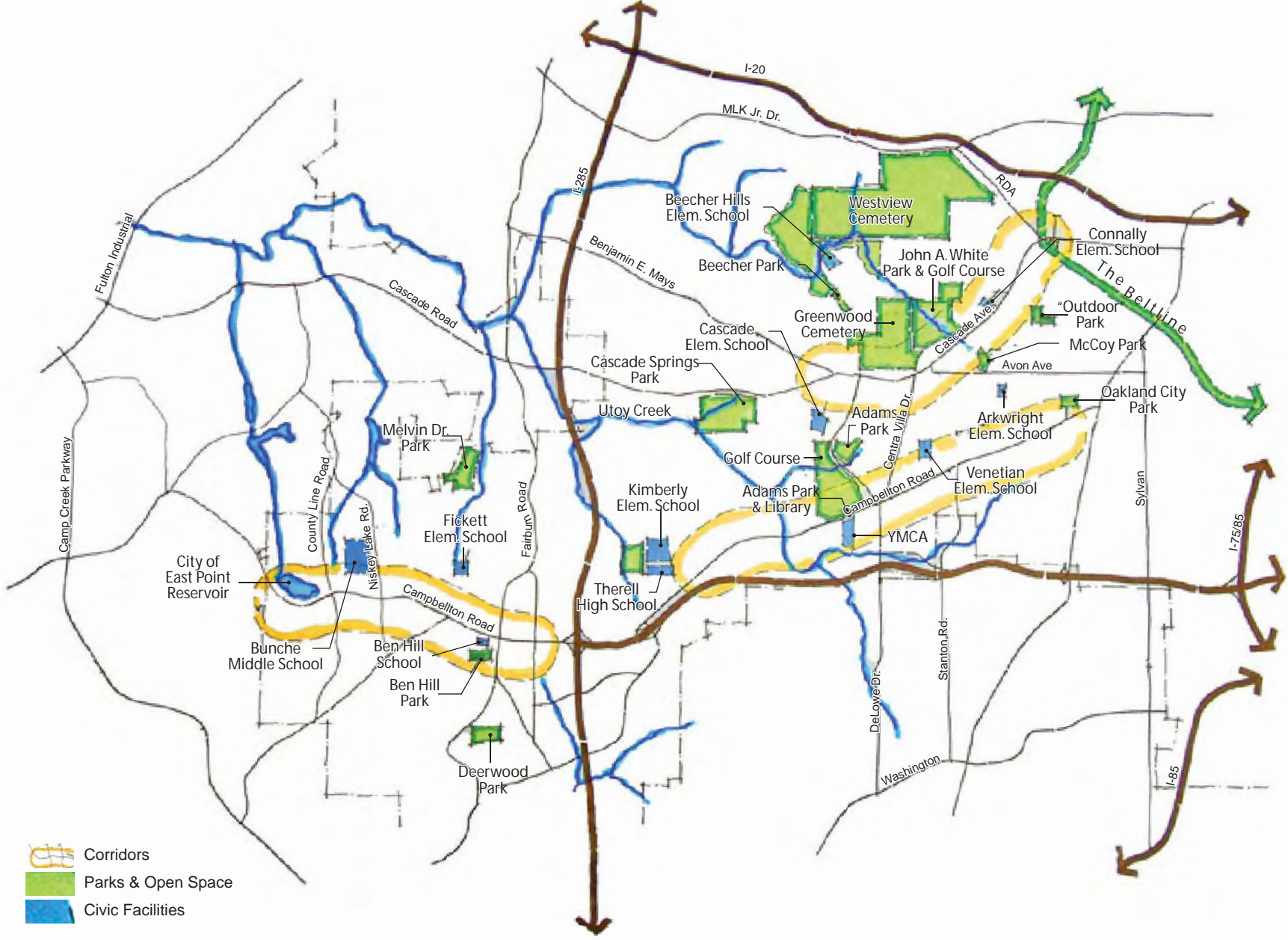
Southwest Atlanta YMCA – is the active recreational destination for Southwest Atlanta.

Ben Hill Community Park – is an important park west of I-285 and includes a community center.

The Ben Hill School – although currently vacant, this is an historic educational landmark in the Ben Hill community.

Existing Conditions and Analysis

Parks & Civic Resources



2.1.5 Commercial and Multi-Family Land Use

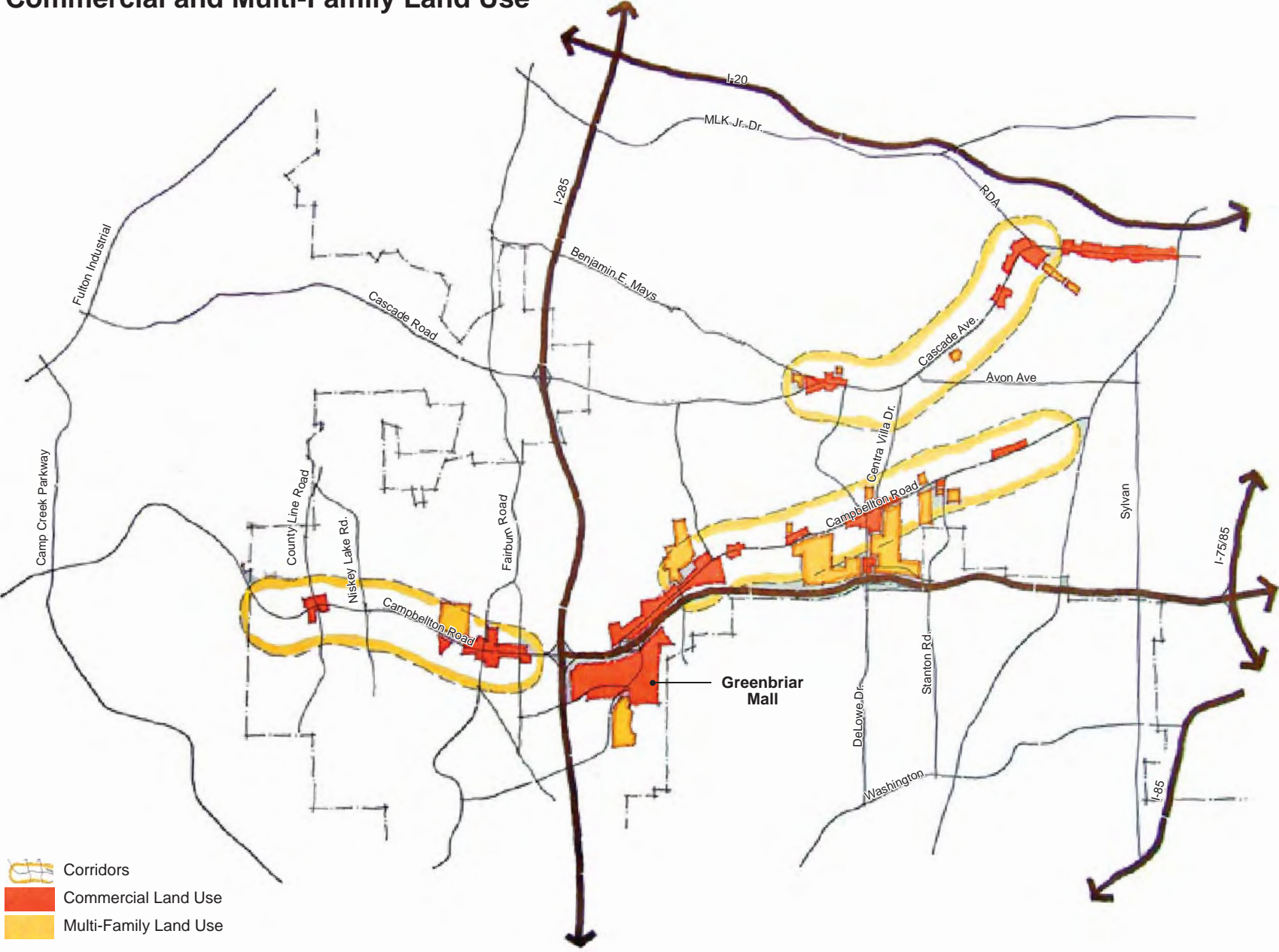
Highlighting just the existing commercial and multi-family land use further illustrates the different land use roles each of these corridors play.

Cascade Avenue has relatively little multi-family development. The corridor runs through a primarily single family area with focused neighborhood commercial nodes at Benjamin E. Mays Drive and at Beecher Street, and a larger commercial concentration at Ralph David Abernathy Boulevard.

Campbellton East has a much larger concentration of commercial and multi-family use with the largest focus of commercial development in and around Greenbriar Mall. The area around Delowe Drive includes a significant amount of multi-family apartment complexes surrounding a core of commercial strip development.

Campbellton West, like Cascade Avenue, has a relatively small amount of existing multi-family use. Yet, unlike Cascade Avenue, this corridor has a significant amount of undeveloped land and is rapidly growing. Commercial uses are concentrated in the Fairburn/Barge Road area and at County Line Road.

Commercial and Multi-Family Land Use



2.1.6 “Three Corridors”

As the description of the Study Area illustrates, the character and context of these three corridors are quite different. Understanding these differences is an important step in shaping their future.

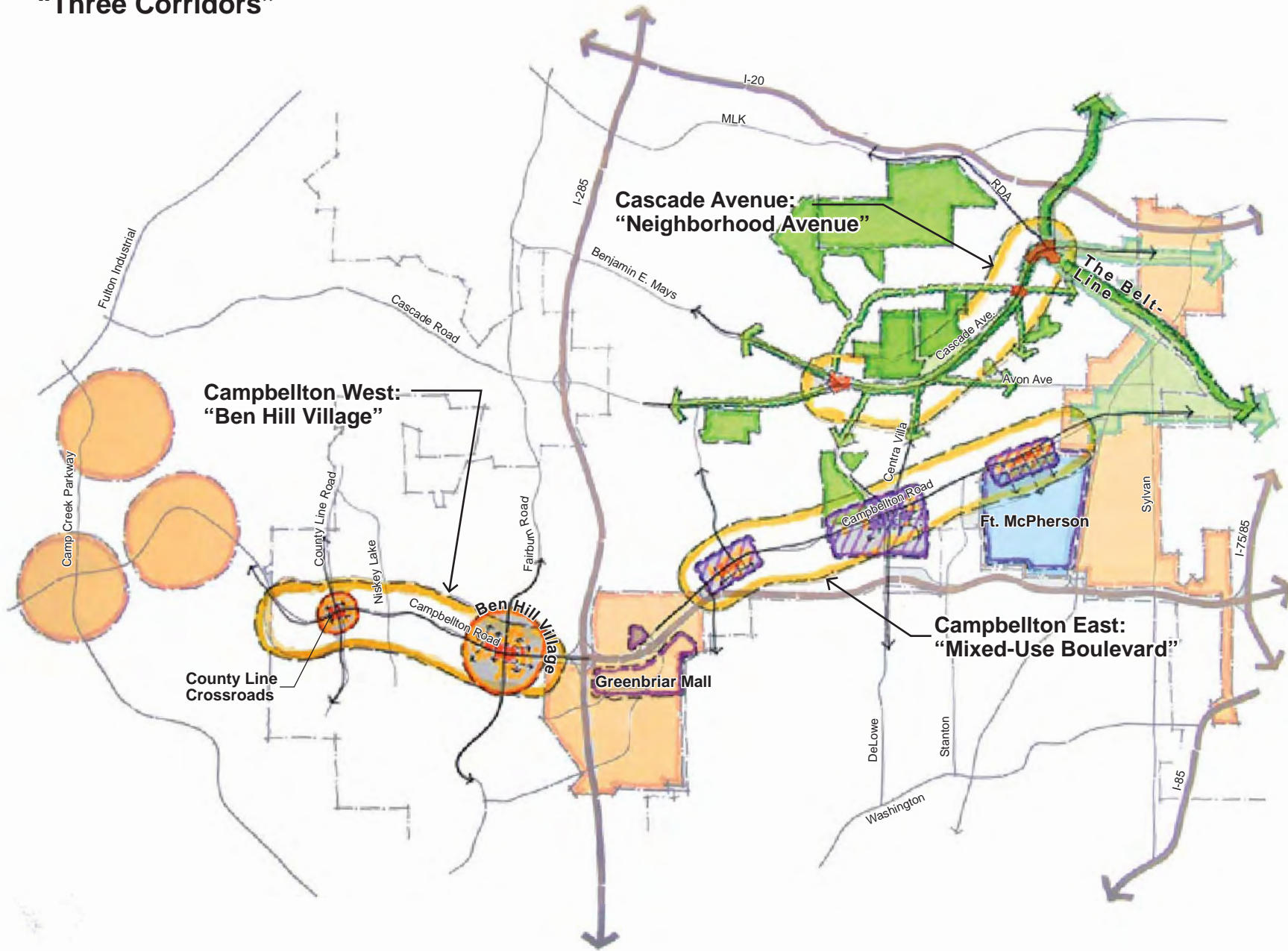
Cascade Avenue is a “neighborhood avenue” that runs through revitalizing and historic urban neighborhoods. It includes valuable neighborhood-scaled commercial nodes that should be strengthened and protected. It is the “address” for the community’s churches, schools and parks. The plan for Cascade Avenue needs to reflect these important roles.

Campbellton Road East is a “mixed-use boulevard” that is a vital corridor in Southwest Atlanta. It is, and should continue to be, the community’s destination for commercial services and a range of housing opportunities. The redevelopment initiatives at both Fort McPherson and Greenbriar Mall will only make Campbellton Road a more valuable connection and destination for redevelopment.

Campbellton Road West is part of a “Ben Hill Village” node. While this corridor is an important transportation conduit to I-285, successful revitalization will hinge on transforming this area into an identifiable destination for community retail, office and residential. A redevelopment plan that supports new street network, parks, mixed-use, and civic institutions will help focus the rapid growth in this area into a more successful community and economic development model.

Existing Conditions and Analysis

“Three Corridors”



Existing Conditions and Analysis

2.1.7 Future Real Estate Demand 2005-2010

Based on an analysis of demographic, employment, and real estate trends, the following estimates of future residential, retail and commercial development in the Campbellton-Cascade Corridor were prepared. These projections will form the basis for development recommendations within each corridor. Demand has been determined for two sub-areas: 1) Campbellton East/Cascade and 2) Campbellton West.

Residential

Future residential demand will come from two primary sources: turnover (existing households in the area which move each year) and growth (new households from outside the area moving into the area). Estimated demand from these sources over the next five years is shown in table 2-1.

In Campbellton East/Cascade, there will be demand for an additional 1,017 single family units by 2010, of which 152 units will be demand from household growth and 865 units of demand from turnover of owner and renter households in the Study Area. In Campbellton West, there will be demand for 504 single family units over the next five years, of which 119 will be from household growth and 385 from turnover of existing owner and renter households. In addition to single-family owner units, there will be demand for 883 townhome/condo units in Campbellton East/Cascade by 2010 versus 158 units in Campbellton West.

In addition to single-family owner units, there will be a total demand for 4,199 rental units in Campbellton East/Cascade versus demand for 928 rental units in Campbellton West over the next five years.

Thus, total housing demand in Campbellton East/Cascade will

be 6,099 units, averaging 1,220 units per year. In Campbellton West, there will be demand for 928 units or 186 units per year.

Table 2-2: Residential Demand 2005-2010

	Campbellton E/Cascade	Campbellton West
I. OWNER DEMAND		
Single Family Owner Demand		
from Household Growth	152	119
from Turnover	865	385
Total	1,017	504
Townhome / Condo Demand		
from Household Growth	133	38
from Turnover	750	120
Total	883	158
II. RENTER DEMAND		
Renter Demand		
from Household Growth	294	23
from Turnover	3,905	905
Total	4,199	928

Source: Key Advisors

Existing Conditions and Analysis

Retail

Additional retail demand in the corridor will come from two sources. First, retaining 15% of current retail “leakage” from resident spending that is going outside of the Study Area would support an additional 84,000 square feet of retail space, of which 56,000 square feet would be in Campbellton East/Cascade and 28,000 square feet in Campbellton West.

Second, there will also be an increase in retail demand due to household growth over the next five years. In the Market Analysis, we used estimated population growth data for 2005-2010 provided by ESRI. However, based on the actual sale of 250 new residential units in the Study Area in 2005, we believe the ESRI estimates to be too conservative and therefore estimate there will be an additional 2,000 households in the Study Area over the 2005-2010 period, versus the 761 households estimated by ESRI. The future growth in households will support an additional 86,848 square feet of retail development in Campbellton East and 22,284 square feet of additional retail space in Campbellton West over the 2005-2010 period. Thus, over the next five years, there will be demand for an additional 142,848 square feet of retail space in Campbellton East/Cascade and 50,284 square feet in Campbellton West.

Table 2-3: Study Area Growth in Retail Expenditures

	Campbellton East / Cascade	Campbellton West
2005 Retail Expenditures	\$151,673,795	\$58,350,602
Retail Expenditures per HH	\$11,576	\$18,246
2005-2010 Household Growth (based on residential sales)	1,720	280
Additional Retail Expenditures	\$19,910,720	\$5,108,880
Additional Retail Square Feet from Study Area Growth	86,848	22,284
Additional Retail Square Feet supported by retained spending by existing residents	56,000	28,000
Total Additional Retail Demand	142,848	50,284

Source: ESRI/Key Advisors/Smartnumbers

Existing Conditions and Analysis

Office & Industrial Demand

Estimates of future demand for office and industrial space were determined by considering the impact of projected employment growth in the corridor. As shown in Table 2-3, based on the 11,682 employees working in Campbellton East/Cascade, an estimated 3,046 employees work in office settings and 1,457 employees work in industrial space. Of the 1,820 employees who work in Campbellton West, 514 employees work in office space and 442 employees work in industrial space. The remaining 864 employees are either self-employed or work in retail settings.

Office

Demand for office space will increase modestly due to projected population and job growth in the area. In addition, we believe new office space will be able to draw a segment of current area businesses located in retail centers who will seek a higher quality office environment. We estimate that Campbellton East/Cascade can support 72,600 square feet of additional office space over the next five years based on projected employment growth. In Campbellton West, we estimate employment growth will result in 12,600 square feet of new office space over the next five years. The demand will largely be from entrepreneurial business, professional office and personal and business services.

Industrial

Due to projected job growth in industrial/warehouse-related occupations in the area, there is demand for 95,200 square feet of additional industrial space in Campbellton East/Cascade and 28,800 square feet in Campbellton West. However, it is unlikely that much of this demand will be met from new development in the Study Area due to the current high vacancy rate of 17% in the Airport/South Fulton Industrial Submarket, as well as in the Metro Atlanta Industrial Market overall, and escalating land

prices in the Study Area to levels that do not support industrial development. Industrial companies typically prefer to locate in space with lower rent and optimal access to major regional highways. If new industrial space in the Study Area is created, it would probably be located along Lee Road, just east of the Study Area, or be incorporated as part of the redevelopment of Fort McPherson.

Table 2-4: Study Area Employment Growth & Office/Industrial Space Demand

	2005	2010	Change	Square Feet
Campbellton-E / Cascade	11,682	12,613	931	
Office Employment*	3,046	3,288	242	72,600
Industrial Employment**	1,457	1,576	119	95,200
Campbellton West	1,820	1,969	149	
Office Employment*	514	556	42	12,600
Industrial Employment**	442	478	36	28,800

Source: Key Advisors/Claritas/ARC

*Based on a ratio of 300 sq. ft. per employee

**Based on a ratio of 800 sq. ft. per employee

Existing Conditions and Analysis

Real Estate Demand Summary

While it is certainly not the mission of this study to simply follow or meet the current market demand, this demand analysis provides a useful glimpse into the market pressures that are in play in these corridors. This demand analysis, along with public input throughout this process, have helped guide and inform development recommendations within each corridor. Some key observations include:

Residential:

- There is a strong residential demand in the Study Area for a range of housing types.
- Significant opportunity for senior housing as a segment of this residential demand.

Retail:

- Moderate opportunity in the short term but could be strengthened by integrating new residential into mixed-use commercial projects.

Office:

- Moderate opportunity with a focus on entrepreneurial businesses, professional office, and personal/business services.
- A focused strategy could include targeting medical office services into a mixed-use development project.

Industrial:

- Little opportunity as these corridors are not good candidates for new industrial development (except for possibly as part of the redevelopment of Fort McPherson).

Table 2-5: Summary Real Estate Demand (2005-2010)

	Campbellton East & Cascade Ave.	Campbellton West
Residential		
Single Family	1,017 units	504 units
Condo/Townhome	883 units	158 units
Multi-Family	4,199 units	928 units
Retail		
	142,848 s.f.	50,284 s.f.
Office		
	72,600 s.f.	12,600 s.f.
Industrial		
	95,200 s.f.	28,800 s.f.

Existing Conditions and Analysis

2.1.8 Key Issues for Development

The Campbellton-Cascade Corridor Study Area encompasses a large portion of Southwest Atlanta. This highly diverse area includes many of the city's older, more established neighborhoods, as well as some of its newly developing neighborhoods on the western periphery. The area also includes major retail locations and public amenities, such as parks, recreational facilities, and libraries. From our research of this diverse area, discussions with the development community, meetings with community stakeholders and responses from the charrette process, the following opportunities and issues emerged which guided the creation of the development strategy for the Study Area.

Opportunities:

Changes in the growth patterns of the City of Atlanta, and the Atlanta region and an unprecedented shift in many of the economic anchors which define the area are providing important positive momentum for future development in the Study Area.

1. ***Seizing the Opportunity Created by Dynamic Regional Growth***—The Study Area encompasses some of the more urbanized portions of Southwest Atlanta and is part of a larger area of the Atlanta metro region which is experiencing unprecedented growth. Many developers and retailers have begun to recognize the opportunities that Southwest Atlanta/South Fulton has to offer, thus attracting more development over the past five years than in any recent decade; and, the trend appears to be continuing.

Some key points:

- In 2005 there were 4,488 new housing units sold in the Southwest Atlanta/South Fulton market area within 225 subdivisions, as indicated in the market analysis, which

represents a dramatic increase from trends just a few short years ago.

- Conservative estimates predict a 4.4% increase in population over the next five years, contributing to the overall growth of the City of Atlanta.
 - Since the Olympic period, the City of Atlanta reversed a period of population decline which began in the 1960s and is growing again. For example, between 1990-2000 the city grew 5.6% adding 22,457 new residents, and grew an additional 4.8% between 2000-2005 adding 16,974 new residents.
2. ***Major New Catalytic Developments are Occurring in and around the Study Area***—The Study Area is undergoing a period of great change in the major economic “anchors” which provide jobs and income to its residents. Just some of the changes include:
 - The closure and future reuse of Fort McPherson
 - The creation of the southwest portion of the BeltLine
 - Redevelopment of the Lakewood Fairgrounds site
 - Camp Creek/Princeton Lakes retail & industrial development
 - The repositioning and potential redevelopment of Greenbriar Mall and surrounding commercial properties
 - The expansion of Hartsfield-Jackson Airport
 - Reinvestment in the West End Mall and surrounding area

The impacts of these developments are hard to gauge since many are still in the planning stages or have occurred so recently that their long term impacts are difficult to determine. However, it is clear that the cumulative effect of these “anchor” projects on the Study Area will be profound in terms of job creation, the infusion of new investment funding, the need for public infrastructure improvements and the attraction of interest in new development in the Study Area in general.

Existing Conditions and Analysis

Issues:

The Study Area faces a number of significant issues which derive from its current condition which, if left unattended, will impact its ability to capitalize on future development opportunities:

1. ***The area is not attracting its “fair share” of regional growth***—The Study Area, due in part to its nature as the oldest developed area of Southwest Atlanta/South Fulton, has not been capturing the same level of growth that is occurring in areas to the south and west. Additionally, reinvestment has likely also been inhibited by a perception of crime and safety issues in many of the existing commercial areas arising from substantial pockets of low-income residents, as well as aging and worn commercial areas which detract from the overall appeal of the area.
2. ***Lack of Jobs***—Unlike almost any other part of the city, the Study Area contains few major employment locations other than in the retail sector. The loss of the automotive retailing along Campbellton, the stagnation of the Greenbriar Mall retail area and the recent decision to close Fort McPherson have all weakened employment in the Study Area. The area also has to compete with larger surrounding employment nodes, such as Fulton Industrial Park, Downtown Atlanta, the Atlanta University Center and Hartsfield-Jackson Airport, with the Study Area serving as a bedroom community for this portion of the city.
3. ***Concentrations of low- and moderate income households***—Within the overall Study Area there are several areas with a very high concentration of older rental apartment complexes. As a result, these areas have high concentrations of low- and moderate-income rental households which

limit their appeal for new investment.

4. ***Shift from a regional to a local retail destination***—Historically, parts of the Study Area served as an important regional retail destination for automotive, auto repair and mall-related purchases. As these uses have left the area for more outlying locations such as West Cascade, Camp Creek and South Fulton, large retail areas have stagnated or become vacant. The retail demand from residents of the Study Area is significant, but not large enough to support the regional retail destinations of the past. This has resulted in much of the Study Area being passed over by new retail outlets which choose to locate closer to vibrant, developing areas such as Camp Creek, or West Cascade. As the older retail areas stagnate, a downward cycle in the quality of tenants, merchandise and services offered occurs, leading to further retail leakage from the Study Area.
5. ***The conversion of a large segment of the single-family housing to rental occupancy***—In many of the well-established residential areas in the Study Area there has been a long-standing pattern of older owners moving from the area resulting in single-family homes being converted to rental occupancy. As a result of absentee ownership and other factors, the units are more likely to be poorly maintained and managed, attracting less desirable tenants into previously stable neighborhoods, lowering property values and deterring reinvestment by adjacent homeowners.

Existing Conditions and Analysis

A Development Strategy

Consideration of both the opportunities and issues facing the Campbellton-Cascade Corridor suggests the following guiding principles in the creation of a housing and economic development strategy for the Study Area:

1. **Improve the Investment Environment to Attract a “Fair Share” of Regional Growth**—Given the dynamic nature of the City’s current development environment, a key development goal is to remove the impediments to attracting more regional investment into the area, so that the Study Area will receive its “fair share” of the development pie. Capitalizing on the investment in the BeltLine, optimizing the reuse of Fort McPherson, and assembling sites ready for redevelopment are examples of strategies that will increase the Area’s capture of regional growth.
2. **Preserve and Enhance the Residential Neighborhood Character**—The Study Area includes many traditional, well-established neighborhoods with an attractive housing stock. These areas should be preserved and enhanced as the building blocks for the future.
3. **Improve the Appeal of the Commercial Areas**—The appeal of the existing commercial areas needs to be enhanced through the application of a variety of strategies including, concentrating the retail at key intersections as well as discouraging additional retail development between these key nodes, allowing mixed-uses in commercial areas to create additional vitality and demand for the services provided, linking community services to these commercial areas to increase demand, and providing updated streetscape and pedestrian improvements to improve the curb appeal of these areas to make them more pedestrian friendly.
4. **Attract Uses at Key Redevelopment Locations that Expand Employment Opportunities**—With the future of so many of the economic anchors of the Study Area in transition, identifying redevelopment opportunities which would expand employment opportunities for residents of the Study Area should be a high priority. This strategy would stimulate the growth of the economic base of the Study Area and thereby increase economic opportunities for its residents.
5. **Redevelopment will Require an Effective Public-Private Partnership**—Many small actions by private interests are occurring in the Study Area which give reason for optimism regarding the future development of the area. However, concerted public action will be required to provide catalysts that would attract greater amounts of private investment into the Study Area, recognize the challenges inherent in redevelopment, and identify the wide range of other opportunities available in the City today. The City, through its development agency the Atlanta Development Authority, will need to position and promote the incentives and sites which can serve as catalysts in attracting new private investment in the Study Area.

Existing Conditions and Analysis

2.2 Cascade Avenue

2.2.1 Corridor Overview

Cascade Avenue, like Campbellton Road, is an important east-west corridor in Southwest Atlanta providing a connection from the suburban growth west of I-285 to the heart of in-town Atlanta via Ralph David Abernathy Boulevard. However, unlike Campbellton Road, Cascade Avenue is primarily a residential corridor running through some of the most highly valued neighborhoods in Southwest Atlanta.

Significant Features

Cascade Springs Nature Preserve is a 120 acre park located on the western end of the study area and is a valuable public amenity which could be made more accessible to the community via pedestrian improvements to Cascade Avenue.

The Cascade Heights commercial node is the location of both important civic institutions and neighborhood commercial services. The continued reinvestment and revitalization of this commercial node will help strengthen the surrounding neighborhoods.

Greenwood Cemetery, founded in 1904, is a unique historic asset that provides a significant amount of passive open space for the surrounding neighborhoods.

John A. White Park & Golf Course runs a First Tee youth golf program and is one of only six public golf courses in the city.

The Cascade/Beecher commercial node is a small neighborhood commercial crossroads of older commercial buildings with revitalization potential.

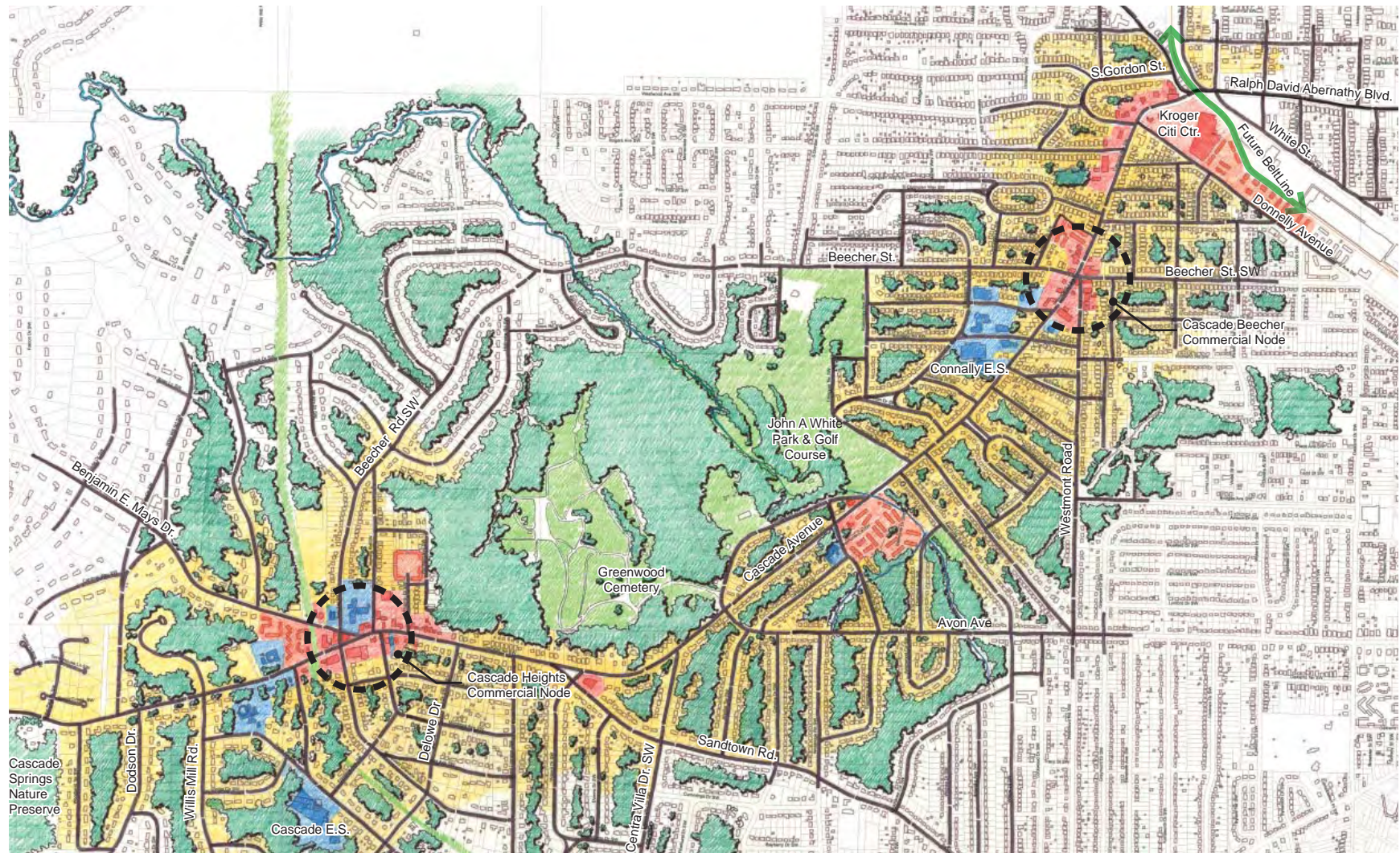
Connally Elementary School is one of a number of elemen-

tary schools in the area and is the only one that fronts directly on Cascade Avenue. This school generates significant pedestrian activity for children crossing and walking along Cascade Avenue.

The future **BeltLine** will cross Cascade Avenue at the intersection of R.D. Abernathy Boulevard. The redevelopment plan for the BeltLine calls for a future transit station at Cascade Avenue and proposes a major mixed-use development node at this station. The approved tax allocation district (TAD) will serve as an important incentive for redevelopment.

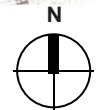
Existing Conditions and Analysis

Cascade Avenue - Corridor Overview



Land Use Key

- Commercial & Multi-family
- Residential
- Single Family Residential
- Institutional
- Tree Cover
- Park or Open Space



Note: This map represents a generalized "portrait" of existing land use patterns for the purpose of identifying major features of the corridor. Specific Existing Land Use, Zoning & 15-Year Future Land Use maps are provided on the following pages

Existing Conditions and Analysis

2.2.2 Existing Land Use

The existing land use pattern in the corridor (as defined within a ¼ mile on either side of the corridor) highlights a number of unique characteristics.

Issues:

- Single-family homes (neighborhoods) make up almost 75% of the corridor’s area. This is a residential corridor with valuable historic neighborhoods fronting along Cascade Avenue.
- Multi-family land use makes up only 4% of the corridor’s area with several smaller apartment complexes located throughout the corridor.
- Commercial land use makes up only 4% of the corridor’s area and is tightly focused in the Cascade Heights and Cascade/Beecher neighborhood commercial nodes with a larger commercial strip concentration at R.D. Abernathy Boulevard.
- Open space makes up 14% of the corridor’s area, this large percentage is due to the location of both the Greenwood Cemetery and John A. White Park and Golf Course on the corridor.
- There are a number of important civic and institutional uses along the corridor including several churches and schools. This along with the significant parks and residential uses, clearly suggests that this is an important neighborhood and civic corridor.
- Vacant parcels in the corridor are generally small in scale

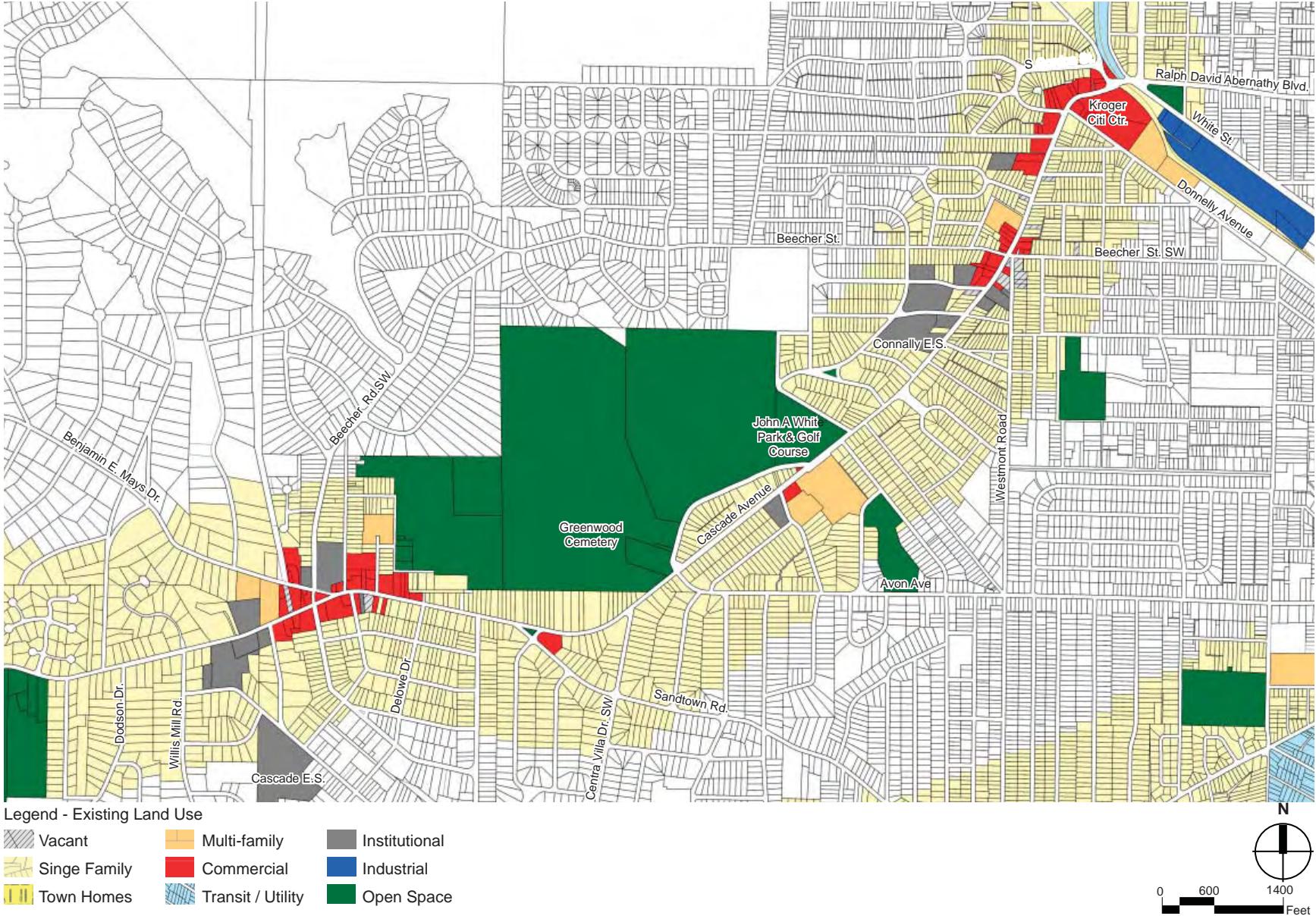
and are located in the commercial nodes. There are a number of vacant parcels concentrated in the Cascade/Beecher node.

Table 3-1: Corridor Land Use (1/4 mile radius)

Land Use	% of corridor
Single-family	73%
Townhome	0%
Multi-family	4%
Mixed Use	0%
Commercial	4%
Institutional	4%
Office	0%
Industrial	0%
Open Space	14%
Transit/Utility	0%
Federal (Ft. McPherson)	0%
Vacant	1%

Existing Conditions and Analysis

Existing Land Use



2.2.3 15 - Year Future Land Use

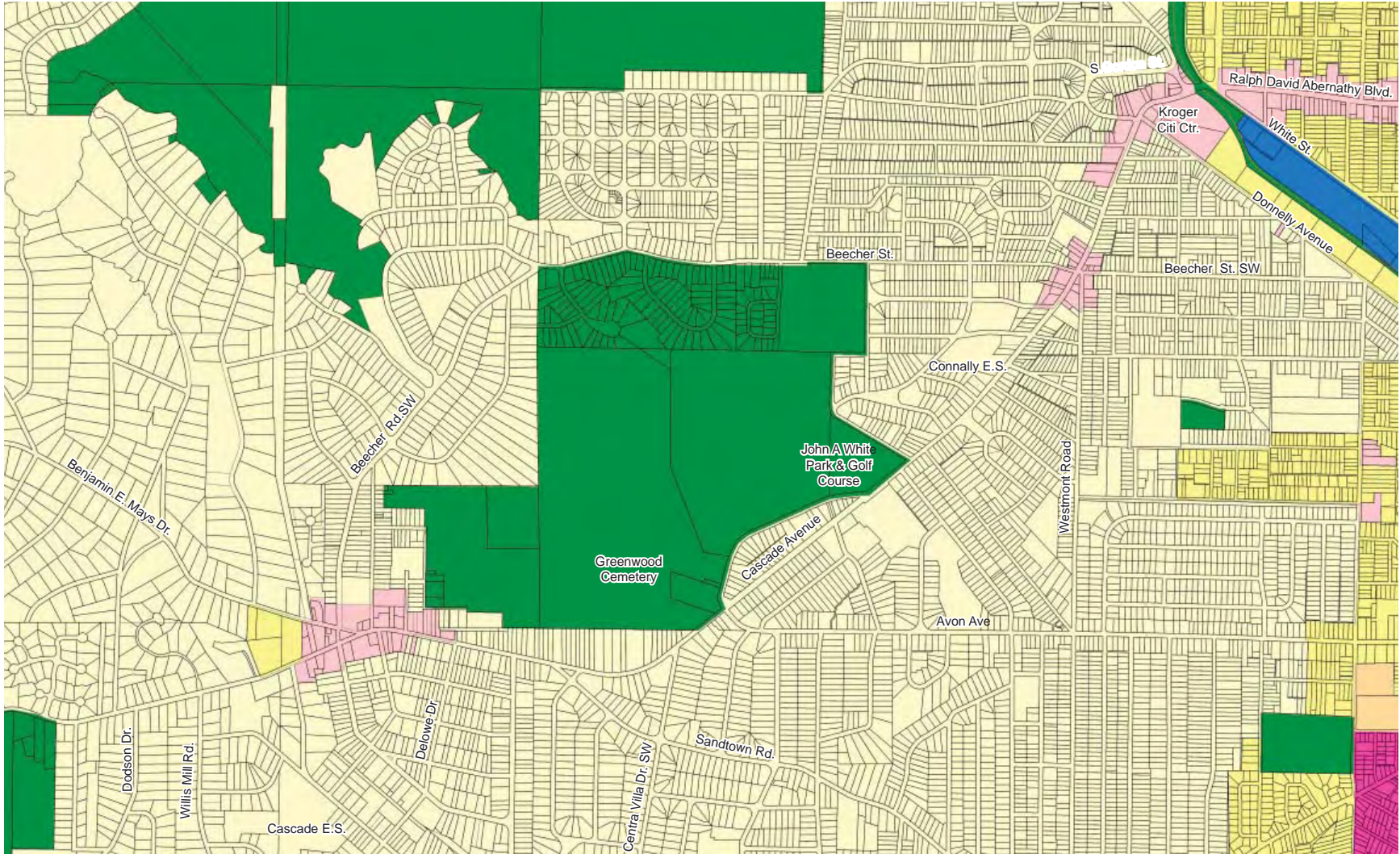
The City of Atlanta Comprehensive Development Plan (CDP) establishes future land use classifications for all areas of the city via 15 year Future Land Use Maps. The classifications reflect long-term land use goals and do not always comply with existing land uses on-the-ground. Under Georgia law, the future land use plan serves as the legal basis for rezoning activity by the city. As part of the recommendations for the corridor some future land use changes will be identified in order to implement the goals of the plan.

Issues:

- The Future Land Use Plan outlines a very clear pattern of Single-family Residential use along the corridor and throughout the adjacent neighborhoods.
- The strong Single-family Residential pattern is only interrupted by small commercial nodes at Cascade Heights and Cascade/Beecher that are clearly and tightly defined as Low Density Commercial.
- The pattern of Low Density Commercial that extends from R.D. Abernathy Boulevard along Cascade Avenue puts the Single-family Residential use directly on the corridor under pressure and may need to be evaluated in light of the future BeltLine development node.

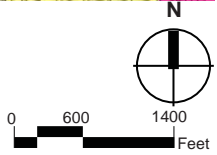
Existing Conditions and Analysis

15 - Year Future Land Use



Legend - Future Land Use

- Single-Family
- Low Density Residential
- Medium Density Residential
- Low Density Commercial
- Mixed Use
- Industrial
- Open Space



2.2.4 Current Zoning

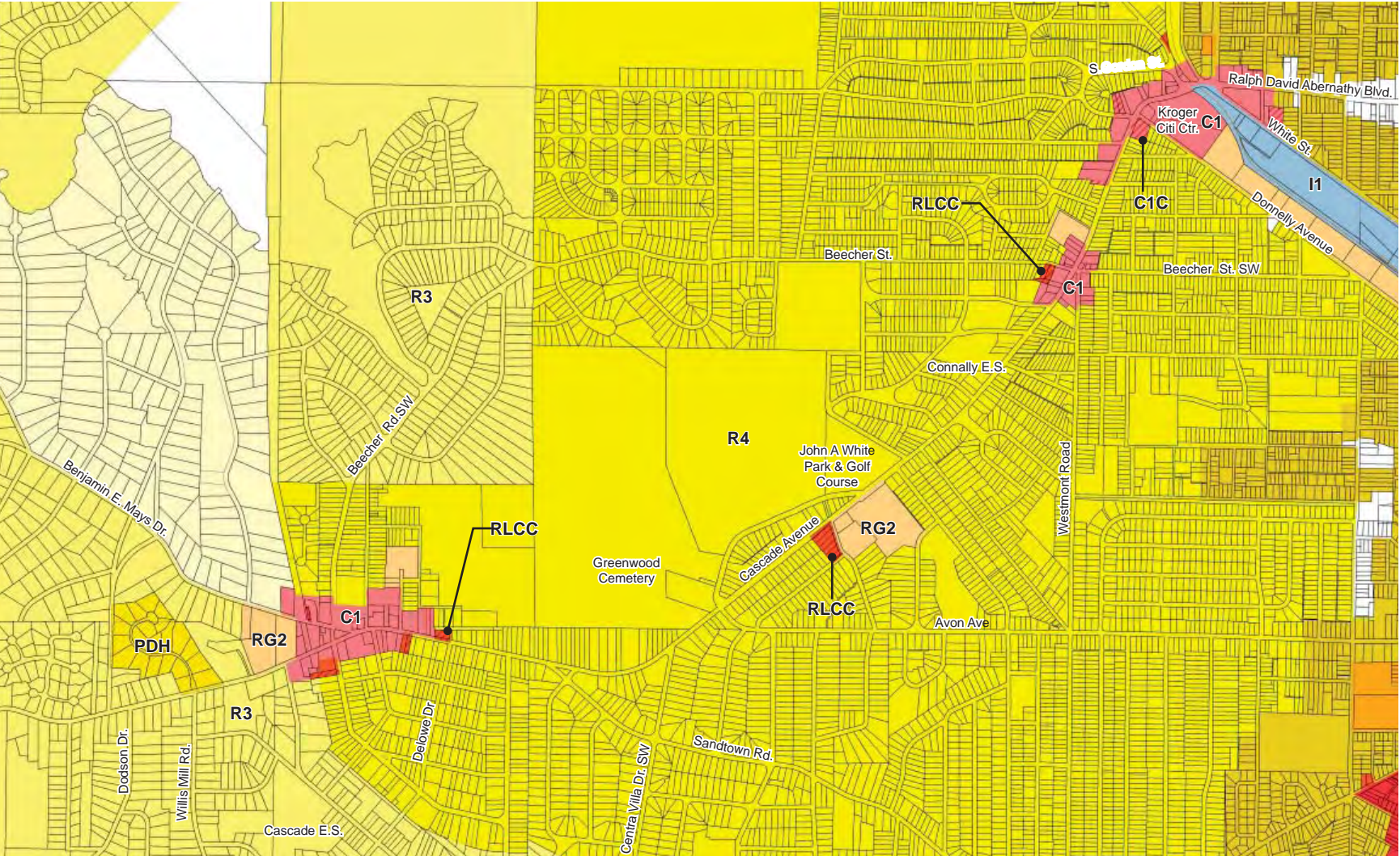
The City of Atlanta regulates the development of property through the use of zoning districts. The districts control things such as building height, use, setback and parking. Zoning is the implementation tool of the Future Land Use Plan, defining the design and intensity of the intended use.

Issues:






- The commercial nodes at Cascade Heights and Cascade/Beecher are zoned C-1. This zoning category does not include any urban design standards, thus permitting auto-oriented commercial development that places parking lots along the street and discourages pedestrian activity. This type of zoning is inconsistent with the existing and intended future character of these neighborhood commercial nodes. The City of Atlanta's Quality of Life Zoning Districts (specifically Neighborhood Commercial - NC) may be a valuable alternative to support the design and development goals of these nodes.
- The commercial area at R.D. Abernathy Boulevard is also zoned C-1. The redevelopment plan may suggest new uses that would require a more appropriate mixed-use zoning designation.
- The current Multi-Family zoning districts (RG) do not include urban design standards, thus permitting auto-oriented multi-family residential development and discourages pedestrian activity. The City of Atlanta's Quality of Life Zoning Districts may be a valuable alternative to support the design and development goals of the corridor.

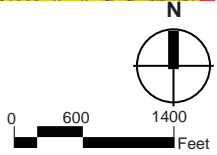
Existing Conditions and Analysis

Current Zoning



Legend - Zoning

 C1	 PDH	 R4	 RLC
 C1C	 R2A	 R5	 RLCC
 I1	 R3	 RG2	 RG3



Existing Conditions and Analysis

2.2.5 Transportation

Road Characteristics

- Designated as an urban minor arterial
- Speed Limit: 35 mph
- 2-lanes (from Willis Mill Road to Venetian Drive)
- 3-lanes, two westbound & one eastbound (from Venetian Drive to Sandtown Road)
- 4-lanes undivided (from Sandtown Road to R.D. Abernathy Boulevard)

Traffic Volume

The current 2005 traffic volumes measured in annual average daily trips (AADT) along the corridor range from 12,300 to 17,900 trips. Future year volumes have been estimated based on output of the ARC travel demand model for the year 2030. Table 3-2 summarizes the current and estimated future volumes by segment for the Cascade Avenue corridor.

Table 3-2: Cascade Avenue Traffic Volume

Road Segment	2005 Volume	2030 Volume
Willis Mill to Blvd. Grande	12,300	11,700
Blvd. Grande to Herring	13,500	11,700
Herring to Sandtown	13,500	10,400
Sandtown to Centra Villa	13,500	10,400
Centra Villa to Avon Ave.	14,700	11,000
Avon Ave. to Beecher	13,200	22,800
Beecher to Donnelly	17,900	21,700
Donnelly to RDA	17,900	21,700
RDA to White/Langhorn	15,500	20,800

Table 3-3: Historic Traffic Volume (Cascade Avenue just north of Avon Avenue)

Year	Volume
1999	19,768 (estimated)
2000	17,300 (estimated)
2001	16,041 (actual)
2002	14,647 (actual)
2004	14,736 (actual)
2005	13,200

Source: GDOT

Observations:

The future volumes are useful to provide a general sense of traffic growth but should be considered within the context of historic traffic data and a common sense understanding of the corridor.

- The segment from Willis Mill Road to Centra Villa Drive actually shows a decrease in traffic volume in 2030 which at least suggests very flat growth in traffic volume.
- The segment from Avon Avenue to Beecher Street shows a relatively high jump in volume but should be considered within the context of historic traffic volumes for this segment which show a relative decline in volume (Table 3-3).
- Generally the segment from Beecher Street to R.D. Abernathy Boulevard shows an increase in traffic volume.

Existing Conditions and Analysis

Public Transit

The Cascade Avenue corridor is served by several bus routes which provide transit connections to the nearby West End MARTA Station.

- Route 71 – Cascade/Country Squire, is the primary bus route for the corridor, providing service along Cascade Avenue beginning at the West End MARTA Station and extending westward past I-285 into Fulton County. This route attracts approximately 3,600 weekly riders and has a peak period headway of 14 minutes.
- Route 64 – Beecher, provides service from the West Lake MARTA Station and connects to the area via Beecher Road running through the Cascade Heights commercial area and then looping back via Cascade Road and Ben E. Mays Drive.
- Route 68 – Donnelly, connects the Ashby MARTA Station and West End MARTA Station and loops through the Cascade Avenue corridor via Westwood Avenue and Beecher Road.
- Future BeltLine - The proposed BeltLine project proposes to connect greenspace, multi-use trails, transit and new redevelopment along 22 miles of historic rail lines that encircle the urban core of Atlanta. The BeltLine route crosses under Cascade Avenue at the intersection of R.D. Abernathy Boulevard and is anticipated to have a future transit station and redevelopment at this node.

Issues:

- Enhancements to existing service along Cascade Avenue should be considered to support transit use in the corridor.



Cascade Ave near the Connally Elementary School



Cascade Ave at the intersection of Ben E Mays Drive

Existing Conditions and Analysis

Pedestrian and Bicycle Facilities

- Cascade Avenue is an important pedestrian corridor connecting the surrounding neighborhoods to the corridor’s schools, parks, churches and retail areas. There are significant gaps in the sidewalk system on Cascade Avenue specifically between Kenmore Street and Sandtown Road.
- In addition, many of the sidewalks (particularly at intersections) do not meet Americans with Disabilities Act (ADA) standards for accessibility.
- In the Cascade Heights area the City has recently completed a streetscape project including sidewalk upgrades and decorative street lighting. A planned future phase of this work will extend along Cascade Avenue through the Ben E. Mays intersection.
- A signed bicycle route exists on Cascade Avenue starting at Venetian Drive and extending south along Dobson Drive to Campbellton Road. This route is signed as a PATH route along Cascade Avenue.
- The City of Atlanta’s Bicycle Suitability Study has identified Cascade Avenue from Beecher Street to Willis Mill Road as a suitable future bike route.

Issues:

- Key segments of Cascade Avenue and adjacent streets need sidewalks and streetscape improvements to better support pedestrian activity in the corridor.

Accidents

Accident rates for the Cascade Avenue corridor were evaluated by looking at both rates by segment and key intersections. The accident rates by segment were compared to the statewide average. Accidents by intersection were evaluated by identifying the key intersections with over 30 accidents in the most recent four year period.

**Table 3-4:
Cascade Avenue Accident Rate by Segment**

Segment	2003 Accident Rate/Million VMT	State Average
Willis Mill to Blvd. Granada	983	572
Blvd. Granada to Westhaven	1,169	572
Westhaven to Langhorn	2,691	572

**Table 3-5:
Cascade Avenue Accident Rate by Intersection**

Intersection	Yearly Accidents				Total
	2001	2002	2003	2004	
Boulevard Granada	14	13	5	12	44
Beecher Street	15	17	13	8	53
R.D. Abernathy	34	16	22	9	81
Langhorn Street	53	48	46	29	176
Barge Rd.	40	42	48	30	160

Existing Conditions and Analysis

Issues:

- All segments in the Cascade Avenue corridor have higher accidents rates than the statewide average. In particular the segment between Westhaven Drive and Langhorn Street has a rate almost five times the state average with the intersections of R.D. Abernathy Boulevard and Langhorn Street accounting for a significant portion of these accidents.
- The intersections of Boulevard Granada and Beecher Street are the next two highest locations of intersection accidents.

Planned Future Improvements

The Southwest Atlanta Sidewalk Program includes several key sidewalk/streetscape projects including:

- Sidewalk and streetscape improvements on Cascade Avenue from Willis Mill Road to Delowe Drive. The first phase of this has already been completed. The second phase will include the conversion of Cascade Avenue between Beecher Road and Herring Road to a 3-lane section with a dedicated center left turn lane.
- Sidewalk and streetscape improvements on Fontaine Avenue from Cascade Avenue to the Cascade Elementary School.
- Sidewalk and streetscape improvements on Benjamin E. Mays Drive from Cascade Avenue to Willis Mill Road.

Key Transportation Issues

- Where possible, make vehicular improvements at key intersections to improve accessibility.
- Identify ways to relieve congestion in the Donnelly Avenue/ R.D. Abernathy Boulevard section particularly in light of the planned BeltLine node.
- Manage cut-through traffic in neighborhoods (traffic

calming)

- Calm traffic and increase safety on the Cascade Avenue corridor.
- Improve pedestrian facilities including signalization, crosswalks and sidewalks.
- Improve and extend existing bike routes.
- Improve transit service including bus stop amenities and efficiency of service.

Existing Conditions and Analysis

2.2.6 Market Overview & Development Strategy

Demographics

This area is comprised of a number of well-established neighborhoods located along the eastern portion of Cascade Avenue from its intersection with White Street and Ralph David Abernathy Boulevard extending westward to just past the intersection with Benjamin E. Mays Drive. The population of this area is growing moderately (3.5% by 2010) and exhibits an older age profile as evidenced by a median age of 38.9 years and the fact that 13.5% of its population is over 65 years of age. Residents are predominantly homeowners (74.3%) and have been living in the area for a long time—a full 36.9% moved into their homes in 1980 or earlier. This area includes some of the more well-established neighborhoods of Atlanta and includes an older housing stock.

Recent Developments:

There are several development projects in the area that provide insight into the area's potential market strengths.

BeltLine - The area around Cascade Avenue and Ralph David Abernathy Boulevard is identified as a major development node in the southwest portion of the recently approved BeltLine Redevelopment Plan.

Cascade Heights Center – This retail center at the intersection of Benjamin E. Mays and Cascade Avenue recently underwent a renovation and now hosts several boutiques, restaurants, and a barber shop.

The Benjamin E. Mays/Cascade Avenue streetscape improvement project—is currently under final design by the Atlanta Department of Public Works. The project, which will construct new sidewalks and widen existing ones, will enhance

and beautify the streetscape and enhance the pedestrian environment.

Strengths:

- Linkage to the future BeltLine provides improved transportation connections to job centers, enhanced green space, and new funding sources for development.
- Quality residential areas and housing stock in the area.
- Established neighborhood commercial nodes with some key anchors in place.
- Reinvestment beginning to occur at several locations throughout the area.

Issues:

- Besides the Kroger Citi-Center, the retail is unanchored, and scattered with pockets of healthy retail located next to vacant storefronts.
- The area is presently underserved by existing retail, given the significant incomes among a large segment of the households in the sub-area. Currently these households are spending their retail dollars outside the area.

Existing Conditions and Analysis

Suggested Development Strategies

Based on the assessment of development conditions in the area, the following development strategies are suggested:

1. **Concentrate new retail activity at three key nodes**—The Cascade BeltLine area, the Benjamin Mays intersection at Cascade Heights, and a smaller concentration at Beecher Street.
2. **Capitalize on the BeltLine Node**—Building on the existing Kroger Center and commercial core, extend street level retail along Cascade Avenue and R.D. Abernathy Boulevard:
 - Retail focus—convenience, personal and business services, restaurants, community services.
 - Include a significant mix of residential lofts over retail, townhomes, and new rental housing near transit connections.
 - Encourage the conversion of outmoded, high vacancy apartment complexes and industrial uses along White Street/Railroad (which is part of the proposed right-of-way for the BeltLine) consistent with BeltLine plan.
3. **Benjamin E. Mays Intersection “Cascade Heights”** -- Create a commercial village to serve the strong surrounding residential areas:
 - Retail concept: include neighborhood retail, personal services, and restaurants, using existing retail structures, as well as new infill development.
 - Create shared off-street parking to serve retail areas.
 - Encourage new infill residential as lofts over retail, townhomes, and small lot single-family.
4. **Strictly limit the spread of commercial outside of the key nodes**—Preserve existing residential uses on Cascade Avenue, encourage in-fill residential on vacant/underutilized commercial sites, and limit new retail development to key nodes.

Existing Conditions and Analysis

2.3 Campbellton West

2.3.1 Corridor Overview

The Campbellton West corridor is an important connection to I-285 for the western portion of the City of Atlanta, Fulton County, and beyond. This portion of Campbellton Road is designated as State Route 154/166 and extends westward to Douglas County and eastward along Langford Parkway to I-75/85.

Significant Features

Coventry Station is a 130 acre mixed use development located off of Greenbriar Parkway between Barge Road and I-285. This project will include a mix of townhomes, single family, apartments, and commercial uses. The project will also include a new street connection from Barge Road to Greenbriar Parkway.

The **Barge Road Park and Ride Lot** is located on the southwest corner of Barge Road and Campbellton Road. This lot serves as the terminating point for the Campbellton Blue Flyer and Route 83 bus routes that connect to the Oakland City MARTA station. This is an underutilized parking lot that may be a candidate for redevelopment.

The **Fairburn/Barge Road commercial area** is a collection of older commercial strip development along Campbellton Road between Fairburn and Barge Roads. This area is currently underutilized and transitioning, and has been identified by the community as a location for revitalization.

The **Ben Hill Community Park** is a valued community resource with active baseball fields and a community center. The park could be better integrated into the Fairburn/Barge Road area and be made more pedestrian accessible.

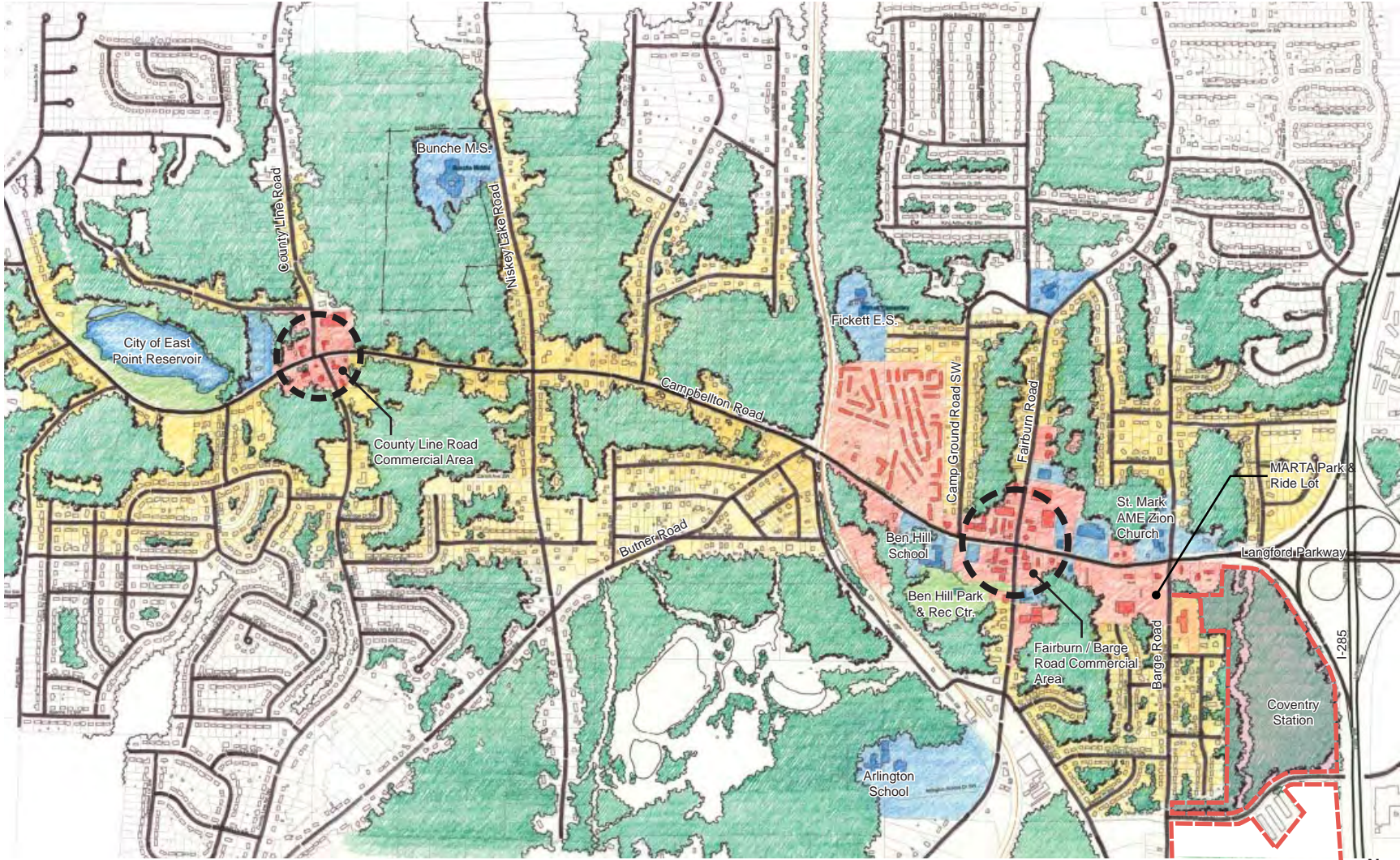
The **Ben Hill School** is a longtime historic landmark in the Ben Hill Community. Currently vacant, this site could be integrated with the adjacent Ben Hill Park as a meeting space or other community facility.

The **County Line Road commercial area** is a small node of commercial in an otherwise suburban residential area. This area provides valuable commercial services and could be made to be more pedestrian friendly but should be limited from spreading into the adjacent neighborhoods.







The **East Point Reservoir** is a notable landmark on the far western end of the corridor. It serves as a noticeable gateway to the lower density development west into Fulton County.

Existing Conditions and Analysis

Corridor Overview



Land Use Key

	Commercial & Multi-family		Institutional
	Residential		Tree Cover
	Single Family Residential		Park or Open Space

Note: This map represents a generalized "portrait" of existing land use patterns for the purpose of identifying major features of the corridor. Specific Existing Land Use, Zoning & 15-Year Future Land Use maps are provided on the following pages



Existing Conditions and Analysis

2.3.2 Existing Land Use

The existing land use pattern in the corridor (as defined within a ¼ mile on either side of the corridor) highlights a number of unique characteristics.

Issues:

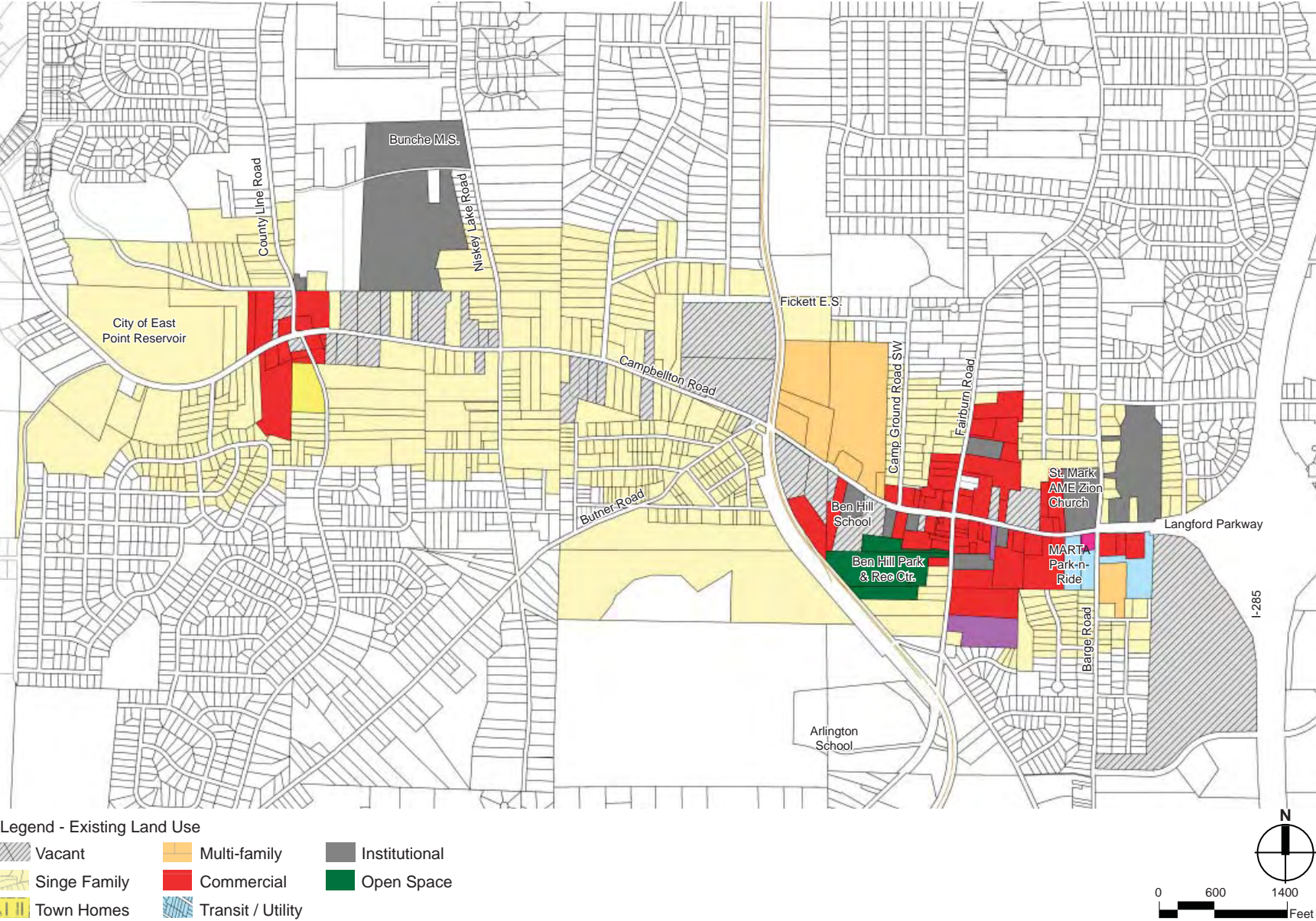
- Single family homes (neighborhoods) make up 60% of the corridor’s area. Particularly west of Butner Road, these residential neighborhoods front directly on Campbellton Road, creating a distinctly different land use character from the commercial area at Fairburn and Barge Roads.
- Multi-family land use makes up 7% of the corridor’s area. The main concentration of multi-family housing is located at the apartment complex just west of Camp Ground Road.
- Commercial land use, primarily strip retail, makes up 12% of the corridor area. This bulk of this commercial is concentrated in the Fairburn and Barge Road area with a smaller concentration at County Line Road.
- Open space makes up 2% of the corridor area, accounting for the Ben Hill Community Park off of Fairburn Road.
- Vacant land accounts for 12% of the corridor area. These areas include; the Coventry Station site which is beginning construction as a mixed-use residential community, a large parcel just west of the rail line across from Butner Road, and a number of large residential lots between Niskey Lake Road and County Line Road.

Table 4-1: Corridor Land Use (1/4 mile radius)

Land Use	% of corridor
Single Family	60%
Townhome	1%
Multi-family	7%
Mixed Use	0%
Commercial	12%
Institutional	4%
Office	1%
Industrial	0%
Open Space	2%
Transit/Utility (Park & Ride)	1%
Vacant	12%

Existing Conditions and Analysis

Existing Land Use



Existing Conditions and Analysis

2.3.3 15-Year Future Land Use

The City of Atlanta Comprehensive Development Plan (CDP) establishes future land use classifications for all areas of the city via 15 year Future Land Use Maps. The classifications reflect long-term land use goals and do not always comply with existing land uses on-the-ground. Under Georgia law, the future land use plan serves as the legal basis for rezoning activity by the City. As part of the recommendations for the corridor some future land use changes will be identified in order to implement the goals of the plan.

Issues:

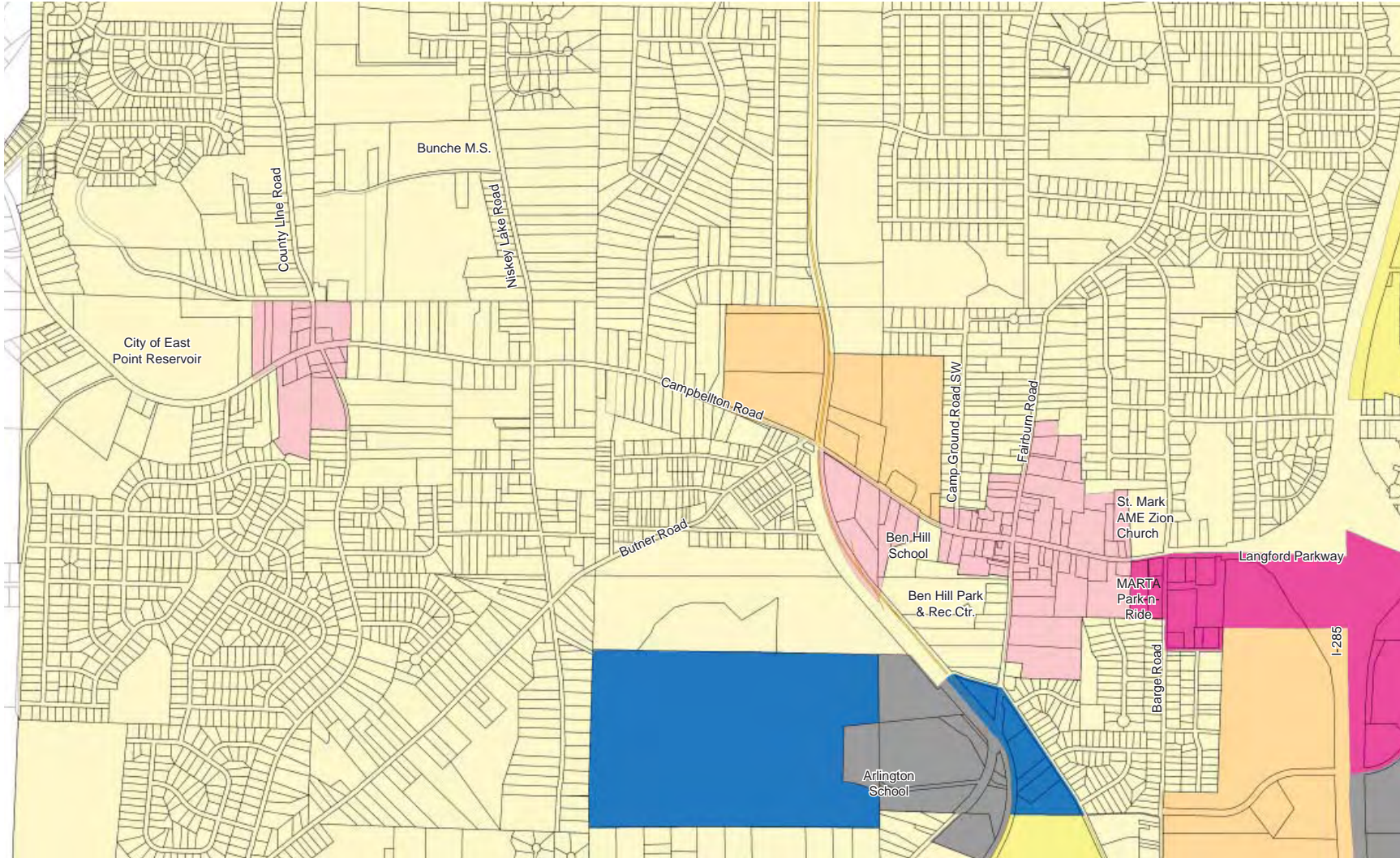
- Significant portions of the corridor are designated as Single Family and Low Density Residential consistent with the pattern of existing residential neighborhoods and the plan will seek to protect these areas from commercial encroachment.
- The commercial area in the Fairburn and Barge Road area is designated as Low Density Commercial with a portion of the Barge Road intersection designated as Mixed Use. This area will likely be a location for more intensive mixed-use development and may require a Mixed Use land use designation.
- A significant parcel located just west of the rail line and across from Butner Road is designated as Medium Density Residential. This parcel has yet to develop and would benefit from the addition of the City's Quality of Life Zoning standards.
- West of Butner Road, the Future Land Use is Single Family Residential with an area of Low Density Commercial around

County Line Road. Need to ensure that commercial and and higher intensity residential land uses do not spread further west by concentrating land use intensity in the Fairburn and Barge Road area.

- The former quarry located west of the Arlington School is a potential candidate for future open space as identified by the neighborhoods.

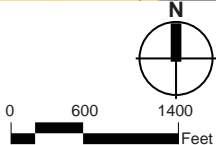
Existing Conditions and Analysis

15 Year Future Land Use



Legend - Future Land Use

- Single-Family
- Low Density Residential
- Medium Density Residential
- Low Density Commercial
- Office / Institutional
- Mixed Use
- Industrial
- Open Space



2.3.4 Current Zoning

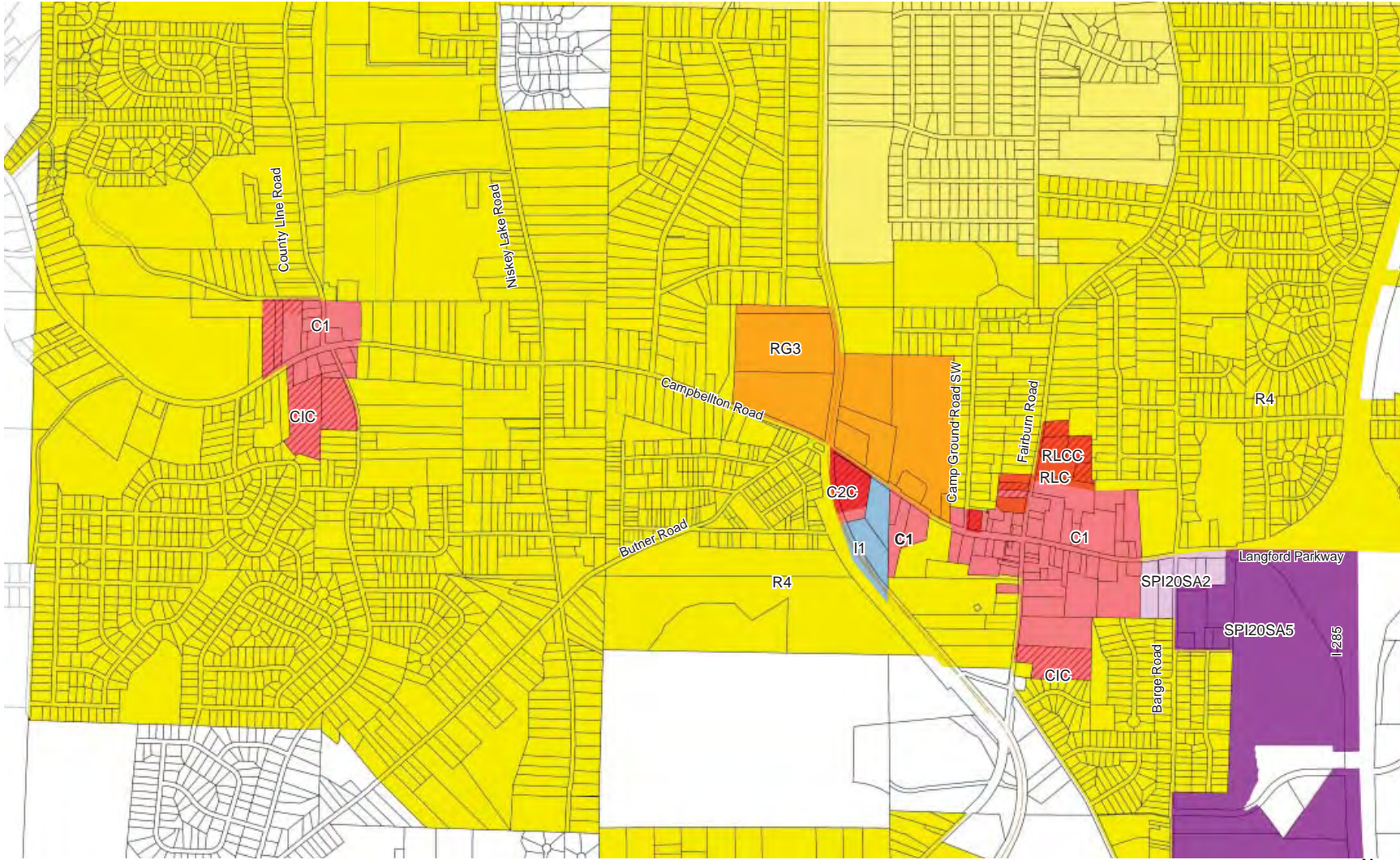
The City of Atlanta regulates the development of property through the use of zoning districts. The districts control things such as building height, use, setback and parking. Zoning is the implementation tool of the Future Land Use Plan, defining the design and intensity of the intended use.

Issues:

- The current Commercial zoning districts (C-1, C-2) may limit desired redevelopment intensity/use and do not include urban design standards, thus permitting auto-oriented commercial development and discourages pedestrian activity. The City of Atlanta's Quality of Life Zoning Districts may be a valuable alternative to support the design and development goals of the corridor.
- The current Multi-Family zoning districts (RG) do not include urban design standards, thus permitting auto-oriented multi-family residential development and discourages pedestrian activity. The City of Atlanta's Quality of Life Zoning Districts may be a valuable alternative to support the design and development goals of the corridor.
- The single-family residential area west of Butner Road will likely see future development of suburban style residential subdivisions as larger parcels are consolidated and redeveloped. The current R-4 zoning may not effectively require the needed connectivity in this area to minimize the transportation impact on Campbellton Road.

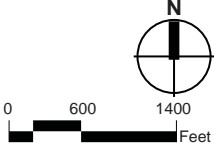
Existing Conditions and Analysis

Current Zoning



Legend - Zoning

 C1	 C2C	 R3	 RLCC
 C1C	 I1	 R4	 SPI20SA2
 C2	 RG3	 RLC	 SPI20SA5



Existing Conditions and Analysis

2.3.5 Transportation Analysis

Road Characteristics

Designated as an urban arterial
 Designated as State Route 154/166
 5-lanes (from Barge to Butner)
 2-lanes (from Butner to Enon)

Traffic Volume

The current 2005 traffic volumes measured in annual average daily trips (AADT) along the corridor range from 16,200 to 24,900 trips. Future year volumes have been estimated based on output of the ARC travel demand model for the year 2030. Table 4-2 summarizes the current and estimated future volumes by segment for the Campbellton West corridor.

Table 4-2: Campbellton West Traffic Volume

Road Segment	2005 Volume	2030 Volume
County Line to Butner	16,200	24,800
Butner to Fairburn	22,300	40,610
Fairburn to Barge	24,900	39,250

Issues:

The future volumes are useful to provide a general sense of traffic growth but should be considered within the context of historic traffic data and a common sense understanding of the corridor.

- There is a significant difference in traffic volume east and west of Butner Road particularly in the 2030 projections with projected traffic east of Butner Road (40,000 ADT) double that west of Butner Road (24,800 ADT).

- Traffic volume west of Enon Road (9,555 ADT) is significantly lower than volume east of County Line Road (16,200 ADT). And growth in traffic volume west of Enon Road has been relatively flat in the past six years (Table 4-3).

Table 4-3: Historic Traffic Volume (Campbellton at Enon Road)

Year	Volume
1999	9,649 (actual)
2000	9,786 (estimated)
2001	10,214 (estimated)
2002	9,352 (actual)
2003	9,929 (actual)
2004	9,555 (actual)

Source: GDOT

- These distinct differences in traffic volume suggests that there is not a “one size fits all” solution to the corridor.

Existing Conditions and Analysis

Public Transit

- The Campbellton West corridor is served by several bus routes which provide transit connections to area MARTA stations.
- Route 283 – Campbellton Blue Flyer, is a limited stop express service route that connects from the Oakland City MARTA station along Campbellton Road to Greenbriar Mall and on to the Barge Road Park-and-Ride lot, operating during peak hours only.
- Route 83 - Campbellton/Greenbriar, is the primary, regular service, bus route for the Campbellton East corridor. It runs the same route as the Blue Flyer with an additional limited service loop from the Barge Road Park-and-Ride lot, west along Campbellton Road to County Line Road. This route attracts over 5,400 weekly riders with 15 minute headways.

Issues:

- Enhancements to existing service along Campbellton Road should be considered to support transit use in corridor.
- Route 170 – Brownlee/Ben Hill, runs south from the Hamilton Holmes MARTA station via Barge Road to the Barge Road Park-and-Ride lot, then loops back north via Camp Ground Road.



Campbellton Road near the MARTA Park & Ride



Campbellton Road at intersection of Fairburn Road

Existing Conditions and Analysis

Pedestrian and Bicycle Facilities

- There are limited sidewalks on both sides of Campbellton Road from Camp Ground Road to Barge Road.
- There are no sidewalks west of Camp Ground Road except for a small section at the intersection of County Line Road.
- Key adjacent streets such as Fairburn Road and Barge Road have limited to no sidewalks.

Issues:

- Key segments of Campbellton Road and adjacent streets need sidewalks and streetscape improvements to better support pedestrian activity in the corridor.

Accidents

Accident rates for the Campbellton East corridor were evaluated by looking at both rates by segment and key intersections. The accident rates by segment were compared to the statewide average. Accidents by intersection were evaluated by identifying the key intersections with over 30 accidents in the most recent four year period.

Table 4-4: Campbellton West Corridor Accident Rate by Segment

Segment	2003 Accident Rate/Million VMT	State Average
Enon Rd. Camp Ground Rd.	410	572
Camp Ground Rd.- Barge Rd.	2,322	572

Table 4-5: Campbellton West Accident Rate by Key Intersections

Intersection	Yearly Accidents				Total
	2001	2002	2003	2004	
County Line Rd.	12	15	16	12	55
Niskey Lake Rd.	8	9	12	10	39
Kimberly Rd.	14	14	11	13	52
Fairburn Rd.	33	46	63	49	191
Barge Rd.	40	42	48	30	160

Issues:

- The segment from Camp Ground Road to Barge Road exhibited an accident rate four times the statewide average.
- The intersections of Fairburn Road and Barge Road have the highest intersection accident rates in the corridor.

Planned Future Improvements

The 2030 RTP includes several projects for the Campbellton West corridor:

- Road widening from 2-lanes to 4-lanes with a 20-foot median from Enon Road to Butner Road. GDOT has proposed this project and received strong local opposition, its completion date is set for 2030 in the RTP with no immediate funding available for construction.
- New Barge Road/Greenbriar Parkway connection. This project is being constructed currently as part of the Coventry Station development.

Existing Conditions and Analysis

- The City of Atlanta Sidewalks Around Schools Program includes building sidewalks on Niskey Lake Road from County Line Road to Campbellton Road. This project is scheduled for completion in 2007.

Key Transportation Issues

- Where possible, make vehicular improvements at key intersections to improve accessibility, specifically at Fairburn Road, Barge Road, Niskey Lake Road, and County Line Road.
- Evaluate potential modification of proposed 4-lane widening in order to define a locally supported solution.
- Improve pedestrian facilities including signalization, crosswalks and sidewalks, on corridor and adjacent streets.
- Improve and extend existing bike routes
- Improve transit service including bus stop amenities and efficiency

Existing Conditions and Analysis

2.3.6 Market Overview and Development Strategy

Demographics

The Campbellton West area is the smallest of the three corridor areas in terms of population size, with 8,516 residents in 2005, but it is expected to grow by 4.8% over the next five years, which is the fastest growth rate in the Study Area. The residents of West Campbellton typically work in professional or managerial occupations and earn significant incomes, with a household median income of \$57,468, versus \$44,710 for the city as a whole. The residents are more likely to live in households headed by married couples and 70.3% are homeowners. The demographics of Campbellton West reflect the recent pattern of significant single-family development which is bringing an increasing number of middle class and more affluent households into the area, attracted by the many new subdivisions providing a wide range of housing choices.

Recent & Proposed Developments:

There are several development projects in the area that provide insight into the area's potential market strengths.

Cascade Road and Camp Creek Marketplace – The established commercial corridors on Cascade Road north of Campbellton Road and Camp Creek Marketplace with over 1 million square feet of new retail development several miles to the south, limit the opportunity for a large-scale retail development along Campbellton Road. Many of the major retailers who would otherwise be candidates for Campbellton West have already located in these two competitive areas including: Target, Publix, Kroger, and Kohl's.

Coventry Station – Priske-Jones Southeast is developing 134 acres of undeveloped land along the western edge of I-285,

south of Campbellton Road. Their development, Coventry Station, will have 200 townhomes, 94 single-family homes, 166 senior apartments, as well as rental apartments. There will also be 30,000 square feet of office and retail space located on Greenbriar Parkway. Coventry Station will have a northern entrance on Barge Road directly south of the existing commercial area on Campbellton Road.

Notting Hill at Arlington – The residential subdivision has just been completed by Anchor Signature Homes and consists of 76 townhomes south of the intersection of Campbellton Road and County Line Road. The units range between 2 and 3 bedrooms with 1.5-2.5 baths. The amenities include a swimming pool and nature trails. Prices range from \$130,000 to \$150,000 per unit.

Strengths:

- The area is one of the fastest growing areas in the City of Atlanta.
- The area is attracting an increasing number of middle-class and affluent residents, as part of a vibrant residential market in Southwest Atlanta/South Fulton County.
- The area offers excellent regional access to the substantial job concentrations at the airport, Cobb County, Downtown/Midtown and Fulton Industrial.

Issues:

- The entrance to the area on Campbellton Road from I-285 presents a jumble of old shopping centers, vacant stores and unplanned commercial development which does not reflect the incomes and character of the surrounding residential areas.
- Commercial momentum has shifted to the north on

Cascade Road and to the south at Camp Creek

Existing Conditions and Analysis

Marketplace on Camp Creek Parkway. Residents of the

area report that these two areas are attracting a large portion of their retail purchases.

Suggested Market Development Strategies

Based on our assessment of the area's demographics and market performance the following strategies for the future development of the area are suggested:

1. **View the development of Campbellton West as distinct from Campbellton East** - I-285 is both a physical and psychological barrier which separates the two areas. Residents of West Campbellton indicated that they primarily look north and south for their retailing options rather than eastward to Greenbriar and the surrounding development. In addition, traffic volumes indicate there is substantial commuter traffic using Campbellton Road as the access route from the adjacent neighborhoods and further west into unincorporated Fulton County.
2. **Link/redevelop the existing Fairburn/Barge Road retail developments to create a new Ben Hill Village commercial center** - create a continuous retail and commercial area linking these two areas together into a new commercial village. Focus the retail on:
 - Convenience goods
 - Local services/professional services
 - Civic and religious uses
 - Better linkages to MARTA and regional transportation network
 - Intersperse with townhouses and other residential
 - Create a different experience than Cascade Road, Camp Creek Marketplace or Greenbriar Mall, it should be a pedestrian-friendly village atmosphere
3. **Creating an appealing identity for the village** - the consensus of the charrette groups was to build on the well-established Ben Hill identity, and extend to the entire area. This would become the "brand" for the area and be used in all marketing efforts to area consumers. It was also important to provide a symbolic gateway into the area from I-285, through special gates, lighting, clock tower, public art, etc.
4. **Allow Infill Residential on West Campbellton Road** - encourage new residential development and preserve existing residential along West Campbellton Road between Fairburn and County Line Roads to create the critical mass at the new Ben Hill village and prevent the further sprawl of commercial along West Campbellton. The new residential development could be at higher densities than the single-family detached housing which typifies the area, and could include town houses, elderly housing and some limited stacked lofts.
5. **Limit the commercial development at County Line Road** - while this area is and will continue to experience significant pressure for additional commercial development to serve the burgeoning residential areas which surround it, the community expressed a strong interest in seeing the commercial activities at this critical intersection remain small in scale and limited in total size. This area should not be allowed to grow to a level that it will compete with Ben Hill Village.

Existing Conditions and Analysis

2.4 Campbellton East

2.4.1 Corridor Overview

Campbellton Road is an important east-west corridor in Southwest Atlanta connecting from the Oakland City MARTA station to Greenbriar Mall and I-285. The corridor runs along a well-established collection of neighborhoods and historically served as the community's primary business and commercial destination.

Significant Features

Fort McPherson is located on the eastern end of the corridor and while an important employment center, literally turns its back to Campbellton Road and the surrounding neighborhoods. Its closure and potential redevelopment represents a major opportunity for the revitalization of the corridor.

Campbellton Plaza Shopping Center, developed in the 1950s, is one of Atlanta's first commercial strip centers. It serves as the anchor of commercial development around the Delowe Drive intersection. While still an active retail center, this site represents a potential redevelopment opportunity based on its age and condition.

The **Adams Park Library** and the Southwest Atlanta YMCA, located across the street from each other, are important and active community resources. The YMCA is currently undergoing a significant renovation and expansion.

Adams Park and **Alfred "Tup" Holmes Memorial Golf Course** are unique public amenities for the area and could be made more accessible to the community via better pedestrian connections.

Mt. Carmel Baptist Church is located on the western end of

the corridor and is a prominent religious and civic institution in the area. This church is playing an active role in the area's revitalization and can play a key role in the redevelopment of the Campbellton East corridor.

The **Oakland City and Lakewood/Fort McPherson MARTA stations** on the eastern end of the corridor provide valuable nearby access to regional transit.

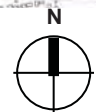
Existing Conditions and Analysis

Corridor Overview



Land Use Key

- Commercial & Multi-family
- Residential
- Single Family Residential
- Institutional
- Tree Cover
- Park or Open Space



Note: This map represents a generalized "portrait" of existing land use patterns for the purpose of identifying major features of the corridor. Specific Existing Land Use, Zoning & 15-Year Future Land Use maps are provided on the following pages

Existing Conditions and Analysis

2.4.2 Existing Land Use

The existing land use pattern in the corridor (as defined within a ¼ mile on either side of the corridor) highlights a number of unique characteristics.

Issues:

- Single-family homes (neighborhoods) make up over half of the corridor’s area. In many cases these neighborhoods front directly on Campbellton Road creating distinct residential segments. These neighborhoods are critical to the successful revitalization of the corridor.
- Multi-family land use makes up 16% of the corridor’s area and is the next largest category after single-family. A large portion of the multi-family housing is concentrated in the Delowe Drive area and is aging and likely ready for redevelopment.
- Commercial land use, primarily strip retail, makes up almost 10% of the corridor area. The bulk of this commercial area is concentrated in the Delowe Drive area with smaller concentrations at Dobson Drive and Venetian Drive.
- Open space makes up 5% of the corridor area, located primarily in the Holmes Memorial Golf Course and parcels along Utoy Creek.
- Ft. McPherson, located on the eastern portion of the corridor, holds significant frontage along Campbellton Road and its future redevelopment will be a valuable opportunity for the corridor.

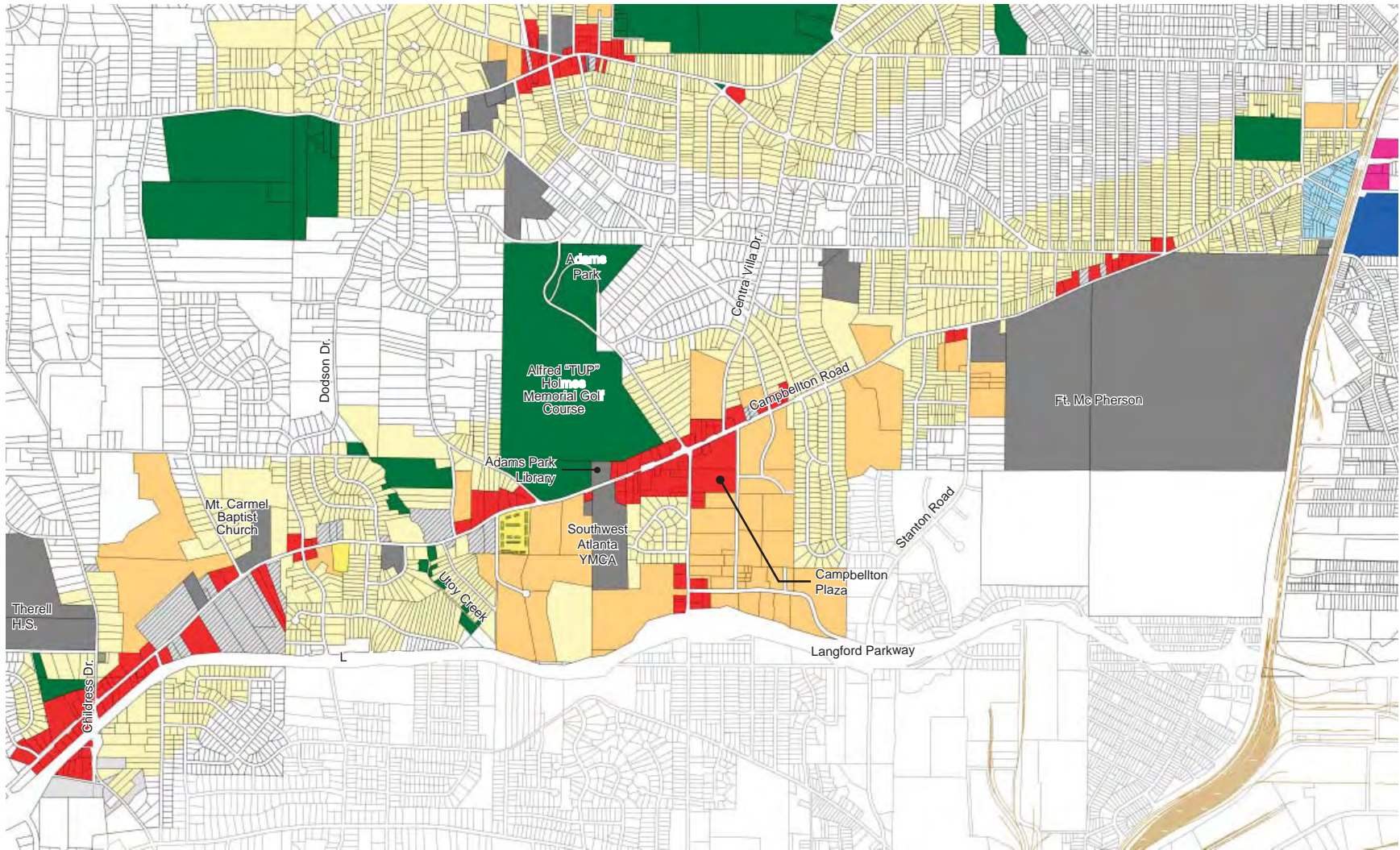
- 5% of the corridor’s land use has been identified as vacant. A primary location of this vacancy is the former Kia dealership property just west of Harbin Road. This is a key location for redevelopment.

Table 5-1: Corridor Land Use (1/4 mile radius)

Land Use	% of corridor
Single-Family	52%
Townhome	1%
Multi-family	16%
Mixed Use	0%
Commercial	9%
Institutional	4%
Office	0%
Industrial	0%
Open Space	5%
Transit/Utility	1%
Federal (Ft. McPherson)	7%
Vacant	5%

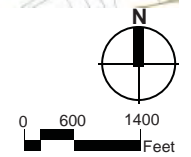
Existing Conditions and Analysis

Existing Land Use



Legend - Existing Land Use

- | | | |
|---------------|-------------------|---------------|
| Vacant | Multi-family | Institutional |
| Single Family | Commercial | Industrial |
| Town Homes | Transit / Utility | Open Space |



2.4.3 15-Year Future Land Use

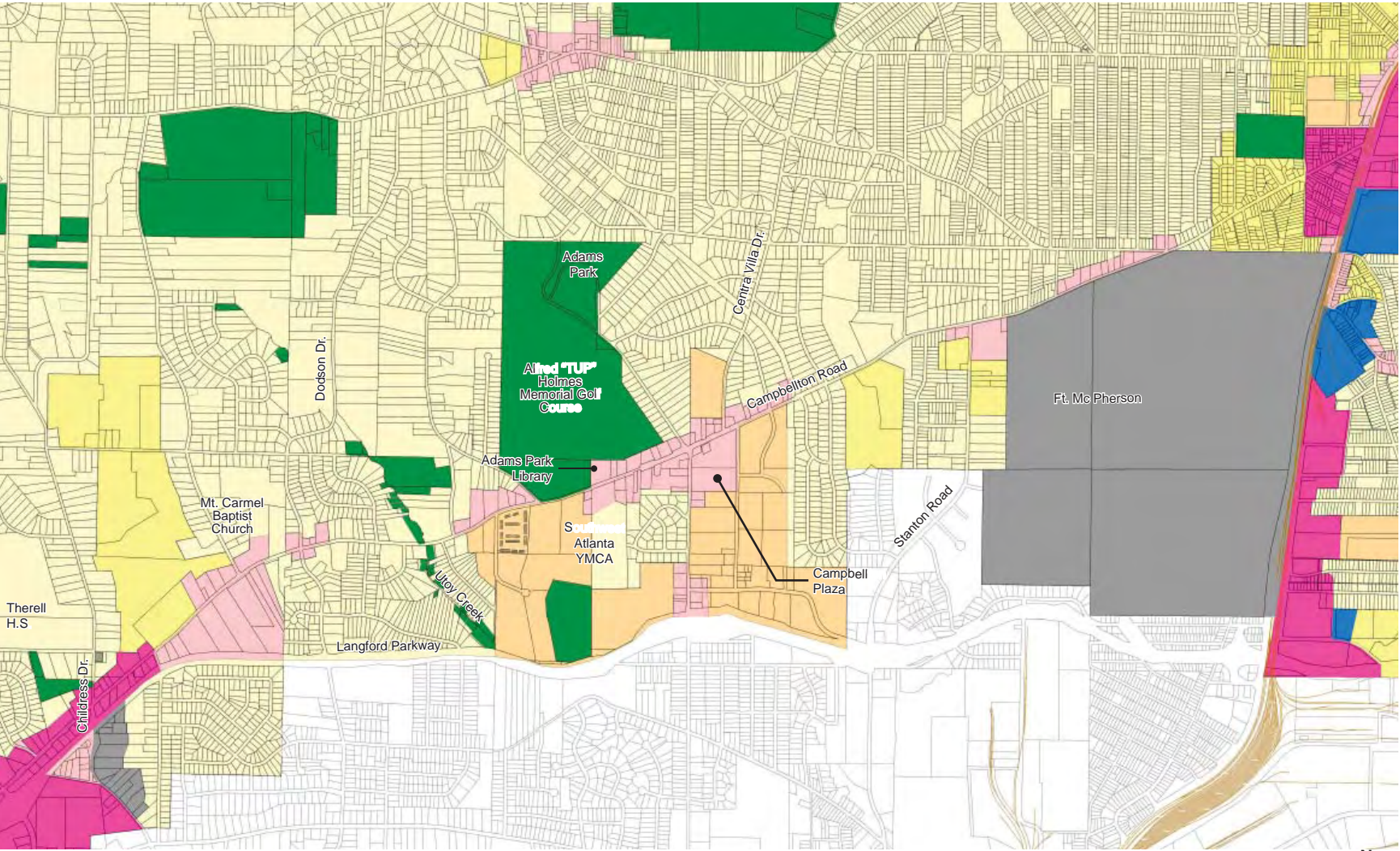
The City of Atlanta Comprehensive Development Plan (CDP) establishes future land use classifications for all areas of the city via 15 year Future Land Use Maps. The classifications reflect long-term land use goals and do not always comply with existing land uses on-the-ground. Under Georgia law, the future land use plan serves as the legal basis for rezoning activity by the City. As part of the recommendations for the corridor some future land use changes will be identified in order to implement the goals of the plan.

Issues:

- Significant portions of the corridor are designated as Single-Family and Low Density Residential consistent with the pattern of existing residential neighborhoods and the plan will seek to protect these areas from commercial encroachment.
- The commercial areas in the corridor are designated as Low Density Commercial. These areas may require future land use changes to support more intensive mixed-use development, specifically the commercial area around Delowe Drive. As an example, areas along Lee Street and Campbellton Road, west of Maxwell Drive have already been designated as Mixed Use.
- Important parcels along Utoy Creek have been dedicated as open space. This is a unique greenway corridor and should be extended to the Cascade Springs Nature Preserve.

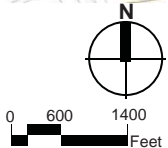
Existing Conditions and Analysis

15 Year Future Land Use



Legend - Future Land Use

- Single-Family
- Low Density Residential
- Medium Density Residential
- Low Density Commercial
- Office / Institutional
- Mixed Use
- Industrial
- Open Space



2.4.4 Current Zoning

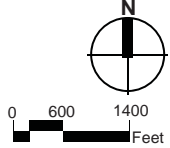
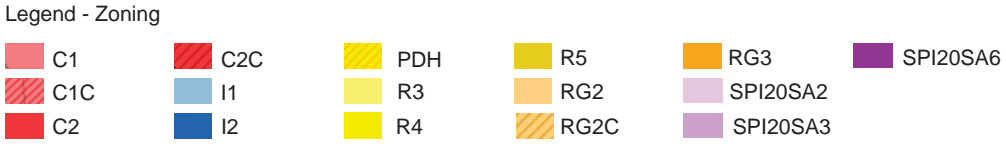
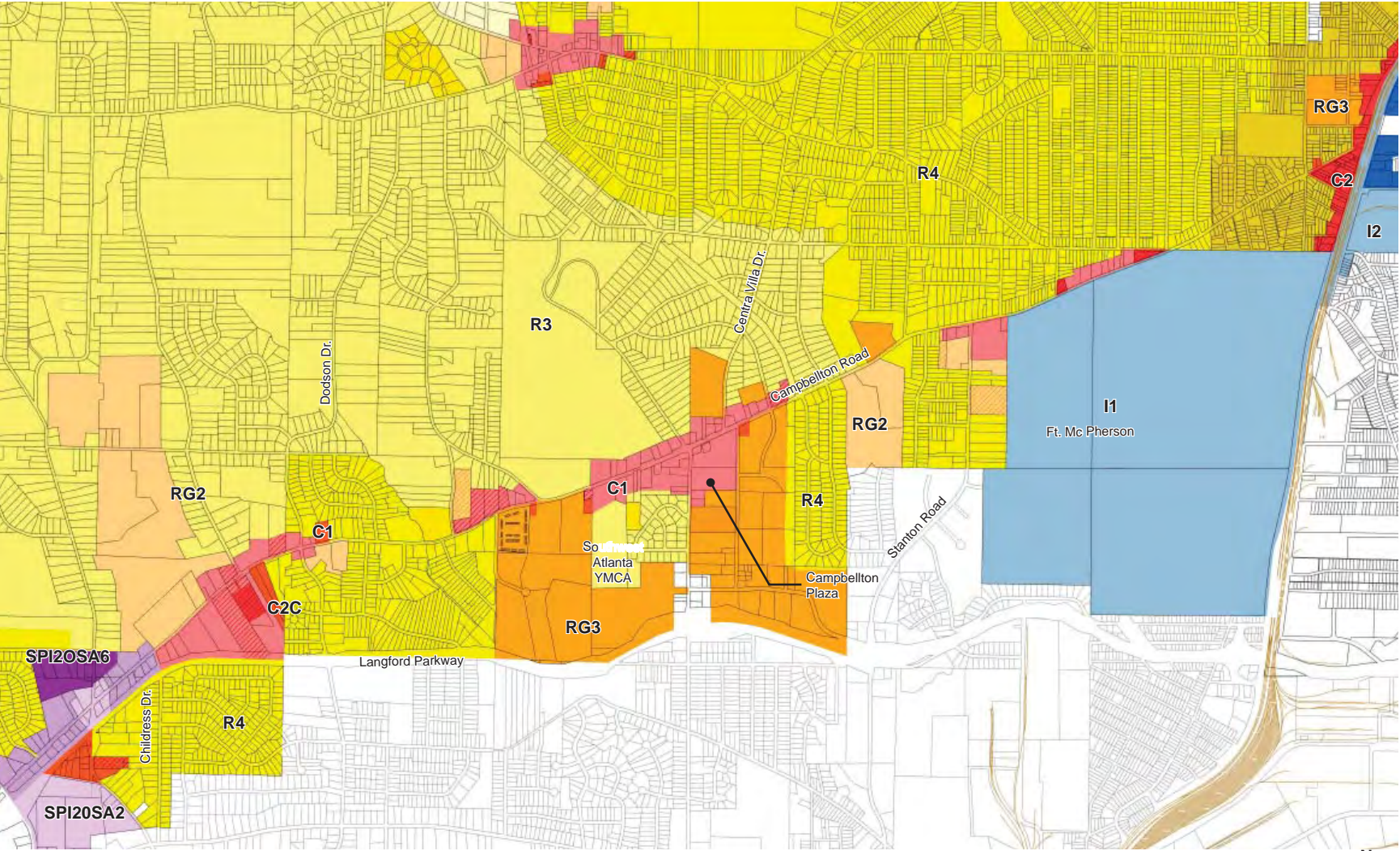
The City of Atlanta regulates the development of property through the use of zoning districts. The districts control things such as building height, use, setback and parking. Zoning is the implementation tool of the Future Land Use Plan, defining the design and intensity of the intended use.

Issues:

- The current Commercial zoning districts (C-1, C-2) may limit desired redevelopment intensity/use and do not include urban design standards, thus permitting auto-oriented commercial development and discourages pedestrian activity. The City of Atlanta's Quality of Life Zoning Districts may be a valuable alternative to support the design and development goals of the corridor.
- In some cases, such as the vacant commercial land at Harbin Road, the redevelopment plan may suggest new uses that require an appropriate mixed-use zoning designation.
- The current Multi-Family zoning districts (RG) do not include urban design standards, thus permitting auto-oriented multi-family residential development that places parking lots along the street and discourages pedestrian activity. The City of Atlanta's Quality of Life Zoning Districts may be a valuable alternative to support the design and development goals of the corridor.

Existing Conditions and Analysis

Current Zoning



Existing Conditions and Analysis

2.4.5 Transportation Analysis

Road Characteristics

Designated as an urban arterial
 Speed limit: 35 mph (Oakland to Wells), 40 mph (Wells to Maxwell)
 5-lanes (from Maxwell to Dobson)
 2-lanes (from Dobson to Willis Mill)
 5-lanes (from Willis Mill to Timothy)
 2-lanes (from Timothy to Venetian)
 4-lanes undivided (from Venetian to Oakland)

Traffic Volume

The current 2005 traffic volumes measured in annual average daily trips (AADT) along the corridor range from 9,300 to 15,000 trips. Future year volumes have been estimated based on output of the ARC travel demand model for the year 2030. Table 5-2 summarizes the current and estimated future volumes by segment for the Campbellton East corridor.

Table 5-2: Campbellton East traffic Volume

Road Segment	2005 Volume	2030 Volume
Maxwell to Dodson	9,300	10,250
Dodson to Willis Mill Rd.	9,700	12,750
Willis Mill Rd. to Delowe	9,900	15,260
Delowe to Centra Villa	12,000	15,260
Centra Villa to Fort Valley Dr.	13,400	17,750
Fort Valley Dr. to Stanton	13,400	17,750
Stanton to Venetian	12,800	18,440
Venetian to Oakland	15,100	29,300

Issues:

The future volumes are useful to provide a general sense of traffic growth but should be considered within the context of historic traffic data and a common sense understanding of the corridor.

- Overall there is a relatively low volume of traffic on this corridor given its general 5-lane cross section. Over half of this corridor (from Maxwell Drive to Delowe Drive) has less traffic volume than on Cascade Avenue.
- 2030 traffic projections anticipate a relatively flat growth in traffic from Maxwell Drive to Delowe Drive.
- 2030 traffic projections for the Venetian to Oakland segment show a doubling of volume in 25 years but should be considered within the context of historic traffic volumes for this segment which show a slight decrease in volume over the past 5 years. (Table 5-3)

Table 5-3: Historic Traffic Volume (Campbellton at Venetian)

Year	Volume
1999	14,008 (actual)
2000	11,929 (estimated)
2001	12,161 (estimated)
2002	13,991 (actual)
2003	13,279 (actual)
2004	12,797 (actual)

Source: GDOT

Existing Conditions and Analysis

Public Transit

- The Campbellton East corridor is served by several bus routes which provide transit connections to area MARTA stations.
- Route 283 – Campbellton Blue Flyer, is a limited stop express service route that connects from the Oakland City MARTA station along Campbellton Road to Greenbriar Mall and on to the Barge Road Park-and-Ride lot, operating during peak hours only.
- Route 83 - Campbellton/Greenbriar, is the primary, regular service, bus route for the Campbellton East corridor. It runs the same route as the Blue Flyer with an additional limited service loop from the Barge Road Park-and-Ride lot, west along Campbellton Road to County Line Road. This route attracts over 5,400 weekly riders with 15 minute headways.
- Route 81 – Venetian, runs through the neighborhoods north of Campbellton Road from the West End MARTA station to the Campbellton Plaza shopping center at Campbellton Road and Delowe Drive.
- Route 66 – Lynhurst/Greenbriar, runs south from the Hamilton Homes MARTA station south to Greenbriar Mall and on to the Barge Road Park-and-Ride lot, crossing Campbellton Road at Mt. Gilead Road.

Issues:

- Enhancements to existing service along Campbellton Road should be considered to support transit use in the corridor.



Two lane section of Campbellton Road



5- Lane section of Campbellton Road near Harbin Road

Existing Conditions and Analysis

Accidents

Accident rates for the Campbellton East corridor were evaluated by looking at both rates by segment and key intersections. The accident rates by segment were compared to the statewide average. Accidents by intersection were evaluated by identifying the key intersections with over 30 accidents in the most recent four year period.

**Table 5-4:
Campbellton East corridor Accident Rate by Segment**

Segment	2003 Accident Rate/Million VMT	State Average
Oakland to Stanton	661	572
Stanton to Delowe	1,360	572
Delowe to Dobson	732	572
Dobson to Maxwell	173	572

**Table 5-5:
Campbellton East Accident Rate by Key Intersection**

Intersection	Yearly Accidents				Total
	2001	2002	2003	2004	
Venetian Drive	7	6	11	7	31
Centra Villa Dr.	9	12	10	4	35
Delowe Dr.	15	18	14	13	60

Issues:

- The segment from Stanton Road to Delowe Drive exhibited the highest accident rate in the corridor at over twice the statewide average.
- The intersections of Centra Villa Drive and Delowe Drive have the highest intersection accident rates in the corridor.
- The recently constructed 5-lane segment between Dobson Drive and Maxwell Drive exhibited a relatively low accident rate.

Existing Conditions and Analysis

Planned Future Improvements

The major planned project for the Campbellton East corridor is the widening of the remaining 2-lane segments to 5-lanes. While this project is under design by the City, its completion date is set for 2030 in the RTP with no immediate funding available for construction.

Key Transportation Issues:

- Where possible, make vehicular improvements at key intersections to improve accessibility, specifically Delowe Drive and Centra Villa Road.
- Need pedestrian facilities and turn lane improvements on remaining 2-lane segments.
- Manage cut-through traffic in neighborhoods (traffic calming)
- Need to improve signage and pavement markings where road transitions from 2 to 5 lanes.
- Improve pedestrian facilities including signalization, crosswalks and sidewalks, on corridor and adjacent streets.
- Improve and extend existing bike routes
- Improve transit service including bus stop amenities and efficiency of service.

Existing Conditions and Analysis

2.4.6 Market Overview and Development Strategy

Demographics

The Campbellton East corridor runs along a well-established collection of residential neighborhoods. The residents of Campbellton East have a demographic profile that distinguishes them from the two other Study Areas. The current 17,166 residents are expected to grow by 4% over the next five years. The population of the area is young, averaging 31.7 years old with larger households than the other two corridor Study Areas and significantly more single-parent households. Given the young age of the population, they are predominantly renters (62.2%) and have very modest incomes, with a median household income of \$27,022, which is significantly below the Atlanta median household income of \$44,710.

Recent & Proposed Developments:

There are several development projects in the area that provide insight into the area's potential market strengths.

The Villages of East Point – The Villages of East Point is a planned residential community located on Stanton Road just south of Campbellton Road and is currently under construction featuring homes from four different single-family builders. In total, there will be approximately 240 townhomes and 132 single-family homes. In addition, a major new rental apartment project has been incorporated into the residential mix of the project.

Proposed Townhomes – Ronald Dupree and Vinson & Associates are proposing to develop a townhome community of approximately 128 units on 10 acres on an undeveloped parcel on Campbellton Road, on the northeast corner of the Maxwell Drive intersection. Currently the property is in the process of rezoning from commercial to residential (RG2).

Strengths:

- The major economic anchors of the area are undergoing transition—Fort McPherson is scheduled for closure under the BRAC process, Greenbriar Mall is in final negotiation for new ownership, Lakewood Fairgrounds has been announced as a major redevelopment location, and The Villages at East Point is bringing a major new mixed-use residential development into the area.
- New residential development is occurring throughout the area and is demonstrating the continuing appeal of the area as a residential location.
- Strong collection of civic uses and parks including; several churches, the Southwest Atlanta YMCA, the Adams Park Library, Alfred “Tup” Holmes Memorial Golf Course, Adams Park, etc.

Issues:

- Continuing uncertainty about the future of the area due to the changes occurring at the major economic anchors, as noted earlier.
- High retail and multifamily vacancies at present.
- A weakened retail market due to over development of retail space, and a market shift from being a region-serving retail destination to a more community-based retail center.
- Comparatively low homeownership rates and modest incomes of the area's households that are less attractive to retailers and new development.

Existing Conditions and Analysis

Suggested Development Strategies

Based on our assessment of the area, the following development strategies are suggested:

1. **Concentrate commercial development at two key nodes—**
 - Campbellton Road/Delowe Drive - create a commercial mixed-use village
 - Campbellton Road /Mt Gilead Road (Westgate) - redevelop existing retail center into a community-serving retail center.
2. **Campbellton Village at Delowe—**encourage the redevelopment of this commercial node into mixed-use village by:
 - Creating new streets and blocks to structure redevelopment and maximize access.
 - Allow more intensive and mixed-use development of existing commercial areas.
 - Thin-out the substantial inventory of vacant apartments surrounding the retail centers.
 - Encourage in-fill development of townhouses and stacked condominiums on the former apartment sites to increase homeownership in the area.
 - Strengthen community services and institutions in the area.
 - Concentrate/improve MARTA connections at the village core.
3. **Encourage the redevelopment of Westgate Shopping Center—**as a gateway to the rapidly emerging residential areas to the north of Campbellton Road. Include this area in the Campbellton Road TAD.

4. **Convert vacant automotive uses/commercial uses to moderate density residential—**assemble and convert the largely vacant commercial land near Harbin Road (former Kia Dealership) to mixed-use residential.
5. **Encourage development of senior housing—**by area churches with a major presence on Campbellton Road.
6. **Create a pedestrian friendly streetscape along northern boundary of Fort McPherson—**strengthen surrounding residential areas by softening the edge with Fort McPherson—discourage strip commercial uses, reconnect street grid with residential areas to the north, preserve the residential character of Campbellton Road up to connection with the new “village” at Delowe Drive.
7. **Provide a unifying streetscape along Campbellton Road—**link the development areas together and lessen the visual impact of the existing commercial clutter along the right of way.

Campbellton - Cascade Corridors
Redevelopment Plan

Section 3.0
Cascade Avenue
Recommendations and Implementation



Organization of Report

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

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

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

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

Section 3: Cascade Avenue – Recommendations & Implementation

Section 4: Campbellton West – Recommendations & Implementation

Section 5: Campbellton East – Recommendations & Implementation

3.0 Cascade Avenue: Recommendations and Implementation

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3.2	Corridor Vision Statement & Goals	3-1
3.3	Recommendations	3-3
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Cascade Avenue: Recommendations & Implementation

3.1 Public Process and Visioning

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

What We Heard

- Need to better utilize John White Park.
- Drug and prostitution issues at Cascade/Beecher and Cascade Heights commercial areas.
- Housing/mortgage fraud destabilizing neighborhoods.
- Elderly population needs assistance.
- “Village” concept at Cascade Heights and Cascade/Beecher nodes (2 story max, restaurants, neighborhood services, similar to a “Virginia Highlands”).
- Underground utilities.
- Pedestrian lighting on Cascade Avenue.
- Traffic calm north-south streets (Beecher, Delowe, Centra Villa, Dodson, Harbin, Childress, etc.).
- Make Cascade Avenue safer for pedestrians.
- Provide sidewalks and connections to area parks such as Adams Park.
- Don’t let commercial spread into neighborhoods.

3.2 Corridor Vision Statement & Goals

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

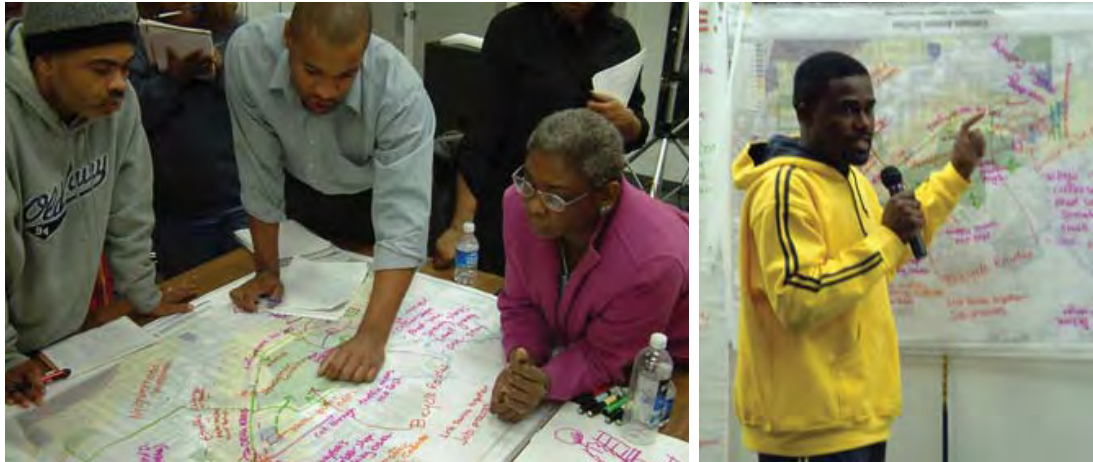
A Cascade Avenue Vision Statement:

Strengthen Cascade Avenue as “a Neighborhood Avenue” that serves as the front door to the area’s homes, schools, churches, and parks. Revitalize Cascade Avenue’s neighborhood commercial nodes to better serve the community’s needs.

Goals:

- Strengthen and stabilize the surrounding neighborhoods
- Revitalize the neighborhood commercial centers (Cascade Heights, Cascade/Beecher, and Cascade/RD Abernathy) to better serve the community’s needs and enhance the visual quality of the corridor.
- Make Cascade Avenue more pedestrian friendly (sidewalks, lighting, etc.).
- Calm and slow traffic through our neighborhood streets.
- Provide better pedestrian connections to the areas schools and parks.

Cascade Avenue: Recommendations & Implementation



Cascade Avenue: Recommendations & Implementation

3.3 Recommendations

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

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

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

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

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

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

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

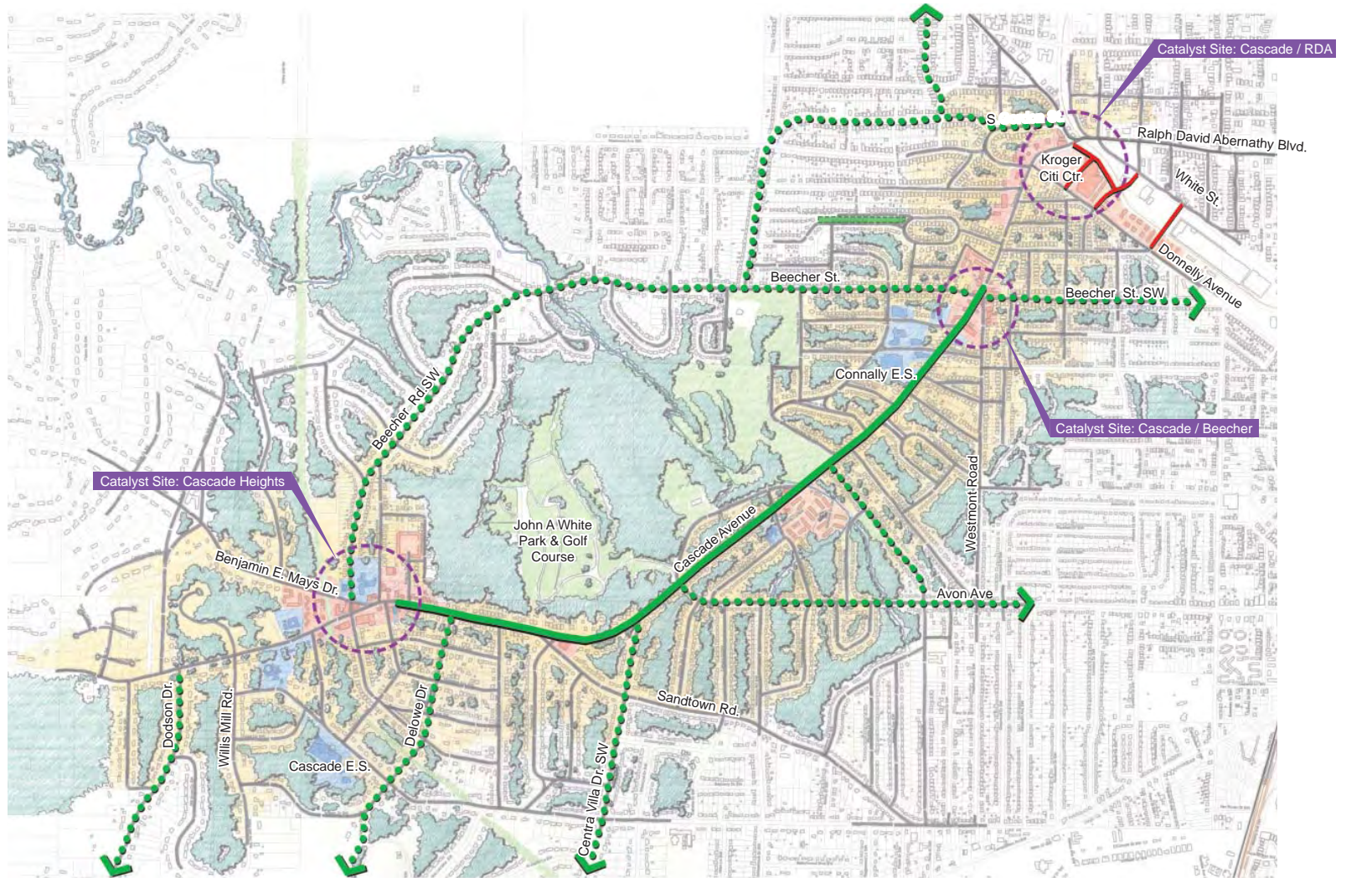
Catalyst Sites – key sites that have been identified based on: property ownership patterns, current land use and utilization,

market opportunity, and location within the corridor, for significant redevelopment and are intended to serve as “catalysts” for revitalization throughout the corridor.

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

Cascade Avenue: Recommendations & Implementation

Recommendations



Legend

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

Cascade Avenue: Recommendations & Implementation

3.4 Cascade Avenue Road Diet

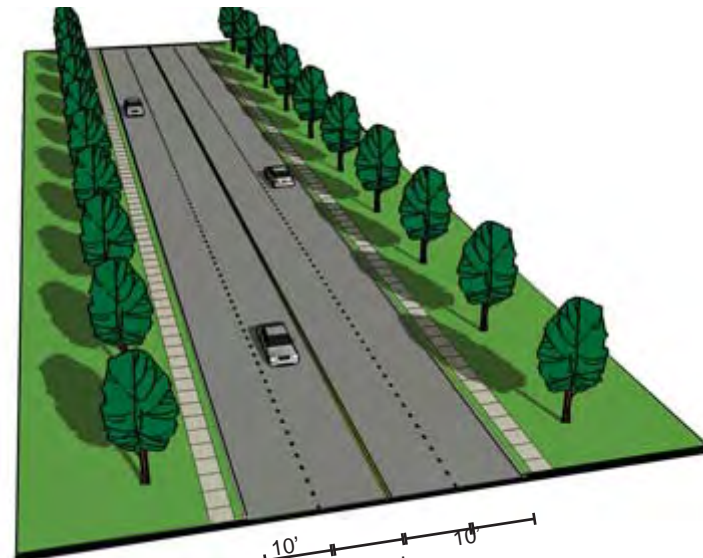
Cascade Avenue: Existing Condition

The Cascade corridor from I-285 to R.D. Abernathy Boulevard changes in width and lane configuration from a two-lane road west of Cascade Heights, to three-lanes through Cascade Heights (two westbound and one eastbound), to four-lanes from Cascade Heights to R.D. Abernathy Boulevard.

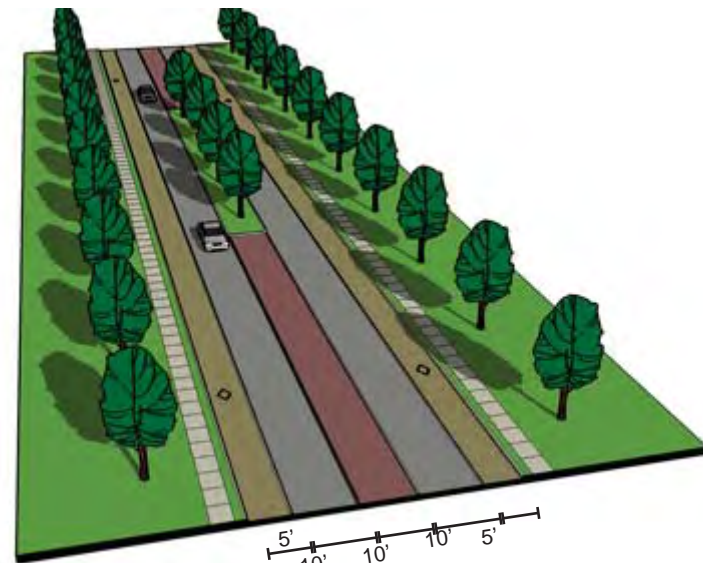
While the number of lanes change, the surrounding land use remains largely the same, with Cascade Avenue running through primarily residential neighborhoods with fronting single-family homes. The result in the four-lane sections of Cascade Avenue is a road that encourages speeding, increases accidents, and is pedestrian and neighborhood unfriendly. Participants in the public workshops and charrettes identified Cascade Avenue as a speeding and safety issue.

Road Diet Concept

A “Road Diet” is a term applied to the practice of converting four-lane roads into three-lane roads (one lane in each direction with a center lane dedicated to left turns). Many roads around the country, with similar land use characteristics and traffic volume to Cascade Avenue, have been converted to three-lanes with great success. Results include; slower/calmed traffic, safer vehicular left turns, inclusion of bike lanes or wider sidewalks, and safer pedestrian crossings.



Cascade Avenue Existing



Cascade Avenue Proposed

Cascade Avenue: Recommendations & Implementation

Cascase Avenue Road Diet



Cascade Avenue Before

Cascade Avenue - After Converting to a three-lane section

Cascade Avenue: Recommendations & Implementation

The Three-Lane Concept & Revitalization

Revitalization of the Cascade/Beecher and Cascade Heights commercial nodes is an important community goal. This sketch illustrates how the three-lane concept could support reinvestment and revitalization. The narrowed street provides more space for sidewalks and streetscape, slows traffic, and is easier and safer to cross as a pedestrian. This conversion of Cascade Avenue sends a clear message that this is a pedestrian-oriented corridor serving to support street fronting commercial revitalization.

The Cascade Avenue corridor is a strong candidate for conversion given the community's desire to revitalize the existing neighborhood commercial nodes, strengthen the area's pedestrian connectivity, and calm traffic. In addition, the planned streetscape improvements for the Cascade Heights area include converting Cascade Avenue to a three-lane street up to Herring Road. This plan would simply extend the concept through the corridor, east to the Cascade/Beecher neighborhood commercial node.

Benefits of the Three-Lane Conversion:

- Reduces speed
- Reduces accidents (left turns)
- Center lane provides a clear and safe left turn lane (which can be landscaped)
- Works on moderate volume streets (10-20,000 ADT)
- Allows for other modes (bike lanes, wider sidewalks, etc.)
- Consistent with planned streetscape project in Cascade Heights
- Numerous successful examples around the country

**Table 3-1:
Cascade Avenue Intersection LOS Analysis**

	Existing 4-Lane		3-Lane Concept	
	2005	2030	2030	(plus Cata-lyst Projects) 2030
Cascade Intersection	LOS	LOS	LOS	LOS
Boulevard Grande/Beecher Road	B	B	B	C
Herring Road/Fontaine Avenue	C	B	E	F
Avon Avenue	B	A	B	B
Beecher Street	B	A	A	A
Westwood Avenue/Donnelly Avenue	B	B	B	D
R. D. Abernathy Boulevard	B	B	B	C
R D Abernathy Blvd. & Langhorn St.	C	C	C	C

Preliminary Traffic Evaluation

A preliminary evaluation of the Cascade Avenue three-lane concept was conducted (a detailed description of this analysis is included in the Transportation Analysis Report). The above chart compares the Level of Service (delay) at the signalized intersections along the corridor for the existing four-lane configuration and proposed three-lane configuration in 2005 and 2030. This initial analysis illustrates that the three-lane concept has very little impact and supports the concept's further consideration (the Herring Road/Fontaine intersection is the only one exhibiting significant delay and this is mainly caused by its off-set configuration).

Cascade Avenue: Recommendations & Implementation

Four Lanes vs. Three Lanes

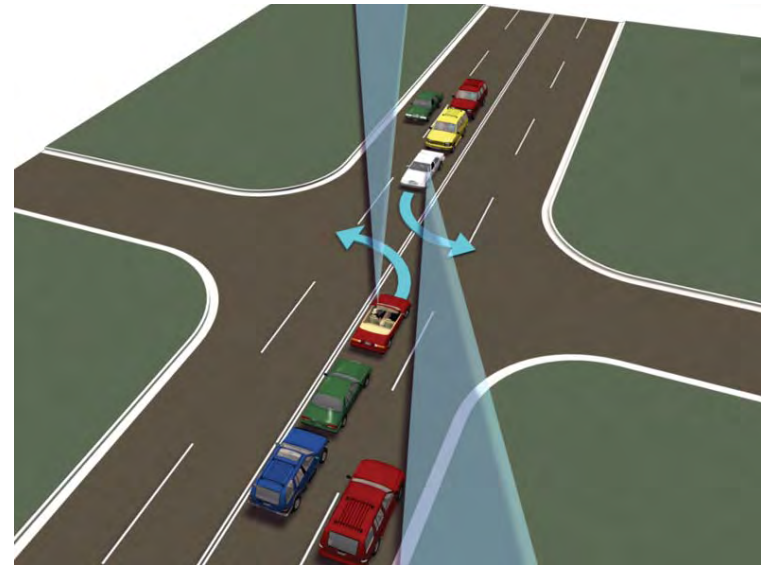
The significant drawback to four-lane roads is the lack of an exclusive center left turn lane. The result is the middle two lanes serve as left turn lanes, stopping traffic in that lane when a left turn is being attempted. This situation not only reduces the capacity of the road to one lane but is also an inherently unsafe left turn movement as the opposing left turn vehicles limit visibility to oncoming traffic and pedestrians.

The three-lane configuration resolves this left turn movement by creating a dedicated center left turn lane which pulls the left turning vehicles out of the flow of traffic and creates safer sight lines for the turning movement.

Cascade Avenue

The existing four-lane section of Cascade Avenue is 40 feet wide curb to curb (four, 10 foot lanes). The proposed reconfiguration converts the four lanes into three with the remaining pavement utilized for four-foot wide bicycle lanes.

An initial testing phase of this concept could include a restriping of the four lanes to three lanes. After this evaluation period additional design features could be considered including adding landscape islands and/or alternative paving materials for the center turn lane in order to further traffic calm the road.



Limited sight distance for turning movement on 4-Lane Roads



Increased sight distance with 3-Lane Roads

3.5 Neighborhood Traffic Calming

Throughout the planning process, neighborhood participants expressed concerns with the speed of traffic running through their neighborhoods and the resulting impact of pedestrian safety and general neighborhood quality-of-life. A number of key streets were identified including:

- Cascade Avenue
- Beecher Road/Street
- Dodson Drive
- Delowe Drive
- Avon Avenue
- Kenmore Street
- Centra Villa Drive
- South Gordon Road
- Ontario Avenue

This plan recommends developing specific traffic calming plans for these streets to address these issues. A specific plan for each of these streets will require more detailed analysis of the size and character of the street, as well as, direct involvement with neighborhood residents and property owners. The following information provides a starting point for neighborhood consideration.

What is Traffic Calming?

Traffic calming is the combination of mainly physical features that reduce the negative effects of motor vehicle use, alter driver behavior and improve conditions for pedestrians and cyclists. It is a concept that involves changing the look and feel of streets using design features to narrow travel lanes or alter the path of vehicles. These measures are intended to slow traffic to a speed more in keeping with the character of the street.

Types of Traffic Calming Measures

A sample of measures that may be appropriate for neighborhood locations include:

Speed Humps

Speed humps are rounded raised areas placed across streets. They are generally 10 to 14 feet long and 3 to 4 inches high. Speed humps are good for locations where very low speeds are desired and reasonable and have been used throughout neighborhoods in Atlanta.

Cost: \$2,000-\$3,000

Raised Crosswalks

Raised crosswalks are speed tables outfitted with crosswalk markings and signage, providing pedestrians with a level street crossing. This raised crossing makes pedestrians more visible to approaching traffic. Raised crossings are good for non-intersection pedestrian crossings and vehicle speeds are excessive.

Cost:\$2,000-\$5,000

Cascade Avenue: Recommendations & Implementation

Center Island Narrowing

A center island narrowing is a raised island located along the centerline of a street that narrow the travel lanes at that location. Center islands are often landscaped to provide an attractive amenity and are often used at the entrances of neighborhoods as gateways. Center islands are good for wide streets and can also serve as pedestrian refuges.

Cost: \$5,000-\$15,000

Traffic Circles

Traffic circles are raised islands, placed in intersections, around which traffic circulates. They are good for calming intersections, especially in neighborhoods, where large vehicle traffic is not a major concern but speeds, volumes, and safety are problems.

Cost: \$10,000 +



Center Island narrowing on a street



Traffic Circle at an intersection in a neighborhood



Roundabout at an intersection in a neighborhood

Cascade Avenue: Recommendations & Implementation

3.6 Catalyst Site: Cascade & R.D. Abernathy

Existing Condition

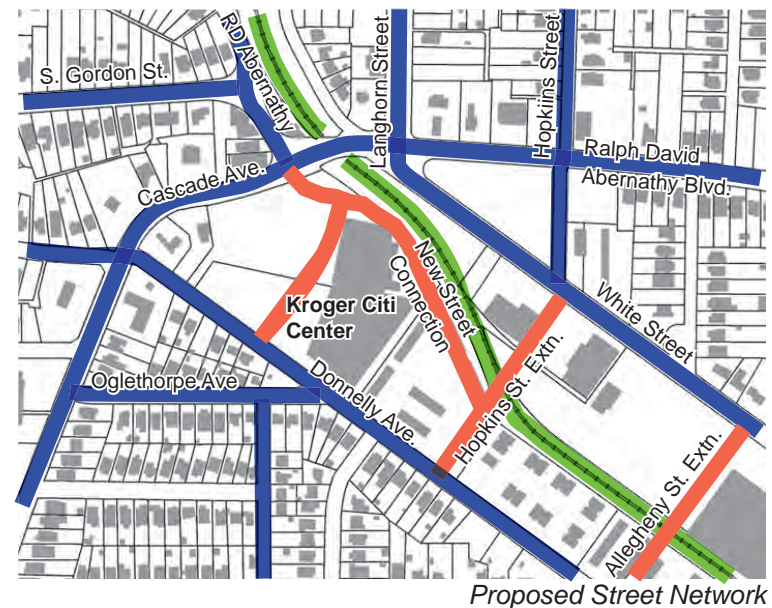
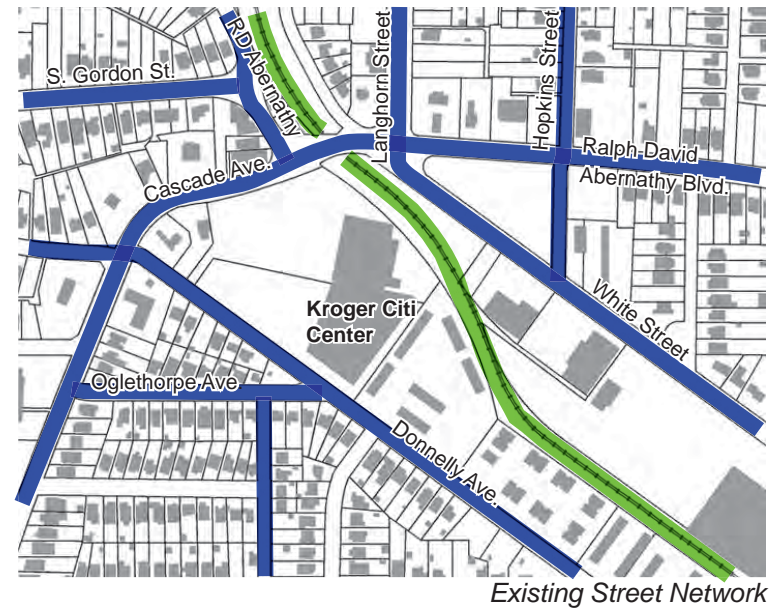
The BeltLine Redevelopment Plan has identified this area as a major development node with access to a future BeltLine transit station and greenway. This crossroads of Cascade Avenue, R.D. Abernathy Boulevard and Langhorn Street is a strategic location for mixed-use redevelopment. Langhorn Street provides a connection to I-20 and therefore makes Cascade Avenue an important commuter route. This “confluence” of major streets places significant traffic pressure on the intersections of R.D. Abernathy/Cascade Avenue and R.D. Abernathy/Langhorn, making them pedestrian unfriendly.

The major shopping center in the area is Kroger Citi-Center Cascade, a 107,000 square foot shopping center anchored by Kroger, Hollywood Video and Washington Mutual. Across the street from the Kroger Citi-Center, on the north side of the corridor, is historic street-front commercial. Multi-family apartment complexes and industrial uses extend along Donnelly Avenue and White Street.

Proposed Development Plan

The linkage with the BeltLine greenway and eventual transit line make this area a logical catalyst site to attract higher density mixed-use development in the Cascade Avenue corridor. The plan builds upon the concepts developed for the BeltLine and organizes redevelopment around the existing shopping center and adjacent multi-family properties into a major mixed-use project that could combine new loft housing, office, and retail uses. Existing industrial uses along White Street would be evaluated for potential reuse as live/work units.

This increased intensity of development would need to be supported by both structured parking and key new street connections. Critical components of the development plan are



Cascade Avenue: Recommendations & Implementation

several new street connections including the extension of Hopkins Street from White Street across the BeltLine to Donnelly Avenue. This new crossing of the BeltLine, along with the adjacent street connections, creates a set of blocks from which to organize and provide access to the redevelopment area. In addition, the new crossing of the BeltLine provides a critical alternative to Cascade Avenue and R.D. Abernathy Boulevard, helping to take pressure off of those important intersections.

The resulting plan is organized around the new open space of the BeltLine and existing Gordon White Park, facing new development on this valuable amenity to create a signature “BeltLine address”.

Cascade Avenue

The development along Cascade Avenue west from R.D. Abernathy Boulevard is envisioned as smaller scale, one to two story commercial and residential redevelopment based on the close relationship to the adjacent neighborhoods and smaller parcel size. With the implementation of Quality-of-Life zoning standards through rezoning, this new redevelopment will, over time, be built to the street and employ stronger streetscape standards.



Key Parcels: Cascade / R.D.Abernathy Catalyst site

	Parcel Index Number
1	14 0139 LL016
2	14 0139 LL021
3	14 0139 LL023
4	14 0139 LL025
5	14 0139 LL026
6	14 0139 LL027

	Parcel Index Number
7	14 0139 LL028
8	14 0139 LL029
9	14 0139 LL035
10	14 01390002095
11	14 01390002100

Cascade Avenue: Recommendations & Implementation

**Table 3-2:
Cascade and R.D.Abernathy Development Summary**

Development Type	Units/ Sq.ft.	Cost/unit	Development Value
<i>Residential</i>			
MF/ Condo	1,000 units	\$110,000	\$110,000,000
Townhomes	300 units	\$170,000	\$51,000,000
<i>Office/Medical</i>			
	50,000 s. f.	\$65	\$3,250,000
<i>Retail</i>	80,000 s. f.	\$65	\$5,200,000
Total			\$169,450,000

Key Action Steps:

1. Define a long range vision for the area which maximizes the benefits of its unique location on the BeltLine and orients future development and infrastructure improvements to take full advantage of this opportunity.
2. Work with owners of key parcels to assemble sites for redevelopment—determine the willingness of the existing ownership of the Kroger Citi-Center and surrounding multi-family housing to combine their properties into a larger land holding for redevelopment.
3. Have ADA offer the assembled site through an RFP process to attract private development to the area.
4. Working with local hospitals and HMO's identify potential candidates to locate a major satellite medical facility/clinic in the area to provide a central location to serve the health needs of the area.
5. Develop zoning and land use policies under the Quality of Life zoning which would permit the mixed-use/high density development envisioned for the area.
6. Develop a retail marketing package which would promote the unique aspects of this critical nexus of Cascade Avenue and the BeltLine as commercial heart of this portion of the city.
7. Seek joint funding from the BeltLine TAD and the Atlanta Regional Commission's LCI program for the streetscape and park enhancement efforts.

Cascade Avenue: Recommendations & Implementation



Cascade Avenue: Recommendations & Implementation

3.7 Catalyst Site: Cascade/Beecher

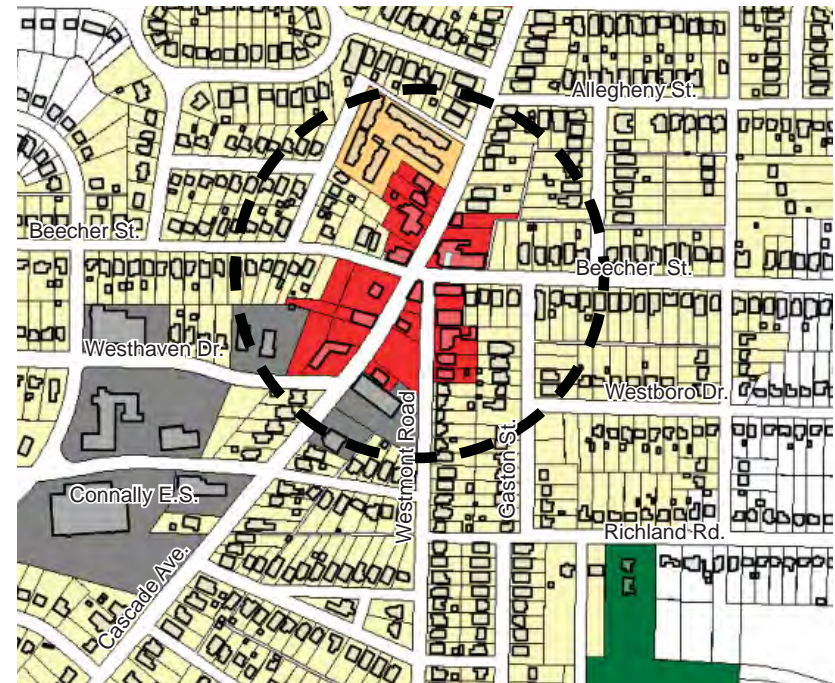
Existing Condition

The intersection of Cascade Avenue, Beecher Road and Westmont Road includes an existing traditional neighborhood commercial node with a small collection of street fronting, one and two story commercial development. Most of this existing development is vacant or underutilized and has been identified by neighborhood residents as a location of drug and prostitution activity.

This commercial area is tightly knit into the surrounding neighborhoods making it an ideal location for small scale neighborhood oriented retail and/or residential revitalization.

Proposed Development Plan:

The plan identifies this node as a key catalyst site due to its importance as an identified area of vacancy and criminal activity and therefore; its ability, as a revitalized commercial node, to stabilize and strengthen the surrounding neighborhoods. The development plan anticipates small-scale, one to two story mixed-use development with ground floor commercial uses and potential residential uses above.



Cascade / Beecher Catalyst Site (Existing Land Use)

Table 3-3 Cascade / Beecher Development Summary

Development Type	Units/ Sq.ft.	Cost/unit	Development Value
<i>Residential</i>			
MF/ Condo	30 units	\$110,000	\$3,300,000
<i>Retail</i>			
	20,000 s. f.	\$65	\$1,300,000
Total			\$4,600,000

Cascade Avenue: Recommendations & Implementation



Key Parcels: Cascade / Beecher Node

	Parcel Index Number
1	14 01390005057
2	14 01390005089
3	14 01390005090
4	14 01390005147
5	14 01500011045
6	14 01500011047

Note: These parcels represent vacant or underutilized sites that are candidates for short-term redevelopment.



Proposed Rezoning: Cascade / Beecher Node

Legend - Rezoning

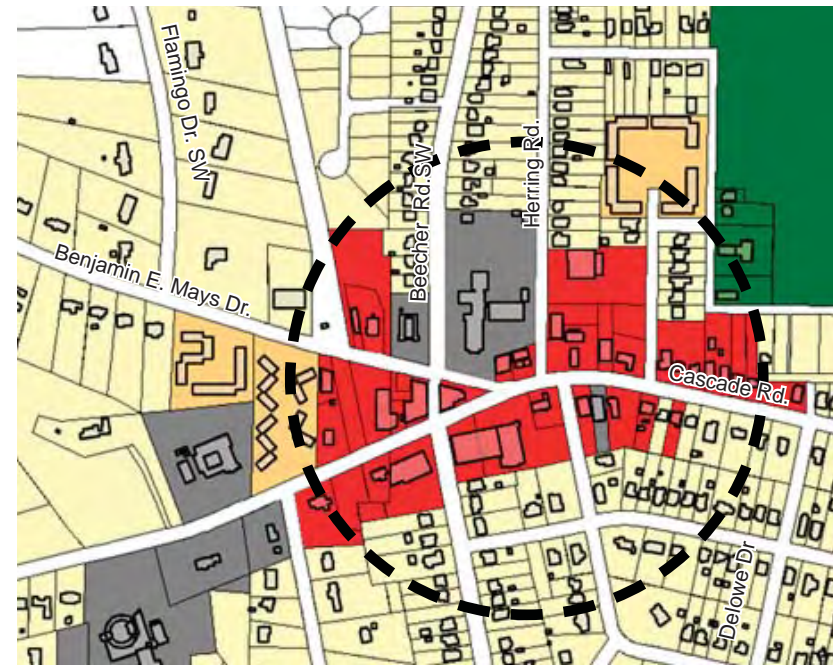
	MR-4A		NC
	MR-4-B		MRC-1
	MRC-2		

3.8 Catalyst Site: Cascade Heights

Existing Condition

Cascade Heights, the commercial area at the intersection of Benjamin E. Mays Boulevard and Cascade Avenue, is a prominent location of both neighborhood serving commercial and civic uses. At the heart of the node are street-front retail shops, barbershops, and boutiques. Noteworthy retail tenants include CVS drug store and The Beautiful Restaurant. Major civic uses include the Providence Missionary Baptist Church and a local post office.

This area has been consistently identified as a desired location for revitalization, to make it a more attractive, pedestrian friendly, and neighborhood serving commercial node. Some revitalization is already occurring as evidenced by the reinvestment in the Cascade Heights Center and planned streetscape improvements under design by the city.

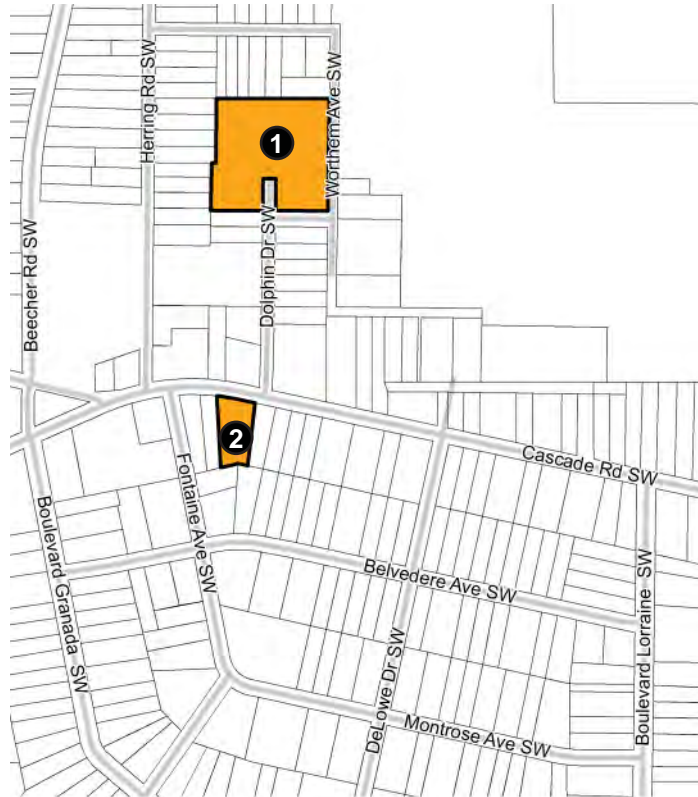


Cascade Heights Catalyst Site (Existing Land Use)



Cascade Ave at the intersection of Ben E Mays Drive

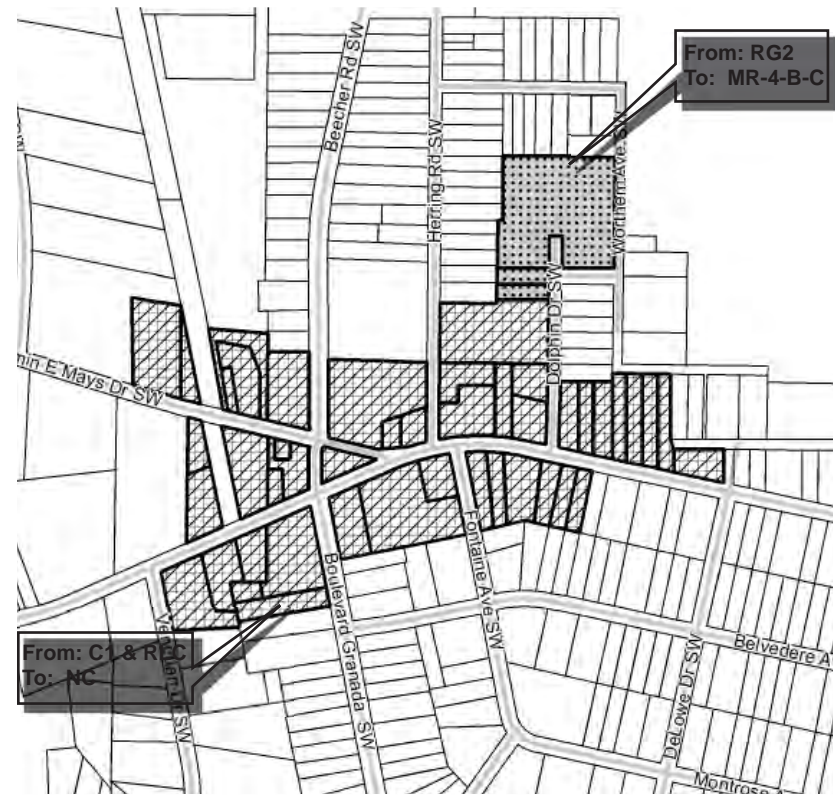
Cascade Avenue: Recommendations & Implementation



Key Parcels: Cascade Heights Node

	Parcel Index Number
1	14 01830005051
2	14 01840014003

Note: These parcels represent vacant or underutilized sites that are candidates for short-term redevelopment.



Proposed Rezoning: Cascade Heights Node

Legend - Rezoning



Cascade Avenue: Recommendations & Implementation

Proposed Development Plan:

The revitalization goal of Cascade Heights is to transition the area from its past role as an auto-dependent collection of retail centers into a more pedestrian and shopper friendly neighborhood center serving the well-established residential areas that surround it. This will be accomplished by a strategy of upgrading a portion of the existing retail space and attracting new retail development to replace the vacant anchor stores with new retail offerings.

The mix of uses should include more convenience goods, restaurants and eating establishments, and services which appeal to surrounding residents. Off-street parking may be needed to provide the required parking to support the new retail development at a later phase. Small scale renovations, which are already occurring in the area, should be encouraged.

In order to create a more vibrant atmosphere, a modest level of residential development is planned as part of the mix for the area. This could consist of loft apartments over retail, townhouse and small lot single-family housing at strategic locations buffering the surrounding single-family neighborhoods.

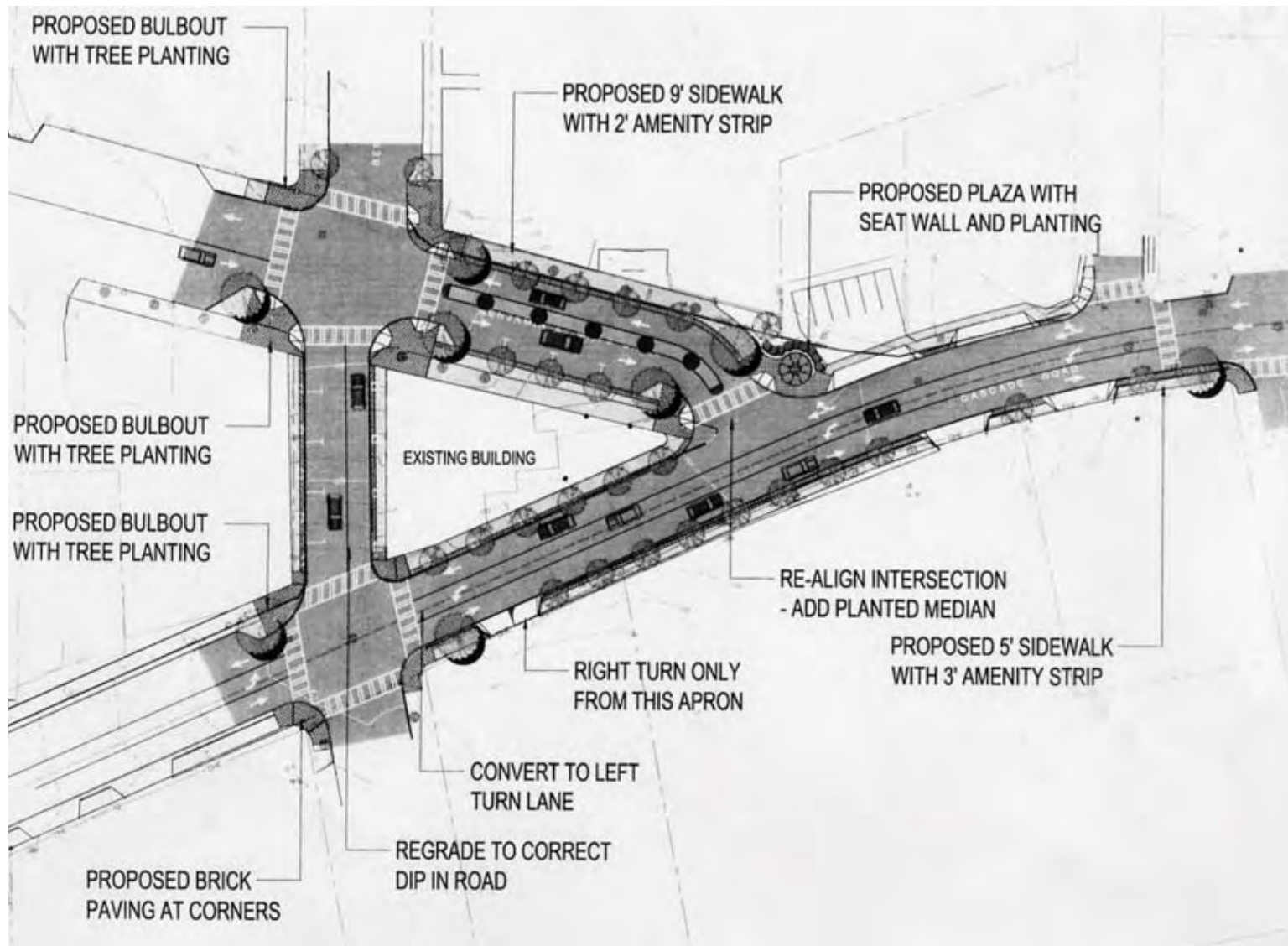
Table 3-4 Cascade Heights Development Summary

Development Type	Units/ Sq.ft.	Cost/unit	Development Value
<i>Residential</i>			
MF/ Condo	100	\$180,000	\$18,000,000
Townhome	100	\$200,000	\$20,000,000
<i>Retail</i>	45,000	\$65	\$2,925,000
Total			\$40,925,000

Key Action Steps: For the Cascade Heights and the Cascade / Beecher Catalyst Sites

1. Designate the area as an eligible Urban Enterprise Zone (UEZ), which would provide a key economic incentive to attract more small developers to invest in the rehabilitation of existing structures or development of new in-fill projects in the area. The loss of revenue to the city from the abatement of property taxes from new development would be more than off-set by the increase in local sales taxes collected from new development.
2. Identify a site suitable for residential development and offer residential developers the opportunity to create the mixed-use character of the area.
3. Have ADA identify one or more key parcels in the area for redevelopment and option the property for sale to for-profit developers.
4. Issue an RFP to developers for the parcels and have the developers close on the parcels with the existing owner.
5. Extend the provisions of Quality of Life zoning to the area to support the neighborhood commercial character of the area.
6. Complete the streetscape program currently being implemented by the Department of Public Works.
7. Prepare a retail market study that addresses the potential retail opportunity of the area and share it with prospective retail tenants.

Cascade Avenue: Recommendations & Implementation



Proposed plan for intersection improvements and streetscape at the Ben E Mays & Cascade Avenue intersection (City of Atlanta Department of Public Works)

Cascade Avenue: Recommendations & Implementation

3.9 Projects

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

Corridor/Cross-section

C-1 Cascade Ave. Four-Lane to Three-Lane Conversion: Study conversion of Cascade Ave from a mixed 3-lane and 4-lane street to a consistent 3-lane cross section (1 lane in each direction with center turn lane) with bicycle lanes. This would extend the planned streetscape project at Ben E. Mays.

Streetscape/Sidewalks

S-1 Cascade Avenue - complete gaps in sidewalks, install pedestrian street lighting consistent with streetscape plans for Ben E. Mays/Cascade area.

S-2 Delowe Dr. - install sidewalks on at least on side.

S-3 Centra Villa Dr. - install sidewalks on at least one side.

S-4 Dodson Dr. - install sidewalks on at least one side.

Intersections/Traffic Signals

I-1 Donnelly Ave./Cascade Intersection: Install channelized islands in NW & NE corners of intersection for pedestrian refuge. Potential left turn lanes on Donnelly and Westwood.

I-2 Ralph Abernathy Blvd./Cascade Intersection: Enhance pedestrian safety and comfort by evaluating the elimination of right turn lanes between Longhorn and Ralph Abernathy (based in part on proposed network connections) and upgrading pedestrian crosswalk markings.

I-3 Upgrade Traffic Signals: to include 2070 controllers, LED signal displays, vehicle detection & pedestrian enhancements.

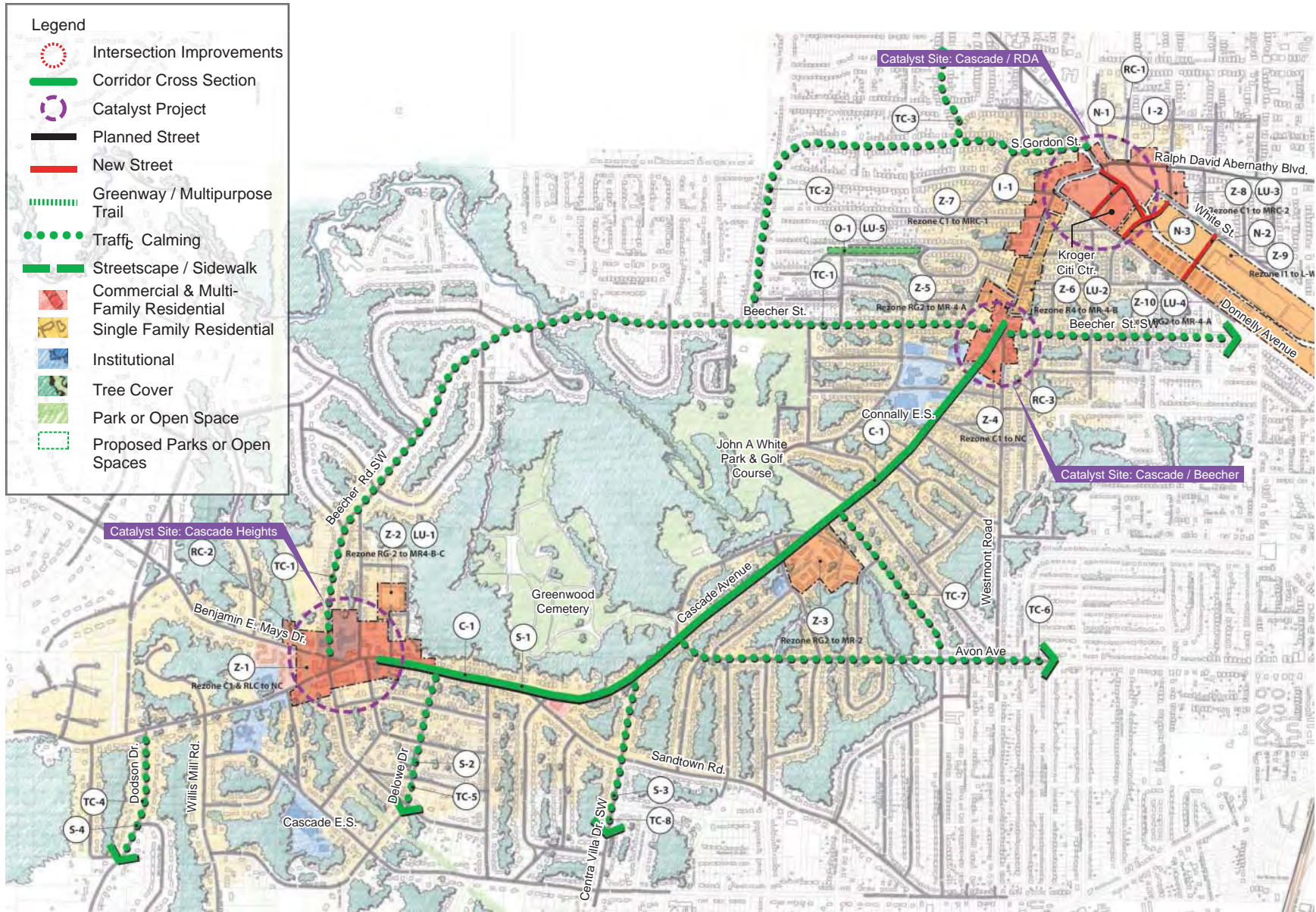
I-4 Traffic Signal Interconnection: interconnect signals & provide communications to City of Atlanta TCC.

I-5 Unsignalized Pedestrian Crosswalks: Upgrade signing and pavement markings for unsignalized crosswalks.

I-6 Signalized Pedestrian Crosswalks: Upgrade pedestrian crosswalk markings & provide ADA access.

Cascade Avenue: Recommendations & Implementation

Projects



Cascade Avenue: Recommendations & Implementation

New Street Network

N-1 New Street at Kroger Citi-Center: provides connection from RDA/Cascade to Donnelly Ave. (Identified in BeltLine Re-development Plan).

N-2 Connection Across BeltLine at Allegheny St.: provides needed additional connection across future BeltLine as an alternative to the RDA/Cascade intersection and services new redevelopment.

N-3 Extension of Hopkins Street to Donnelly Ave: provides needed additional connection across future BeltLine as an alternative to the RDA/Cascade intersection and services new redevelopment.

Traffic Calming

Evaluate a range of options including bulb-outs, road narrowing, landscape islands, speed humps, traffic circles, roundabouts.

TC-1 Beecher Rd (Westview Neighborhood)

TC-2 S. Gordon St (Westview Neighborhood)

TC-3 Ontario Ave (Westview Neighborhood)

TC-4 Dodson Dr (Adams Park Neighborhood)

TC-5 Delowe Dr (Adams Park Neighborhood)

TC-6 Avon Ave (Adams Park Neighborhood)

TC-7 Kenmore St (Adams Park Neighborhood)

TC-8 Centra Villa Dr. (Adams Park Neighborhood)

Transit

T-1 Bus Route # 71: Enhance transit service to Downtown Atlanta by eliminating underutilized bus stops and extending route from West End Station to Downtown Atlanta.

T-2 Signal Priority: Implement ITS transit signal priority along corridor to improve travel time to West End Station.

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

Redevelopment Catalyst Projects

RC-1 Cascade - Ralph David Abernathy (BeltLine): Redevelopment of the existing commercial node into a major mixed-use center based in part on future connection to the BeltLine.

RC-2 Benjamin E. Mays - Cascade (Cascade Heights): Revitalize existing commercial center into a more pedestrian-friendly neighborhood commercial district.

RC-3 Beecher - Cascade Neighborhood Shopping District: Revitalization of small commercial node to serve surrounding neighborhoods.

Cascade Avenue: Recommendations & Implementation

Land Use/Zoning

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

Quality of Life Districts

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

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

The basic Quality Of Life Districts include:

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

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

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

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

Recommendations

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

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

Z-1 Rezone from C1 & RLC to NC: Controls the scale and character of neighborhood commercial development and implements Quality of Life Zoning Code urban design standards.

Z-2 Rezone from RG2 to MR-4-B-C: Encourages redevelopment into townhome type intensity and implements Quality of Life Zoning Code urban design standards, with conditions restricting commercial. Future Land Use change from Single Family Residential to Medium Density Residential.

Z-3 Rezone from RG2 to MR-2: maintains land use intensity and implements Quality of Life Zoning Code urban design standards.

Z-4 Rezone from C1 to NC: Controls the scale and character of neighborhood commercial development and implements Quality of Life Zoning Code urban design standards.

Cascade Avenue: Recommendations & Implementation

Z-5 Rezone from RG2 to MR-4-B: Encourages redevelopment into townhome type intensity and implements Quality of Life Zoning Code urban design standards.

Z-6 Rezone from R4 to MR-4-B: Encourages redevelopment into townhome type intensity and implements Quality of Life Zoning Code urban design standards. Future Land Use change from Single Family Residential to Medium Density Residential.

Z-7 Rezone from C1 to MRC-1: maintains land use intensity and implements Quality of Life Zoning Code urban design standards.

Z-8 Rezone from C1 to MRC-2: Increases land use intensity & implements Quality of Life Zoning Code urban design standards. Future Land Use change from Low Density Commercial to Mixed Use.

Z-9 Rezone from I1 to L-W: Encourages redevelopment of industrial use and implements Quality of Life Zoning Code urban design standards.

Z-10 Rezone from RG2 to MR-4-A: Increases land use intensity, encourages redevelopment and implements Quality of Life Zoning Code urban design standards. Future Land Use change from Low Density Residential to High Density Residential.

Other

O-1 Westview Neighborhood Park: potential park/open space opportunity on undeveloped parcels along N. Olympian Way. Future Land Use designation as open space.

Cascade Avenue: Recommendations & Implementation

3.10 Cascade Avenue Corridor: Implementation Strategy

This section outlines the broad implementation strategy for the Cascade Avenue corridor. This outline establishes a working priority/phasing strategy, a general approach to grouping related projects, and key issues facing their implementation. A detailed list of projects is included in Section 3.10.2 which outlines anticipated costs, phase and key agency.

Priority 1: (1st Year)

15 Year Future Land Use and Zoning Changes

The identified Future Land Use and Zoning changes are an important part of codifying the pattern and use of development in the corridor. The Bureau of Planning can implement these changes relatively quickly with the support and participation of area's NPU's. The key zoning changes in the Cascade Avenue corridor include employing the Neighborhood Commercial (NC) designation in both the Cascade Heights and Cascade/Beecher commercial nodes and the Mixed Residential Commercial (MRC) designation in the Cascade and Ralph David Abernathy commercial node, supporting the intended redevelopment identified in the catalyst sites.

Priority 2: (1-5 Years)

Cascade Avenue Road Diet/Re-striping

The re-striping of Cascade Avenue from a four-lane to a three-lane street section is a physically inexpensive project to implement as it requires no reconstruction of the road. However, it certainly represents a dramatic modification of driver behavior requiring both neighborhood and City acceptance. The implementation of this project will require the active involvement of the Bureau of Planning to facilitate further neighborhood input and coordination with the Department of Public Works (DPW) who will ultimately implement the project. A valuable approach would be to test the concept "on the ground" by proposing a temporary re-striping. This testing would allow both the neigh-

borhood residents and the DPW to evaluate the real impacts over a specified period of time and determine whether to continue its implementation. This testing approach has been used in other "road diets" around the country very successfully and can be viewed as an acceptable way to avoid the potentially endless technical discussions that could delay the project.

Other additional projects along Cascade Avenue, including completing gaps in sidewalks and extending the pedestrian street lighting established in the Cascade Heights streetscape project, should be included as part of the re-striping in order to reinforce the intent of the road diet in strengthening the pedestrian environment while taming vehicular behavior.

Priority 3: (On-Going)

Catalyst Redevelopment Sites

For Cascade Avenue the catalyst sites represent opportunities to strengthen and support the existing neighborhood character of this corridor. The redevelopment and revitalization of these sites will require active and on-going participation by the Bureau of Planning and the Atlanta Development Authority. The land use and zoning changes along with the streetscape/road re-striping are intended to support and encourage the redevelopment of these catalyst sites.

Cascade & Ralph David Abernathy – This site is part of the Beltline TAD and is identified as an important development node along the Beltline. The resources and momentum behind the Beltline TAD make this an attractive and likely site for redevelopment. The market analysis suggests a strong opportunity for new housing with a mix of office and retail. The proposed plan calls for adding new connections across the Beltline corridor to provide needed access for new development and critical new street network to take traffic pressure off of the Cascade

Cascade Avenue: Recommendations & Implementation

Avenue and R. D. Abernathy intersection. In order to spur this new development, the Atlanta Development Authority should work with the identified key properties to market these sites to potential developers. The new bridge connections across the Beltline represent infrastructure projects that should be funded by the TAD as an incentive to new development.

Cascade & Beecher – This existing commercial node is also within the Beltline TAD. The scale of redevelopment here will be small one and two story commercial projects with opportunities for retail and office on the ground floor and residential units above consistent with the existing pattern of development. An appropriate role for the ADA would be to target and market one or two specific underutilized or vacant parcels for small-scale redevelopment. These small redevelopment projects would then serve as catalysts for further private reinvestment. The conversion of Cascade Avenue from a 4-lane to a 3-lane road is an important first step that supports the type of pedestrian oriented environment consistent with the neighborhood’s vision for this area as a neighborhood serving commercial node.

Cascade Heights – This existing commercial node is not within the Beltline TAD. Some revitalization is already occurring and should be encouraged to continue by designating this area as a UEZ to provide a tax incentive for both commercial and residential redevelopment. ADA’s Comparative Analysis of Redevelopment Tools study recommends designating this area as a UEZ and this study supports that recommendation with several additions, see Section 3.10.1 (Economic Development Map). Rezoning the commercial area to the Quality of Life Zoning District: Neighborhood Commercial (NC) will protect the neighborhood-scaled character of the district as redevelopment occurs. The City’s planned streetscape improvements will strengthen the pedestrian environment and further support private revital-

ization. As with the Cascade & Beecher node, an appropriate role for ADA would be to target and market one or several specific underutilized or vacant parcels for redevelopment. The apartment complex at the end of Dolphin Drive was identified by the community as a center of crime and drug activity and is a candidate “target” site for redevelopment.

Priority 4: (1-10 years)

Neighborhood Sidewalks & Traffic Calming

Sidewalks and traffic calming issues were among the neighborhood’s top concerns. A number of neighborhood streets were identified as needing traffic calming measures to reduce vehicle speeds and increase pedestrian safety and comfort. In addition, many of the same streets were identified as needing sidewalks to provide safe connections to important neighborhood destinations such as Adams Park.

This study has documented the key streets needing sidewalks and traffic calming. The sidewalk projects can be implemented incrementally through the use of various City funding sources including the Quality of Life Bond funds that are paying for the Cascade Avenue streetscape projects. Further study and neighborhood planning will be necessary to define a comprehensive approach to neighborhood traffic calming. This study has outlined a menu of potential traffic calming measures that may be appropriate for neighborhood streets. These measures go beyond simple speed humps, requiring a site specific approach to each identified street. It is recommended that the City’s future Transportation Planning Department initiate these traffic calming studies, working with the neighborhoods, Department of Public Works, and the Bureau of Planning to implement. Some likely sources of funding for the traffic calming measures include Quality of Life Bonds, LCI implementation funds, and Traffic Impact Fees (particularly related to development along

the corridor).

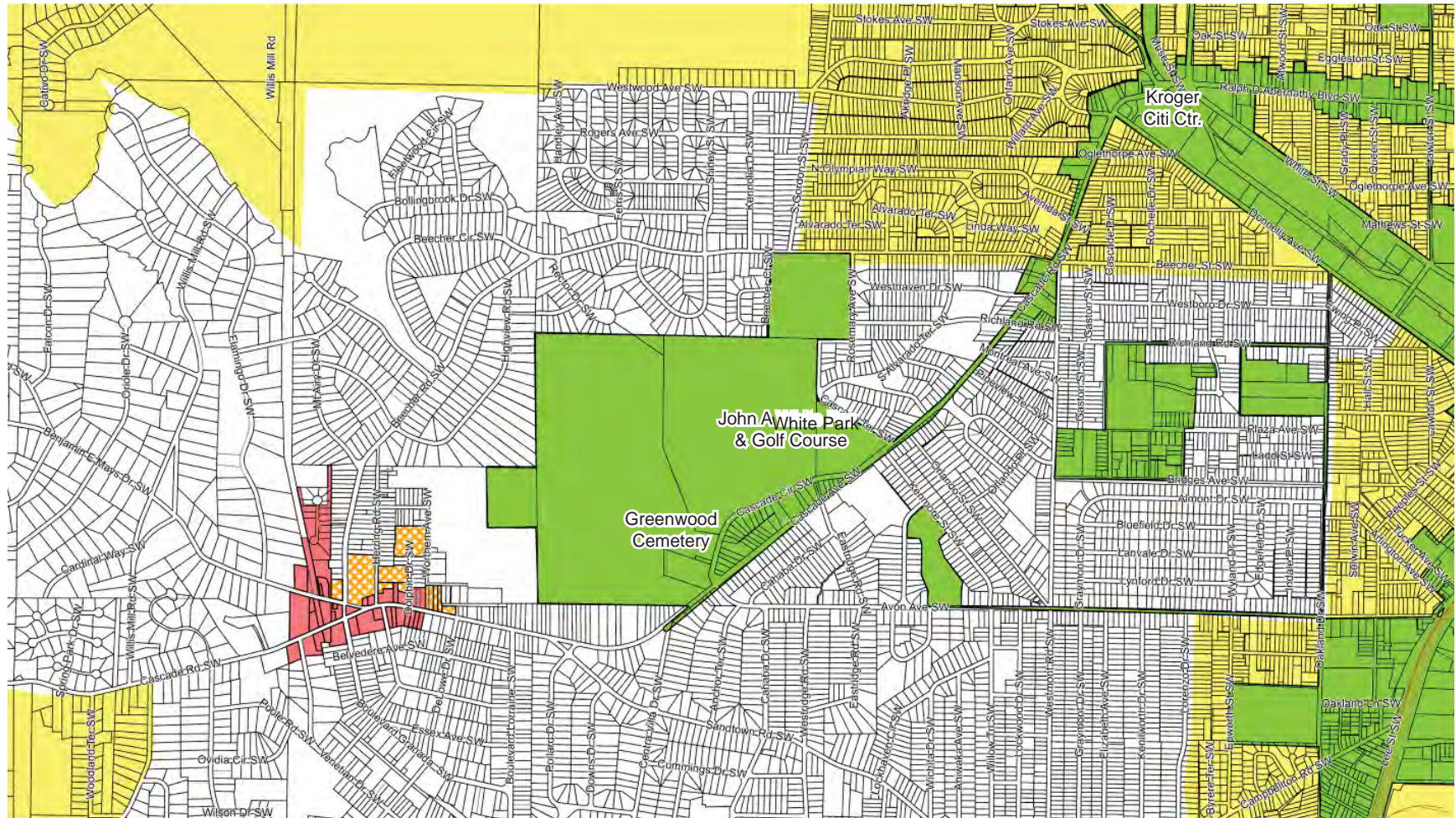
Priority 5: (1-10 years)

Transit

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

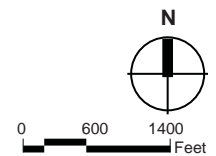
Cascade Avenue: Recommendations & Implementation

3.10.1 Economic Development Map: Existing and Proposed TADs and UEZs



Legend - Economic Development

- Beltline TAD
- Urban Enterprise Zone per "Bay Area Economics Study"
- Proposed Additions to UEZ per "Bay Area Economics Study"
- Renewal Communities



Cascade Avenue: Recommendations & Implementation

3.10.2 Project Matrix

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

Cost Assumptions

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

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

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

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

Agency Abbreviations

BOP = Bureau of Planning

DPW = Department of Public Works

DPRCA = Department of Parks, Recreation and Cultural Affairs

GDOT = Georgia Department of Transportation

ADA = Atlanta Development Authority

Cascade Avenue: Recommendations & Implementation

ID	Description	Location	NPU	Council District	Phase	ROW Cost	Eng/Design Cost	Construction Cost	Total Cost	Funding	Agency
	Corridor/Crosssection										
C-1	Cascade Ave.: Restriping Cascade Ave from a mixed 3-lane and 4-lane street to a consistent 3-lane cross section (1 lane in each direction with center turn lane) with bicycle lanes. This would extend the planned streetscape project at Ben E. Mays.	Cascade Avenue from Fontaine Ave. to Beecher St.	I, R, S, T	11th (Maddox) 10th (Martin) 4th (Winslow)	Phase 1 (1-5 years)	N/A	\$30,000	\$220,000	\$250,000	CIP/QOL Bonds/LCI	BOP/DPW
	Streetscape/Sidewalks										
S-1	Cascade Avenue - complete gaps in sidewalks, install pedestrian street lighting consistent with streetscape plans for Ben E. Mays/Cascade area.	From Hering Rd. to Langhorn St.	I, R, S, T	11th (Maddox) 10th (Martin) 4th (Winslow)	Phase 1 (1-5 years)	\$160,000	\$95,000	\$470,000	\$725,000	Beltline TAD/LCI/QOL Bonds	BOP/DPW
S-2	DeLowe Dr. - install sidewalks	From Cascade Ave. to Campbellton Rd.	R, S	11th (Maddox)	Phase 1 (1-5 years)	\$90,000	\$77,000	\$770,000	\$937,000	CIP/QOL Bonds/LCI	BOP/DPW
S-3	Centra Villa Dr. - install sidewalks	From Cascade Ave. to Campbellton Rd.	R, S	11th (Maddox) 4th (Winslow)	Phase 1 (1-5 years)	\$70,000	\$61,000	\$610,000	\$741,000	CIP/QOL Bonds/LCI	BOP/DPW
S-4	Dodson Dr. - install sidewalks	From Cascade Ave. to Campbellton Rd.	R, S	11th (Maddox)	Phase 1 (1-5 years)	\$90,000	\$87,000	\$870,000	\$1,047,000	CIP/QOL Bonds/LCI	BOP/DPW
	Intersections/Traffic Signals										
I-1	Donnelly Ave./Cascade Intersection: Install channelized islands in NW & NE corners of intersection for pedestrian refuge. Potential left turn lanes on Donnelly and Westwood	Intersection of Cascade Ave. & Donnelly Ave.	T	10th (Martin) 4th (Winslow)	Phase 1 (1-5 years)	N/A	\$10,000	\$20,000	\$30,000	Beltline TAD	BOP/DPW
I-2	Ralph Abernathy Blvd./Cascade Intersection: Study the potential for pedestrian enhancement by eliminating right turn lanes between Langhorn and RDA (based in part on proposed network connections)	Intersection of Cascade Ave. & Langhorn/RDA	T	10th (Martin) 4th (Winslow)	Study only existing volumes indicate that these lanes are needed	N/A	\$30,000	YES	TBD	Beltline TAD	BOP/DPW
I-3	Upgrade Traffic Signals: to include 2070 controllers, LED signal displays, vehicle detection & pedestrian enhancements	All signalized intersections in corridor	I, R, S, T	11th (Maddox) 10th (Martin) 4th (Winslow)	Upgraded by City of Atlanta since Oct 05	N/A				Beltline TAD/LCI/QOL Bonds	BOP/DPW
I-4	Traffic Signal Interconnection: interconnect signals & provide communications to City of Atlanta TCC	All signalized intersections in corridor	I, R, S, T	11th (Maddox) 10th (Martin) 4th (Winslow)	Phase 1 (1-5 years)	N/A	\$15,000	\$138,000	\$153,000	Beltline TAD/LCI/QOL Bonds	BOP/DPW
I-5	Unsignalized Pedestrian Crosswalks: Upgrade signing and pavement markings for unsignalized crosswalks	All unsignalized crosswalks in corridor	I, R, S, T	11th (Maddox) 10th (Martin) 4th (Winslow)	Phase 1 (1-5 years)	N/A		\$133,000	\$133,000	Beltline TAD/LCI/QOL Bonds	BOP/DPW
I-6	Signalized Pedestrian Crosswalks: Upgrade pedestrian crosswalk markings & provide ADA access.	All signalized intersections in corridor	I, R, S, T	11th (Maddox) 10th (Martin) 4th (Winslow)	Upgraded by City of Atlanta since Oct 05	N/A				Beltline TAD/LCI/QOL Bonds	BOP/DPW
	New Streets/Network										
N-1	New Street at Kroger Citi-Center: provides connection from RDA/Cascade to Donnelly Ave. (Identified in Beltline Redevelopment Plan)	Cascade Ave. & RDA intersection to Donnelly	T	4th (Winslow)	Phase 1 (1-5 years)	\$200,000	\$35,000	\$335,000	\$570,000	Beltline TAD	ADA

Cascade Avenue: Recommendations & Implementation

ID	Description	Location	NPU	Council District	Phase	ROW Cost	Eng/Design Cost	Construction Cost	Total Cost	Funding	Agency
N-2	Connection across Beltline at Allegheny St.: provides needed additional connection across future Beltline as an alternative to the RDA/Cascade intersection and services new redevelopment.	From Donnelly Ave. to White St. over Beltline (at Allegheny St.)	T	4th (Winslow)	Phase 1 (1-5 years)	\$180,000	\$30,000	\$301,000	\$511,000	Beltline TAD	ADA
N-3	Extension of Hopkins Street to Donnelly Ave: provides needed additional connection across future Beltline as an alternative to the RDA/Cascade intersection and services new redevelopment.	From Donnelly Ave. to White St. over Beltline (at Hopkins St.)	T	4th (Winslow)	Phase 1 (1-5 years)	\$368,000	\$62,000	\$615,000	\$1,045,000	Beltline TAD	ADA
	Traffic Calming										
TC-1	Beecher Rd (Westview Neighborhood): Evaluate a range of options including bulb-outs, road narrowing, landscape islands, speed humps, mini circles, roundabouts	From Ben Mays to Cascade Avenue (east)	I, S, T	11th (Maddox) 10th (Martin)	Phase 2 (5-10 years)	N/A	Staff time to determine measures	TBD	TBD	QOL Bonds	BOP/DPW
TC-2	S. Gordon St (Westview Neighborhood): Evaluate a range of options including bulb-outs, road narrowing, landscape islands, speed humps, mini circles, roundabouts	From Beecher Rd. to RDA	T	10th (Martin)	Phase 2 (5-10 years)	N/A	Staff time to determine measures	TBD	TBD	QOL Bonds	BOP/DPW
TC-3	Ontario Ave (Westview Neighborhood): Evaluate a range of options including bulb-outs, road narrowing, landscape islands, speed humps, mini circles, roundabouts	From S. Gordon St. to RDA	T	10th (Martin)	Phase 2 (5-10 years)	N/A	Staff time to determine measures	TBD	TBD	QOL Bonds	BOP/DPW
TC-4	Dodson Dr (Adams Park Neighborhood): Evaluate a range of options including bulb-outs, road narrowing, landscape islands, speed humps, mini circles, roundabouts	From Cascade Ave. to Campbellton Rd.	R, S	11th (Maddox)	Phase 2 (5-10 years)	N/A	Staff time to determine measures	TBD	TBD	QOL Bonds	BOP/DPW
TC-5	DeLowe Dr (Adams Park Neighborhood): Evaluate a range of options including bulb-outs, road narrowing, landscape islands, speed humps, mini circles, roundabouts	From Cascade Ave. to Campbellton Rd.	R, S	11th (Maddox)	Phase 2 (5-10 years)	N/A	Staff time to determine measures	TBD	TBD	QOL Bonds	BOP/DPW
TC-6	Avon Ave (Adams Park Neighborhood): Evaluate a range of options including bulb-outs, road narrowing, landscape islands, speed humps, mini circles, roundabouts	From Cascade Ave. to Lee St.	R, S	4th (Winslow)	Phase 2 (5-10 years)	N/A	Staff time to determine measures	TBD	TBD	QOL Bonds	BOP/DPW
TC-7	Kenmore St (Adams Park Neighborhood): Evaluate a range of options including bulb-outs, road narrowing, landscape islands, speed humps, mini circles, roundabouts	From Cascade Ave. to Avon Ave.	R, S	4th (Winslow)	Phase 2 (5-10 years)	N/A	Staff time to determine measures	TBD	TBD	QOL Bonds	BOP/DPW
TC-8	Centra Villa Dr. (Adams Park Neighborhood): Evaluate a range of options including bulb-outs, road narrowing, landscape islands, speed humps, mini circles, roundabouts	From Cascade Ave. to Campbellton Rd.	R, S	11th (Maddox) 4th (Winslow)	Phase 2 (5-10 years)	N/A	Staff time to determine measures	TBD	TBD	QOL Bonds	BOP/DPW
	Transit										
T-1	Bus Route # 71: Enhance transit service to Downtown Atlanta by eliminating underutilized bus stops and extending route from West End Station Downtown Atlanta	Extra 2 miles one-way along Lee St, Whitehall, and Peachtree, Alabama, Forsth, Marietta (12-25 minute headways, no additional extra buses required)	I, R, S, T	11th (Maddox) 10th (Martin) 4th (Winslow)	Phase 2 (5-10 years)	N/A	N/A	need extra 8 buses on weekdays	operation cost \$1.36 per mile X (4 miles round trip) X (24 buses per day) X 260 days per year = \$33,945	MARTA operating funds (staffing) and capital funds (buses)	MARTA

Cascade Avenue: Recommendations & Implementation

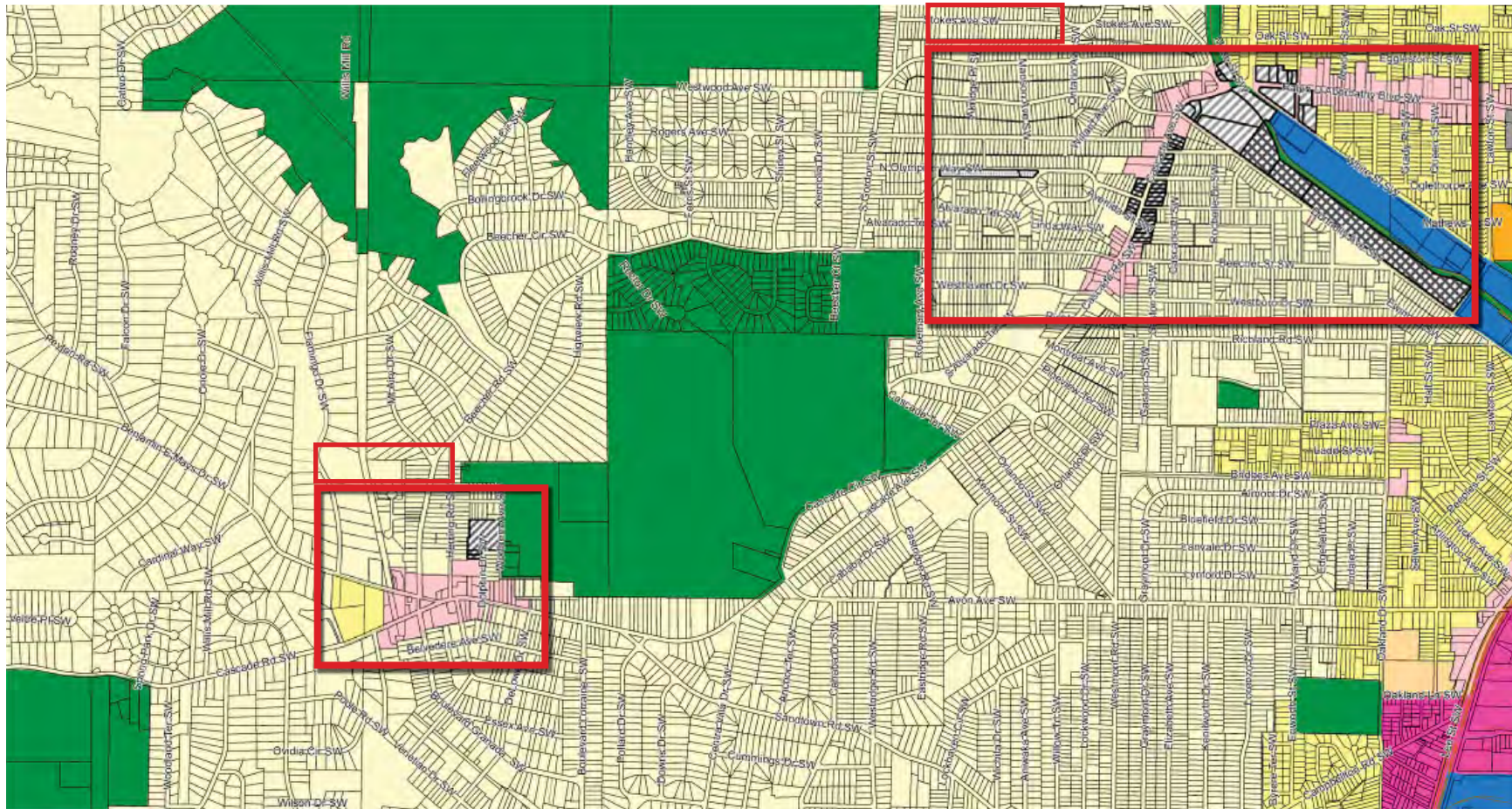
ID	Description	Location	NPU	Council District	Phase	ROW Cost	Eng/Design Cost	Construction Cost	Total Cost	Funding	Agency
T-2	Signal Priority: Implement ITS transit signal priority along corridor to improve travel time to West End Station	9 locations on Cascade Avenue	I, R, S, T	11th (Maddox) 10th (Martin) 4th (Winslow)	Phase 2 (5-10 years)	N/A		\$25,000 per unit \$125,000 per mile	(\$25,000 X 9 units = \$225,000) or for whole corridor (2 miles X \$125,000 = \$250,000)		MARTA/DPW
T-3	Bus Stop Enhancements: Eliminate underutilized stops & enhance remaining bus stops to include shelters, benches, trash receptacles & route information		I, R, S, T	11th (Maddox) 10th (Martin) 4th (Winslow)	Phase 1 (1-5 years)	N/A	Minimal/Cost can be born by advertising agency (VIACOM)	\$5,000-\$8,000 per shelter	Cost could be born by advertising	MARTA capital funds/VIACOM	MARTA with advertising agency (VIACOM)
Redevelopment Catalyst Projects											
RC-1	Cascade - Ralph David Abernathy (Beltline): Redevelopment of the existing commercial node into a major mixed-use center based in part on future connection to the Beltline		T	4th (Winslow)	Phase 1 (1-5 years)	TBD	TBD	TBD	TBD	Beltline TAD/Private Developers	BOP/ADA
RC-2	Benjamin E. Mays - Cascade (Cascade Heights): Revitalize existing commercial center into a more pedestrian-friendly neighborhood commercial district		I, R, S	11th (Maddox)	On-Going	TBD	TBD	TBD	TBD	UEZ incentives/Private Developers	BOP/ADA
RC-3	Beecher - Cascade Neighborhood Shopping District: Revitalization of small commercial node to serve surrounding neighborhoods		S, T	10th (Martin) 4th (Winslow)	On-Going	TBD	TBD	TBD	TBD	Beltline TAD/Private Developers	BOP/ADA
15-Year Future Land Use											
LU-1	Future Land Use change from Single Family Residential to Medium Density Residential. Consistent with existing zoning (RG-2) and supports future redevelopment and proposed rezoning to (MR-4-B-C).		S	11th (Maddox)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
LU-2	Future Land Use change from Single Family Residential to Medium Density Residential. Supports the redevelopment of deteriorating residential uses between the Cascade/Beecher and R.D. Abernathy Blvd. commercial nodes.		T	10th (Martin) 4th (Winslow)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
LU-3	Future Land Use change from Low Density Commercial to Mixed Use. Supports the mixed-use redevelopment of the Cascade/RDA catalyst site and is consistent with supporting redevelopment along this BeltLine node.		T	4th (Winslow)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
LU-4	Future Land Use change from Low Density Residential to High Density Residential. Supports the redevelopment of this area along the future BeltLine as higher intensity residential use.		T	4th (Winslow)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
LU-5	Future Land Use change from Single Family Residential to Open Space. Supports the purchase and reuse of this underutilized residential property to a neighborhood park.		T	10th (Martin)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP

Cascade Avenue: Recommendations & Implementation

ID	Description	Location	NPU	Council District	Phase	ROW Cost	Eng/Design Cost	Construction Cost	Total Cost	Funding	Agency
	Zoning										
Z-1	Rezone from C1 & RLC to NC: Controls the scale & character of neighborhood commercial development & implements Quality of Life Zoning Code urban design standards		I, R, S	11th (Maddox)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
Z-2	Rezone from RG2 to MR-4-B-C: Encourages redevelopment into townhome type intensity & implements Quality of Life Zoning Code urban design standards, with conditions restricting commercial		S	11th (Maddox)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
Z-3	Rezone from RG2 to MR-2: maintains land use intensity & implements Quality of Life Zoning Code urban design standards		S	4th (Winslow)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
Z-4	Rezone from C1 to NC: Controls the scale & character of neighborhood commercial development & implements Quality of Life Zoning Code urban design standards		S, T	10th (Martin) 4th (Winslow)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
Z-5	Rezone from RG2 to MR-4-B: Encourages redevelopment into townhome type intensity & implements Quality of Life Zoning Code urban design standards		T	10th (Martin)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
Z-6	Rezone from R4 to MR-4-B: Encourages redevelopment into townhome type intensity & implements Quality of Life Zoning Code urban design standards		T	10th (Martin) 4th (Winslow)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
Z-7	Rezone from C1 to MRC-1: maintains land use intensity & implements Quality of Life Zoning Code urban design standards		T	10th (Martin)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
Z-8	Rezone from C1 to MRC-2: Increases land use intensity & implements Quality of Life Zoning Code urban design standards		T	4th (Winslow)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
Z-9	Rezone from I1 to L-W: Encourages redevelopment of industrial use & implements Quality of Life Zoning Code urban design standards		T	4th (Winslow)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
Z-10	Rezone from RG2 to MR-4-A: Increases land use intensity, encourages redevelopment & implements Quality of Life Zoning Code urban design standards		T	4th (Winslow)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
	Park & Open Space										
O-1	Westview Neighborhood Park: potential park/open space opportunity on undeveloped parcels along N. Olympian Way	Parcels between N. Olympian Way & S. Olympian Way	T	10th (Martin)	Phase 2 (5-10 years)	TBD	TBD	TBD	TBD	TPL, Blank Foundation	BOP/DPRCA

Cascade Avenue: Recommendations & Implementation

3.10.3 Proposed 15 Year Future Land Use Changes: Key Map



Legend - Land Use Changes

 Medium Density Residential

 High Density Residential

 Mixed Use

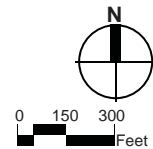
 Open Space

Cascade Avenue: Recommendations & Implementation

Proposed 15 Year Future Land Use Changes: Map LU1

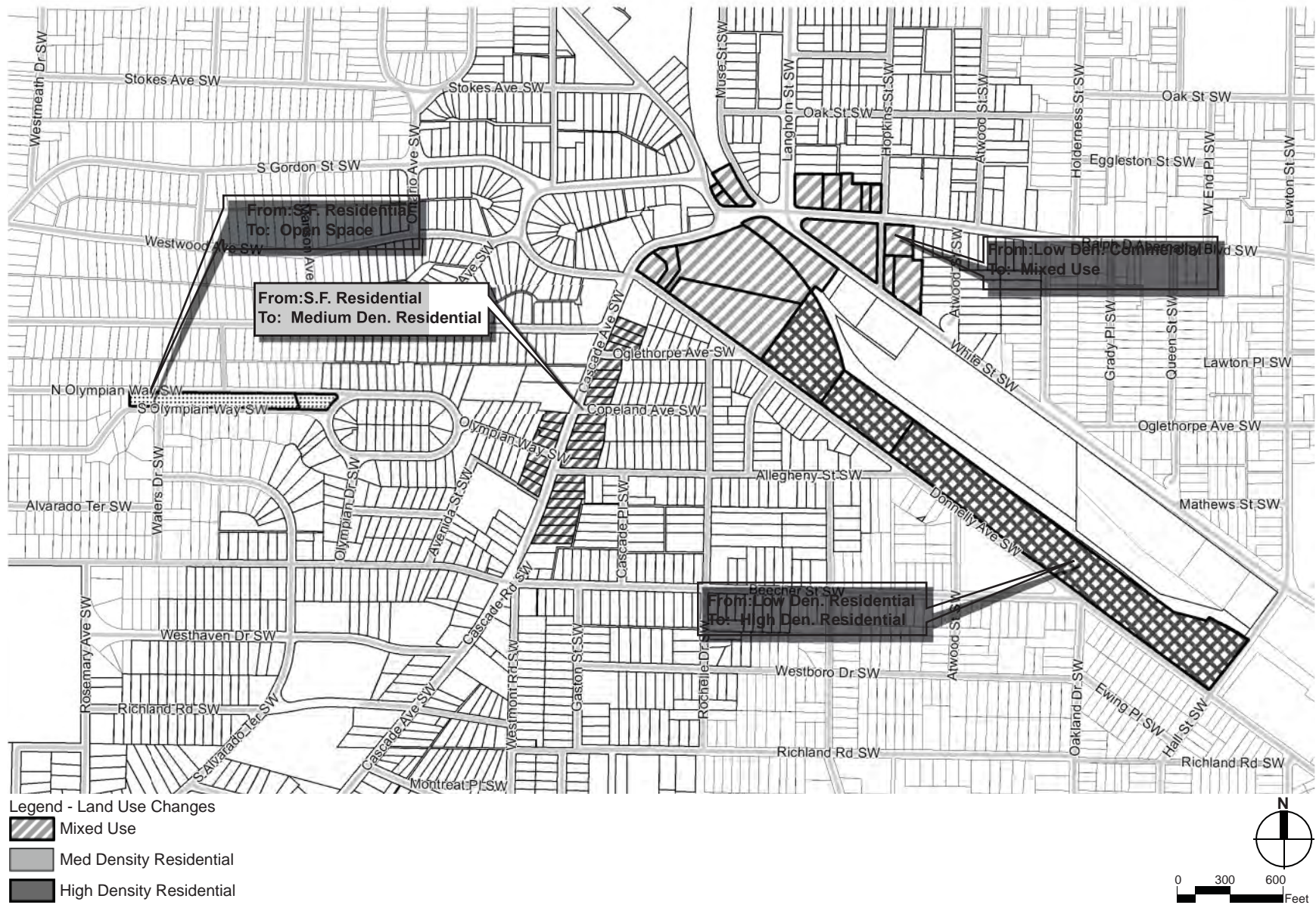


Legend - Land Use Changes
■ Med Density Residential



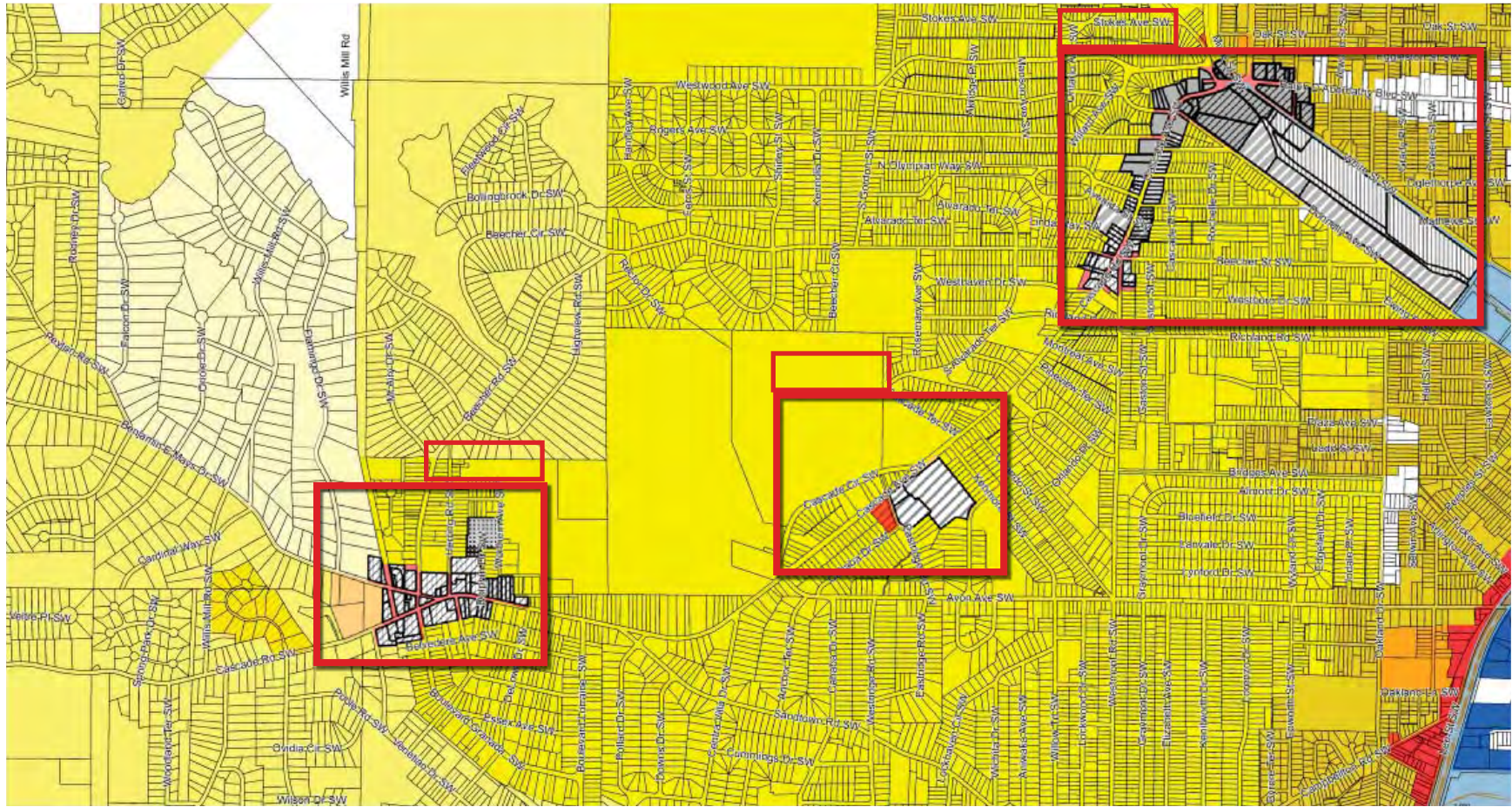
Cascade Avenue: Recommendations & Implementation

Proposed 15 Year Future Land Use Changes: Map LU2



Cascade Avenue: Recommendations & Implementation

3.10.4 Proposed Rezoning: Key Map



Legend - Rezoning

Cascade Avenue: Recommendations & Implementation

Proposed Rezoning: Map Z1



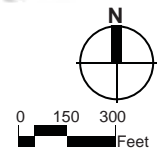
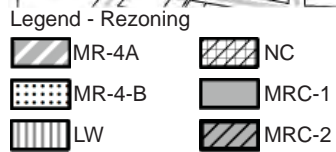
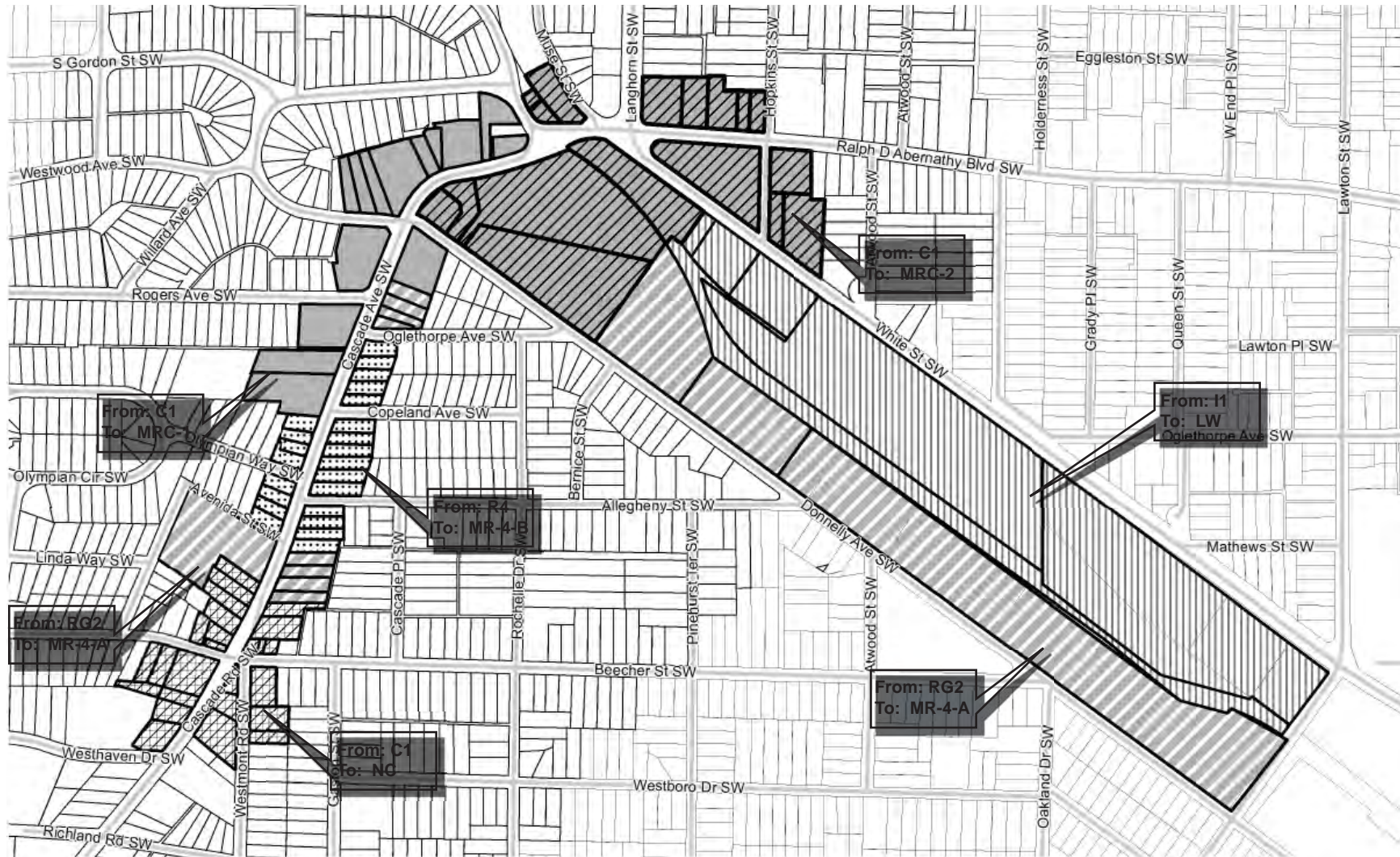
Cascade Avenue: Recommendations & Implementation

Proposed Rezoning: Map Z2



Cascade Avenue: Recommendations & Implementation

Proposed Rezoning: Map Z3



Campbellton - Cascade Corridors Redevelopment Plan

Section 4.0 Campbellton West Recommendations and Implementation



PLANTA - CAMPBELLTON ROAD - IMAGE EVERYTHING - REMODE ROAD - 1/20/11

Organization of Report

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

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

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

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

Section 3: Cascade Avenue – Recommendations & Implementation

Section 4: Campbellton West – Recommendations & Implementation

Section 5: Campbellton East – Recommendations & Implementation

4.0 Campbellton West: Recommendations and Implementation

4.1	Public Process & Visioning	4-1
4.2	Corridor Vision & Goals	4-1
4.3	Recommendations	4-3
4.4	Campbellton Road “Transition” Concept	4-5
4.5	Catalyst Site: Ben Hill Village	4-7
4.6	Development West of Butner Road	4-13
4.7	Projects	4-15
4.8	Implementation Strategy	4-20
	4.8.1 Economic Development Map	4-23
	4.8.2 Project Matrix	4-24
	4.8.3 Proposed Land Use Changes	4-28
	4.8.4 Proposed Rezoning	4-29

Campbellton - West: Recommendations & Implementation

4.1 Public Process & Visioning

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

What We Heard

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

4.2 Corridor Vision Statement & Goals

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

A Campbellton West Vision Statement:

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

Goals:

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

Campbellton - West: Recommendations & Implementation



Campbellton - West: Recommendations & Implementation

4.3 Recommendations

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

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

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

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

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

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

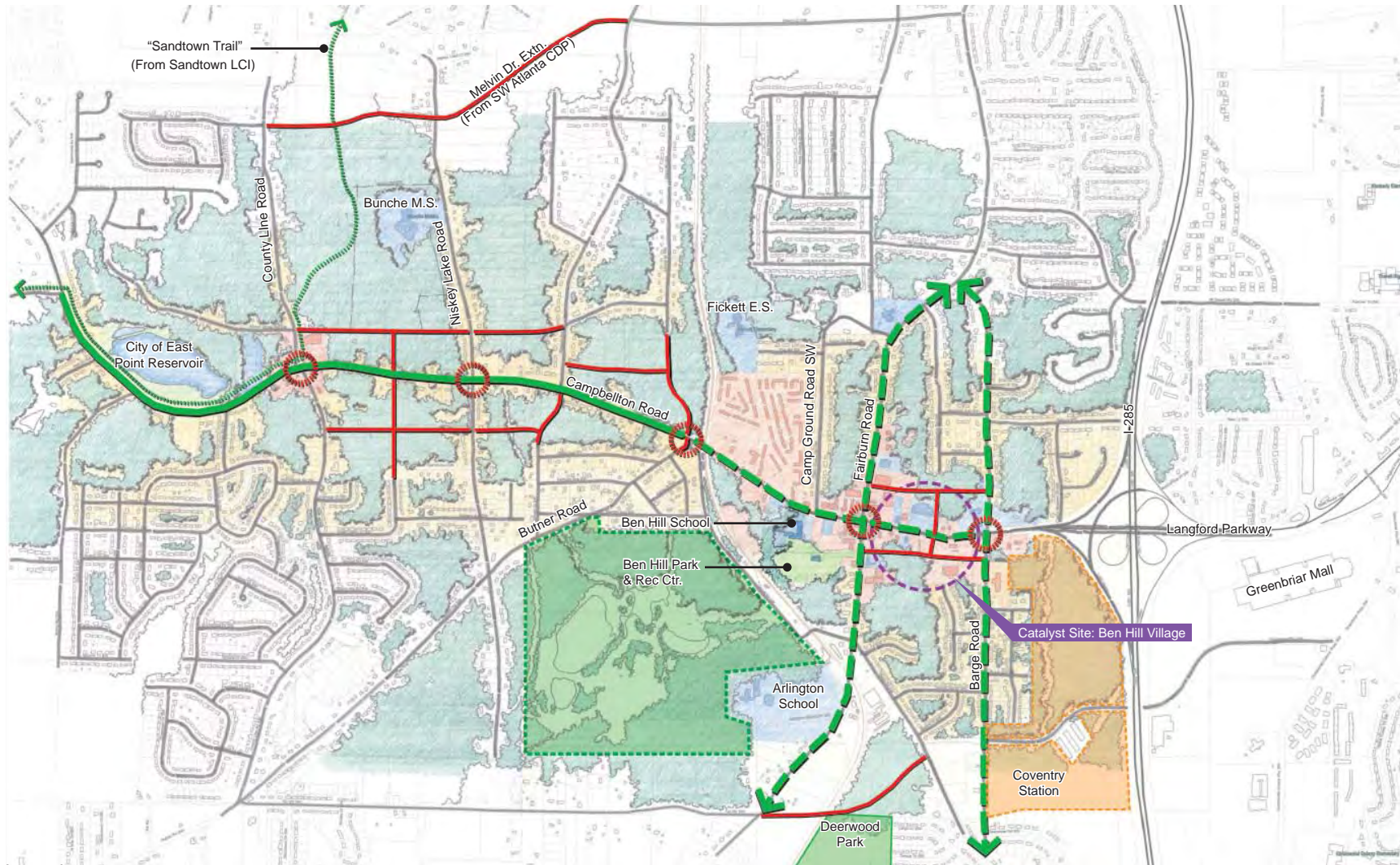
Traffic Calming – locations/key streets that need traffic calming in the surrounding neighborhoods to improve pedestrian safety and neighborhood quality-of-life.

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

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

Campbellton - West: Recommendations & Implementation

Recommendations



Legend

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

Campbellton - West: Recommendations & Implementation

4.4 Campbellton Road “Transition” Concept

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

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

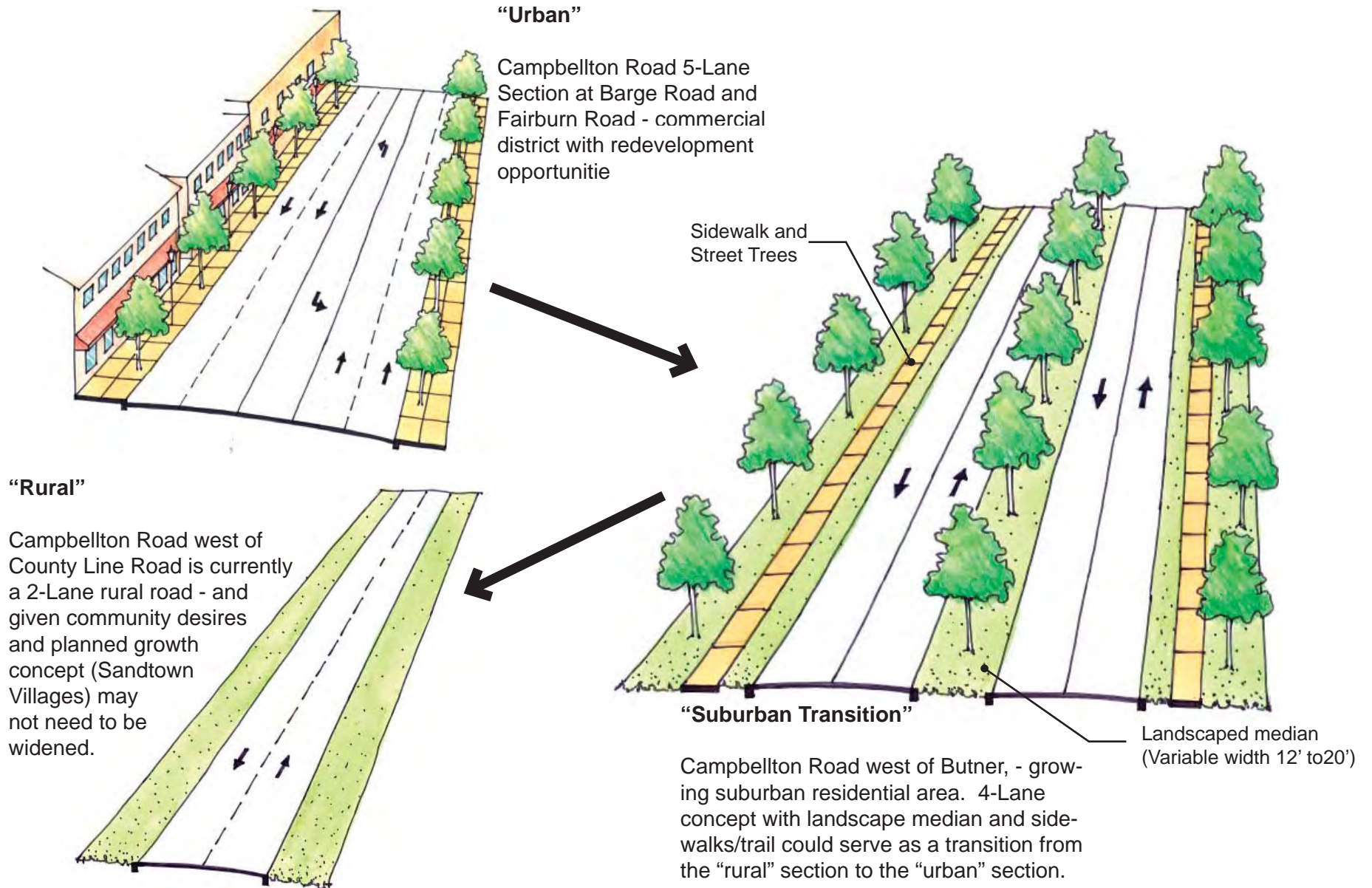
Input from this process through public meetings and the design charrette has indicated some interest in defining a consensus with GDOT and the neighborhoods on a design concept for widening Campbellton Road within the city.

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

Key Design Issues:

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

Campbellton - West: Recommendations & Implementation



Campbellton - West: Recommendations & Implementation

4.5 Catalyst Site: Ben Hill Village

Existing Condition

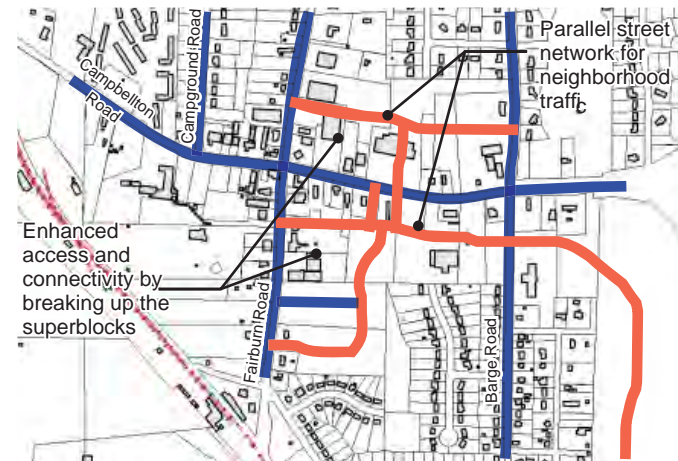
This portion of Campbellton Road serves as an important artery for neighborhoods west of I-285, including the Ben Hill area. The overall area is experiencing new residential development, with several projects planned for the area, and a strong residential market.

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

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



Existing Street Network



Proposed Street Network

Campbellton - West: Recommendations & Implementation

Proposed Development Plan

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

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

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



Key Parcels: Ben Hill Village Area

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

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

Campbellton - West: Recommendations & Implementation

Table 4-1: Ben Hill Village Development Summary

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

Action Plan:

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

Campbellton - West: Recommendations & Implementation

Ben Hill Village



Campbellton - West: Recommendations & Implementation

Identity for Ben Hill Village

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



Campbellton Road at Fairburn Road - Before

Campbellton - West: Recommendations & Implementation

Ben Hill Village



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

Campbellton - West: Recommendations & Implementation

4.6 Campbellton: West of Butner Road

Future Residential Development

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

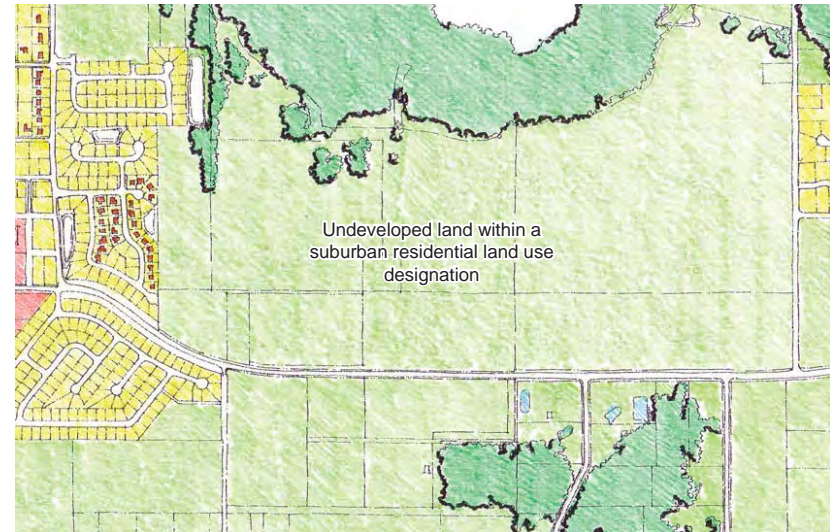
Directing the pattern of this suburban development is necessary to provide access to open space, protect natural resources, manage transportation impacts, and contribute to the overall character of the corridor.

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

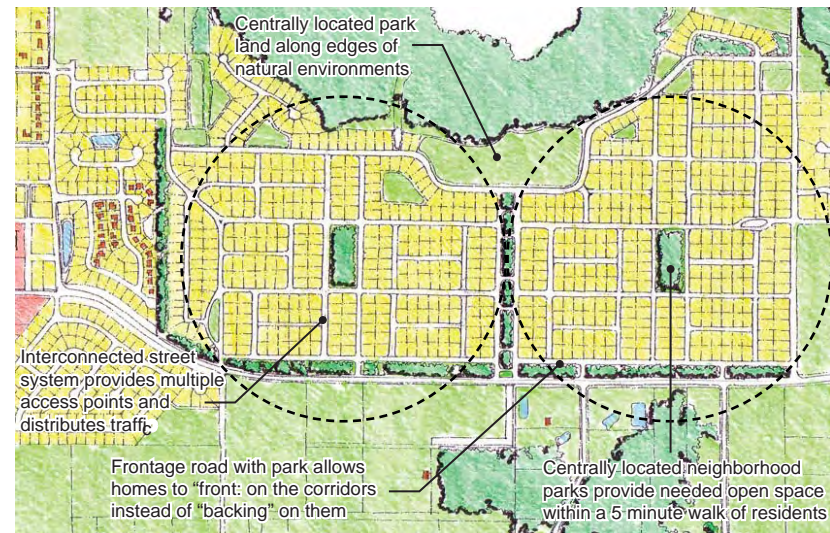
The plan for the Campbellton West Corridor outlines a number of key new street connections in areas that are anticipated for future residential development. These connections will be implemented incrementally as development takes place, completing the planned network over time.

Suburban Development Prototype

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



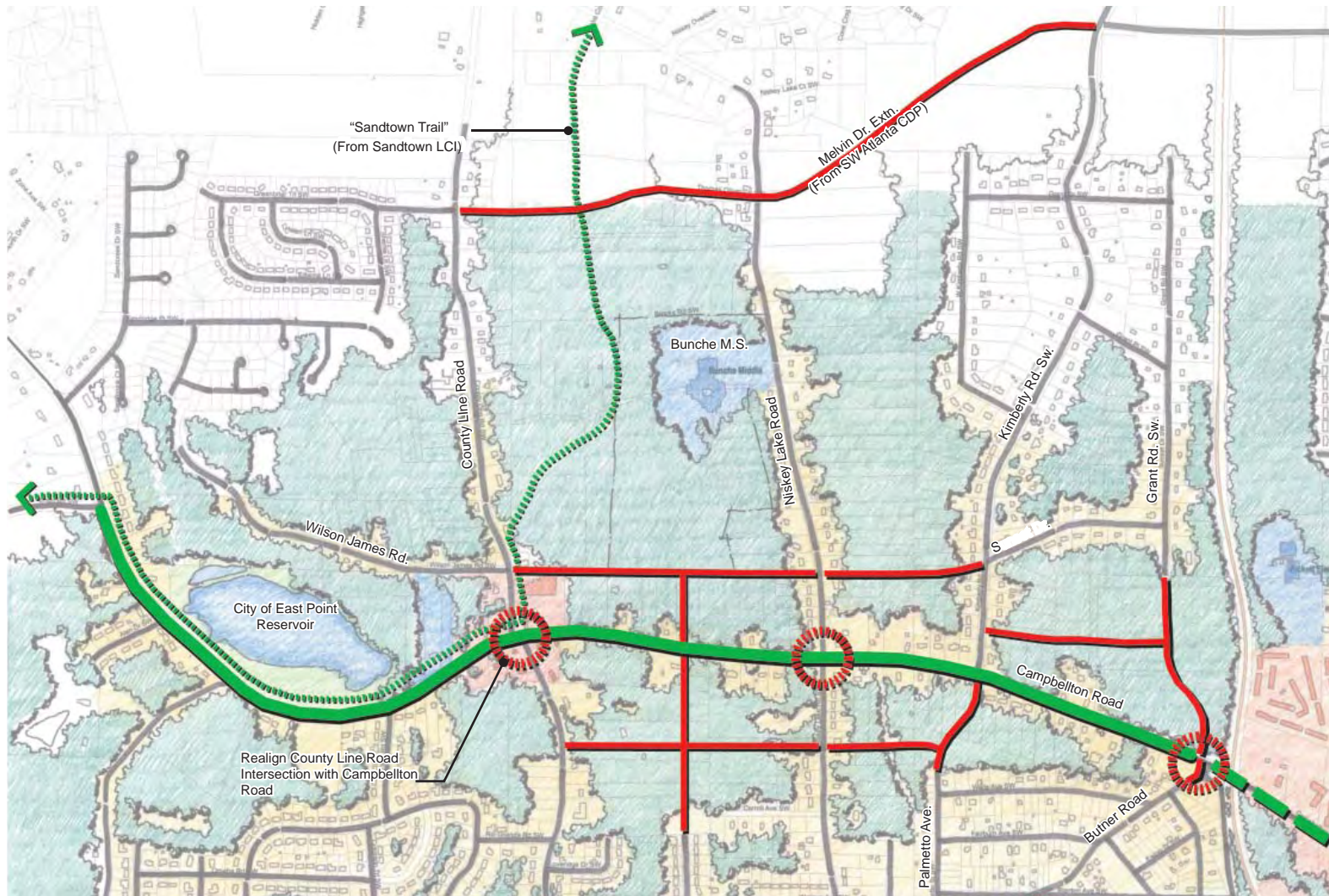
Prototype suburban residential development pattern (Existing condition)



Prototype suburban residential development pattern (Proposed condition)

Campbellton - West: Recommendations & Implementation

Campbellton: West of Butner Road



Legend

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

Campbellton - West: Recommendations & Implementation

4.7 Projects

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

Corridor/Cross-section

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

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

Streetscape/Sidewalks

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

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

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

Intersections/Traffic Signals










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

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

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

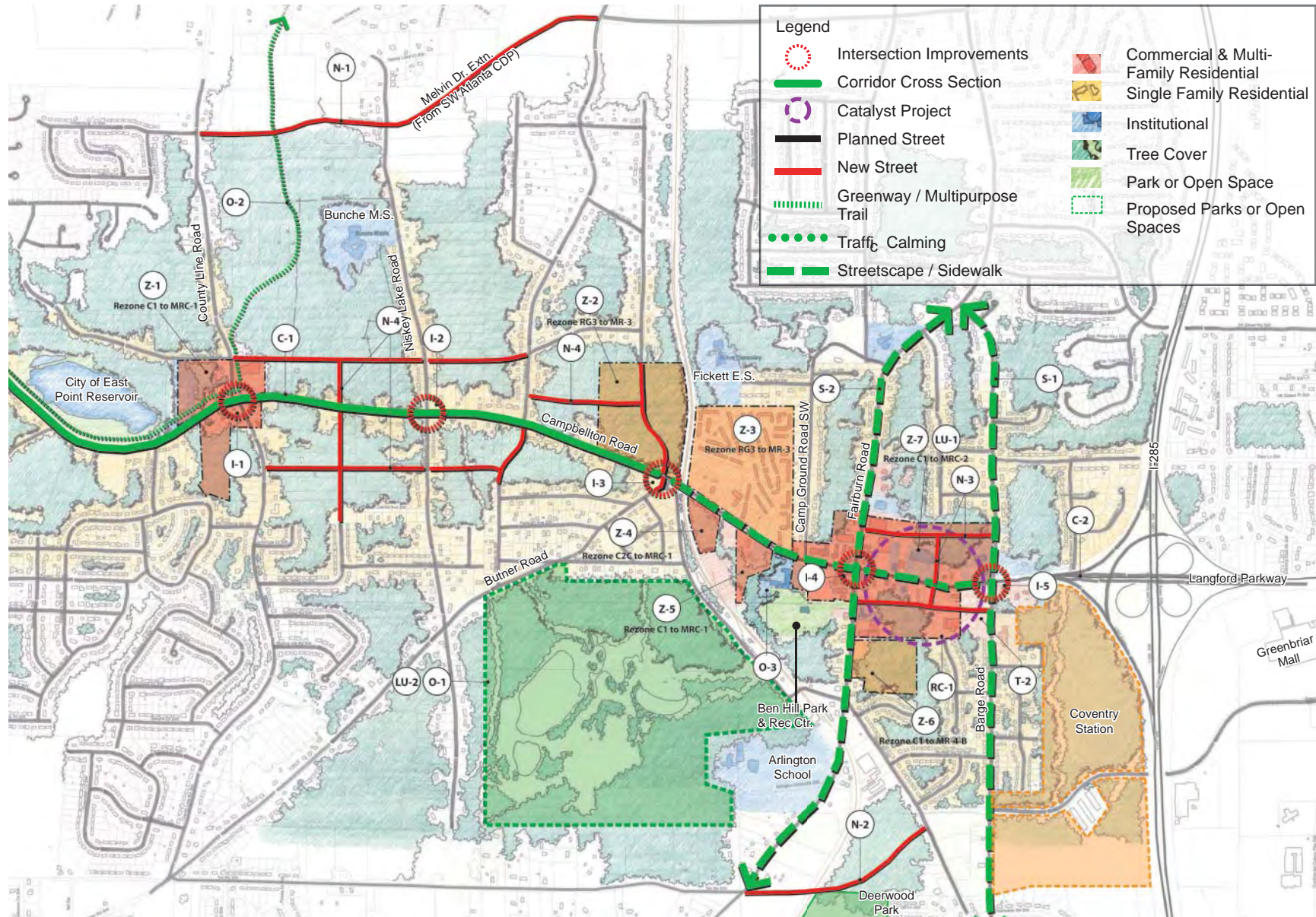
I-4 Fairburn Rd.: Evaluate the right-of-way and design impacts of extending northbound left turn lane and constructing eastbound and westbound right onto Campbellton

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

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

Campbellton - West: Recommendations & Implementation

Projects



Campbellton - West: Recommendations & Implementation

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

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

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

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

New Street Network

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

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

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

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

Transit

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

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

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

Redevelopment Catalyst Projects

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

Campbellton - West: Recommendations & Implementation

Land Use/Zoning

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

Quality of Life Districts

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

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

The basic Quality Of Life Districts include:

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

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

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

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

Recommendations

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

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

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

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

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

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

Campbellton - West: Recommendations & Implementation

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

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

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

Other

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

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

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

Campbellton - West: Recommendations & Implementation

4.8 Implementation Strategy

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

Priority 1: (1st Year)

15 Year Future Land Use and Zoning Changes

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

Priority 2: (1-2 years)

Campbellton Road TAD

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

Priority 3: (1-5 years)

Ben Hill Village Catalyst Site

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

Priority 4: (1-5 years)

Neighborhood Sidewalks

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

Campbellton - West: Recommendations & Implementation

Priority 5: (1-10 years)

Transit

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

Priority 6: (5-15 years)

Campbellton Road Widening

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

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

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

Priority 7: (5-15 years)

Regional Network Connections

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

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

Campbellton - West: Recommendations & Implementation

Priority 8: (5-15 years)

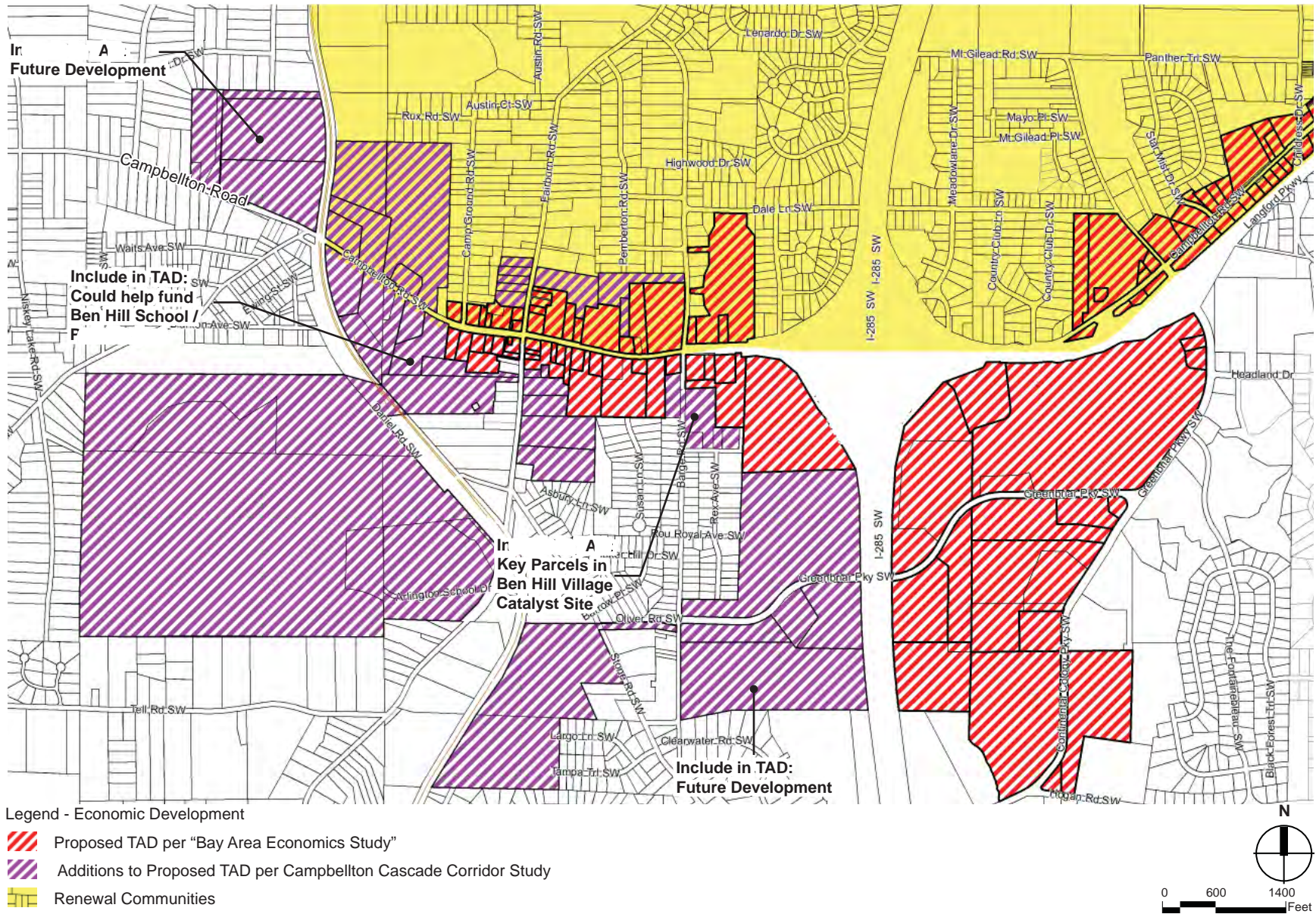
Quarry Park

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

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

Campbellton - West: Recommendations & Implementation

4.8.1 Economic Development Map: Existing and Proposed TADs and UEZs



Campbellton - West: Recommendations & Implementation

4.8.2 Project Matrix

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

Cost Assumptions

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

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

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

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

Agency Abbreviations

BOP = Bureau of Planning

DPW = Department of Public Works

DPRCA = Department of Parks, Recreation and Cultural Affairs

GDOT = Georgia Department of Transportation

ADA = Atlanta Development Authority

Campbellton - West: Recommendations & Implementation

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

Campbellton - West: Recommendations & Implementation

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

Campbellton - West: Recommendations & Implementation



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

Campbellton - West: Recommendations & Implementation

4.8.3 Proposed 15 Year Future Land Use Changes

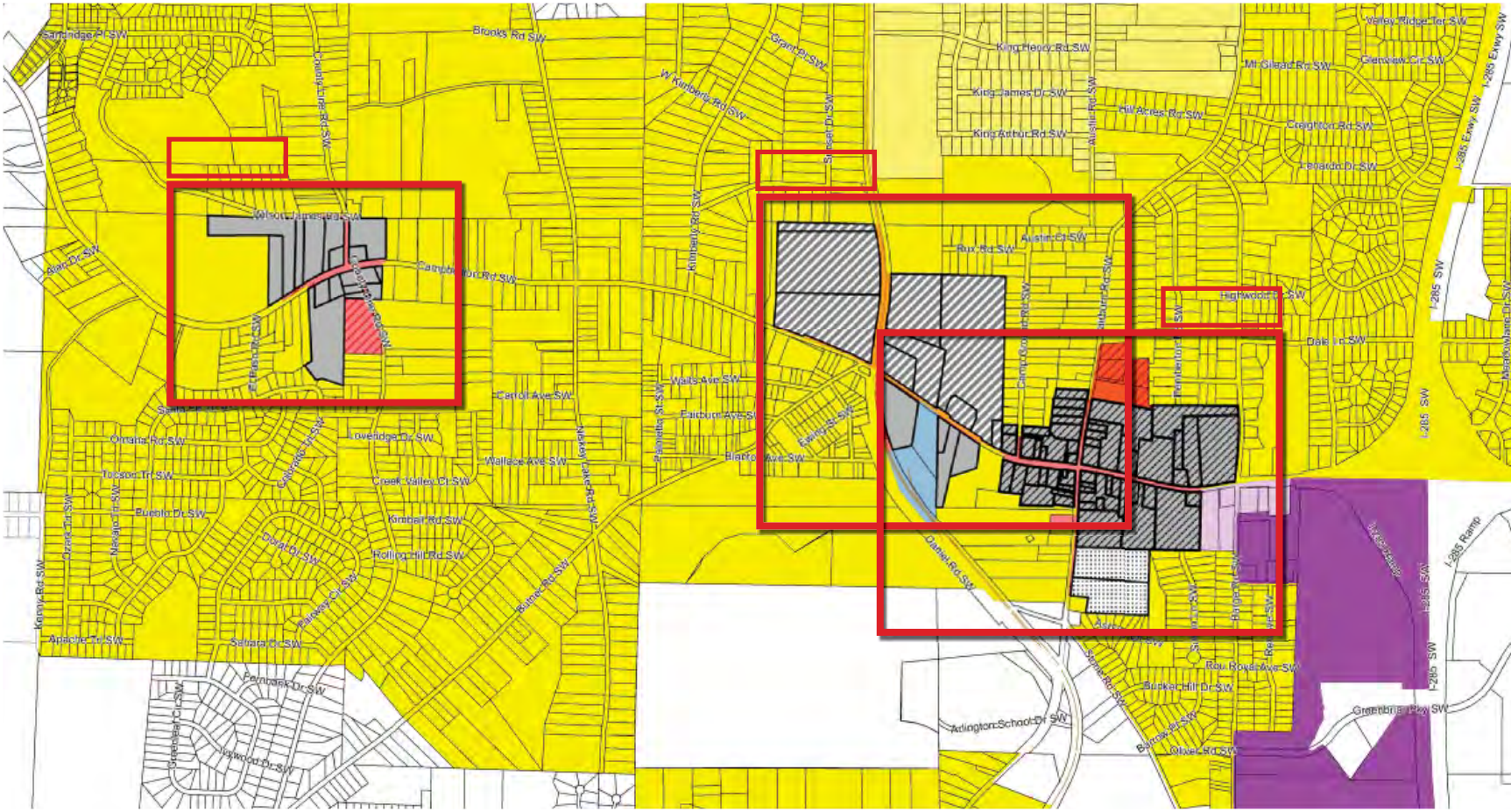


Legend - Land Use Changes

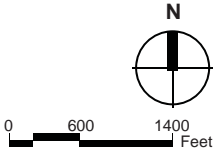
-  Open Space
-  Mixed Use

Campbellton - West: Recommendations & Implementation

4.8.4 Proposed Rezoning: Key Map

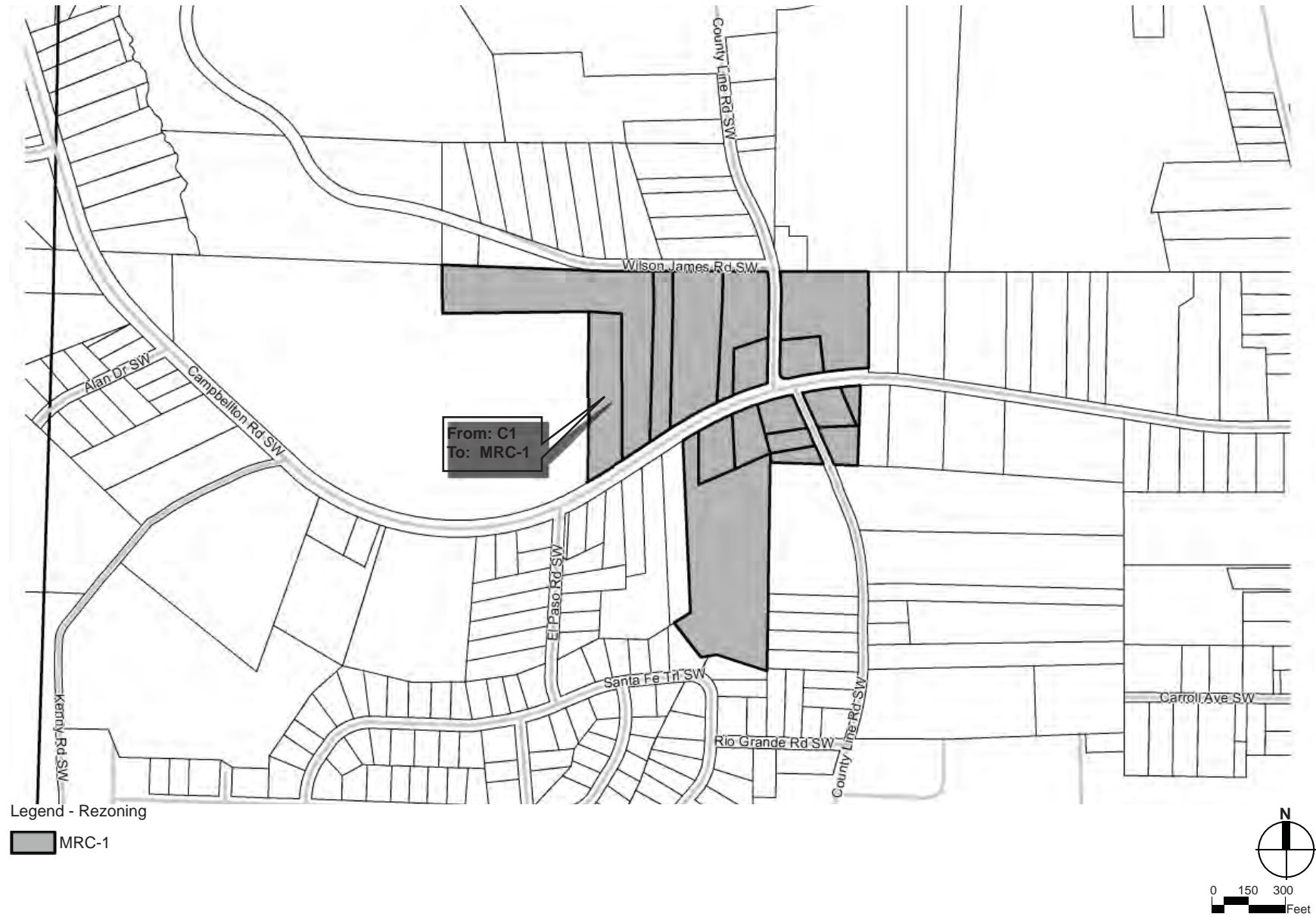


Legend - Rezoning



Campbellton - West: Recommendations & Implementation

Rezoning Map: Z1



Campbellton - West: Recommendations & Implementation

Rezoning Map: Z2

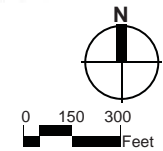
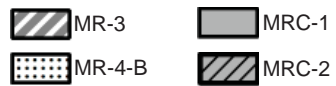


Campbellton - West: Recommendations & Implementation

Rezoning Map: Z3



Legend - Rezoning



Campbellton - Cascade Corridors
Redevelopment Plan

Section 5.0
Campbellton East
Recommendations and Implementation



Organization of Report

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

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

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

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

Section 3: Cascade Avenue – Recommendations & Implementation

Section 4: Campbellton West – Recommendations & Implementation

Section 5: Campbellton East – Recommendations & Implementation

5.0 Campbellton East: Recommendations and Implementation

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Campbellton East: Recommendations & Implementation

5.1 Public Process & Visioning

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

What We Heard

- Don't want to see corridor as freeway
- Need better connectivity
- Upgrade stores to mixed-use
- Want new restaurants and retail services
- Traffic calm streets connecting between Cascade & Campbellton
- Redevelop area around Delowe Drive– mixed use
- Need sidewalks on side streets (Delowe, Harbin, Childress, Centra Villa, etc.)
- Encourage pedestrians – add sidewalks where missing
- Widen remaining 2-lane segments – fix so they are safe for pedestrians and vehicles
- Redevelop old Kia dealership – new housing, mixed use?
- Locate employment and office uses in corridor – medical services?
- Campbellton Road is an eyesore.
- Redevelop Shamrock Apartment complex.
- Campbellton Plaza was a very nice place – not anymore!

5.2 Corridor Vision Statement and Goals

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

A Campbellton East Vision Statement:

Transform Campbellton East back into Southwest Atlanta's "main street" and mixed-use corridor with revitalized commercial uses to serve the surrounding community's needs and redeveloped residential uses to strengthen the area's neighborhoods.

Goals

- Redevelop the Campbellton Road/Delowe Drive area with new retail and services and new housing opportunities.
- Where appropriate, redevelop vacant and underutilized commercial land into new mixed-use residential.
- Make Campbellton Road and surrounding streets more pedestrian friendly to better connect the area's parks, neighborhoods, civic uses and commercial areas.
- Make future development more pedestrian friendly by minimizing the visual impact of parking lots, locating buildings up to street and enhancing connectivity and streetscape.
- Improve remaining 2-lane segments of Campbellton Road to make safe for both pedestrians and vehicles.
- Strengthen transit service in the corridor to better support the mobility needs of the community.

Campbellton East: Recommendations & Implementation

Mt. Carmel Town Meeting: What we want “Top Ten”

- Housing
- Upscale restaurant
- Fitness center
- Red Lobster
- Whole Foods
- Fashion Care Cleaners
- Sidewalks
- Good schools
- Police Precinct
- McDonald's



Campbellton East: Recommendations & Implementation

5.3 Recommendations

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

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

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

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

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

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

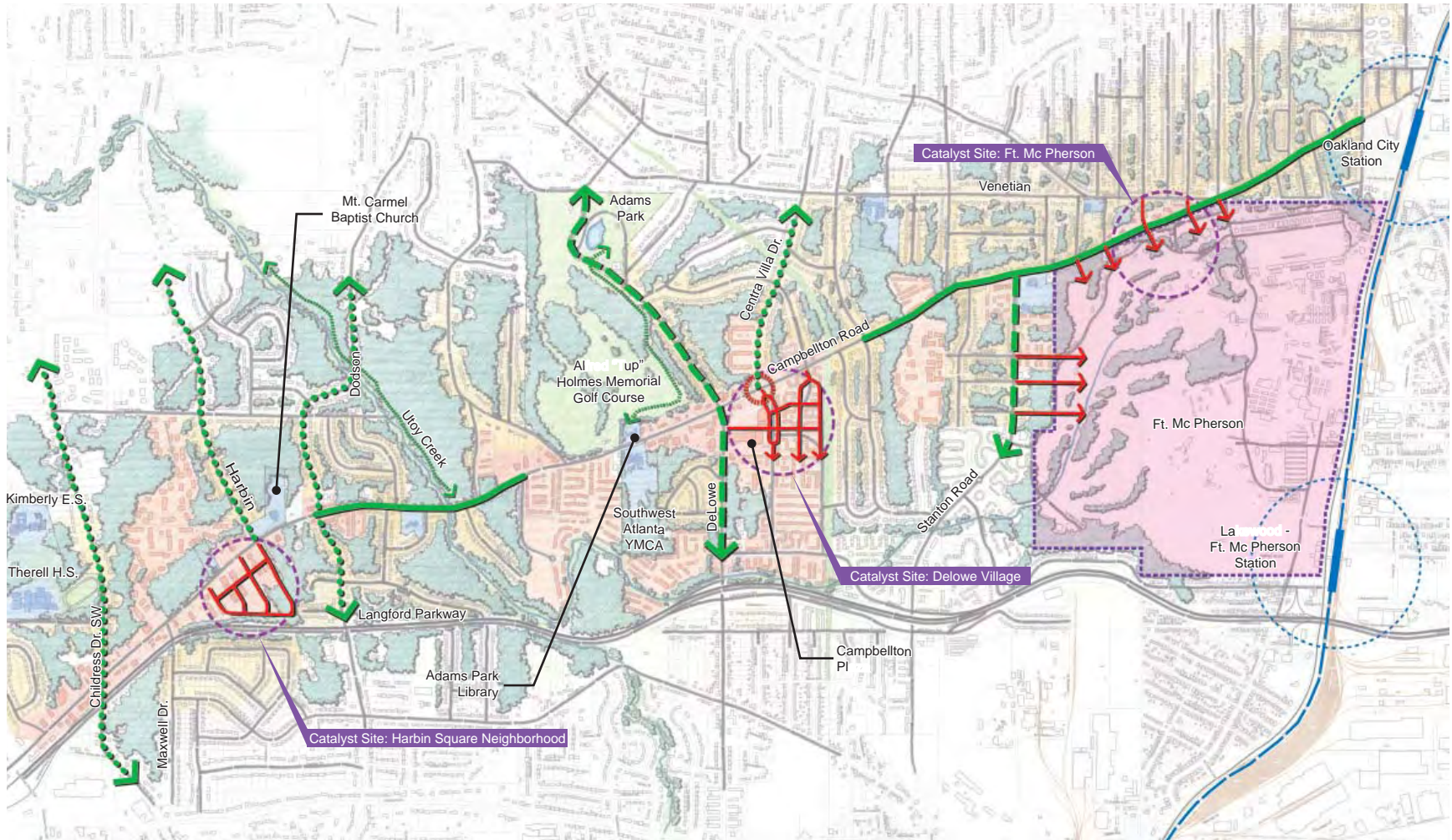
Traffic Calming – locations/key streets that need traffic calming in the surrounding neighborhoods to improve pedestrian safety and neighborhood quality-of-life.

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

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

Campbellton East: Recommendations & Implementation

Recommendations



Legend

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

Campbellton East: Recommendations & Implementation

5.4 Campbellton Road Improvements

The Campbellton East corridor from Maxwell Drive to Oakland Drive includes two distinct street cross-sections. Half of the corridor has been recently widened to five-lanes including the commercial and multi-family areas around Delowe Drive and west of Dobson Drive. While the other half of the corridor is two-lanes, specifically in the single-family residential and neighborhood areas.

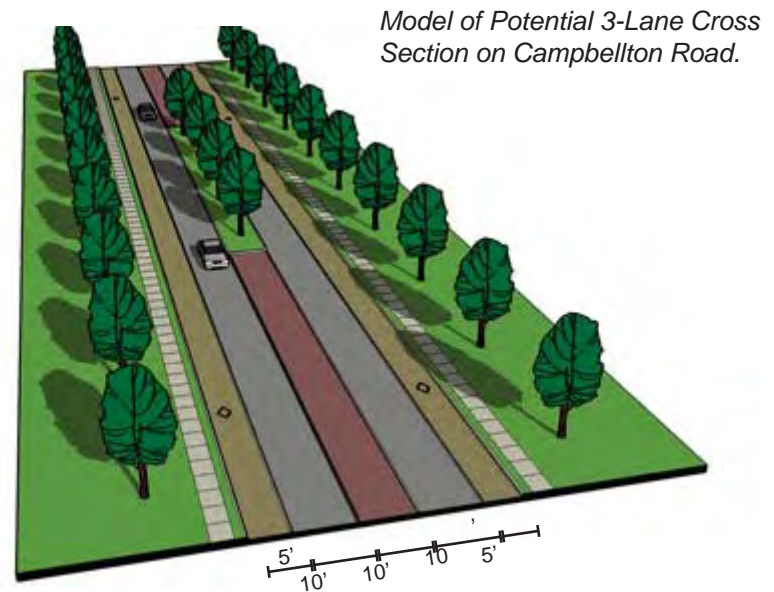
There are long-term design plans for widening the complete corridor to five-lanes. However, traffic volume in the Campbellton East corridor does not mandate the need for a full widening to five-lanes and, the potential right-of-way impacts to the adjacent residential properties would be significant and costly. Yet there remains a need to improve these segments for vehicular and pedestrian safety.

Proposed Improvements

This plan proposes a three-lane section (one lane in each direction with a center lane dedicated to left turns) for the remaining two-lane segments. As the sketch illustrates, new sidewalks provide needed pedestrian and transit amenities, while the addition of the center turn lane provides a safe and clear way for turning in and out of the adjacent neighborhoods.

This “down-sized” street concept:

- Is more context-sensitive to the adjacent single-family residential neighborhoods and will have less right-of-way impacts.
- Provides needed sidewalks and pedestrian amenities.
- Is more appropriately sized to the volume of traffic on these portions of the corridor.
- Will be less costly than the planned five-lane concept, potentially enabling quicker implementation and allocation of resources to other projects in the corridor.



Campbellton East: Recommendations & Implementation

Campbellton Road Improvements



Campbellton Before

Campbellton After

Campbellton East: Recommendations & Implementation

5.5 Catalyst Site: Harbin Square Neighborhood

Existing Condition:

The vacant commercial property on the south side of Campbellton Road at Harbin Road (the old Kia Dealership) represents an important redevelopment opportunity. These parcels collectively create a 10 to 20 acre development site which is unique for the corridor and enables a large enough redevelopment project to change the character of the corridor and serve as a catalyst for additional redevelopment.

This segment of the corridor illustrates the commercial decline and changing role of Campbellton Road. The development of Langford Parkway downplayed the regional transportation role of Campbellton Road and, along with other regional land use trends, helped change the corridor's land use role. Once a thriving commercial corridor, this area of Campbellton Road now sits mostly vacant.



Vacant properties on Campbellton Road - south of Harbin Road



Intersection of Campbellton Road and Harbin Road

Campbellton East: Recommendations & Implementation

Proposed Development Plan:

The plan envisions converting this former commercial property into a new residential neighborhood. A new park/square with neighborhood supporting retail establishes a neighborhood center around which a range of residential uses are proposed.

The objective for this catalyst project is to begin the transition of the area from retail and commercial uses into residential. The goal will be to assemble a site of sufficient size that would result in a mix of residential uses that is large enough to re-establish the area as a residential location.

The development would include a mix of residential uses, from small lot single-family to townhome and stacked condo or apartment units and/or senior housing, with a small amount of retail fronting Campbellton Road. The idea is to provide a mix of residential types and price points which can appeal to a wide range of households and provide a model for additional residential development in and around this site. In part it would complement the major residential development which is occurring in the neighborhoods to the north of Campbellton Road, and could provide the impetus for the revitalization of the older rental complexes located nearby.



Key Parcels: Harbin Road Area

	Parcel Index Number
1	14 0218 LI072
2	14 0218 LI073
3	14 0218 LI125
4	14 0218 LI127
5	14 0218 LI130
6	14 0218 LI131
7	14 0218 LI139

*Tax Deliquent Parcels

Campbellton East: Recommendations & Implementation

Table 5-1: Harbin Square Development Summary

Development Type	Units/ Sq.ft.	Cost/unit	Development Value
Residential			
<i>MF/ Condo</i>	100 units	\$110,000	\$11,000,000
<i>Senior Housing</i>	100 units	\$120,000	\$12,000,000
<i>Town home</i>	150 units	\$140,000	\$21,000,000
<i>Single-Family</i>	50 units	\$220,000	\$11,000,000
Retail	5,000 s. f.	\$65	\$325,000
Total			\$55,325,000

Key Action Steps:

1. Include the mixed-use residential site in the Campbellton TAD boundaries.
2. Work with the nearby Mt. Carmel Baptist Church and its planned community development corporation (CDC) as a potential developer.
3. Negotiate options on the desired property with existing land owners, develop relocation options for the Bell South facility on the site, and conduct pre-development due diligence on the suitability of the site for residential development.
4. Extend Quality of Life zoning provisions to the site to support its development as mixed-use residential at sufficient densities to be economically viable.
5. Issue an RFP for developers interested in acquiring the optioned site with the commitment of TAD funds for redevelopment of the site.

Campbellton East: Recommendations & Implementation

Catalyst Site: Harbin Square Neighborhood



Campbellton East: Recommendations & Implementation

5.6 Catalyst Site: Delowe Village

Existing Condition

The central catalyst site for the Campbellton East corridor is the commercial area at Delowe Drive. The area is currently a major commercial node between the Adams Park neighborhood to the north and Langford Parkway and the City of East Point to the south. With a total area of 110,000 s.f., Campbellton Plaza is the largest retail center in the corridor. Major anchors of the center include CVS, Maxway, Super Giant Foods, and Foot Locker.

Surrounding Campbellton Plaza on two-sides is a large concentration of older apartment communities (Shamrock Apartments). Although a number of units have recently been renovated, there are still a substantial number of vacant units, some of which are dilapidated. An influx and concentration of Section 8 tenants was cited by charrette participants as accelerating the downward trend of the apartments in the area.

This is a strategic location for redevelopment in the Campbellton East corridor. Delowe Drive is an important connection with access to Langford Parkway and carries an equivalent volume of traffic to Campbellton Road. The size and single ownership of Campbellton Plaza and the adjacent apartment complexes makes this site an attractive candidate for larger-scale redevelopment. In addition, the Delowe area is a well recognized center of community resources including; Adams Park, the Southwest Atlanta YMCA, the Adams Park Library, and the Alfred “Tup” Holmes Memorial Golf Course, making this an important location in the mind of the community for revitalization.



Campbellton Plaza Shopping Center



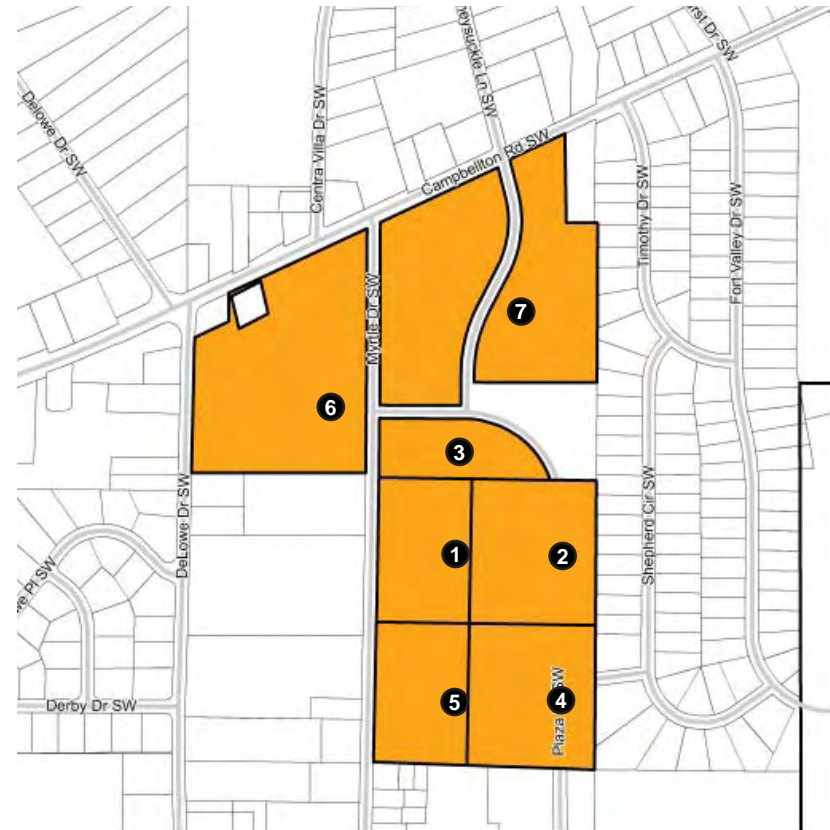
Shamrock Apartments next to Campbellton Plaza

Campbellton East: Recommendations & Implementation

Proposed Development Plan

The goal for the Delowe Village is to create a major mixed-use commercial village which will better serve the retail, service, and community needs of the surrounding neighborhoods. Through the redevelopment of Campbellton Plaza and the adjacent apartment complex that fronts on Campbellton Road, a new village green is created to serve as the focal point for new development. Surrounding this new public space are street-fronting commercial and residential uses organized on pedestrian-scaled streets and blocks creating a distinctive new public space and “address” for development on Campbellton Road.

New residential development is a key component and would be created by redeveloping a portion of the substantial adjacent rental apartment inventory. This would improve the performance of the remaining apartment complexes by eliminating many of the vacant units and would inject new opportunities for home ownership into the area. Residential development would include a range of product types to include townhomes, condos, new multi-family apartments, and senior housing.



Key Parcels: Delowe Village

	Parcel Index Number
1	14 0167 LL029
2	14 0167 LL030
3	14 0167 LL064
4	14 0167 LL085
5	14 0167 LL086
6	14 0168 LL154
7	14 0168 LL168

Campbellton East: Recommendations & Implementation

Table 5-2: Delowe Village Development Summary

Development Type	Units/ Sq.ft.	Cost/unit	Development Value
Residential			
<i>MF/ Condo</i>	300 units	\$80,000	\$24,000,000
<i>Town Home</i>	250 units	\$180,000	\$45,000,000
<i>Senior Housing</i>	150 units	\$120,000	\$18,000,000
Retail	80,000 s.f.	\$65	\$5,200,000
Office	20,000 s.f.	\$65	\$1,300,000
Total			\$93,500,000

Key Action Steps:

1. Establish a TAD district along Campbellton Road that would include the boundaries of Delowe Village. Use the TAD as the key incentive to stimulate the redevelopment of the retail centers and surrounding older apartment complexes.
2. Negotiate with existing land owners to assemble a site for the mixed-use redevelopment around the Campbellton Plaza site.
3. Issue an RFP to the development community detailing redevelopment opportunity and availability of TAD funds as an incentive.
4. Seek LCI funding for Campbellton East Corridor to improve streetscapes and pedestrian access through the area and to provide a better linkage between the residential areas and the retail and commercial zone.
5. Engage a vigorous code-enforcement effort to improve the condition of rental single-family inventory. Consider use of the Mayor's proposed "crime and grime" initiative to improve public safety and the condition of public areas in and around Delowe Village.
6. Identify a site for senior housing which would provide pedestrian access to retail and community services in the Village, and seek participation by one or more area churches in the development of the housing.

Campbellton East: Recommendations & Implementation

Catalyst Site: Delowe Village

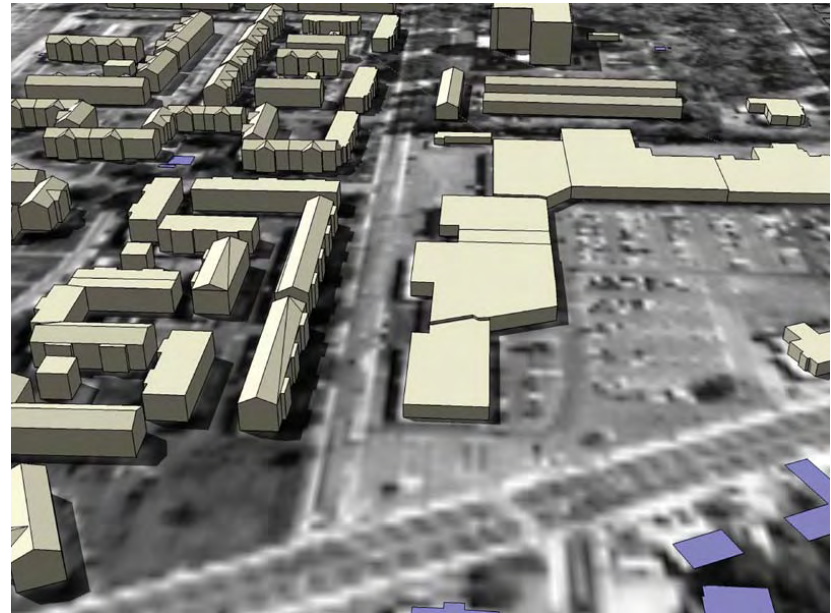


Campbellton East: Recommendations & Implementation

Delowe Village - Mixed Use “Main Street” Vision

This view of Campbellton Plaza looking south over Campbellton Road illustrates the current separation between commercial and residential uses. This suburban-style development pattern results in separate residential and commercial projects that turn their backs to each other and provide no interconnectivity. Buildings are setback from the street behind parking lots, no public open space is provided and pedestrian activity is discouraged.

The vision for the redevelopment of the “Delowe Village” is centered on a new major green space that creates a central park around which residential, commercial and office uses face. The commercial uses of Campbellton Plaza are turned around to face this new park, creating a mixed-use “main street” off of Campbellton Road. The former Shamrock apartment complex is redeveloped into a mix of residential uses ranging from condo/apartments to new for-sale townhomes, creating a more diverse residential neighborhood with a range of housing options.



Campbellton Plaza and surroundings - before

Campbellton East: Recommendations & Implementation

Catalyst Site: Delowe Village



Delowe Village: Mixed Use Main Street Vision

Campbellton East: Recommendations & Implementation

5.7 Catalyst Site: Ft. McPherson

Fort McPherson was designated for closure under the BRAC process in 2005. Mayor Franklin has established a special task force to plan the future of this historic facility. While the specific uses for redevelopment of the base have yet to be determined by the Task Force, it will be one of the major economic anchors of the Study Area into the future.

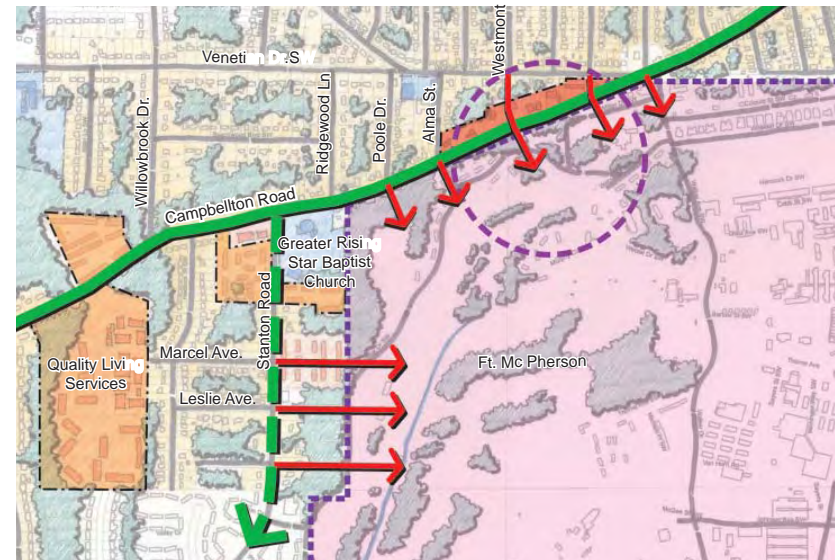
The future redevelopment of Fort McPherson provides an important opportunity to create better connectivity to Campbellton Road and reconnect this future community with the adjacent existing neighborhoods. The redevelopment of the base will open up this site, creating a new identity for Campbellton Road as a gateway to Southwest Atlanta and the redeveloped base.

The plan envisions the transformation of this segment of Campbellton Road into a prominent residential address. The Fort McPherson side of Campbellton Road is illustrated as new multi-story residential facing a small neighborhood commercial node that serves as a gateway to the redeveloped base.

Campbellton Road is illustrated as a redesigned three-lane street with new on-street parking serving street-fronting commercial and retail uses. The three-lane cross section provides a needed left turn lane while minimizing the street's width so as to not create a barrier between the base redevelopment and the adjacent neighborhoods.

Future Connectivity

An important opportunity that the future redevelopment of Fort McPherson affords is the ability to add new street network in this part of the corridor. This new network will provide valuable connections to support new development and distribute traffic more evenly, minimizing pressure on Campbellton Road. Future connectivity should include multiple connections to the redeveloped base from both Stanton Road and Campbellton Road. These connections should ultimately extend to Lee Street to provide better access to this north-south corridor and the nearby MARTA stations (Oakland City and Lakewood – Fort McPherson).



Campbellton & Ft. McPherson Area

Campbellton East: Recommendations & Implementation

Catalyst Site: Ft. McPherson



Campbellton & Ft. McPherson Before

Campbellton & Ft. McPherson After

Campbellton East: Recommendations & Implementation

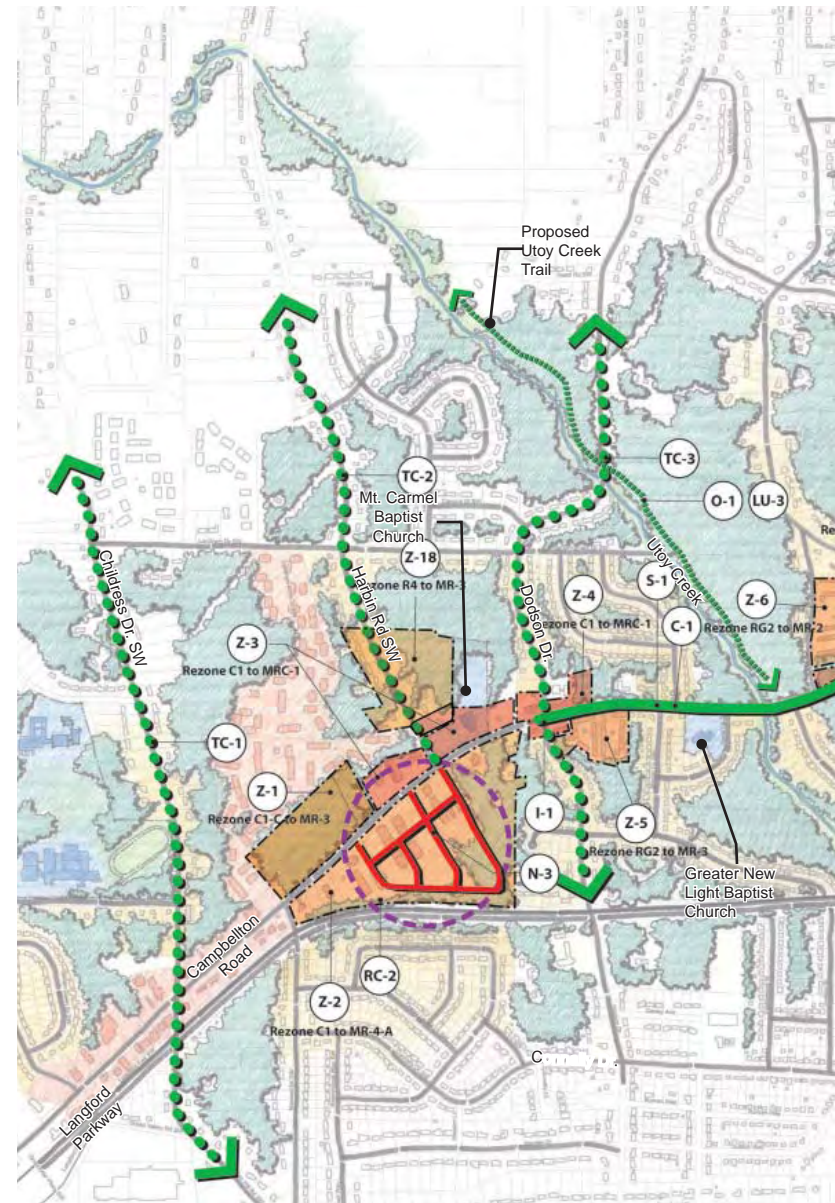
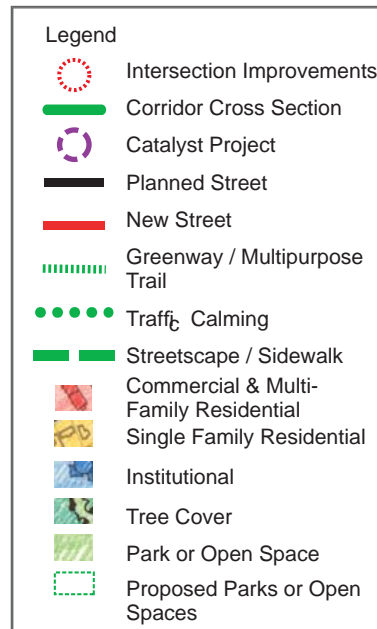
5.8 Projects

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

Corridor/Cross-section

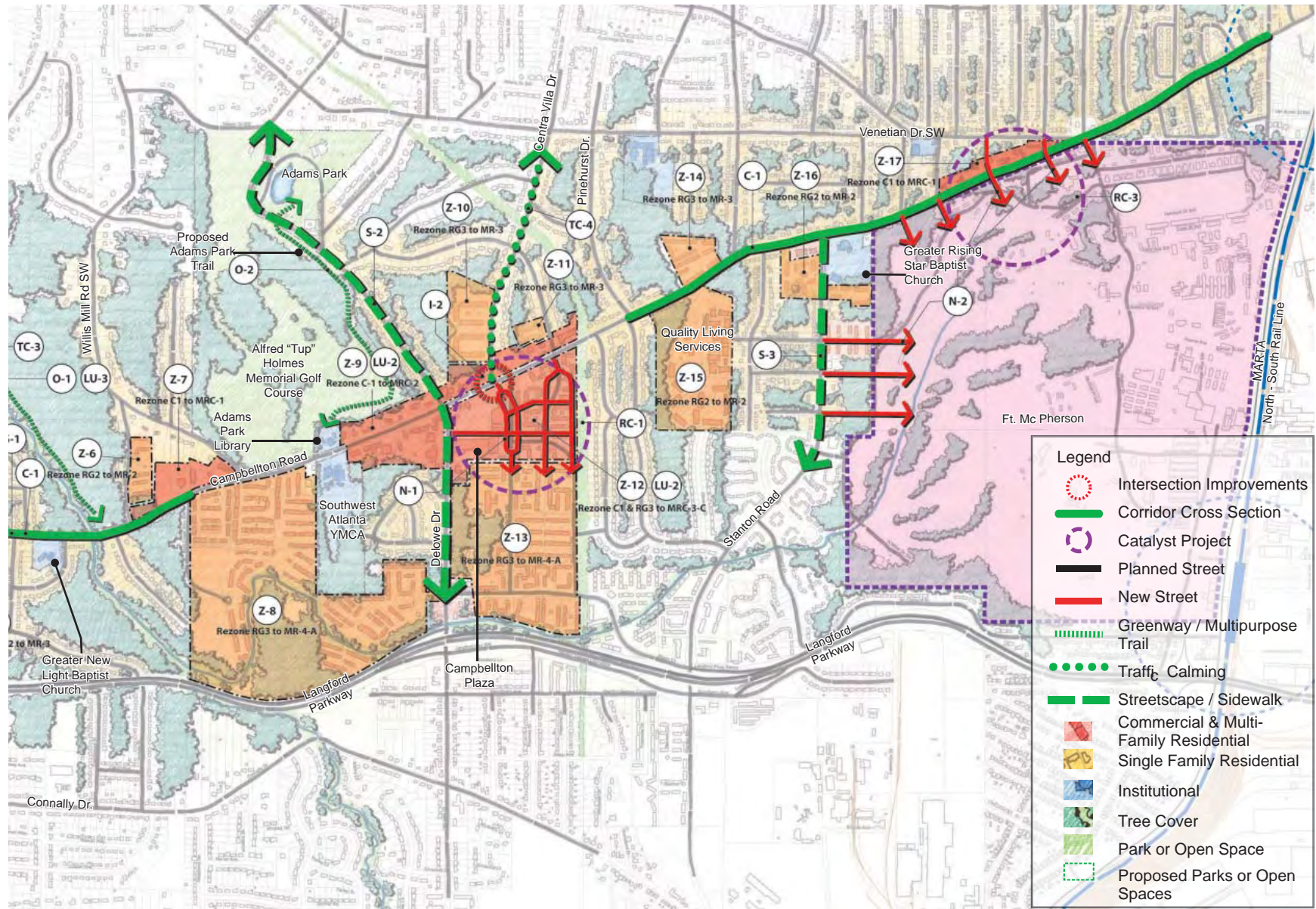
C-1 Campbellton Rd.: Redesign from existing 2-lanes to 3-lanes (1 travel lane in each direction & center turn lane/median), including sidewalks and bicycle lanes (this is an alternative to the currently planned 5-lane cross section from Dodson Dr. to Willis Mill Road and from Pinehurst Dr. to Oakland Dr.)

C-2 Lane Transition Sections: Upgrade signing and pavement marking for transitions from and to future 3-lane and existing 5-lane segments.



Campbellton East: Recommendations & Implementation

Projects



Campbellton East: Recommendations & Implementation

Streetscape/Sidewalks

S-1 Campbellton Rd.: Install pedestrian street lighting (in existing 5-lane segments).

S-2 Delowe Dr.: Install sidewalks on both sides of the road from Adams Park to Alison Court.

S-3 Stanton Road: Install sidewalks on both sides of the road from Campbellton Road to City limits.

Intersections/Traffic Signals

I-1 Dodson Dr.: Replace strain pole in SW corner of intersection.

I-2 Centra Villa Dr.: Evaluate the right-of-way impact of adding south bound right turn lane onto Campbellton Road.

I-3 Upgrade Traffic Signals: to include 2070 controllers, LED signal displays, vehicle detection & pedestrian enhancements.

I-4 Traffic Signal Interconnection: Construct fiber optic communication system for all signalized intersections and connect to Traffic Control Center.

I-5 Unsignalized Pedestrian Crosswalks: Upgrade signing and pavement markings for unsignalized crosswalks.

I-6 Signalized Pedestrian Crosswalks: Upgrade pedestrian crosswalk markings & provide ADA access at all intersections.

New Street Network

N-1 Network Opportunities - Delowe Village: with the proposed redevelopment of this catalyst site key connections should be made including: a parallel connection from Delowe Drive, and alignment of the Myrtle Drive & Centra Villa Drive intersection.

N-2 Network Opportunities - Fort McPherson: the future redevelopment of Fort McPherson provides an important opportunity to create better connectivity in this part of the Campbellton corridor. Multiple connections from both Campbellton and Stanton that provide connection to Lee Street will provide critical connectivity, helping to distribute traffic through the area.

N-3 Network Opportunities – Harbin Square Neighborhood: Redevelopment in this area should be organized on a regular network of streets and blocks with multiple connections to Campbellton Road.

Campbellton East: Recommendations & Implementation

Traffic Calming

Evaluate a range of options including bulb-outs, road narrowing, landscape islands, speed humps, mini circles, roundabouts.

TC-1 Childress Drive: Between Campbellton Road and Cascade Avenue.

TC-2 Harbin Road: Between Campbellton Road and Cascade Avenue.

TC-3 Dodson Drive: Between Campbellton Road and Cascade Avenue.

TC-4 Centra Villa Drive: Between Campbellton Road and Cascade Avenue.

Transit

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

T-2 Signal Priority: Implement ITS transit signal priority along corridor to improve travel time to Downtown Atlanta and Oakland City Station.

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

Redevelopment Catalyst Projects

RC-1 Delowe Village: Creation of a major mixed-use commercial area to serve the retail, service, and community needs of the surrounding neighborhoods.

RC-2 Campbellton - Harbin Square Neighborhood: Redevelop vacant commercial property into a mix of residential uses and establish this part of Campbellton Road as a residential location.

RC-3 Fort McPherson Base Reuse: The eventual reuse of Fort McPherson represents a significant opportunity to reconnect Campbellton Road to this future development site.

Campbellton East: Recommendations & Implementation

Land Use

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

Quality of Life Districts

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

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

The basic Quality Of Life Districts include:

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

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

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

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

Recommendations

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

1. Implementing the QOL urban design standards: Multi-family and commercially zoned parcels along the corridor have been recommended for rezoning to the equivalent QOL District, maintaining the same level of density and use but implementing the pedestrian oriented design standards (example: a C-1 district is rezoned to a MRC-1 QOL district).

2. Intensifying key catalyst sites and activity centers: Based on the identification of catalyst sites in the corridor, key parcels in those areas have been recommended for rezoning to supportive QOL Districts that encourage the intended mixed-use and density illustrated in the proposed development plans. In many cases involving rezoning a C-1 district to a higher intensity MRC QOL District.

Z-1 Rezone from C1C to MR-3: shifts land use from commercial to residential and implements Quality of Life Zoning Code urban design standards.

Z-2 Rezone from C1 to MR-4-A: shifts land use from commercial to residential and implements Quality of Life Zoning Code urban design standards.

Z-3 Rezone from C1 to MRC-1: maintains land use intensity and implements Quality of Life Zoning Code urban design standards.

Z-4 Rezone from C1 to MRC-1: maintains land use intensity and implements Quality of Life Zoning Code urban design standards.

Campbellton East: Recommendations & Implementation

Z-5 Rezone from RG2 to MR-2: maintains land use intensity and implements Quality of Life Zoning Code urban design standards.

Z-6 Rezone from RG2 to MR-2: maintains land use intensity and implements Quality of Life Zoning Code urban design standards.

Z-7 Rezone from C1 to MRC-1: maintains land use intensity and implements Quality of Life Zoning Code urban design standards.

Z-8 Rezone from RG3 to MR-4-A: Increases land use intensity and implements Quality of Life Zoning Code urban design standards.

Z-9 Rezone from C1 to MRC-2: Increases land use intensity, encourages mixed use and implements Quality of Life Zoning Code urban design standards. Future land-use change from Low Density Commercial to Mixed Use.

Z-10 Rezone from RG3 to MR-3: maintains land use intensity and implements Quality of Life Zoning Code urban design standards.

Z-11 Rezone from RG3 to MR-3: maintains land use intensity and implements Quality of Life Zoning Code urban design standards.

Z-12 Rezone from C1 and RG3 to MRC-3-C: increases land use intensity, encourages mixed use and implements Quality of Life Zoning Code urban design standards. Future land use change from Low Density Commercial /Medium Density Residential to Mixed Use.

Z-13 Rezone from RG3 to MR-4-A: Increases land use intensity and implements Quality of Life Zoning Code urban design standards.

Z-14 Rezone from RG3 to MR-3: maintains land use intensity and implements Quality of Life Zoning Code urban design standards.

Z-15 Rezone from RG2 to MR-2: maintains land use intensity and implements Quality of Life Zoning Code urban design standards.

Z-16 Rezone from RG2 to MR-2: maintains land use intensity and implements Quality of Life Zoning Code urban design standards.

Z-17 Rezone from C1 to MRC-1: maintains land use intensity and implements Quality of Life Zoning Code urban design standards.

Z-18 Rezone from R-4 to MR-3: Increase residential intensity and implements Quality of Life Zoning Code urban design standards.

Other

O-1 Utoy Creek Greenway: This greenway builds upon existing dedicated open space along the Utoy Creek. With future open space dedication, this greenway can connect all the up to the Cascade Springs Nature Preserve. Dedicate parcels or parts of parcels along creek as open space in the Future Land Use Plan.

O-2 Adams Park Trail: This potential trail utilizes the edge of the Holmes Memorial Golf Course to create a trail connection between Adams Park and the Adams Park Library. This trail would provide a valuable pedestrian route from the Adams Park Neighborhood to the Library and YMCA. Will require coordination with golf course to determine an acceptable alignment and design.

Campbellton East: Recommendations & Implementation

5.9 Implementation Strategy

This section outlines the broad implementation strategy for the Campbellton East Corridor. The outline establishes a working priority/phasing strategy, a general approach to grouping related projects, and key issues facing their implementation. A detailed list of projects is included in Section 5.8.2 which outlines anticipated costs, phase and key agency.

Priority 1: (1st Year)

15 Year Future Land Use and Zoning Changes

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

Priority 2: (1-2 years)

Campbellton Road TAD

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

Priority 3: (1-5 years)

Harbin Square Neighborhood Catalyst Site

The redevelopment of the catalyst sites in the Campbellton East corridor is a high priority given the community's strongly expressed concerns over the corridor's gradual commercial decline and vacancy. The Harbin Square Neighborhood site is positioned to be the first of these sites likely for redevelopment for a number of reasons: 1) the majority of the site is currently vacant requiring no business displacement or relocation, 2) Mt. Carmel Baptist Church which is located across the street is interested in helping redevelop that site and is in the process of establishing a CDC to facilitate redevelopment activities, 3) a significant parcel in this site has been identified as tax delinquent (see Section 8.0 Tax Delinquent Parcels) allowing the Atlanta Development Authority greater ability to acquire, and 4) the current strength of the residential market in the area will make this an attractive location for potential developers.

The establishment of the Campbellton Road TAD to include this site is an important first step that will put in place the redevelopment resources of the ADA. The ADA should work directly with the Mt. Carmel Baptist Church to define an appropriate partnership for redevelopment, establish control of the site, and market the site to potential developers.

Priority 4: (1-5 years)

Delowe Village Catalyst Site

The Campbellton Plaza Shopping Center marks the center of commercial activity in the corridor. This center, developed in the 1950s, was identified by the community as a desired location for redevelopment. This location is an attractive site for redevelopment given its access to both Campbellton Road and Delowe Drive (with access to Langford Parkway). Additionally, it would only take two parcels (Campbellton Plaza and

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Shamrock Apartments) to assemble a significant site for major redevelopment. With the establishment of the Campbellton Road TAD, the ADA should proactively work with the property owners to market the proposed redevelopment plan to potential developers. The TAD resources will be a valuable incentive, potentially helping to fund the proposed new streets and park spaces.

Priority 5: (1-5 years)

Neighborhood Sidewalks

Sidewalks were among the neighborhood's top concerns. A number of neighborhood streets were identified as needing sidewalks to provide safe connections to important neighborhood destinations such as Adams Park. This study has documented the key streets needing sidewalks and these projects can be implemented incrementally through the use of various City funding sources including the Quality of Life Bond funds, the Campbellton Road TAD, and LCI implementation funds.

Priority 6: (5-10 years)

Campbellton Road Upgrade (2-lane to 3-lane street section)

The remaining portions of Campbellton Road that have not been widened to 5-lanes are in need of sidewalks and a left turning lane for safer access to the adjacent neighborhoods. The current plan has been to widen these segments to be consistent with the other 5-lane sections. This study recommends “down sizing” the 5-lane proposal to 3-lanes (two travel lanes and a center turn lane) with the addition of sidewalks and bike lanes to be consistent with the corridor's volume of traffic and the neighborhood context. This down sizing has the advantage of being less costly than the 5-lane option, allowing for potentially quicker implementation. Potential funding sources could include LCI implementation funds in addition to other sources

of transportation funding. The Bureau of Planning should work with the Department of Public Works to redesign the project and identify funding sources.

Priority 7: (1-10 years)

Transit

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

Priority 8: (5-15 years)

Fort McPherson Catalyst Site

The redevelopment of Fort McPherson will ultimately have a positive impact on Campbellton Road and the surrounding neighborhoods. It will be important for the neighborhoods and the Campbellton Road corridor that the future redevelopment face Campbellton Road to reconnect the base to the adjacent neighborhoods and establish a positive gateway on Campbellton Road to Southwest Atlanta. This plan also recommends a number of key street connections from both Campbellton Road and Stanton Road in order to provide needed new street network tying together Campbellton Road, Stanton Road, and Lee Street. The redevelopment process for Fort McPherson will have its own time frame and direction. The Bureau of Planning should continue to coordinate with the Redevelopment Task Force to ensure the inclusion of the recommendations of this study.

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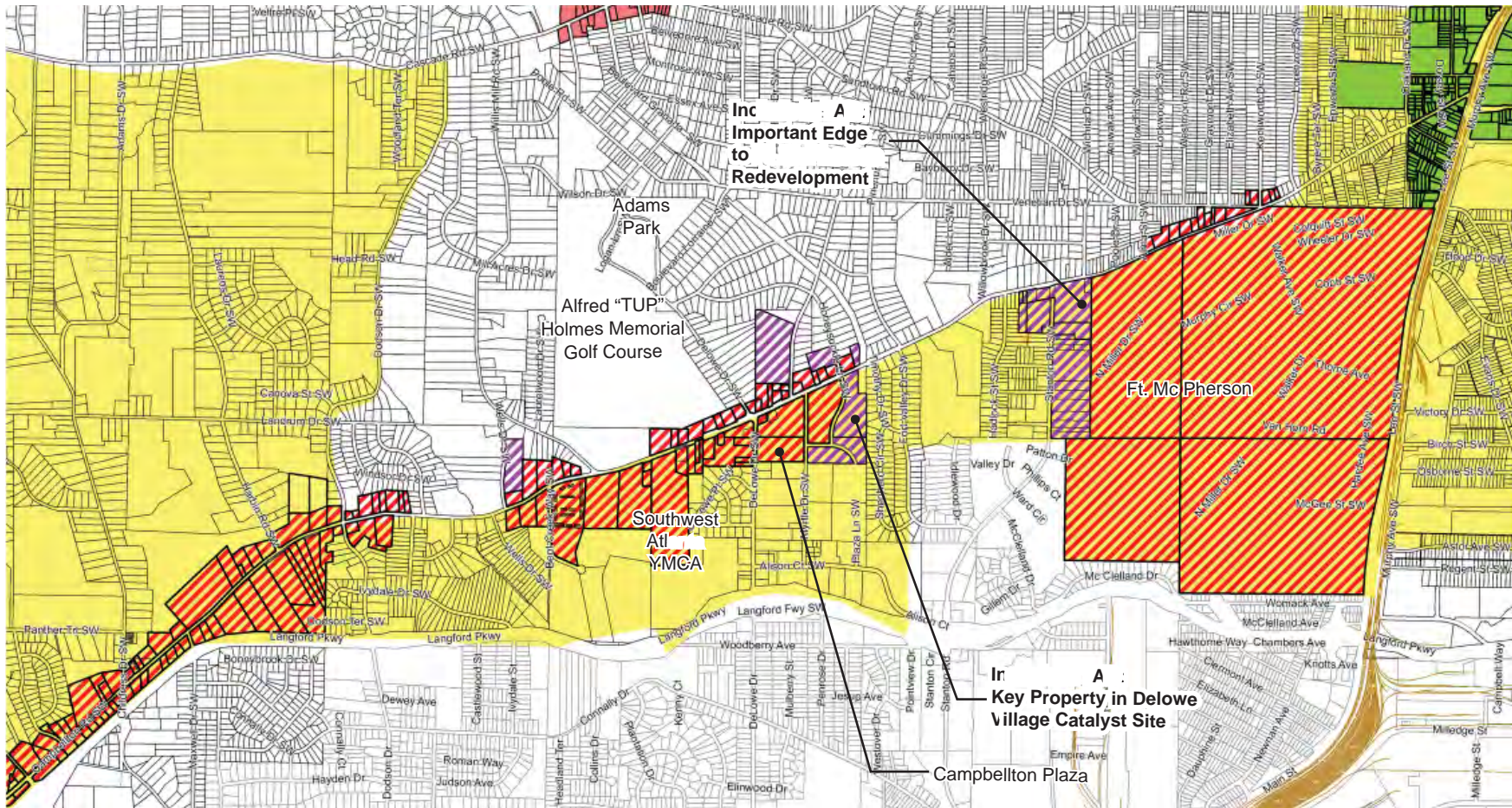
Priority 9: (ongoing, 5-10 years)

Utoy Creek Greenway & Adams Park Trail





The Utoy Creek Greenway and the “Adams Park Trail” were projects identified by the community to help better connect the neighborhoods to natural and civic resources. These projects will require the involvement and participation of the Department of Parks, Recreation, and Cultural Affairs. The Utoy Creek Greenway will ultimately extend a connection from the Cascade Springs Nature Preserve to Campbellton Road. This greenway will require easements and/or partial property purchases along the creek to eventually include a multipurpose trail. The “Adams Park Trail” utilizes the edge of the Alfred Holmes Memorial Golf Course to create a pedestrian connection directly between Adams Park, the Adams Park Library, and the Southwest YMCA. This relatively simple connection would create a tremendously valuable pedestrian connection from important civic resources to the adjacent neighborhoods. These projects could benefit from a variety of funding sources including the PATH Foundation, the Blank Foundation, and LCI implementation funding.

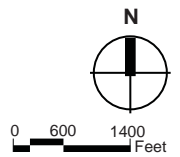
Campbellton East: Recommendations & Implementation

5.9.1 Economic Development Map: Existing and Proposed TADs and UEZs



Legend - Economic Development

-  Proposed TAD per "Bay Area Economics Study"
-  Additions to Proposed TAD per Campbellton Cascade Corridor Study
-  Renewal Communities
-  Beltline TAD



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5.9.2 Project Matrix

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

Cost Assumptions

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

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

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

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

Agency Abbreviations

BOP = Bureau of Planning

DPW = Department of Public Works

DPRCA = Department of Parks, Recreation and Cultural Affairs

GDOT = Georgia Department of Transportation

ADA = Atlanta Development Authority

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ID	Description	Location	NPU	Council District	Phase	ROW Cost	Eng/Design Cost	Construction Cost	Total Cost	Funding	Agency
	Corridor/Crosssection										
C-1	Campbellton Rd.: Redesign from existing 2-lanes to 3-lanes (1 travel lane in each direction & center turn lane/median), including sidewalks and bicycle lanes (this is an alternative to the currently planned 5-lane cross section)	Two segments: 1) from Dodson Dr. to Bent Creek Way, 2) from Pinehurst Dr. to Oakland Dr.	R,S	12th (Sheperd) 11th (Maddox) 4th (Winslow)	Phase 2 (5-10 years)	\$1,150,000	\$500,000	\$4,700,000	\$6,350,000	Campbellton Road TAD/LCI	BOP/DPW
C-2	Lane Transition Sections: Upgrade signing and pavement marking for transitions from and to future 3-lane and existing 5-lane segments	Three locations: 1) approaching Dodson Dr. from west, 2) approaching Willis Mill Dr. from east, 3) approaching Timothy Dr. from west	R,S	12th (Sheperd) 11th (Maddox) 4th (Winslow)	Phase 1 (1-5 years)	N/A	\$2,500	\$10,000	\$12,500	CIP/Street Maintenance	DPW
	Streetscape/Sidewalks										
S-1	Campbellton Rd.: Install pedestrian street lighting	From Maxwell Dr. to Oakland Drive	R,S	12th (Sheperd) 11th (Maddox) 4th (Winslow)	Phase 1 (1-5 years)	N/A	\$62,000	\$613,000	\$675,000	Campbellton Road TAD/LCI	BOP/DPW
S-2	DeLowe Dr.: Install sidewalks	From Campbellton Rd. to Alison Ct.	R	11th (Maddox)	Phase 1 (1-5 years)	N/A	\$25,000	\$225,000	\$250,000	CIP/QOL Bonds/LCI	BOP/DPW
S-3	Stanton Road: install sidewalks	From Campbellton Rd. to city limits	R	12th (Sheperd)	Phase 1 (1-5 years)	N/A	\$50,000	\$467,000	\$517,000	CIP/QOL Bonds/LCI	BOP/DPW
	Intersections/Traffic Signals										
I-1	Dodson Dr.: Replace strain pole in SW corner of intersection	Intersection of Campbellton Rd. & Dodson Dr.	R	11th (Maddox)	Part of Signal improvement Contract City is developing	N/A	\$5,000	\$10,000	\$15,000	CIP/Street Maintenance	DPW
I-2	Centra Villa Dr.: Evaluate the right-of-way impact of adding south bound right turn lane onto Campbellton	Intersection of Campbellton Rd. & Centra Villa	R, S	11th (Maddox)	Phase 1 (1-5 years)	TBD	10,000	70,000	\$80,000	CIP/Street Maintenance	DPW
I-3	Upgrade Traffic Signals: to include 2070 controllers, LED signal displays, vehicle detection & pedestrian enhancements	All signalized intersections along corridor	R, S	12th (Sheperd) 11th (Maddox) 4th (Winslow)	Phase 1 (1-5 years)	N/A	\$50,000	\$280,000	\$330,000	CIP/Street Maintenance	DPW
I-4	Traffic Signal Interconnection: interconnect signals & provide communications to City of Atlanta TCC	All signalized intersections along corridor	R, S	12th (Sheperd) 11th (Maddox) 4th (Winslow)	Phase 1 (1-5 years)	N/A	\$40,000	\$160,000	\$200,000	CIP/Street Maintenance	DPW
I-5	Unsignalized Pedestrian Crosswalks: Upgrade signing and pavement markings for unsignalized crosswalks	Various locations (e.g. crossing @ Adams Park Library and YMCA)	R, S	12th (Sheperd) 11th (Maddox) 4th (Winslow)	Phase 1 (1-5 years)	N/A	\$5,000	\$21,000	\$26,000	CIP/Street Maintenance	DPW
I-6	Signalized Pedestrian Crosswalks: Upgrade pedestrian crosswalk markings & provide ADA access.	All signalized intersections in corridor	R, S	12th (Sheperd) 11th (Maddox) 4th (Winslow)	Phase 1 (1-5 years)	N/A	\$10,000	\$36,000	\$46,000	CIP/Street Maintenance	DPW

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ID	Description	Location	NPU	Council District	Phase	ROW Cost	Eng/Design Cost	Construction Cost	Total Cost	Funding	Agency
	New Streets/Network										
N-1	Network Opportunities - Delowe Village: with the proposed redevelopment of this catalyst site key connections should be made including: a parallel connection from Delowe, and alignment of the Myrtle & Centra Villa intersection		R	11th (Maddox)	Phase 1 (1-5 years)	TBD	TBD	TBD	TBD	Campbellton TAD/Private Developers	BOP/ADA/Developers
N-2	Network Opportunities - Ft. McPherson: the future redevelopment of Ft. McPherson provides an important opportunity to create better connectivity in this part of the Campbellton corridor. Multiple connections from both Campbellton and Stanton that provide connection to Lee Street will provide critical connectivity, helping to distribute traffic through the area.		R, S	12th (Shepherd)	Phase 2 (5-10 years)	TBD	TBD	TBD	TBD	Campbellton TAD/Private Developers	BOP/ADA/Developers
N-3	Network Opportunities - Campbellton - Harbin: Redevelopment in this area should be organized on a regular network of streets and blocks with multiple connections to Campbellton Road.		R	11th (Maddox)	Phase 1 (1-5 years)	TBD	TBD	TBD	TBD	Campbellton TAD/Private Developers	BOP/ADA/Developers
	Transit										
T-1	Blue Flyer Route # 283: Enhance transit service to Downtown Atlanta by extending route from Oakland City Station to downtown Atlanta	extra 3 miles one-way along Lee St, Whitehall, and Peachtree, Alabama, Forsyth, Marietta 14 minute headways no additional extra blue flyer buses required	R, S	12th (Shepherd) 11th (Maddox) 4th (Winslow)	Phase 2 (5-10 years)	N/A	N/A	N/A	operation cost \$1.36 per mile X (6 miles round trip) X (8 buses per day) X 260 days per year = \$16,972	MARTA operating funds (staffing) and capital funds (buses)	MARTA
T-2	Signal Priority: Implement ITS transit signal priority along corridor to improve travel time to Downtown Atlanta and Oakland City Station		R, S	12th (Shepherd) 11th (Maddox) 4th (Winslow)	Phase 2 (5-10 years)	N/A	N/A	\$25,000 per unit \$125,000 per mile	(\$25,000 X 8 units = \$200,000) or for whole corridor (3 miles X \$125,000 = \$375,000)		MARTA/DPW
T-3	Bus Stop Enhancements: Eliminate underutilized stops & enhance remaining bus stops to include shelters, benches, trash receptacles & route information		R, S	12th (Shepherd) 11th (Maddox) 4th (Winslow)	Phase 1 (1-5 years)	N/A	Minimal/Cost can be born advertising agency (VIACOM)	\$5,000-\$8,000 per shelter	Cost could be born by advertising	MARTA capital funds/VIACOM	MARTA with advertising agency (VIACOM)
	Traffic Calming										
TC-1	Childress Drive: Evaluate a range of options including bulb-outs, road narrowing, landscape islands, speed humps, mini circles, roundabouts	From Campbellton Rd. to Cascade Ave.	R, I	11th (Maddox)	Phase 2 (5-10 years)	N/A	Staff time to determine measures	TBD	TBD	QOL Bonds	BOP/DPW
TC-2	Harbin Rd.: Evaluate a range of options including bulb-outs, road narrowing, landscape islands, speed humps, mini circles, roundabouts	From Campbellton Rd. to Cascade Ave.	R, I	11th (Maddox)	Phase 2 (5-10 years)	N/A	Staff time to determine measures	TBD	TBD	QOL Bonds	BOP/DPW
TC-3	Dodson Drive: Evaluate a range of options including bulb-outs, road narrowing, landscape islands, speed humps, mini circles, roundabouts	From Campbellton Rd. to Cascade Ave.	R, I	11th (Maddox)	Phase 2 (5-10 years)	N/A	Staff time to determine measures	TBD	TBD	QOL Bonds	BOP/DPW

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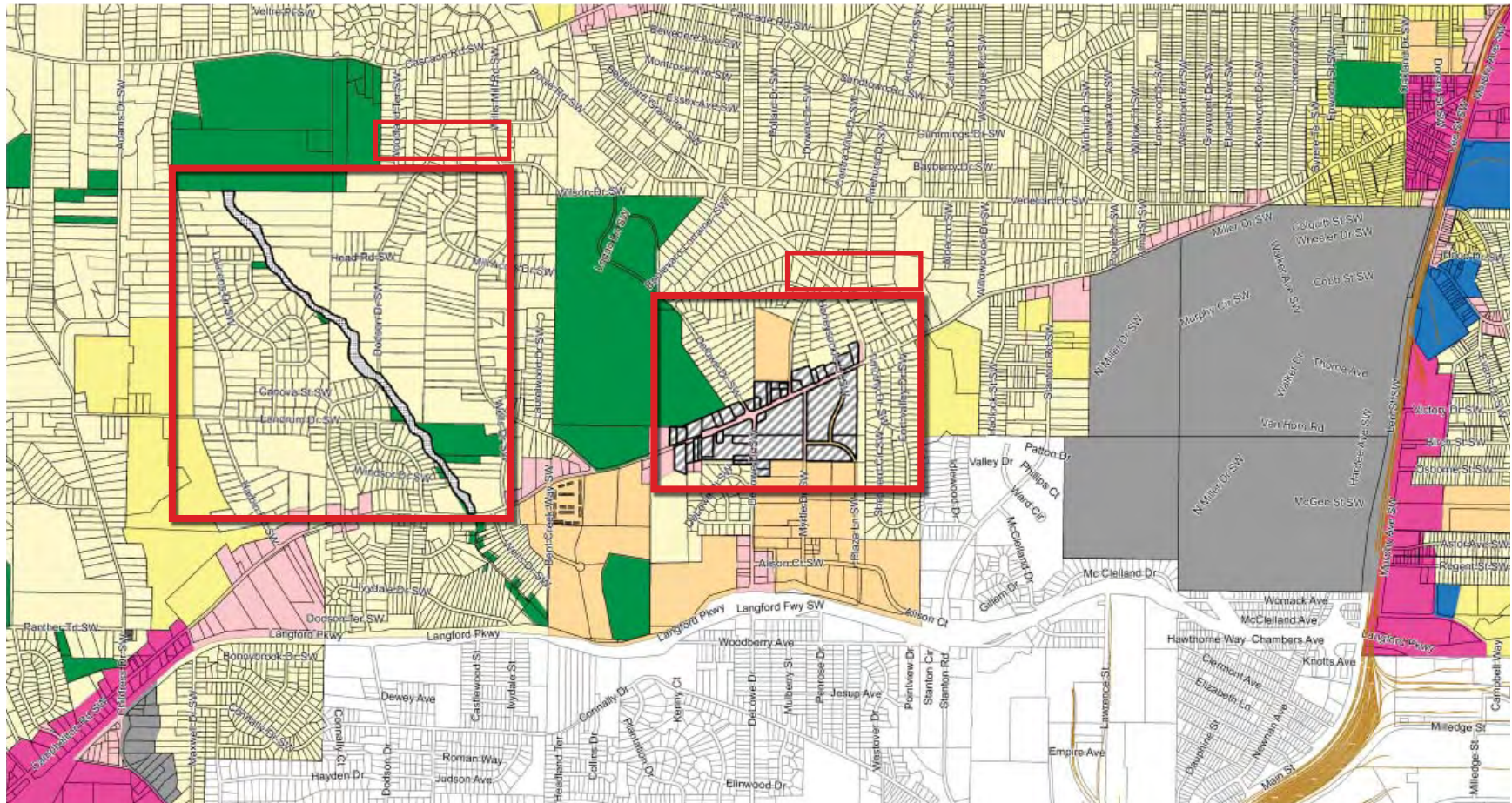
ID	Description	Location	NPU	Council District	Phase	ROW Cost	Eng/Design Cost	Construction Cost	Total Cost	Funding	Agency
TC-4	Centra Villa Dr.: Evaluate a range of options including bulb-outs, road narrowing, landscape islands, speed humps, mini circles, roundabouts	From Campbellton Rd. to Cascade Ave.	R, S	11th (Maddox) 4th (Winslow)	Phase 2 (5-10 years)	N/A	Staff time to determine measures	TBD	TBD	QOL Bonds	BOP/DPW
	Redevelopment Catalyst Projects										
RC-1	Delowe Village: Creation of a major mixed-use commercial area to serve the retail, service, and community needs of the surrounding neighborhoods		R	11th (Maddox)	Phase 1 (1-5 years)	TBD	TBD	TBD	TBD	Campbellton TAD/Private Developers	BOP/ADA
RC-2	Campbellton - Harbin Square Neighborhood: Redevelop vacant commercial property into a mix of residential uses and establish this part of Campbellton as a residential location		R	11th (Maddox)	Phase 1 (1-5 years)	TBD	TBD	TBD	TBD	Campbellton TAD/Private Developers	BOP/ADA
RC-3	Ft. McPherson Base Reuse: The eventual reuse of Ft. McPherson represents a significant opportunity to reconnect Campbellton Road to this future development site		S	12th (Shepherd)	Phase 2 (5-10 years)	TBD	TBD	TBD	TBD	Campbellton TAD/Private Developers	BOP/ADA
	15-Year Future Land Use										
LU-1	Future Land Use change from Low Density Commercial to Mixed Use. Supports the mixed-use redevelopment of the Campbellton/Delowe area.		R	11th (Maddox)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
LU-2	Future Land Use change from Low Density Commercial & Medium Density Residential to Mixed Use. Supports the mixed-use redevelopment of the Delowe village catalyst site.		R	11th (Maddox)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
LU-3	Future Land Use change from Single Family Residential to Open Space. Designate parcels or portions of parcels along the Utoy Creek as Open Space. Supports the long-term development of the Utoy Greenway from Campbellton Road to Cascade Springs Nature Preserve.		R	11th (Maddox)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
	Zoning										
Z-1	Rezone from RG2 to MR-2: maintains land use intensity & implements Quality of Life Zoning Code urban design standards		R	11th (Maddox)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
Z-2	Rezone from C1 to MR-4-A: sifts land use from commercial to residential & implements Quality of Life Zoning Code urban design standards		R	11th (Maddox)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
Z-3	Rezone from C1 to MRC-1: maintains land use intensity & implements Quality of Life Zoning Code urban design standards		R	11th (Maddox)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
Z-4	Rezone from C1 to MRC-1: maintains land use intensity & implements Quality of Life Zoning Code urban design standards		R	11th (Maddox)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
Z-5	Rezone from RG2 to MR-2: maintains land use intensity & implements Quality of Life Zoning Code urban design standards		R	11th (Maddox)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
Z-6	Rezone from RG2 to MR-2: maintains land use intensity & implements Quality of Life Zoning Code urban design standards		R	11th (Maddox)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP

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ID	Description	Location	NPU	Council District	Phase	ROW Cost	Eng/Design Cost	Construction Cost	Total Cost	Funding	Agency
Z-7	Rezone from C1 to MRC-1: maintains land use intensity & implements Quality of Life Zoning Code urban design standards		R	11th (Maddox)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
Z-8	Rezone from RG3 to MR-4-A: Increases land use intensity & implements Quality of Life Zoning Code urban design standards		R	11th (Maddox)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
Z-9	Rezone from C1 to MRC-2: Increases land use intensity, encourages mixed use & implements Quality of Life Zoning Code urban design standards		R, S	11th (Maddox)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
Z-10	Rezone from RG3 to MR-3: maintains land use intensity & implements Quality of Life Zoning Code urban design standards		R	11th (Maddox)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
Z-11	Rezone from RG3 to MR-3: maintains land use intensity & implements Quality of Life Zoning Code urban design standards		S	11th (Maddox)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
Z-12	Rezone from C1 & RG3 to MRC-3-C: increases land use intensity, encourages mixed use & implements Quality of Life Zoning Code urban design standards		R	11th (Maddox)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
Z-13	Rezone from RG3 to MR-4-A: Increases land use intensity & implements Quality of Life Zoning Code urban design standards		R	11th (Maddox)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
Z-14	Rezone from RG3 to MR-3: maintains land use intensity & implements Quality of Life Zoning Code urban design standards		S	11th (Maddox)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
Z-15	Rezone from RG2 to MR-2: maintains land use intensity & implements Quality of Life Zoning Code urban design standards		R	11th (Maddox)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
Z-16	Rezone from RG2 to MR-2: maintains land use intensity & implements Quality of Life Zoning Code urban design standards		R	12th (Shepherd)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
Z-17	Rezone from C1 to MRC-1: maintains land use intensity & implements Quality of Life Zoning Code urban design standards		S	12th (Shepherd)	Phase 1 (1st year)	N/A	N/A	N/A	N/A	Staff Time	BOP
	Park & Open Space										
O-1	Utoy Creek Greenway: This greenway builds upon existing dedicated open space along Utoy Creek. With future open space dedication, this greenway can connect all the way up to the Cascade Springs Nature Preserve. Dedicate parcels or parts of parcels along creek as open space in the Future Land Use Plan.	From Campbellton Rd. north to Cascade Springs Nature Preserve	R	11th (Maddox)	Phase 3 (5-15 years)	TBD	TBD	TBD	TBD	TPL/Blank Foundation/PATH Foundation	BOP/DPRCA
O-2	Adams Park Trail: This potential trail utilizes the edge of the Holmes Memorial Golf Course to create a trail connection between Adams Park and the Adams Park Library. This trail would provide a valuable pedestrian route from the Adams Park Neighborhood to the library and YMCA. Will require coordination with golf course to determine acceptable alignment and design.	From Adams Park, along Holmes Golf Course to Library	R	11th (Maddox)	Phase 1 (1-5 years)					TPL/Blank Foundation/PATH Foundation/LCI	BOP/DPRCA

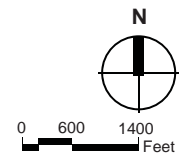
Campbellton East: Recommendations & Implementation

5.9.3 Proposed 15 Year Future Landuse Changes: Key Map



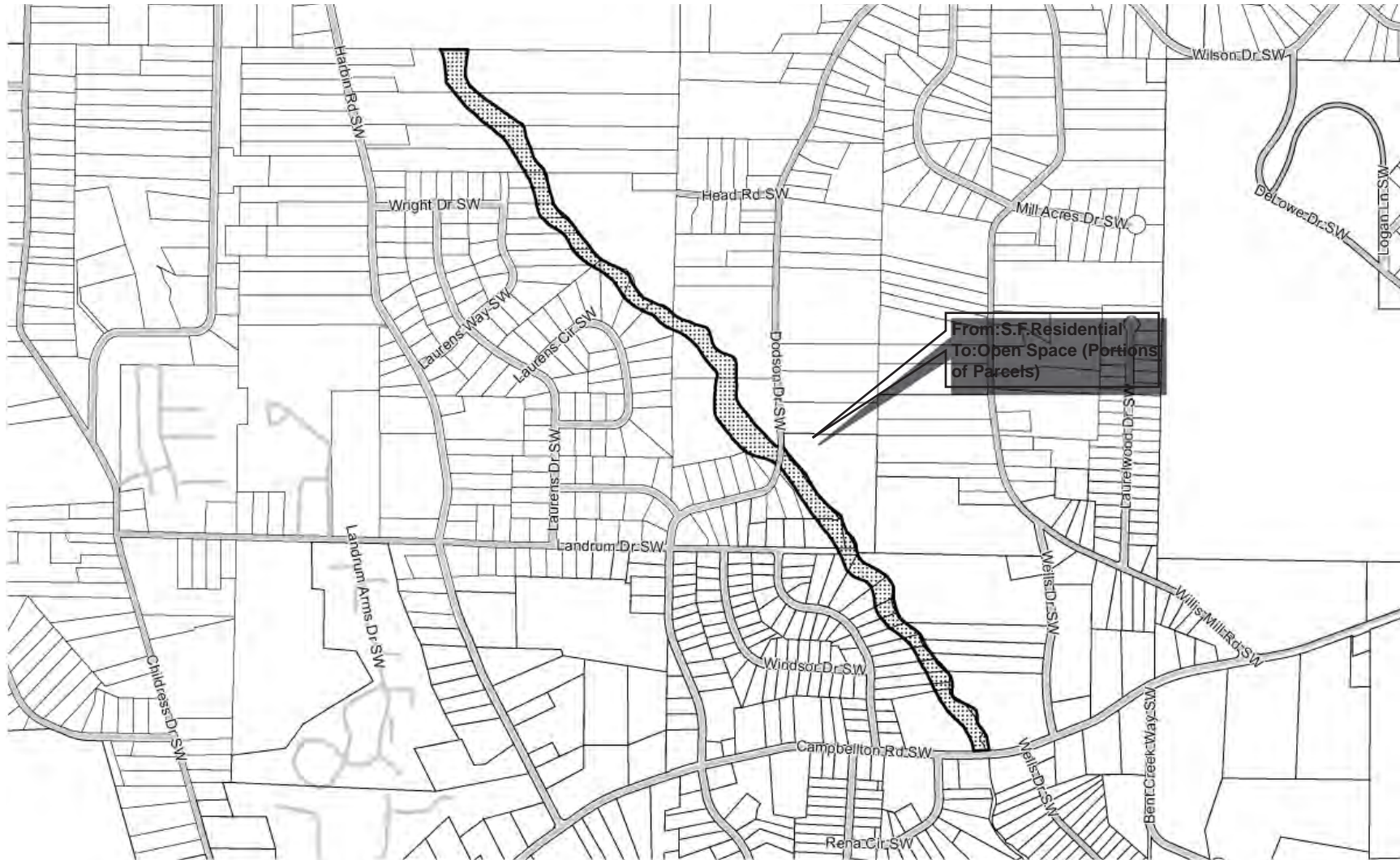
Legend - Land Use Changes

-  Medium Density Residential
-  High Density Residential
-  Mixed Use
-  Open Space



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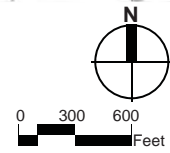
Proposed Landuse Changes Map: LU 1



From: S.F. Residential
To: Open Space (Portions
of Parcels)

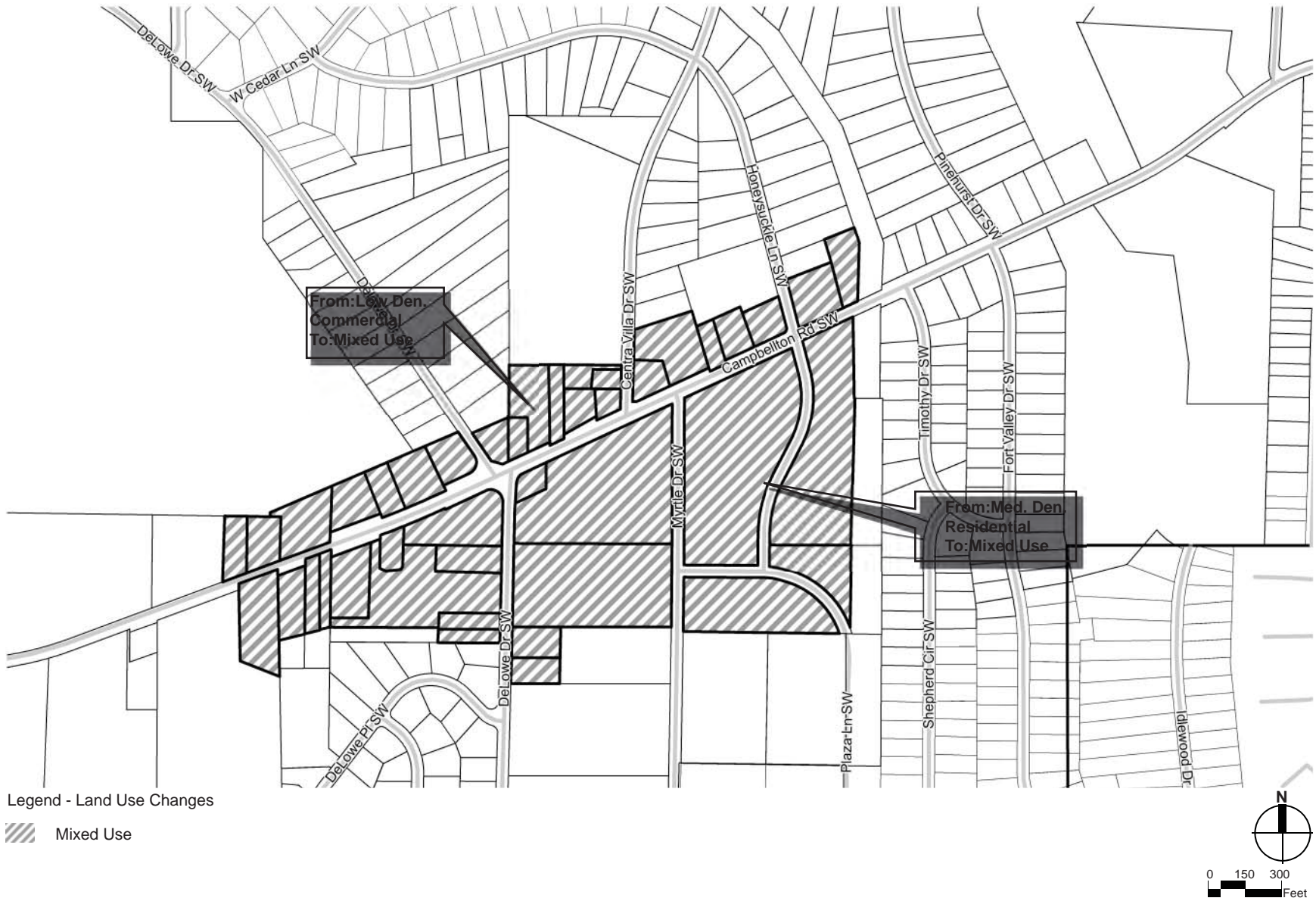
Legend - Land Use Changes

 Open Space



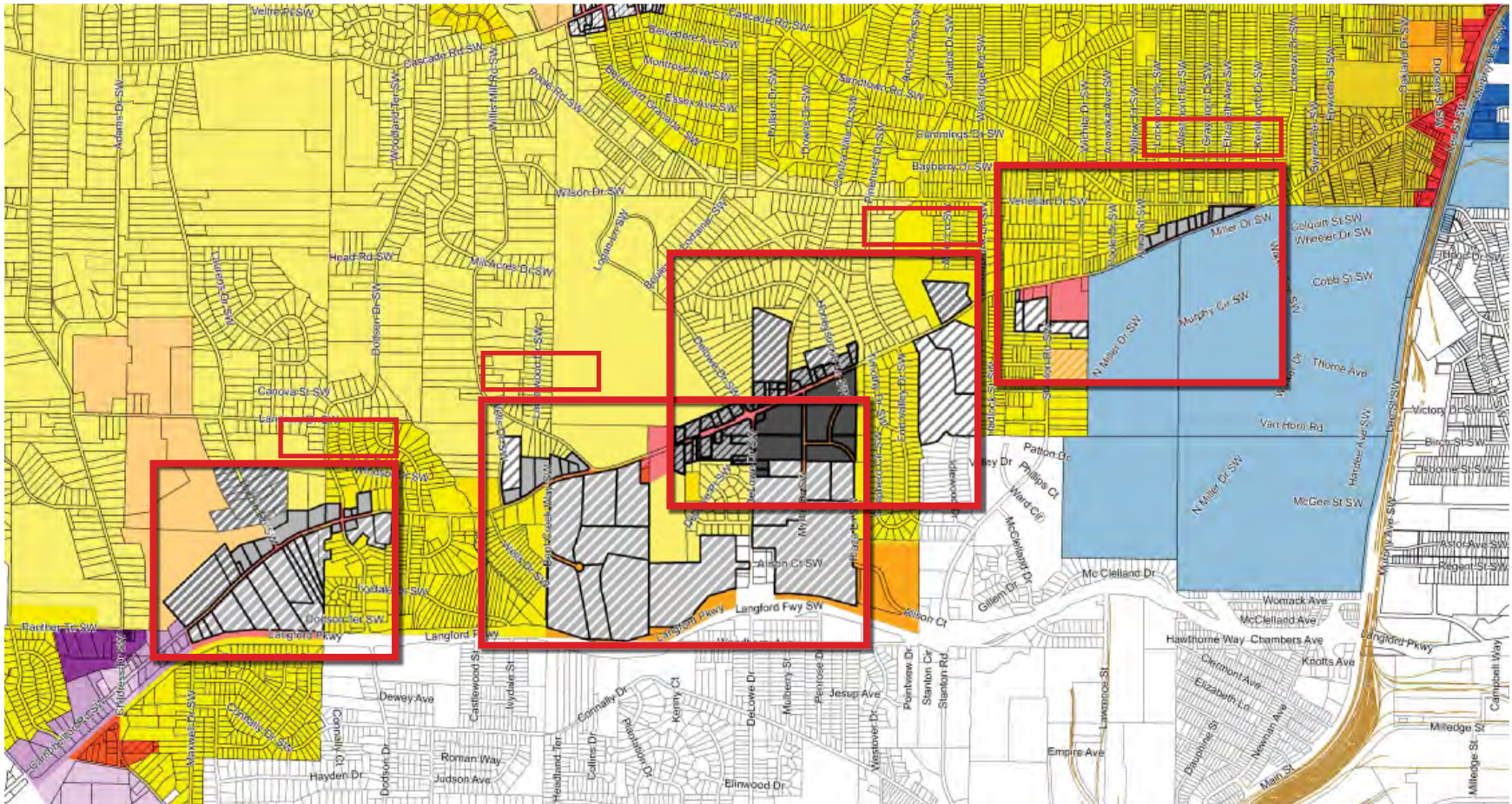
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Proposed Landuse Changes Map: LU 2

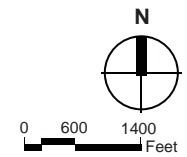
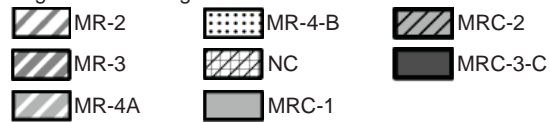


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5.9.4 Proposed Rezoning: Key Map



Legend - Rezoning







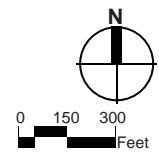
Campbellton East: Recommendations & Implementation

Rezoning Map: Z 2



Legend - Rezoning

-  MR-2
-  MRC-1
-  MR-4A
-  MR-3



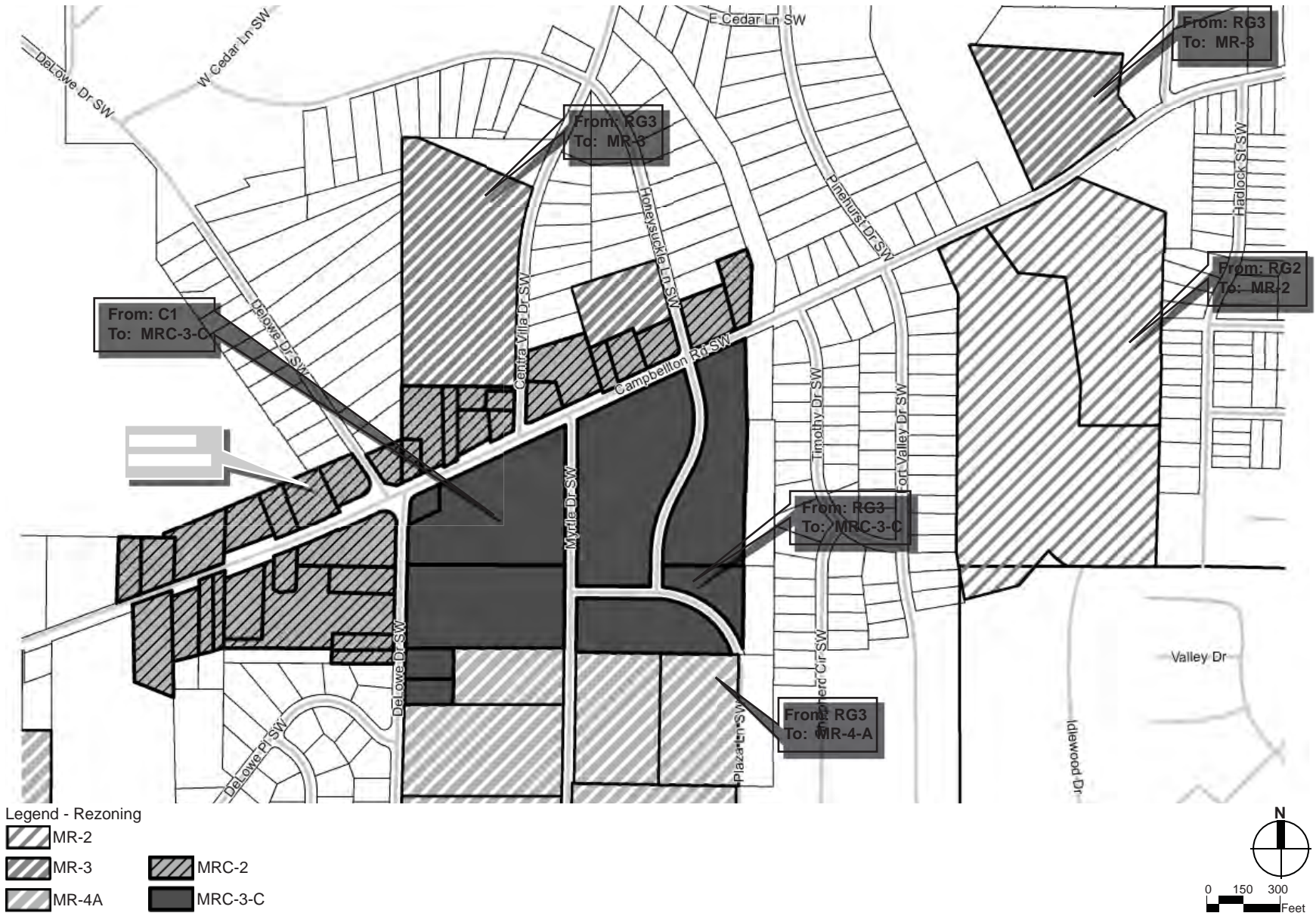
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Rezoning Map: Z 2



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Rezoning Map: Z 3



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Rezoning Map: Z 4

