

**Greenbriar Towncenter
Livable Communities
Initiative Study and
Concept Plan
June 2001**

PBSJ

Greenbriar Towncenter Livable Communities Initiative Study and Concept Plan



In Association With:

**Robert Charles Lesser & Company
Gibbs Planning Group**

June 2001

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Introduction

In recent years, more and more people in the Atlanta metropolitan area have come to realize that solutions to Atlanta's transportation problems are many and varied. One such solution was a focus of the Atlanta Regional Commission's 2025 Regional Transportation Plan (RTP) process. In that development process, ARC's RTP Land Use Task Force highlighted the impact that different land uses, and their location, may have on the transportation infrastructure. As a result of the task force efforts, several different RTP scenarios were developed and tested with a land use sensitivity analysis. Specific policies related to land use and its impact on transportation were adopted and a new technical subcommittee to address regional land use issues was created. To further the study of how the location of land uses can help the transportation system in the Atlanta metropolitan area, ARC developed the Livable Centers Initiative (LCI) Program.

The LCI program is intended to promote greater livability, mobility and development alternatives in existing employment and town centers. The rationale is that directing development towards existing infrastructure areas will benefit the region overall and minimize sprawl development. Minimizing sprawl, in turn, potentially reduces the amount of vehicle miles traveled and the air pollution resulting from that travel. Lastly, the LCI program is using the successful 1996 Olympics model to promote the concept that investment in public infrastructure will spur private investment. Thus, the LCI program is a vehicle whereby the ARC can attempt to direct mixed use and mixed income development towards existing infrastructure by providing study and implementation dollars.

In this context the City of Atlanta saw a great opportunity to study the Greenbriar Mall area in Southwest Atlanta. The area has existing infrastructure that can support development of vacant lands and redevelopment/reuse of existing facilities. The Greenbriar Mall area is in close proximity to downtown Atlanta, Hartsfield International Airport and the growing residential areas of South Fulton County. An aerial on Map 1 of the study area captures some of the existing opportunities. The specific study area boundaries are Mt. Gilead/Panther Road on the north, Barge Road on the west and the City limits of Hapeville, College Park and East Point (Tri-Cities) on the south and east. The area is approximately 1.6 square miles. The mall is at the center of the study area, located at the intersection of SR 166 (Langford Pkwy) and I-285. It consists of 792,000 sq.ft. of retail space and over 6000 parking spaces. The potential for infill development around the mall area is evident by the large vacant tracts surrounding it. Moreover, reuse of existing vacant facilities, such as the old Delta property campus south of the mall, is exactly what the LCI program seeks to encourage. The potential to encourage a wider range of mixed uses, a more balanced

ratio of jobs and residential units, higher order of civic space and community, are all goals of the LCI program and the City of Atlanta for the Greenbriar area.

Successful implementation of the LCI program goals will enhance the Greenbriar area's recognition as a Regional Activity Center. It already is regional in nature due to its central location within the Southern Atlanta metropolitan area, its freeway and MARTA access and its employment base.

Existing Conditions

The existing conditions analysis will provide baseline information regarding demographics, land use and transportation within the study area. The information will be used to identify strengths and opportunities for development in the area. The baseline information will be used to measure the performance of programs and projects that will ultimately be implemented within the study area. Finally, the baseline information can be a resource to the community and the City of Atlanta in marketing the area for economic development purposes.

Demographics

A substantial amount of demographic information was secured by Robert Charles Lesser and Company in their completion of the market study for the area. The demographic information is necessary to determine the market potential for different land uses. However, this information is also useful for developing alternatives and analyzing current development trends. Below are selected highlights of the information gathered. More detailed information can be found in the completed market study included as Appendix I.

Population and Households

Projected growth rates in population and households for both the City of Atlanta and the study area are below the Atlanta Metropolitan Statistical area growth rate of approximately 2.5%. However, the study area, which comprises 1.5% of the City's total households and population, is growing at a much faster rate than the rest of the City. The majority of the individuals (80%) moving to the area are from within the City limits. These individuals are generally moving "up" from being renters in other parts of the City to being single family owners within the study area.

Current statistics highlighted by recent Census Bureau information indicates that there is in fact a trend towards "in town" living. The number of individuals moving to the inner city has been growing in the last several years due to quality of life issues such as traffic, cultural attractions etc. These individuals are more diverse, younger and of various income levels. Residential construction has increased inside the City to meet this shift in population by providing a mix of products. More specifically, within proximity of the study area, there have been a number of successful residential products of various income levels built in the last several years. It appears that this new construction can continue within the study area to serve this population shift.

Household Income Distribution

Forty one percent (41%) of the study area incomes are higher than \$50,000 compared to 55% for the Atlanta Metropolitan Statistical Area and 40% for the City of Atlanta. Again, study area incomes appear to be higher overall than City of Atlanta totals. Continued shifts in population have contributed to a greater mix of income levels throughout in town areas. This is another positive indicator of the potential for successful development and redevelopment of the area. Residential products to meet this increased demand for mixed income housing continue to be built within the City limits.

Household Age Distribution

Although there appears to be a substantial number of senior housing developments in the study area, the percentage of individuals aged 45 and above is the same as for the Atlanta Metropolitan Statistical Area (49%) and less than the City of Atlanta totals (50%). Current population trends indicate that younger individuals will continue to move into the City. Suitable land uses to serve the multi-generation, mixed income and more diverse populations within the study area will be key to the development and redevelopment of the Greenbriar area. Ideally, younger families with children will share certain uses, such as civic and green spaces, with the existing older populations.

Land Use

The Greenbriar Mall study area is located in Southwest Atlanta, a predominantly African-American community of established residential character. The neighborhoods within the study area include Greenbriar, Heritage Valley, Ben Hill and Southwest. These neighborhoods are located in Neighborhood Planning Units (NPU) P and R. The residential communities exhibit typical suburban development patterns with cul-de-sac single family subdivisions served by strip commercial corridors, such as Campbellton Road. However, the area around Greenbriar Mall does contain a fair number of apartment complexes in different price ranges and a significant amount of senior housing. The adjacent communities of East Point, Hapeville and College Park are similar in population makeup, residential character, and land use configurations to that of the Greenbriar study area.

In 1998, NPU's P and R adopted the Southwest Atlanta Framework Plan, which emphasized the importance of the Greenbriar Mall area. Specifically, the Plan called for:

- Preservation of the single-family residential character of the neighborhoods
- Encouraging residential infill development that is compatible with adjacent development
- Support of the unified development of the Campbellton Road and Ben Hill commercial corridors

- Maintain the boundaries of existing commercial areas without encroaching into adjacent residential areas and consolidate strip commercial uses to have a minimum number of curb cuts and turn lanes
- Extend MARTA rail to Greenbriar Mall area
- Restrict uses in the industrial land use category to allow business parks only

It was agreed that these land use goals were consistent with the Atlanta Regional Commission's LCI goals. The stakeholders demanded assurance that the LCI process would be compatible with established community desires for the area.

Commercial uses

Existing land uses in the study area are depicted on Map 2. The largest amount of land in the study area appears to be dedicated to commercial uses. As previously mentioned, the focal point of the area is the Greenbriar Mall and its associated outparcels. The Mall, originally built in 1965, was the first enclosed Mall in the Atlanta Region and was a state of the art facility at its inception. It was then expanded in 1993 and renovated in 1997. The Mall currently has 113 stores; 792,000 sq.ft. of retail space and 6000 parking spaces on 68 acres. The overall occupancy rate is 92%. It's largest tenant, Rich's, recently signed a 10 year lease and has indicated its intention to renovate the store. The outparcels at the mall include a Cub Foods supermarket and Magic Johnson Theatres and restaurant. The mall location is at a major highway transportation node, which is typical for retail facilities of this nature. However, the community has long thought that access to the Mall from adjacent highways could be improved. Parking spaces at the mall are underutilized and abundant. In order to adequately serve the current square footage at a generous rate, only 4000 spaces would be required. The extra 2000 spaces account for approximately 20 acres of property that could be redeveloped.

The major arterial roadway leading to the Mall area is Campbellton Road. Campbellton Road is a two lane roadway lined with strip commercial uses, numerous curb cuts, broken sidewalks, abandoned/deteriorated buildings and vacant parcels. It is home to a number of fast food restaurants and other marginal uses such as check cashing stores and liquor stores. One large shopping center at the corner of Campbellton Road and Mt. Gilead Road, Westgate Center, is underutilized and surrounded by an expansive concrete parking lot. This particular center is a focus of community desire for redevelopment since it is a "gateway" into the Greenbriar Mall area. Previous efforts for targeted code enforcement along Campbellton Road have been unsuccessful. However, the City and its NPU's recently completed a smart growth study of the Campbellton Road corridor which called for closing curb cuts, encouraging residential communities along the corridor, adding sidewalks and other pedestrian amenities. These recommendations were submitted to the City for their inclusion in a City funded Campbellton Road improvement project, which is currently under construction. Many of the recommendations of the Campbellton Road smart growth study will be applicable throughout the Greenbriar LCI study area.

Other arterials serving the area, Greenbriar Parkway and Headland Drive, are also bounded by large commercial shopping centers. Although these centers are healthy in terms of vacancy rates, they are outdated in their layout, facade and upkeep. One particular shopping center on the south side of Headland Drive is anchored by a Kroger store which is in the process of relocating to a vacant parcel just south of its current location and north of the existing Fontainebleau single family neighborhood. Negotiations are currently underway regarding the new site plan and the potential reuse of the vacated facility. Lastly, the other major existing commercial use is the Delta Airlines reservations facility, which is currently unoccupied. The site is approximately 60 acres with existing buildings available for reuse. The property includes large wooded areas and a lake. Efforts have been underway to market the site for office use or a technology call center.

Residential

The majority of residential uses in the study area consists of single family residential (1 unit per acre) and medium density residential (up to 16 units per acre). There are large pockets of single family residential uses, many of which are surrounded by vacant tracts. This presents an opportunity for extension of infill single family residential development. For the most part, the existing single family residential is well maintained and dominated by 1950's and 1960's ranch style architecture. The subdivisions are currently not interconnected and access to the major commercial areas is hindered by lack of pedestrian amenities. The study area is home to a number of apartment complexes, some of which are subsidized. The majority of the complexes are located along Continental Colony Parkway. Adjacent to these apartments is a fair amount of senior housing existing and under construction. This represents an opportunity for developing a true multi-generational activity center. Plans have been underway for development of a large tract at the southwest corner of I-285 and Langford Parkway (SR 166) for single and multi-family residential use. Additionally, the Atlanta Development Authority recently announced a \$75 million proposal to build a large single family and multi-family complex at the site of the razed Kings Ridge apartments on Mt. Gilead Road. Although the site is just outside of the study area boundary, the impact of this investment to the area will likely spur additional revitalization efforts throughout.

The current mix of housing in the study area is approximately 60% owner occupied and 40% renter occupied. The trend towards more single family housing construction in the area will likely shift these current percentages to more owner occupied units. The Greenbriar Mall study area also has a significant amount of affordable housing. This is evident not only from the percentage of units that are renter occupied but also by the fact that several developments in the area are government subsidized. Due to the number of subsidized and rental units, the study area is probably unique among other LCI recipients in that a healthy mix of affordable housing already exists. The implications for future land use recommendations will, therefore, concentrate on building more mixed income products with a focus on attracting higher income housing. An example of this type of development is the Atlanta Development Authority's proposal to build a mixed

income, mixed use development at the former Kings Ridge apartments site on Mt. Gilead Road.

Vacant Land

Although commercial and residential uses are abundant in the study area, it is interesting to note from the existing land use map that probably the second largest amount of land, in terms of acreage, is currently vacant. There are a number of large vacant tracts in the study area as well as intermittent vacant lots within existing residential and commercial corridors. There are also a number of underutilized properties such as the Westgate Shopping Center, which is mostly unoccupied, and the Delta property, which encompasses 67 acres of unoccupied buildings and vacant lands.

Parks, Open Spaces and Community Facilities

There is almost no open space or other green space within the study area. A significant amount of floodplain does exist on the south side of the study area, which should be preserved for green space. Future plans for improving the area must include the creation of new park and open space as well as connections to park space outside of the study area. Connections to the proposed City of Atlanta greenways (Hampton Trail, Lakewood Trail) should also be encouraged.

Connections between existing public uses, such as Therrell High School just north of the study area along Panther Road, Continental Colony Elementary school on Hogan Road and Atlanta Christian College in East Point will be explored. No other civic uses are located in the study area; however, a citizen group has discussed the potential for a new arts center facility south of the Mall on Greenbriar Parkway.

Transportation and Utilities

Although there are no industrial uses in the study area, there is an existing utility use at the corner of Campbellton Road and Mt. Gilead across from the Westgate Shopping Center. There is also an existing MARTA park and ride facility on the southwest corner of Barge Road and Campbellton Road just outside of the study area.

Strengths

- There is an interested and involved community in the area
- The single-family residential neighborhoods in the area are stable and well maintained
- Greenbriar Mall provides a good employment base
- The Mall's largest tenant, Rich's, will remain on a long term basis
- Area is close to other major employment centers such as Fulton Industrial Boulevard, Hartsfield International Airport and Cascade Road.
- Retail performance in the area appears to be healthy
- Location of the Magic Johnson Entertainment area with theatres and restaurant
- Good regional access to the area from I-285, Langford Pkway, and MARTA

- Southwest Atlanta and surrounding South Fulton becoming more popular for residential uses due to access to transportation and employment
- Area is perceived as “close in” to town and currently high level of demand for close in locations

Weaknesses

- Area is poorly maintained with abandoned retail and commercial properties
- No cohesive mix of uses
- Lack of community focal point, civic uses
- Lack of pedestrian amenities, attractive landscaping
- Quality dining/shopping does not exist to support employment and resident needs
- Perception that area is crime ridden
- Mall area lacks visibility from I-285
- Poor signage throughout
- Mall needs to become more upscale to serve all the residents needs
- More public and private recreation needed in the area including parks, trails, bowling, Chuck E. Cheese, Discovery Zone etc.

Opportunities

- Abundant vacant land for development
- Dilapidated condition of some existing retail provides opportunity for redevelopment
- New influx of private investment to the area will spur revitalization (new Kroger, new residential developments)
- Delta facility available for large and small tenants, has fiber optic
- Excess parking at Mall provides opportunity for “big box” infill development
- Strongest opportunity is for a mix of residential product types
- Major improvements to Campbellton Road currently underway provides an opportunity for continued redevelopment and improvement of the area

The market study land use recommendations included a mix of for-sale and rental housing units, specifically at the Westgate Shopping Center site. Construction of more rooftops will in turn attract the quality retail desired for the area. Plans for additional residential, the Atlanta Development Authority proposal and the proposal at the southwest quadrant of I-285 and Langford Parkway, are great first steps by the private sector for implementing a Livable Community. Additionally, although it appeared that the area’s attraction for office was low, RCLCO did recommend the Delta facility site as the most optimal for any potential business park/office uses.

As will be discussed later in the report, the land use alternatives presented to the community in the public involvement process focused on the areas strengths. In order to capitalize on the existing opportunities in the area, land use alternatives with a market-based reality were developed. However, the land use and market recommendations developed assume that major public works projects would be completed as planned.

Transportation

Roadways

The Greenbriar Livable Center study area is served by a number of regional facilities, arterial roadways, a local street system and the MARTA transit system. The area is centered along the intersection of two freeways, Interstate 285 and State Route 166 (Langford Parkway, previously Lakewood Freeway). The major north/south facilities serving the area include I-285, Greenbriar Parkway/Continental Colony Parkway, Childress/Ben Hill Roads and Barge Road. Interstate 285 connects the area to the Airport on the south side via Camp Creek Parkway and to the Cascade Road activity center and I-20 to the north. The other north/south facilities are mostly roadways serving local traffic.

The east/west corridors traversing the study area are SR 166 (Langford Parkway), Headland Drive, Campbellton Road and Greenbriar Parkway S.W. Langford Parkway connects the area to I-75/I-85 and Downtown Atlanta. The Campbellton Road corridor was divided into two separate facilities with the construction of Langford Parkway. The portion of Campbellton Road east of I-285 is a City maintained roadway and connects the area to Southwest Atlanta neighborhoods. The portion of Campbellton Road west of I-285 is a continuation of State Route 166 and connects the area to south Fulton neighborhoods. Headland Drive is a major facility connecting the study area to the cities of East Point and College Park and to the Airport. Finally, Greenbriar Parkway S.W. is a facility built mainly to serve the Mall area traffic. The 4-lane facility runs east/west from Continental Colony Parkway to Barge Road with no interchange at I-285.

Table 1-1 and Map 3 provide more detailed information about the area's roadways. The average daily traffic counts (AADT) shown are the most recent (September 1999) and available counts collected by the Georgia Department of Transportation (GDOT). No traffic counts have been secured by GDOT for Greenbriar Parkway S.W. due to its apparent low traffic volume. The Level of Service (LOS) column represents a measure used to describe traffic operations, which translates conditions into a letter grade ranging from "A" (good) to "E" (worse). LOS information is based on the Florida Department of Transportation Level of Service Handbook referenced in the Highway Capacity Manual. FDOT's LOS information is also being considered by the Georgia Regional Transportation Authority (GRTA) in their assessment of existing conditions for regional roadways.

Table 1-1

Road	Facility Type	#of lanes	AADT	LOS
I-285	Freeway	8	115,900-122,700	E
SR 166	Freeway	4	63,500	D

Campbellton Rd	Arterial	2	22,900	E
Greenbriar Pky	Arterial	4	31,900	D
Continental Colony Pkway	Arterial	4	7,300	A
Headland Drive	Arterial	6	9,400	A
Barge Road	Local	2	7,600	A
Ben Hill Road	Local	2	6,300-10,300	C

Very similar to other areas within Metropolitan Atlanta, it appears that the major arterials and regional facilities serving the Greenbriar area are currently congested and operating at deficient Levels of Service. The local roads serving the area are all operating at acceptable Levels of Service simply based on traffic volumes. However, all roadways in the area lack appropriate sidewalks for pedestrian traffic and there are currently no existing bicycle facilities. Barge Road, in particular, is extremely narrow with no sidewalks, curb and gutter. Several intersections appear congested during peak periods such as Headland Drive at Greenbriar Parkway, Campbellton Road at Barge Road and Campbellton Road at Mt. Gilead Road.

Previous studies conducted by the City have indicated a need to improve the transportation access to the Greenbriar Mall area from the major regional facilities serving the area. Studies have also shown a need to improve the existing local street system to improve circulation within the Greenbriar Mall area. Two major regional improvements previously identified are the reconfiguration of the SR 166 at Campbellton Road interchange, which is the main entrance to the area, and a potential new interchange at I-285 and Greenbriar Parkway.

The Georgia Department of Transportation conducted meetings with community representatives in the past to discuss improving access to the area from I-285 and from Langford Parkway. The access from Langford Parkway is not well signed, the mall is not visible, the exit is narrow with a tight radius, and the path is circuitous from the exit to the Mall. Plans developed by GDOT included one-way pairs (access roads) on either side of the Parkway. The community did not embrace this plan. According to community representatives, plans were developed by GDOT to reconfigure the I-285 and Campbellton Road (SR 166) interchange and, in that design process, a new interchange was to be added at Greenbriar Parkway. As part of the interchange reconfiguration the community also wanted to reconnect the two segments of Campbellton Road. However, recent discussions with GDOT representatives indicated that there are currently no plans to reconfigure the I-285/Campbellton Road (SR166) interchange. This interchange reconfiguration was also not addressed in any previous transportation studies for the area. As for the new interchange at Greenbriar Pkwy, GDOT noted that the Federal Highway Administration guidelines would not allow a new interchange at Greenbriar Pkwy due to its close proximity to the SR 166 interchange.

Plans to improve the system of local streets in the area have also previously been discussed. More specifically, plans to improve the internal circulation of the study area have included:

- A north/south extension of Stone-Hogan Road to Desert Drive in East Point
- An east/west extension of Greenbriar Parkway to Stone Road
- An east/west extension of Tell Road between Fairburn Road and Stone Road
- An extension of Hogan Road east across I-285 to Continental Colony Parkway.
- A new 4-lane roadway from Barge Road to Greenbriar Parkway to divert increased eastbound traffic traveling to the Mall area from Barge Road

Previous studies have also called for a potential interchange at I-285 and North Camp Creek Parkway. Of the internal circulation projects listed above, only the Greenbriar Parkway extension and the Barge Road/Greenbriar Parkway connector road are within the study area boundaries. However, efforts to assess the actual feasibility of all these road extensions should be undertaken to maximize internal circulation throughout the Southwest Atlanta neighborhoods.

Based on these previous studies and community issues, the City of Atlanta has included the following projects in the Atlanta Regional Commission’s 2025 Regional Transportation Plan (RTP) and the 3-year Transportation Improvement Program (TIP). The projects listed in Table 1-2 and 1-3 are also included on Map 4.

REGIONAL TRANSPORTATION PLAN PROJECTS (2025)

Table 1-2

Project Name	Project Type	Network Year-Programmed Dollars
Campbellton Rd. (Star Mist Drive to Lee St)	Widen 2 to 4 lanes (with sidewalks)	2025/\$12,000,000
Campbellton Rd. – SR 166 Enon Road to E. Barge Rd	Widen 2 to 4 lanes	2010/\$10,394,000
Barge Rd./Greenbriar Rd. Connector	New 4 lane facility	2020/\$800,000
Stone Hogan Drive Extension to Desert Dr	New 4 lane facility	2010/\$1,500,000
Campbellton Rd/Langford Parkway	Intersection/Interchange Improvement	2010/\$3,000,000
SW Atlanta Transit Feasibility Study	Study	2005/\$500,000

TRANSPORTATION IMPROVEMENT PROGRAM (2001-2003)

Table 1-3

Project Name	Project Type	Funding Year/Amount
McMurray Drive (school to Childress)	Sidewalk	2001/\$150,000
Childress Drive (Cascade Rd. to Campbellton Rd)	Sidewalk	2003/\$352,000
Fairburn Rd. (MLK to Stone Rd.)	Sidewalk	2001/\$1,400,000

It is important to note that a potential interchange at I-285 and Greenbriar Parkway, nor a reconfiguration of the I-285 at Campbellton Road (SR 166) interchange, is included in any short term or long term plans. The City of Atlanta and affected communities are on record in opposition to the Georgia Department of Transportation design for the widening of Campbellton Road (SR 166) from Enon Road to Barge Road. However, there is continued support for the City project to widen Campbellton Road east of Star Mist Drive. Project construction of this portion of Campbellton Road is currently underway.

Last November, a referendum to issue Quality of Life Bonds for improvements throughout the City of Atlanta was approved by voters. The City is in the process of finalizing the specific projects, programmed dollars and time frames. However, the initial preliminary list approved includes the following projects in the study area. Some of these funds will be used to leverage projects receiving Federal funds in the TIP and possibly LCI projects.

Table 1-4

Project	Project Type	Programmed Dollars
Childress Drive Sidewalk	Quality of Life Bonds	\$400,000
Continental Colony Sidewalk	Quality of Life Bonds	\$120,000
Greenbriar area Plaza/Greenspace	Quality of Life Bonds	\$2,400,000
Mt. Gilead Road sidewalk (Campbellton to Panther Trail)	City Capital Improvement Program	\$183,000
Hogan Road sidewalk	Quality of Life Bonds	\$100,000
Greenbriar Pkwy at Headland Drive Intersection Imp.	Quality of Life Bonds	\$60,000

Transit

As previously represented on Map 3, several MARTA bus routes serve the study area. Local bus service in the area connects residential areas with a variety of shopping areas and with rail stations along the south and west rail lines. There are many opportunities to transfer to other routes. Two of the routes, Rt. 82 and 83, have frequent service during the peak hour and all routes have weekend service on Saturday and Sunday. Additionally, weekday service on all routes start in the early morning (4:30-5:30 a.m.) and run through late evening (11:15 p.m.- 1:00 p.m.).

Ridership information was secured from MARTA's Office of Transit Research and Analysis for the routes serving the area. Ridership numbers for Routes 66,82, and 83 were above the MARTA system average of 1,700. The Campbellton/Greenbriar Route has one of the highest ridership numbers of the entire system.

Ridership for MARTA Routes (Ride Check)

<u>Route</u>	<u>Average Weekday Ridership</u>
Rt. 62- Headland	715
Rt. 66- Lynhurst/Greenbriar	1,698
Rt. 82- Greenbriar/Camp Creek	2,298
Rt. 83- Campbellton/Greenbriar	4,710
Rt. 166- Ben Hill	1,272
Rt. 170- Brownlee	1,059

Frequency of Service (headways in minutes)

<u>Route</u>	<u>Weekday</u>			<u>Saturday</u>	<u>Sunday</u>	<u>Stations</u>
	Peak	Mid-day	Evening			
62	20	40	45	40	40	Lakewood
66	24	33	34	40	40	Holmes
82	12	60	60	60	60	College Park
83	7	17	24	20	30	Oakland City
166	23	35	35	30	30	Lakewood
170	19	36	36	35	70	Holmes

At the southwest corner of Barge Road and Campbellton Road is a MARTA park and ride facility with 255 parking spaces. From the Park and Ride, Route 83 serves the

Oakland City station on the South line via Campbellton Road and Route 170 serves the Hamilton Holmes station on the West line. The site is city owned and maintained. It is currently underutilized and appears to attract crime due to its isolation. Lack of maintenance and security has contributed to its obsolescence. The circulation of the buses in and out of the facility appears to be a problem as well. Buses exit on Campbellton Road, without any signalization, and create traffic hazards when turning left or right. Signalization does not appear to be a solution due to the bus exit's close proximity to the Barge Road and Campbellton Road signalized intersection.

MARTA officials and the community have discussed relocating the facility closer to the Mall area in order to attract density and visibility to the park and ride lot, thereby, increasing its safety. However, MARTA will revisit the need for a park and ride facility in the area in future planning efforts. They have indicated that the Southwest service area will be further analyzed in terms of routes and location of park and ride facilities with a proposed West Line Alternatives Study. This study is the first step in the extension of the MARTA rail from the Holmes Station to Fulton Industrial Boulevard. Funds programmed for this study are scheduled in 2002.

There has been community interest expressed in a rail demonstration project, light or heavy rail, to extend from the Holmes Station to the Greenbriar area. This was an identified project in the 1989 Greenbriar Area study and the 1999 Southwest Comprehensive Plan. As a result, the City included a SW Transit Feasibility study in the RTP as identified in Table 1-2. The study is planned for Fiscal Year 2005 and will better assess the feasibility of rail transit extension to the Greenbriar area. MARTA officials recognize the importance of improving the connection of the Greenbriar area to the existing transit system. They agreed that a transit feasibility study would be the first step necessary in the Federal Transit Administration approval process for transit extension. Moreover, they stressed that implementation of the LCI goals to with respect to land use densities would also be a positive step towards supporting transit extension to the area.

Finally, the community asked the MARTA representatives to reassess the location of bus stops and bus shelters throughout the study area. The shelters are small and do not accommodate the number of individuals waiting for buses. Bus stops also appear to be located at intersections where it is perceived to contribute to the congestion of intersections.

Bicycle/Pedestrian Facilities

As previously mentioned, the study area has poor accessibility for bicycle riders and pedestrians. Most of the area lacks any sidewalks. Existing sidewalks are intermittent or broken. Residential neighborhoods do not have easy pedestrian access to nearby commercial areas. Additionally, pedestrian circulation within the Mall area is difficult since there are no designated pedestrian paths from the edge of the Mall to the stores. There are certain areas within the study area where worn paths are evident from pedestrian use. Some of these appear to be shortcuts to the

Mall area and to Greenbriar Parkway. The City does have plans to connect the Greenbriar Mall area to a proposed “Lakewood Trail” and the “Hampton Trail” as indicated in their Parks and Greenspace plans. These plans were considered in the alternatives developed for the LCI study area.

Transportation Demand Management Measures

Currently, the Mall management does not have a program to encourage transit ridership for their employees. The large amount of parking spaces at the Mall has probably precluded them from implementing such a program. However, should the goals of the LCI be implemented, Mall parking spaces will be reduced, density would be increased, land uses would be more pedestrian and transit friendly, thereby allowing for the establishment of this type of program.

The nearby Airport area has recently established a Transportation Management Association (TMA) whose sole purpose is to establish and implement employee transportation programs for participating businesses. TMA’s collect funds from businesses within a particular service area and those funds are used to encourage vanpools, carpools, shuttles, transit ridership, ridematching programs and parking management programs. Although the initial public reaction was that individuals from the Airport area would not necessarily ride shuttles to the Greenbriar Mall area for shopping, the potential synergy and connection between the two areas should be explored. The community did perceive an opportunity to use a shuttle system to connect with the Cascade Road activity center and with the Senior Housing facilities within that activity center.

Regional Studies

In addition to the MARTA West Line Alternatives Analysis previously mentioned, the Southwest Atlanta area will be impacted by two additional studies. A study to address the potential for High Occupancy Vehicle (HOV) lanes throughout the Metro Atlanta area will be managed by the Georgia Department of Transportation and commence in the Fall of 2001. The Atlanta Regional Commission’s 2025 planned HOV system currently does not include any portions of I-285 south of I-20. This GDOT study will be an opportunity to address the potential for HOV interchanges along I-285 between Langford Parkway and Camp Creek Parkway. Although Federal Highway guidelines are strict with regard to the spacing between full interchanges, it is possible that HOV interchanges could be more feasible at either Greenbriar Parkway or other points south. A second study affecting the area is scheduled to begin in the Fall of 2001 and will be managed by the Georgia Regional Transportation Authority (GRTA). The study will develop a Regional Transit Action Plan for the Atlanta metro area. Again, opportunities to maximize transit accessibility to the Greenbriar area will need to be explored as part of this study.

Strengths

- There are a number of regional transportation facilities that serve the area, thereby making the area very accessible
- Transit availability is abundant

- Local roadways appear to have additional vehicle capacity to serve additional development
- Major improvements in the Southwest area have been included in the City's short and long range plans

Weaknesses

- Regional facilities serving the area are congested
- Existing pedestrian circulation and accessibility is inadequate
- There are no existing bicycle lanes, paths or trails
- Transit service and facilities require improvements

Opportunities

- Several upcoming studies may address alternative transportation improvements impacting the area
- LCI dollars could be used to further the design of needed transportation improvements
- LCI land use goal implementation will pedestrianize the area
- LCI land use goal implementation may provide the needed density to attract desired rail transit
- LCI funds can be leveraged with Quality of Life Bond dollars assigned to the area

Public Involvement Process

The Greenbriar LCI initiative cannot be successful without the support of the communities affected. Therefore, it was very important to keep the community engaged throughout the process. Fortunately, the stakeholders in the process are well organized, mobilized and care about community processes. Stakeholders were initially identified by City of Atlanta staff and included property owners, NPU representatives, Atlanta Development Authority personnel and others. These stakeholders mimicked the community make-up and were mostly African Americans. Meeting dates were circulated via mail and Internet as well as publicized throughout affected areas. All meetings were held at a location inside the Greenbriar Mall, which provided stability to the meeting process. Finally, all meetings were interactive so that opinions from every individual could be received and documented. The following is a description of the process used to achieve a community-supported program for the Greenbriar Livable Center Initiative. Detailed summaries of the meetings are in Attachment "A".

At the initial kick off meeting the City of Atlanta staff presented general information regarding the LCI process, the goals of the LCI, the study schedule and public involvement plan. There were concerns expressed from the community regarding the lack of implementation of previous studies. In addition, the community wanted to be assured that the study would not address just transportation even though they were aware that LCI funds were geared towards transportation. There was also concern that the LCI goals would be inconsistent with the goals established in previous study and land use planning efforts.

In response to concerns expressed at the first meeting regarding potential conflict between LCI goals and community goals, City staff summarized the goals established in previous studies and in the Southwest Comprehensive Plan for presentation at the Vision Setting meeting. The LCI goals were compared to the SW Plan goals and comments were documented. Throughout this process it became apparent that the LCI goals were in fact consistent with community goals. Community representatives were in agreement that they did not want to plan for anything that would hinder the success of Greenbriar Mall. They stressed that all LCI efforts should focus on projects to help the Mall not detract from it or provide competition with the Mall.

A draft community vision was developed as follows:

"To create an economically vibrant, integrated, interconnected community of all ages sharing in enhanced community assets. The focal point of these assets will be a more green, pedestrian friendly Greenbriar Mall area with clearly defined and improved access from local and major roads. The focal point will be nourished by a healthy mix of employment, housing and family entertainment uses."

At a subsequent meeting the draft community vision was approved by general consensus prior to discussing the issues and opportunities for the area. The meeting format included establishing three stations to address specific topics. Table 1 addressed Urban Design and Land Use, Table 2 was manned by Robert Charles Lesser and Co. and addressed Economic Development, Housing and other land uses; and Table 3 addressed Transportation. Meeting participants were broken up into three groups and allowed to visit each table for 20 to 30 minutes on a rotating basis. Participant input was maximized in this format and documented for use in the alternatives development.

Community stakeholders met again to discuss the alternatives developed as a result of their previous input. The land use alternatives included initial recommendations developed in the market study. Land uses were displayed in an urban design form that located green spaces, civic uses, additional residential and mixed uses. Path and/or pedestrian connections were shown to areas outside of the study area. Meeting participants were also given photo samples of how these potential developments could look and asked to rate the photos (Attachment "B"). The transportation alternatives included a previously designed Georgia DOT one way pair of frontage roads along Langford Parkway. It also included new recommendations for intersection and sidewalk improvements, a potential alignment for an improved interchange at Langford Parkway and Campbellton Road and a potential half diamond interchange at I-285 and Greenbriar Parkway. The stakeholders preliminarily ranked the transportation alternatives.

Once the general alternative concepts were developed, the Gibbs Planning Group held a series of charettes to place more detail to the proposed land use alternatives. A detailed site plan was developed for the Greenbriar Mall site, the Westgate Shopping Center site and the southwest quadrant site of I-285 and Campbellton Road. Additional detail was supplemented with individual interviews with business owners, mall management personnel, the market study consultant, the GDOT, the City's Public Works staff, the transportation consultant, NPU representatives and other stakeholders. The Gibbs Planning Group worked to develop three detailed alternatives for the study area. The stakeholders selected a preferred alternative with minor changes. Lastly, a final concept plan with the land use proposals and the transportation recommendations was presented and agreed to by the stakeholders.

The stakeholders were also given an opportunity to discuss potential strategies for plan implementation. A list of local actions, proposed transportation improvements and potential land use and zoning changes were given to them for input. Projects were prioritized based on general consensus.

Alternative Land Use/Transportation Scenarios

Alternative land uses, and transportation recommendations to support those land uses, are essential to a successful Livable Center Initiative. The community was given detailed information regarding transportation access improvements to the area as well as potential projects to improve traffic operations and pedestrian and bicycle access. Several stations were set up to provide an opportunity for all individuals to comment on the detailed information. At the transportation table, the attached Map 5 was presented to the stakeholders, which identified proposed sidewalk improvements and intersection improvements. These recommended improvements included projects already programmed in the Atlanta Regional Commission's TIP and the City's Capital Improvement Program. The map also identified the two main access improvements from the regional facilities to the Mall area: Greenbriar Parkway at I-285 and Langford Parkway at Campbellton Road.

Throughout the study process, several stakeholders spoke of the importance of improving access to the area from I-285 and Langford Parkway. Greenbriar Mall management has been in support of efforts to provide better access to the study area in order to improve their economic viability. The problem at Langford Parkway and Campbellton Road appears to be mostly a westbound problem as the exit onto Campbellton Road is substandard. There is a tight curve to maneuver as you exit; little signage to indicate the location of the Mall, and the route to the Mall is circuitous. The Mall itself is not even visible from westbound Langford Parkway. The attached Map 6 identifies a potential area that could be affected by an interchange improvement at Langford Parkway and Campbellton Road. Various road alignments could be constructed within the shaded area. Although the purpose of the LCI study is not to design a concept for this improvement, the public was shown a sketch of a potential project that could be constructed within the shaded area. This preliminary sketch, depicted on Map 7, was developed with the main purpose being minimal impact on adjacent residential areas. Any potential interchange improvement would require Georgia Department of Transportation approval. It is important to note that potential concepts for this interchange will impact the Westgate Shopping Center site to a certain extent depending on the ultimate design. Therefore, before redevelopment efforts begin at this location, the City and affected communities should agree on a detailed design concept for the interchange. Potential redevelopment of the businesses along Campbellton Road that may be affected would also need to occur in sync with a proposed interchange improvement. Stakeholders requested that the City provide assistance for relocating the small businesses that may be affected along the corridor. In conjunction with the proposed transportation improvement, the City could implement urban design strategies that would allow for a true "gateway" entrance into to the Greenbriar Mall area at the Langford Parkway/Campbellton Road interchange. Attractive signage and landscaping would accompany the improvement to indicate entrance into a community that cares about its future.

Previous studies have indicated a desire to provide access to the Greenbriar area from I-285 and Greenbriar Parkway. In response, stakeholders were also shown an alternative design concept for a potential half diamond interchange at I-285 and Greenbriar Parkway as depicted on Map 8. The process for receiving approval for a new interchange was discussed and the community was aware that certain Federal Highway requirements needed to be met. In the discussion, there was also general support expressed for a potential High Occupancy Vehicle (HOV) interchange at this location.

Although no specific alternatives were presented for a potential interchange improvement at I-285 and SR 166 (Campbellton Road), the community representatives at the meeting regarded this interchange reconfiguration to be an important project. There was also an interest in reconnecting the two segments of Campbellton Road as part of this improvement. Discussions with GDOT representatives indicated that a specific need and purpose for the improvement had to be established in order to consider including the project in the ARC's 2025 Regional Transportation Plan. The potential for this magnitude of improvement to disrupt various residential neighborhoods in the area was also discussed with the community. In the short term, the community expressed a desire for GDOT to install better signage along Langford Parkway to assure that vehicles accessing I-285 from Langford Parkway had clearer delineation of these access points. According to stakeholders, vehicles had a tendency of missing the exit due to poor signage resulting in their eventual access onto Campbellton Road. Vehicles would then attempt unsafe U-turns in order to return to Langford Parkway.

Lastly, a transportation alternative was also displayed of a previous GDOT proposal for access roads along Langford Parkway. This proposal converted Campbellton Road into a one-way westbound roadway and new eastbound access roads were proposed on the south side of Langford Parkway.

The community was in favor of spending LCI funds on building sidewalks, improving intersections, extending certain interior roadways for better circulation, and providing better signage in and around the Greenbriar area as depicted on Map 5. They were supportive of a half diamond interchange at Greenbriar Parkway and I-285 as long as it did not preclude a potential future reconfiguration or improvement of the I-285/SR 166 interchange. They were also supportive of a proposed improvement at Campbellton and Langford Parkway. The stakeholders unanimously rejected any previous Georgia DOT proposals for access roads in the area.

At the Land Use/Urban Design table, Map 9 was shown depicting generalized land use locations and potential urban design improvements. The urban design proposals were based on community desire for non-religious civic uses, green spaces, streetscapes, more residential and retail use. More importantly, the proposed land uses were based on the results of the market study. Specifically, the market study's strongest recommendation was for "detached for sale residential". The current trends

in the area showed single family communities selling well; therefore, an annual estimated demand potential of approximately 98 units could be absorbed in the study area. Site recommendations for this type of product were suggested at the large vacant tract west of I-285 and more affordable single family at the Westgate site. The market study also found that the area could support approximately 49 “attached for sale residential” products as well as 200 rental units. Overall, any residential product was viewed as the best market opportunity for the area. Recommendations regarding retail included shedding some underperforming retail in existing centers and providing up to 200,000-sq. ft. of additional retail, mostly bigger box retail around the Mall site. Lastly, the level of opportunity for Office/business Park was low; however, the Delta property was viewed as the optimal target due to its existing infrastructure.

There was discussion concerning the potential expansion of the utility use at the corner of Mt. Gilead and Campbellton Road and a desire to landscape around it for improved appearance in the area. A brief visioning exercise with photographs of different types of developments and streetscapes was conducted to better inform individuals of the different options. Samples of the photographs are shown in Attachment “B”. For the most part, the community overwhelmingly supported the main street look as opposed to the typical strip shopping center developments. Stakeholders were cognizant that existing shopping centers would likely remain, therefore, they supported efforts to address these existing areas with streetscapes, ornamental pedestrian lights, sidewalks and other features. In terms of building heights, the community was in support of buildings above 3 stories if visibility from the highways was an issue. Otherwise, three to four story maximums were preferred. Lastly, although open spaces were desired, the general consensus revolved around the provision of urban plazas with fountains and green spaces rather than landscaped, grassy open areas. These community preferences were important for the development of urban design guidelines for the area.

To further assist with laying out realistic development and redevelopment for the study area, the Atlanta Development Authority sponsored a series of design charrettes. These design charrettes were led by the Gibbs Planning Group who used the generalized land use proposal of Map 9 to develop more detailed site plans for the study area. These site plans (shown on Maps 10, 11 and 12) ranged from breaking up the Mall site and building a traditional town center with main streets to adding additional big box retail on the Mall site and keeping the Mall in tact. The main design change recommended was to reorient the mall’s “front door” to Greenbriar Parkway and provide a park/transit feature along Greenbriar Parkway. The community selected the alternative shown on Map 11 with some minor modifications to the civic use space and a proposed hotel.

As a result of all the community input, the design charrettes, stakeholder interviews, focus group meetings and generalized discussion, final draft concepts including all urban design recommendations and transportation recommendations were developed

and are shown on Maps 13a and 13b. The major land use components of the final draft included:

- A new mall “front door” along Greenbriar Parkway
- A transit “hub” along Greenbriar Parkway
- A potential transit site for a future rail station site on the east side of I-285 and north side of Greenbriar Parkway
- A large non-religious civic use at the site of the Delta property facing the lake
- Additional green spaces across from the “front door” of the Mall along Greenbriar Parkway, at the corner of Continental Colony Parkway and Greenbriar Parkway to take advantage of the lake next to the Kroger site, and along the floodplain areas at the south end of the study area
- A new hotel adjacent to the green space
- A new multi-purpose roadway connection from the Mall to the new civic use proposed at the Delta site
- A village commercial/mixed use for the Westgate Shopping Center site

Although the study process was short, the community was able to express the pertinent issues, direct the efforts of several consultants and graphically articulate their desires for the area.

Implementation Strategies and Action Plan

Implementation of the approved plan is very important for the community. Several efforts were identified by the stakeholders to assure implementation. These included having joint meetings between Neighborhood Planning Units P and R or possibly developing a citizen panel of NPU representatives to monitor implementation. Discussion also centered around organizing the businesses in the area to promote economic development goals. With respect to land use, the stakeholders agreed to work with the City to implement some of the proposed changes into the Comprehensive Development Plan. As was recognized at the final community meeting, implementation of the plan goals will be facilitated when communication between and among the City and the community groups is enhanced and improved.

The Atlanta Regional Commission also proposes to monitor implementation of the plan. They have committed to provide funding for implementation of plan elements related to transportation. Their expressed desire is for public infrastructure investments to spur private investment within existing activity centers. The Greenbriar Livable Center plan outlines very specific strategies for achieving this goal. Following is an action plan to implement the final concept agreed upon by the stakeholders. The plan elements are specifically depicted and labeled on Map 14. First, the plan lists a 5-year schedule of local actions planned to implement study goals with an estimated start date, completion date and responsible party. Some of the action plan items are scheduled for the entire 5-year process since they are envisioned as on-going processes. Next, will be a 5-year prioritized description of transportation improvement projects with preliminary budget estimates.

Following the list of transportation improvements, is a list of the potential changes necessary to the City of Atlanta's Future Land Use Plan to implement the plan goals. The attached Map 15 depicts the currently approved 15-year land use plan for the study area. The potential changes, along with any new urban design and zoning regulations, will be included in the City's scheduled update to its Comprehensive Plan. Lastly, strategies for funding scheduled improvements are outlined to supplement the potential funding from the Atlanta Regional Commission's Livable Center Initiatives program.

Five Year Local Actions

ACTION	RESPONSIBILITY	START/END
1. Identify funding source for razing Westgate Center Site as an incentive for private re-development	Bureau of Planning	6/01-7/02
2. Facilitate negotiation between Mall and MARTA for temporary relocation of park & ride facility in conjunction with closure of Barge Road facility	Bureau of Planning	6/01-7/02

3. Continue targeted Code Enforcement along Campbellton Road	Bureau of Planning	Ongoing
4. Implement recommendations from the community's smart growth study with the City project to widen Campbellton Road east of Star Mist Drive: build sidewalks; close curb cuts where possible	Public Works	6/01-7/02
5. MARTA to perform a comprehensive assessment of the number and location of bus shelters in the area	MARTA	6/01-7/02
6. Mall to provide subsidy to employees for MARTA to encourage transit ridership	Greenbriar Mall	7/01-8/02
7. City to become an active stakeholder in the Metro HOV and Regional Transit studies	Planning/PW	10/01-10/02
8. Move project AT 174 Campbellton/Langford Pkwy project into the 2005 network year as part of the upcoming RTP update process	Bureau of Planning	8/01-11/02
9. Include Greenbriar Pkwy extension in the Regional ARC network as part of the upcoming RTP update process	Bureau of Planning	8/01-10/02
10. Include a half diamond interchange at I-285/Greenbriar Parkway in the regional network as part of RTP update	Bureau of Planning	8/01-10/02
11. Provide mall directional signage, possibly with, uniform logo and additional landscaping	Greenbriar Mall	12/01-12/02
12. Repair broken sidewalks throughout interior of Mall	Greenbriar Mall	6/02-6/03
13. Study and improve parking lot lighting	Greenbriar Mall	6/01-12/02
14. Meet with Economic Development Specialists (GA Power, Tourism and Trade) to market Delta Facility and area	Bureau of Planning	12/01-03/02
15. Contact Atlanta Chamber to sponsor an event at the Mall	Bureau of Planning	12/01-03/02
16. Support negotiations for an Arts Center in area to meet community desire for family entertainment	Bureau of Planning	6/01-6/03
17. Explore possibility of locating a police precinct in the nearby mall area	Planning/Police Dept.	6/01-6/02

18. Adopt access management regulations for all new roads and implement with redevelopment. Access management refers to closing curb cuts, sharing parking lots etc.	Planning/Public Works	6/02-7/03
19. Adopt streetscape guidelines for new streets and implement with redevelopment. Streetscape typicals will vary with road location	Bureau of Planning	6/02-8/03
20. Market area with brochures, completed study	Mall/Planning	6/01-6/04
21. Negotiate with Mall to develop extra 20 acres now being occupied by parking spaces	Mall/Planning	8/01-10/04
22. Amend parking space requirements consistent with town center design (parking structures within buildings, on-street parking allowed on major roadways, shared parking provisions, density credits in exchange for less parking)	Bureau of Planning	01/02-01/03
23. Amend zoning regulations to promote inter-connection of streets between developments	Planning/Public Works	01/02-08/03
24. Ensure that the intersection of Campbellton Road and Childress Drive is improved with turn lanes and signalization in coordination with City widening project	Public Works	06/01-07/03
25. Move the SW Rail Transit Feasibility Study into the short term Transportation Improvement Program (TIP) from the Long Range Plan and conduct the study. The study should also be coordinated with GRTA's upcoming Regional Transit Action Plan.	Planning/Public Works	06/01-08/03
26. Install overhead road name signs along the major corridors in the study area (Greenbriar Parkway, Continental Colony Pkwy, Headland Drive, Hogan Road, Campbellton Road)	Public Works	06/01-10/02
	Cost: \$200,000	
27. Install signs along Langford Parkway describing lane assignments for I-285 Northbound and Southbound. An additional directional sign should be located at the westbound Campbellton Road exit identifying Greenbriar Mall location.	Public Works/Ga DOT	03/02-04/03
	Cost: \$300,000	
28. Ensure that the City's Campbellton Road widening project provides for streetscapes (sidewalks, street trees)	Planning/Public Works	06/01-07/03
29. Assure community involvement in future Mall site Improvements for better pedestrian internal circulation, parking lot reconfiguration into blocks, and additional	Planning/ Mall	01/02-01/03

green space within the parking lot.

- | | | |
|---|-------------|---------|
| 30. Appoint a planner within the Bureau of Planning to spearhead the economic development desires expressed in the plan | Planning | Ongoing |
| 31. Conduct periodic joint NPU P & R meetings | NPU's P & R | Ongoing |

Five-Year Prioritized List Of Transportation Projects (See Map 14)

	START/END
<p>A.2/C.5 Conduct concept and engineering design plan for an interchange improvement at Langford Parkway at Campbellton Road/Greenbriar Parkway. Move the project from the 2010 RTP network to 2005 as part of the RTP update. Concept and design To include a redesign of Campbellton Road at Mt. Gilead Road intersection. Landscaping and signage for an ultimate gateway into the area should be included in design</p>	<p>Cost: \$150,000 10/01-10/02</p>
<p>A.1 Conduct concept and engineering design plans for a half diamond interchange @ I-285/Greenbriar Parkway. Concept design must establish need and purpose for the project in order to include it in the Regional Transportation Plan update. Concept process should also include the development of either an Interchange Justification Report (IJR) or Interchange Modification Report (IMR) as may be required by the Federal Highway Administration. The concept and engineering study must also consider and coordinate with the Systemwide HOV Plan being developed by Georgia Department of Transportation.</p>	<p>Cost: \$200,000 12/01-12/02</p>
<p>C.1 Conduct detailed traffic analysis, engineering design and build an improvement to Greenbriar Parkway at Headland Drive intersection. Analysis to include traffic operational improvements to the access road into and out of Greenbriar Mall which aligns with Headland Drive.</p>	<p>Cost: \$400,000 1/02-1/03</p>
<p>C.2 Detailed traffic analysis, engineering design, gateway design and build an improvement at the Barge Road and Campbellton Road intersection. The design should address the current circulation issues at the Barge Road Park and Ride Lot.</p>	<p>Cost: \$400,000 1/02-1/03</p>
<p>C.3 Design and Build a Gateway improvement at Greenbriar Parkway and Continental Colony Pkway to</p>	<p>Cost: \$65,000 4/02-4/03</p>

include green traffic islands, better striping and signing. Perform a traffic signal warrant analysis and include a traffic signal cost

D.2 Design/build major streetscape along Greenbriar Parkway (from Langford Pkwy to I-285)	Cost: \$1,920,000	4/03-4/04
D.3 Design/build major streetscape along Continental Colony Parkway (from Greenbriar Pkwy to Hogan Rd)	Cost: \$3,160,000	5/03-5/04
D.5 Design/build minor streetscape along Hogan Road (from Stone Hogan to City limits)	Cost: \$500,000	6/03-6/04
D.7 Design/build minor streetscape along Childress Drive(from Panther Trail to Campbellton Road)	Cost: \$250,000	6/02-6/03
D.6 Design/build minor streetscape along Headland Drive (from Greenbriar Pkwy to City limits)	Cost: \$250,000	6/02-6/03
D.4 Design/build sidewalk- one side of Barge Rd (from Campbellton Road to Greenbriar Pkwy)	Cost: \$750,000	6/03-6/04
B.3 Design/build the Barge Road/Greenbriar Parkway connector road	Cost: \$900,000	6/04-6/05
B.2 Design/build the Greenbriar Parkway Road extension to Stone Road. Include in the RTP update process.	Cost: \$500,000	6/04-6/05
B.1 Design and build for the Stone Hogan Road extension to North Desert Drive.	Cost: \$1,650,000	6/04-6/05
A.3 Conduct need and purpose study for a potential reconfiguration of the I-285/SR 166 interchange. Include in the Regional Transportation Plan Update.	Cost: \$750,000	8/02-4/03
Develop a greenway feasibility and location plan to connect the Greenbriar Mall area to the proposed Lakewood Trail and to the parks outside the study area	Cost: \$60,000	12/04-12/05

Several strategies were identified in the 5 year plan to further the implementation of long term transportation projects. Stakeholders and City staff are aware that major transportation improvements needed for the area may take longer than 5 years to complete. However, their desire is to use LCI funds to advance area projects in the Regional Transportation Plan (RTP) and Transportation Improvement Program (TIP). It was felt that these strategies were the most optimal in making these long-term improvements a reality.

Below are estimates of the construction costs for the major projects based on preliminary sketches developed in the LCI process.

Long term transportation improvement projects (beyond 5 year period)

- Build I285/Greenbriar Parkway half diamond interchange **Cost: \$10 million**
- Build Langford Pkwy/Greenbriar Interchange improvement **Cost: \$5 million**
- Reconstruct I-285/SR 166 interchange **Cost: \$100 million**

****All construction cost estimates are for construction only and do not include right-of-way cost estimates**

Changes To Comprehensive Plan (see Map 15)

1. Change designation of the mall area parking lot from low density commercial to mixed use category (requires a minimum of 20% residential)
2. Change Southwest quadrant of SR 166 and I-285 to multi and single family uses from low density commercial.
3. Change area on the south side of Greenbriar Parkway and west side of I-285 from low density commercial to multi family (medium or high density residential allows up to 34 units per acre)
4. Preserve all floodplain areas as open green space along the entire south end of the study area
5. Change portions of the office institution designation at the Delta facility site to single family, multi-family, mixed use and non-religious civic use.
6. Change area on the southwest corner of Greenbriar Parkway and Continental Colony Parkway from low density commercial to mixed use

Potential Urban Design and Zoning Regulations

1. Development must meet a build-to line of 30 feet from the back of curb, rather than a setback line
2. Primary building entrances must face onto the sidewalk and street
3. Only one curb cut is allowed per business
4. Encourage shared parking, require connections between parking lots and sidewalks

5. Require a 10' landscape buffer around the edge of parking lots adjacent to residences
6. Require a 5' landscape buffer around the edge of parking lots adjacent to streets
7. Prohibit blank walls at building façade
8. Require natural building materials, such as stone, wood, slate, or Georgia red brick. Do not allow any artificial or industrial materials such as aluminum
9. Require pedestrian scale monument signs with natural materials (9 foot maximum from ground to the top of sign support)
10. Sidewalks will be required along all streets
11. Buildings will have a 5' pedestrian zone along three sides
12. Require large developments to provide usable open space in the form of courtyards or plazas
13. Provide bicycle racks at activity centers and major developments
14. Provide pedestrian level lighting at a height of ten (10) feet or less near building entryways
15. Building height shall not exceed 3 stories unless visibility from the highway is an issue
16. Prohibit billboard signs
17. Loading/service areas including refuse containers should be out of public view and not front onto a primary street
18. Mechanical equipment on roof must be screened from public view
19. Place 50% of the parking either in the rear of the building or within the building structure
20. Building height on parking structures will be limited to 2 stories. The 2 story maximum applies to stand alone structures as well as parking within mixed used buildings

Potential Funding Sources

Transportation

- Atlanta Regional Commission Livable Centers Initiative Fund
- Atlanta Regional Commission Surface Transportation Improvement Funds (STP)
- Congestion Mitigation and Air Quality Funds (CMAQ)
- Transportation Enhancement Funds (TEA)
- City of Atlanta Quality of Life Bonds for sidewalks, streets, bridges and traffic control devices
- MARTA transit funds for improvements to area

Economic Development

- City of Atlanta Community Development Block Grants
- Use Tax Allocation District and Tax Increment Financing programs to entice development

Greenspace Acquisition

- Governors Open Space Acquisition Program
- City of Atlanta Park Impact Fees (North, South and West service areas)
- City of Atlanta Quality of Life Bonds for public plazas and greenspace
- Georgia Department of Transportation Wetland Mitigation Banking Program
- City of Atlanta Parks and Recreation Park Improvement Fund
- Non-profit organizations: Park Pride, Path Foundation, Trust for Public Land, Nature Conservancy

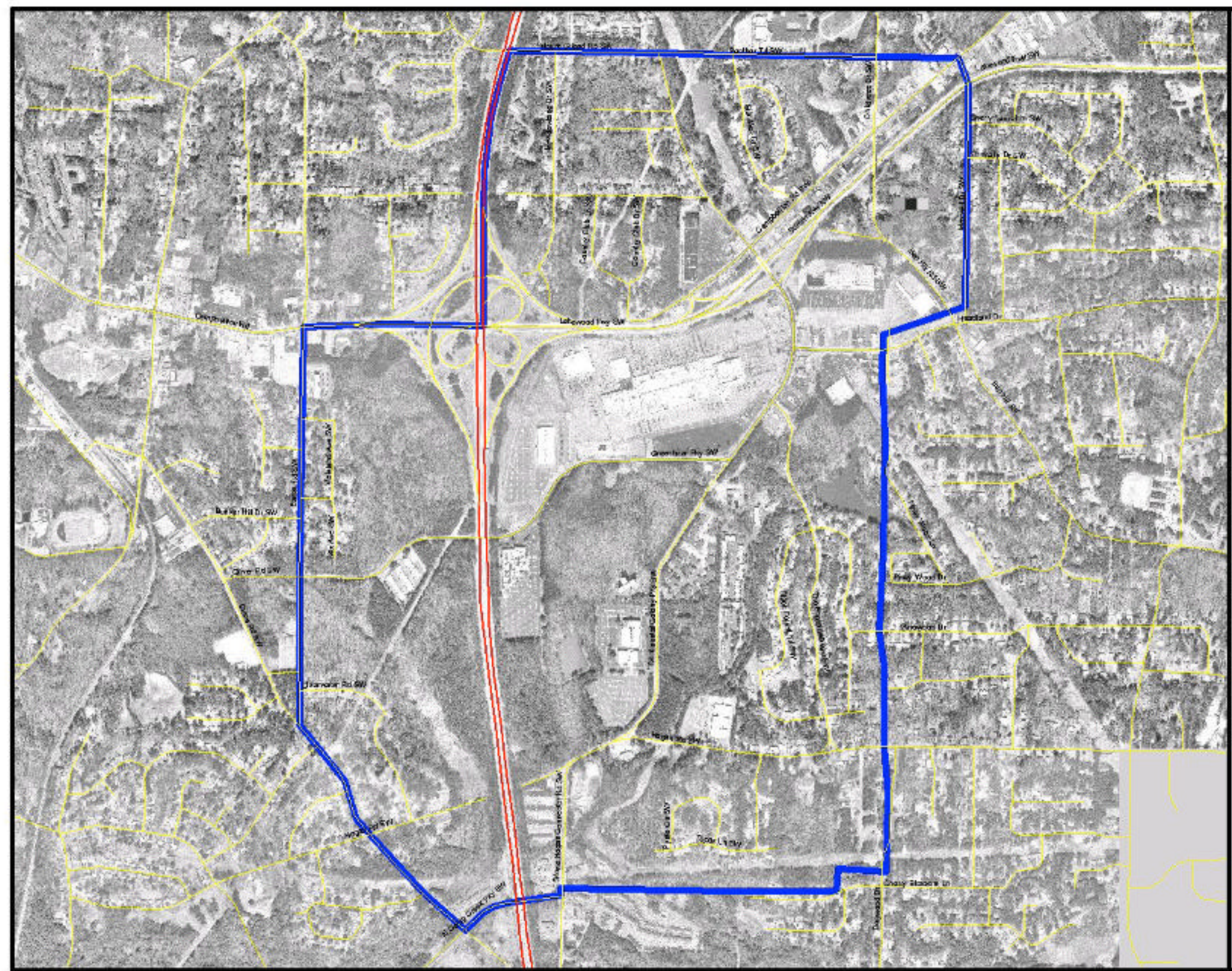
Greenbriar Livable Center Initiative

MAP 1



LEGEND

- Street
- Interstate
- Greenbriar Study Area



Greenbriar Livable Center Initiative

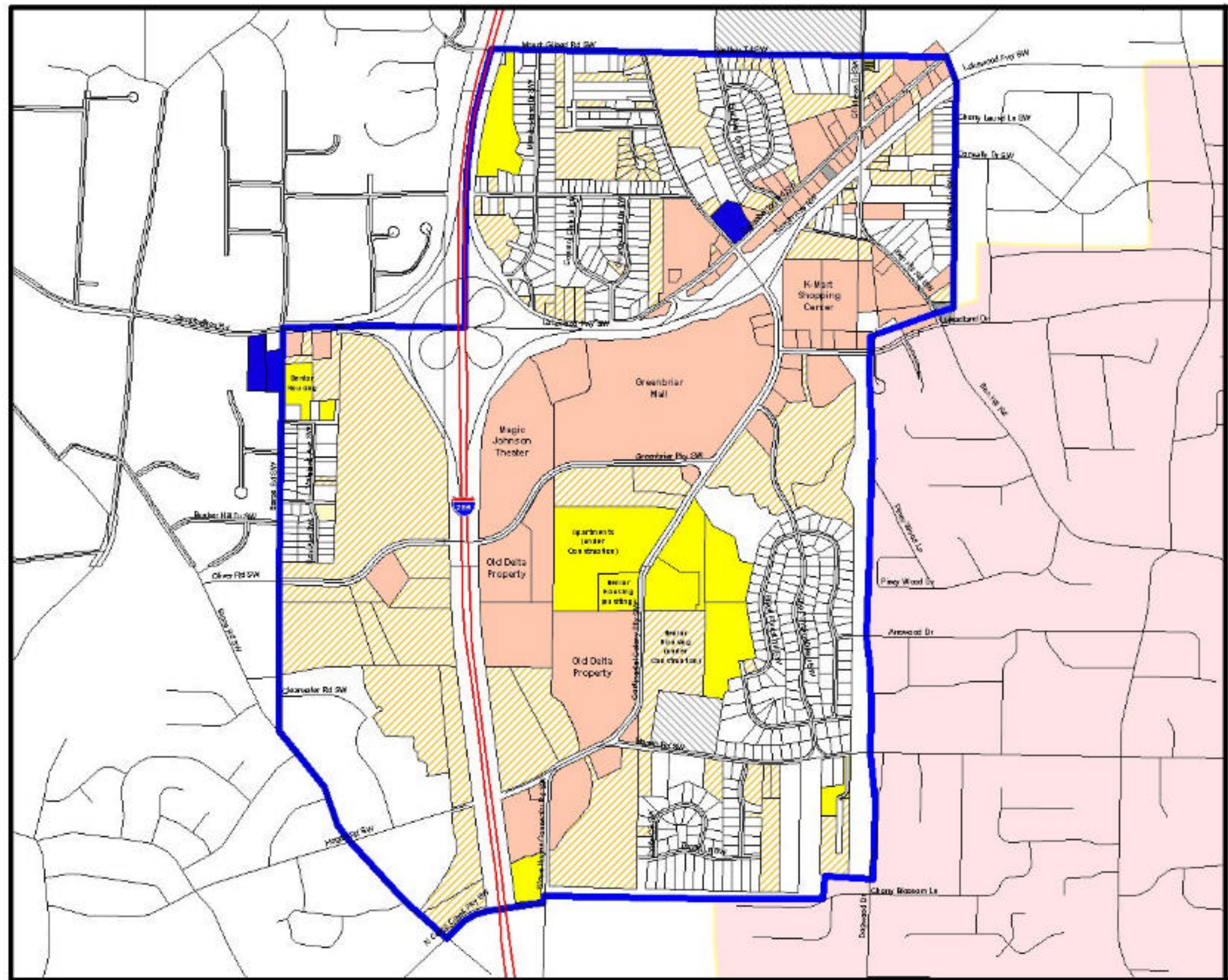
MAP 2 Existing Land Use



SCALE: 1" = 100'

LEGEND

- Street
- Interstate
- Greenbriar Study Area
- City of Atlanta
- City of East West
- Existing Land Use**
- Single-Family Residential
- Low-Density Residential
- Medium-Density Residential
- Commercial
- Church
- Transportation
- Vacant
- Unknown



Greenbriar Livable Center Initiative

MAP 4 Planned Improvements



Scale: 1" = 100'

LEGEND

- Express ways
- Streets
- City of Atlanta Boundary
- Greenbriar Study Area
- City of East Point

Improvement Types

- Long Term Interchange/Intersection
- ★ Short Term Interchange/Intersection
- Long Term New Road
- Long Term Road Widening
- Short Term Sidewalk

(NOTE: Short Term Improvements = 1-5 years and Long Term Improvements = 10-15 years)



Greenbriar Livable Center Initiative

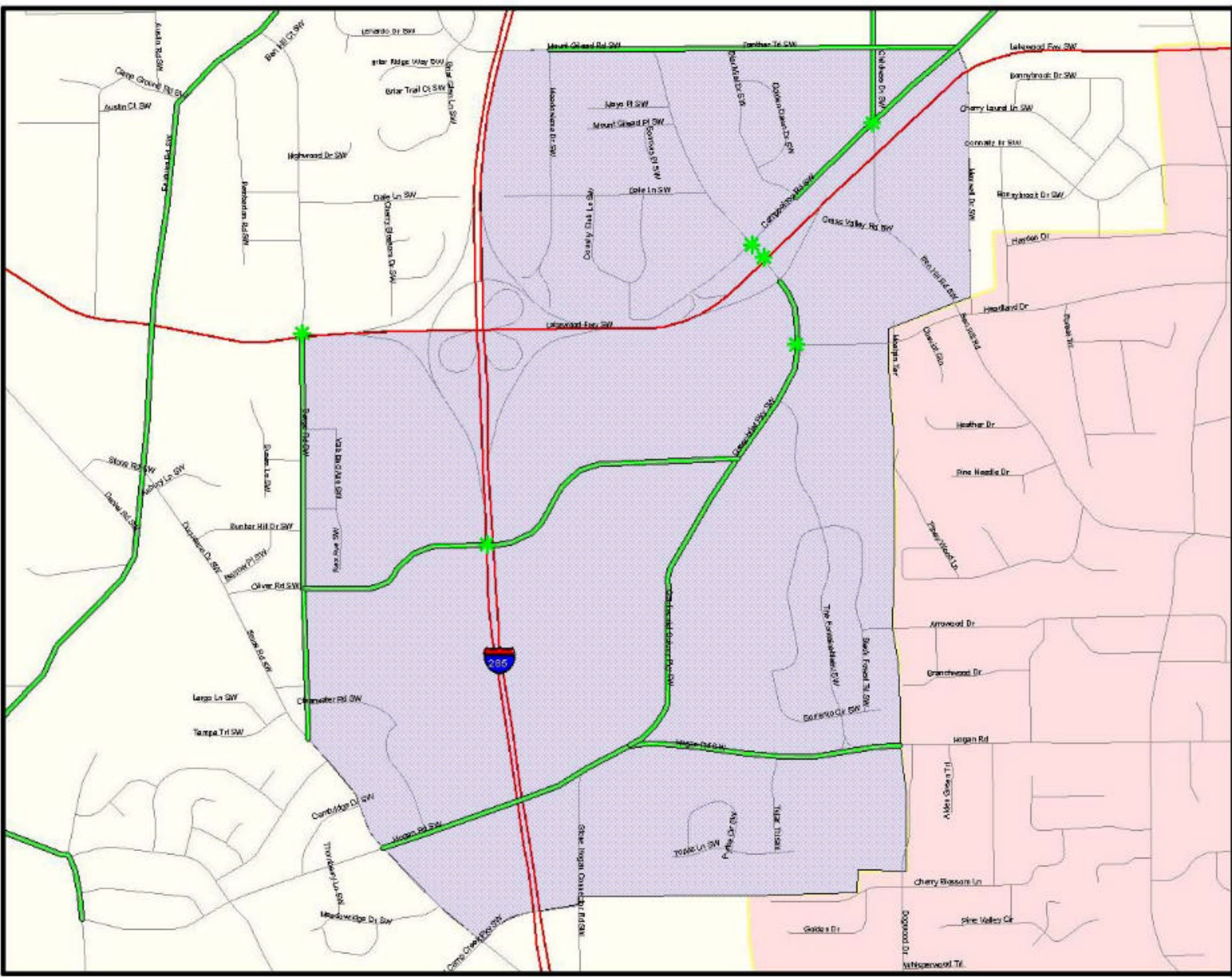
MAP 5 Recommended 5 Yr Plan



0 100 200 Feet
SCALE: 1"=100'

LEGEND

- Short Term Intersection Imp.
- Short Term Sidewalk
- Expressway
- Street
- Greenbriar Study Area
- City of Atlanta Boundary
- City of East Point



Greenbriar Livable Center Initiative

MAP 6



200 0 200 Feet

SCALE 1" = 200'

LEGEND

-  Potential interchange improvement corridor
-  Street

PBSJ



Greenbriar Livable Center Initiative

MAP 7

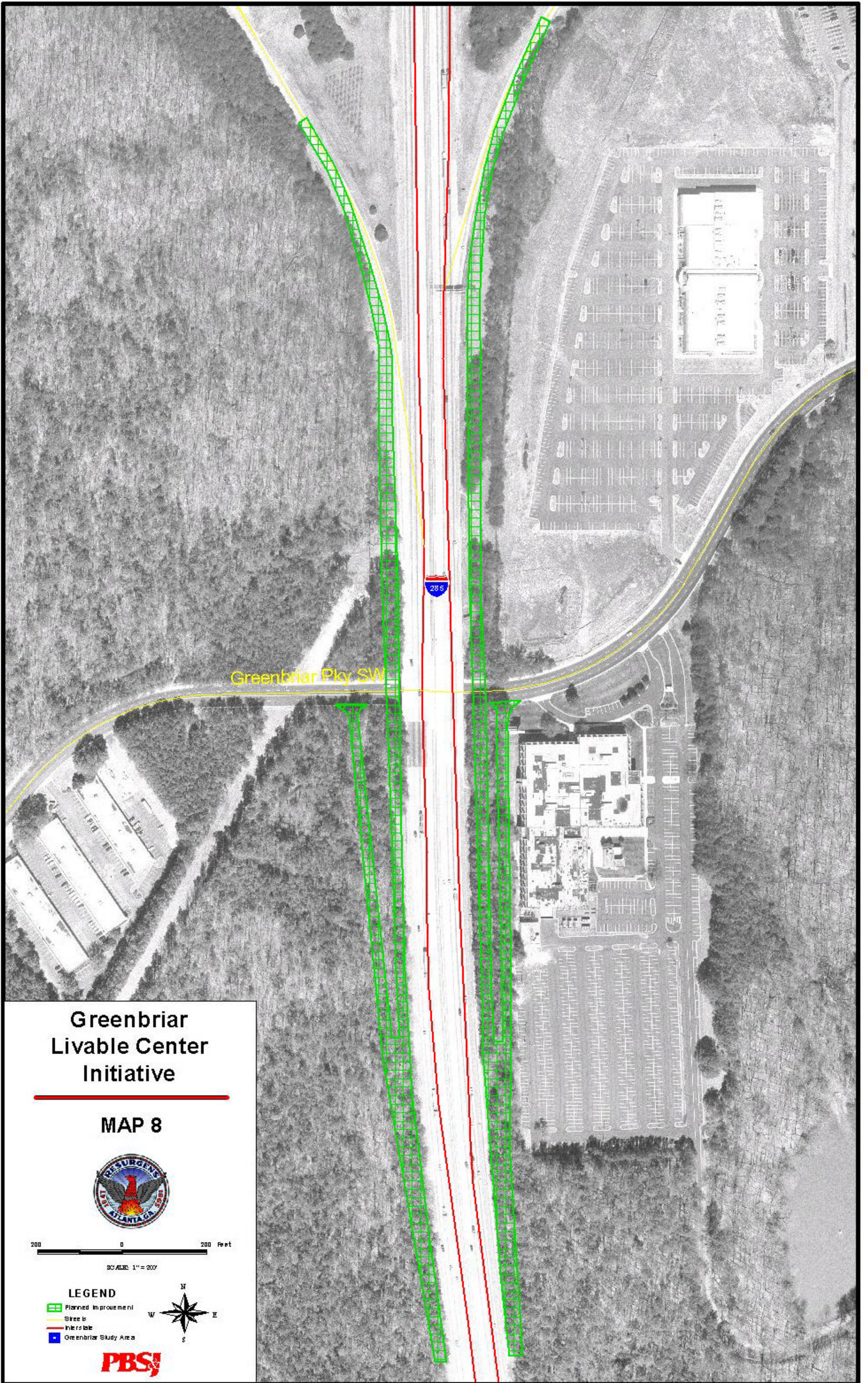


SCALE: 1" = 200'

LEGEND

- Planned Improvement
- Street
- Right-of-Way
- Greenbriar Study Area





Greenbriar Pkwy SW

285

Greenbriar Livable Center Initiative





MAP 8

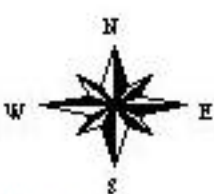


200 0 200 Feet

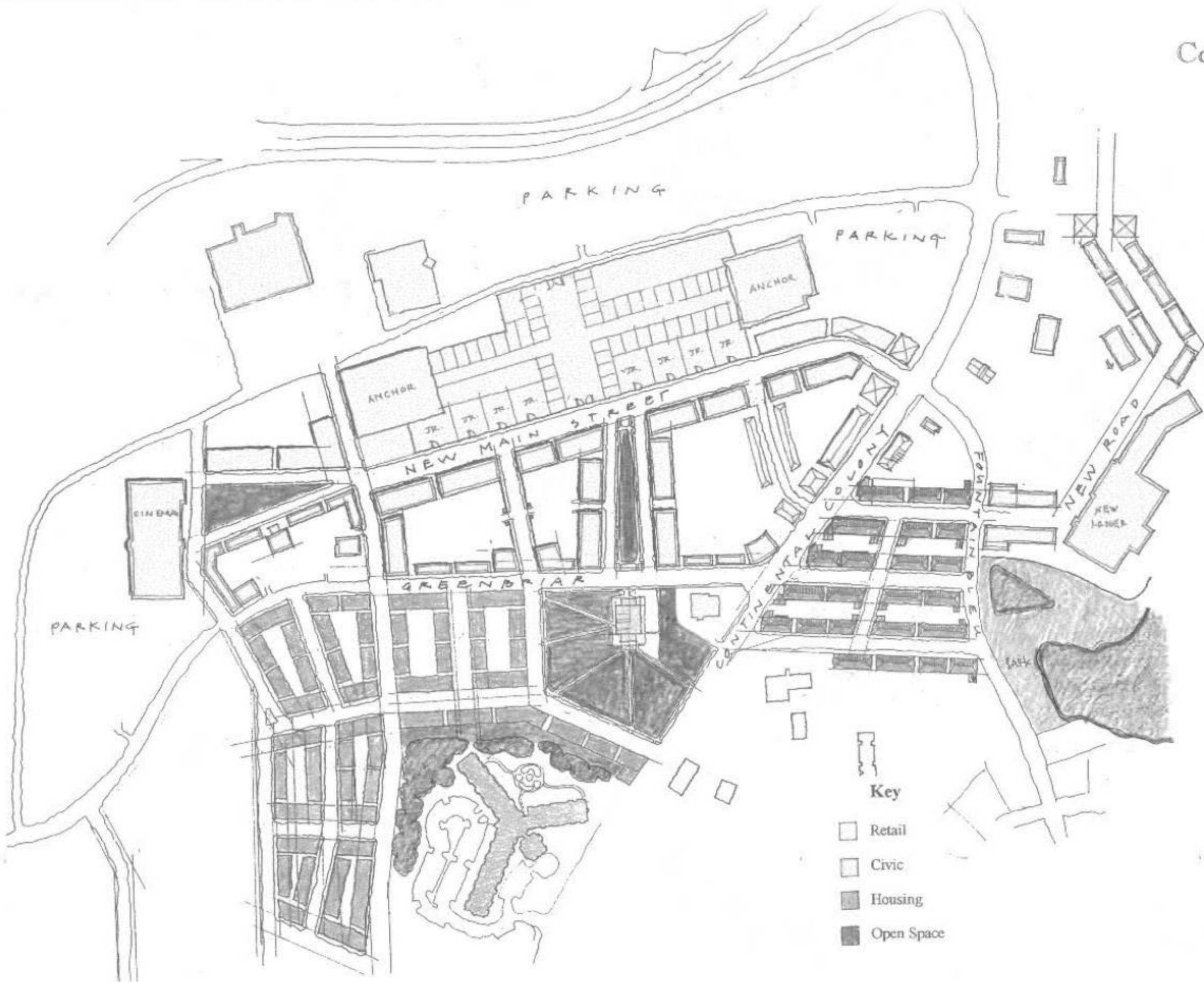
SCALE: 1" = 200'

LEGEND

-  Planned Improvement
-  Street
-  Interstate
-  Greenbriar Study Area



Conceptual Alternative "A"



"Main Along The Mall"

- Mall remains.
- Retail expansion between mall and Greenbriar.
- Main Street along south end of mall.
- Town Square linking mall and park
- Public Park incorporating Performance center.
- New Attached Housing south of Greenbriar Parkway and east of Continental Colony.

Greenbriar Mall LCI
 Design Charrette
 May 1 - 4 2001

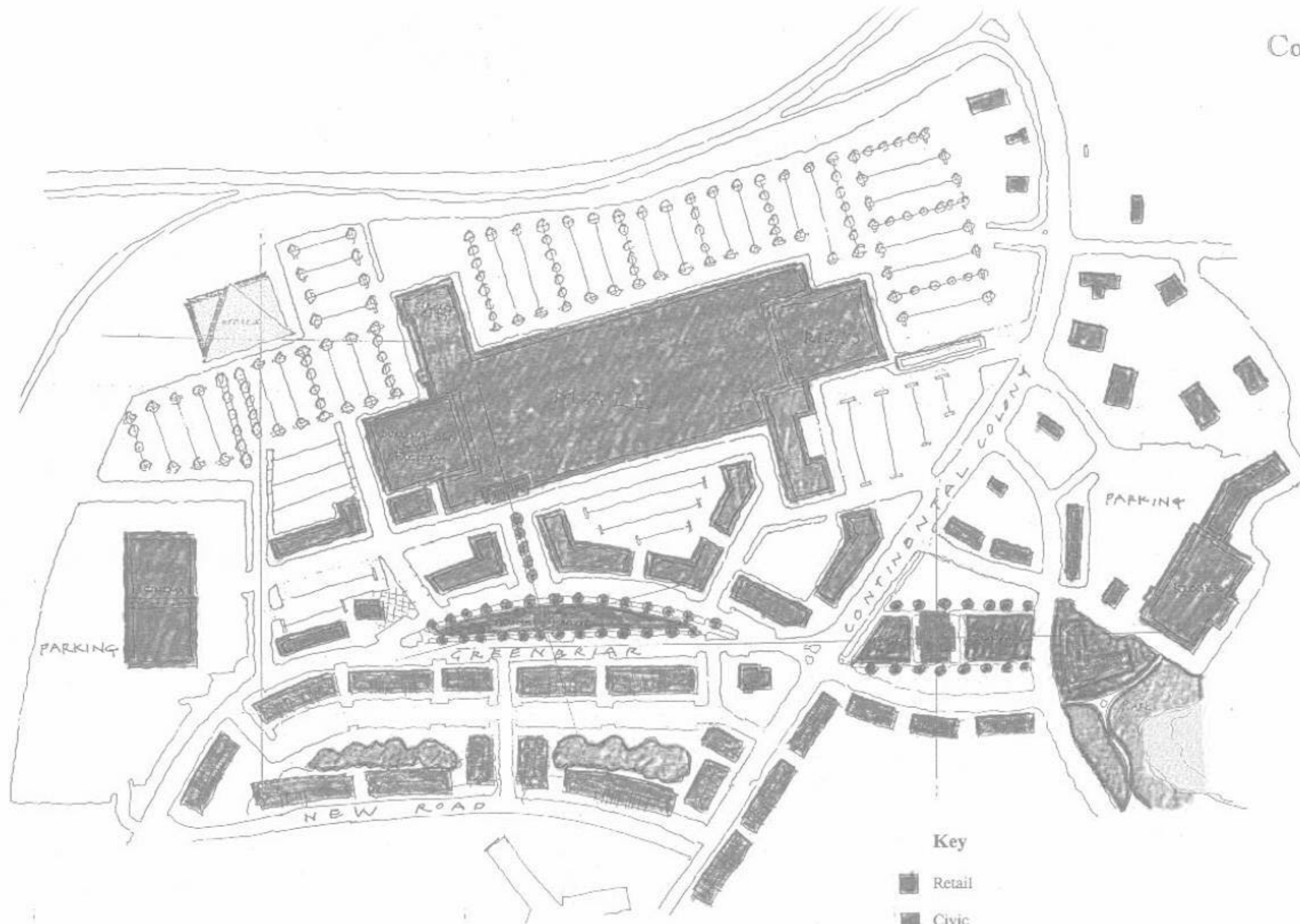
Plan Not To Scale

Prepared For:
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 Bureau of Planning
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Prepared By:
 GIBBS PLANNING GROUP
 148 Pierce Street
 Birmingham, Michigan 48009
 (248) 642-4800

May 9, 2001

Conceptual Alternative "B"



"Main On Greenbriar"

- Mall remains.
- Retail expansion between mall And Greenbriar.
- Main Street off Greenbriar Parkway.
- Town Square along Greenbriar.
- Civic Square between Continental Colony and Fountainbleu.
- New Attached housing south of Greenbriar.

Greenbriar Mall LCI
Design Charrette
May 1 - 4 2001

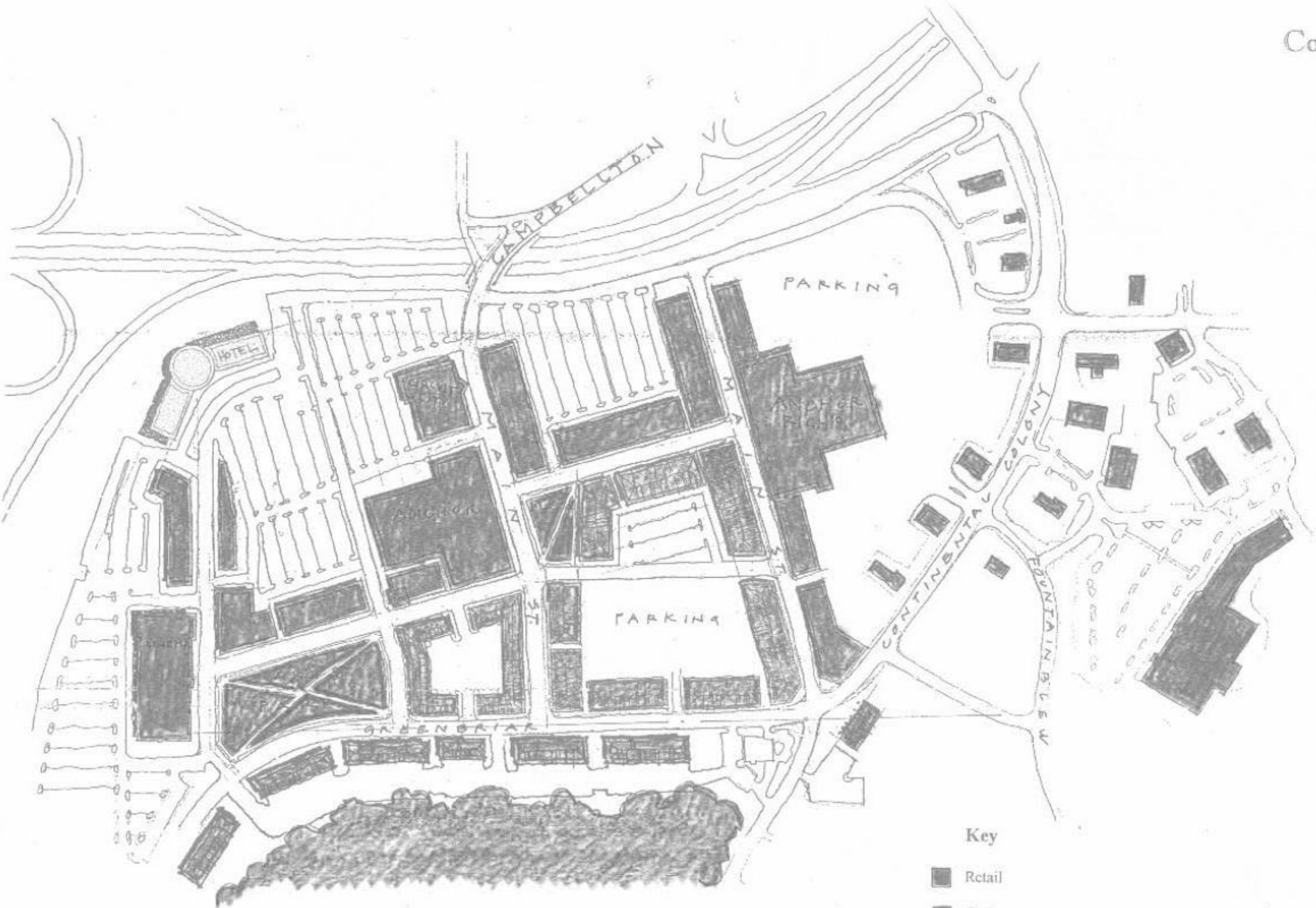
Plan Not To Scale

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May 9, 2001

Conceptual Alternative "C"



"Main through the Mall"

- Mall reconfigured into commercial district with streets and blocks.
- Retail expansion on north, south, east and west of mall property.
- Main Streets connect north side of mall to Greenbriar Parkway.
- Main town square east of Cinema; smaller square at center of shopping district
- New Attached Housing north and south of Greenbriar Parkway.

Greenbriar Mall LCI
 Design Charrette
 May 1 - 4 2001

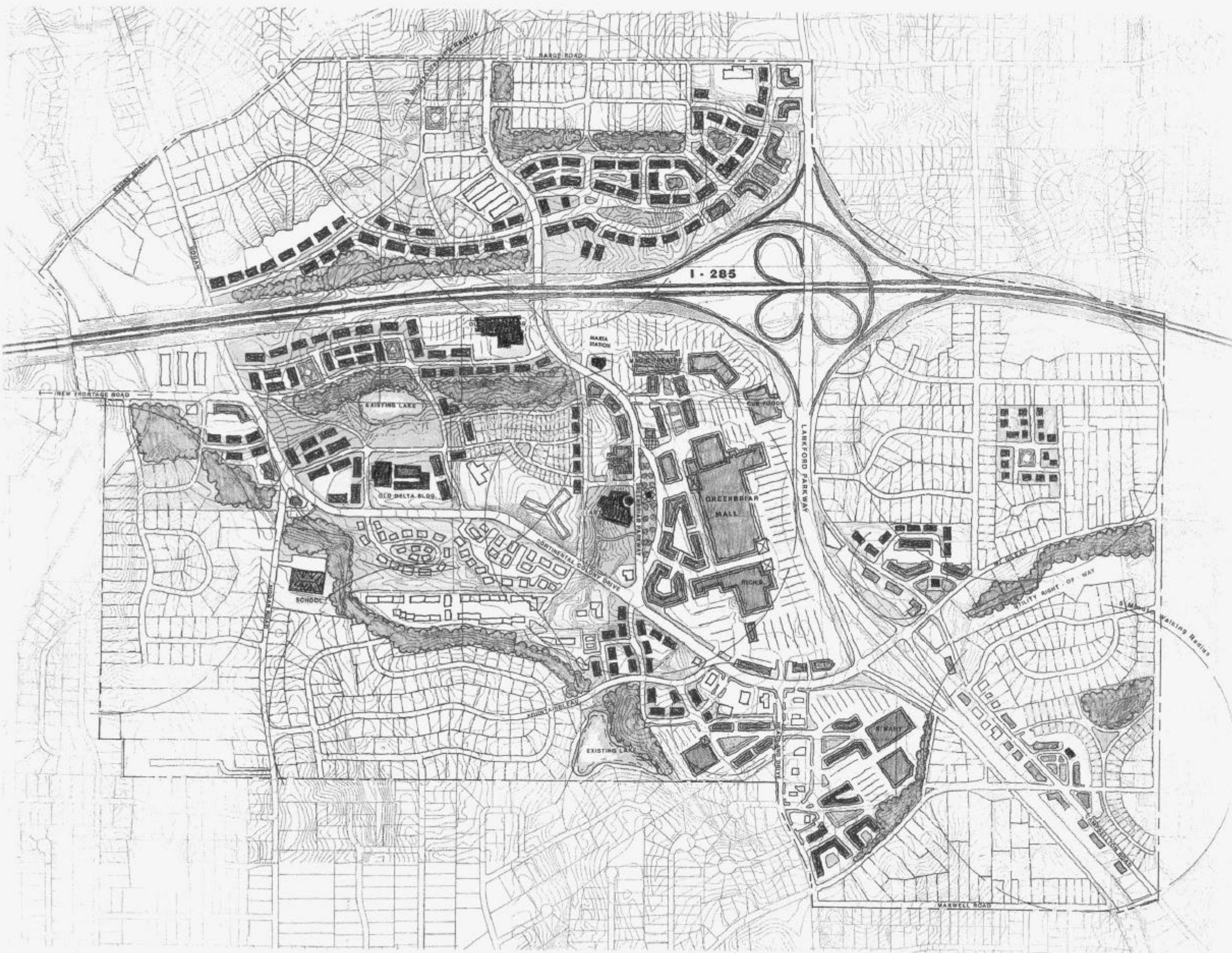
Plan Not To Scale

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- Key**
- Retail
 - Civic
 - Housing
 - Open Space

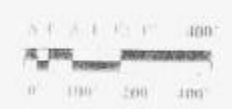
May 9, 2001

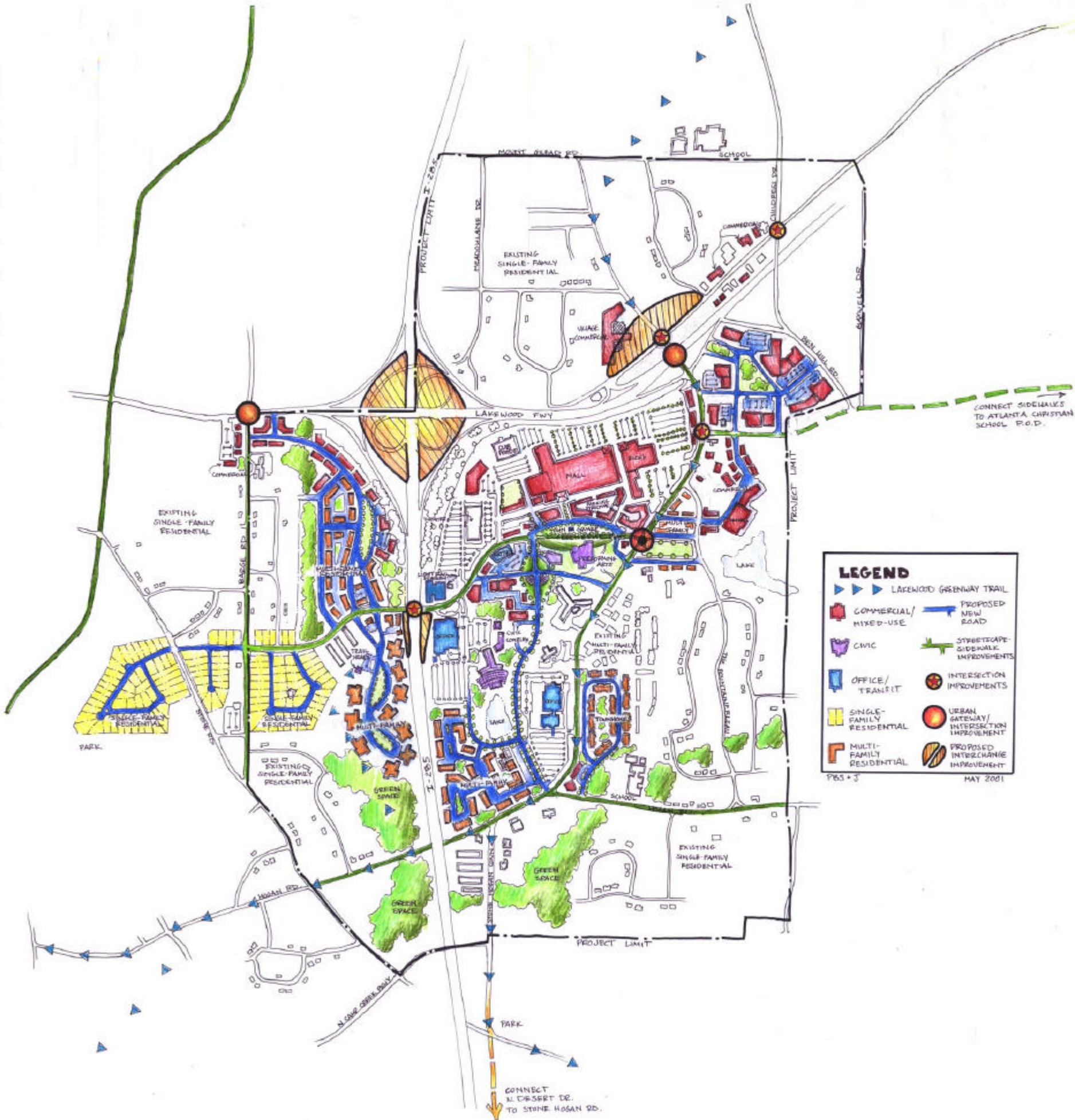


CONCEPTUAL
PLANNING STUDY
for
Greenbriar LCI
Atlanta, Georgia

Prepared by
CITY DEVELOPMENT AUTHORITY
City of Atlanta
14 Marietta Street, S.W.
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LEGEND

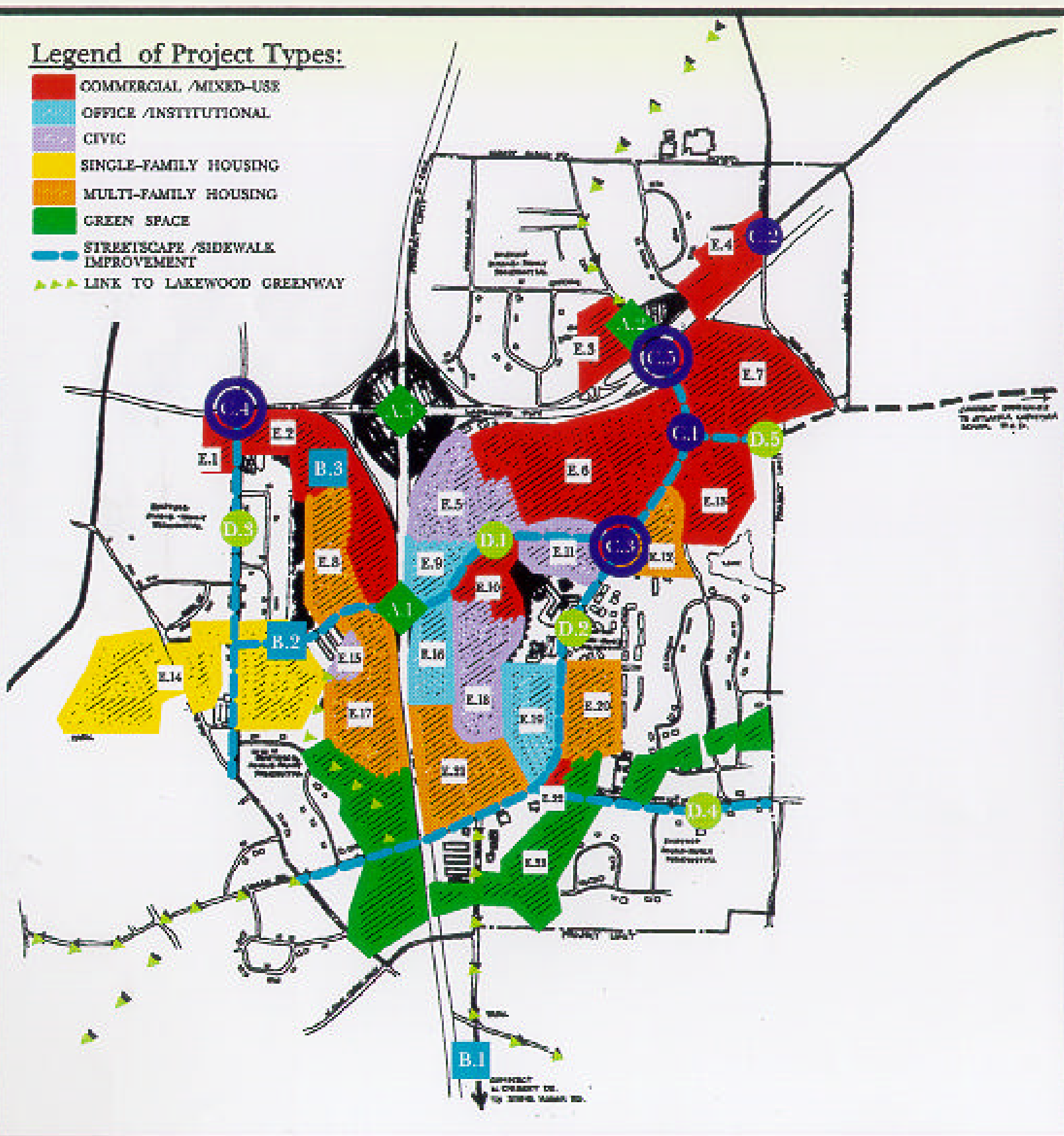
	LAKWOOD GREENWAY TRAIL		PROPOSED NEW ROAD
	COMMERCIAL/ MIXED-USE		STREETCAPE- SIDEWALK IMPROVEMENTS
	CIVIC		INTERSECTION IMPROVEMENTS
	OFFICE/ TRANSIT		URBAN GATEWAY/ INTERSECTION IMPROVEMENT
	SINGLE-FAMILY RESIDENTIAL		PROPOSED INTERCHANGE IMPROVEMENT
	MULTI-FAMILY RESIDENTIAL		

P65+J
MAY 2001

REDEVELOPMENT PROJECTS

Legend of Project Types:

- COMMERCIAL / MIXED-USE
- OFFICE / INSTITUTIONAL
- CIVIC
- SINGLE-FAMILY HOUSING
- MULTI-FAMILY HOUSING
- GREEN SPACE
- STREETSCAPE / SIDEWALK IMPROVEMENT
- LINK TO LAKEWOOD GREENWAY



A INTERCHANGE IMPROVEMENT STUDY / PLANS

- A.1 HALF DIAMOND INTERCHANGE @ I-285-GREENBRIAR PARKWAY: Concept and Engineering design plans.
- A.2 INTERCHANGE IMPROVEMENT AT LANGFORD PKWY @ CAMPBELLTON/GREENBRIAR PKWY: Concept and Engineering design plans, to include redesign of Campbellton at Mt. Gilead.
- A.3 RECONFIGURATION OF I-285/3R 166 INTERCHANGE: Concept need and purpose study.

B NEW ROAD OR EXTENSION STUDY / PLANS

- B.1 STONE HOGAN RD. EXTENSION TO N. DESERT DR.: Concept and Engineering design plans.
- B.2 GREENBRIAR PKWY EXTENSION TO STONE RD: Concept and Engineering design plans.
- B.3 BARGE RD/GREENBRIAR PKWY CONNECTOR RD: Concept and Engineering design plans.

C INTERSECTION IMPROVEMENT ANALYSIS / PLANS

- C.1 GREENBRIAR PKWY @ HEADLAND DR: Detailed traffic analysis and Engineering design plans.
- C.2 CAMPBELLTON RD @ CHILDRESS RD: Detailed traffic analysis and Engineering design plans.

C GATEWAY DESIGN AND CONSTRUCTION

- C.3 GATEWAY AT GREENBRIAR PKWY AND CONTINENTAL COLONY PKWY: Traffic islands, better signage.
- C.4 GATEWAY AT BARGE RD AND CAMPBELLTON RD: Detailed traffic analysis, Engineering design plans, Landscaping and improved Signage.
- C.5 GATEWAY AT LANGFORD PKWY AND CAMPBELLTON/GREENBRIAR: Landscaping and signage.

D STREETSCAPE / SIDEWALK IMPROVEMENTS

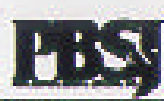
- D.1 GREENBRIAR PKWY
- D.2 CONTINENTAL COLONY PKWY
- D.3 BARGE RD
- D.4 HOGAN RD
- D.5 HEADLAND RD

E LAND USE AND DEVELOPMENT

- E.1 PARKWIDE LOT: Redeveloped as Commercial and Bus Layover site.
- E.2 NEW COMMERCIAL: Provides service to proposed neighboring apartments.
- E.3 WESTGATE VILLAGE: Redeveloped as Village Commercial Center for residents on northside of Langford.
- E.4 INFILL COMMERCIAL: Infill and redeveloped commercial corridor.
- E.5 ENTERTAINMENT CORE: Family entertainment center.
- E.6 MALL CENTER: Mixed-use and infill commercial development on unused parking area.
- E.7 REDEVELOPED RLMART CENTER: Infill commercial and redevelopment of neighboring bus-market.
- E.8 PROPOSED MULTI-FAMILY APARTMENTS
- E.9 POTENTIAL LIGHT RAIL STATION: Facility for MARTA Light rail and potential transit stop.
- E.10 MIXED-USE VILLAGE: Storefront retail and small scale street corridors.
- E.11 TOWN SQUARE: Civic core, Transit Stop and green Town Square.
- E.12 PROPOSED TOWNHOMES
- E.13 REDEVELOPED KROGER CENTER: Infill commercial around ongoing new Kroger project.
- E.14 NEW SINGLE-FAMILY COMMUNITIES
- E.15 LAKEWOOD GREENWAY TRAILHEAD
- E.16 OFFICE BUILDING REUSE: Reuse of old Delta building.
- E.17 NEW LOW INTENSITY MULTI-FAMILY CONDOS.
- E.18 CIVIC SPACE
- E.19 OFFICE BUILDING REUSE: Reuse of old Delta building.
- E.20 NEW TOWNHOME DEVELOPMENT
- E.21 NEW MULTI-FAMILY APARTMENTS
- E.22 INFILL COMMERCIAL: Service stores for townhomes and neighborhood.
- E.23 PRESERVED GREEN SPACE IN FLOODPLAIN

Greenbriar Liveable Center Initiative

REDEVELOPMENT PROJECTS PLAN



Greenbriar Livable Center Initiative

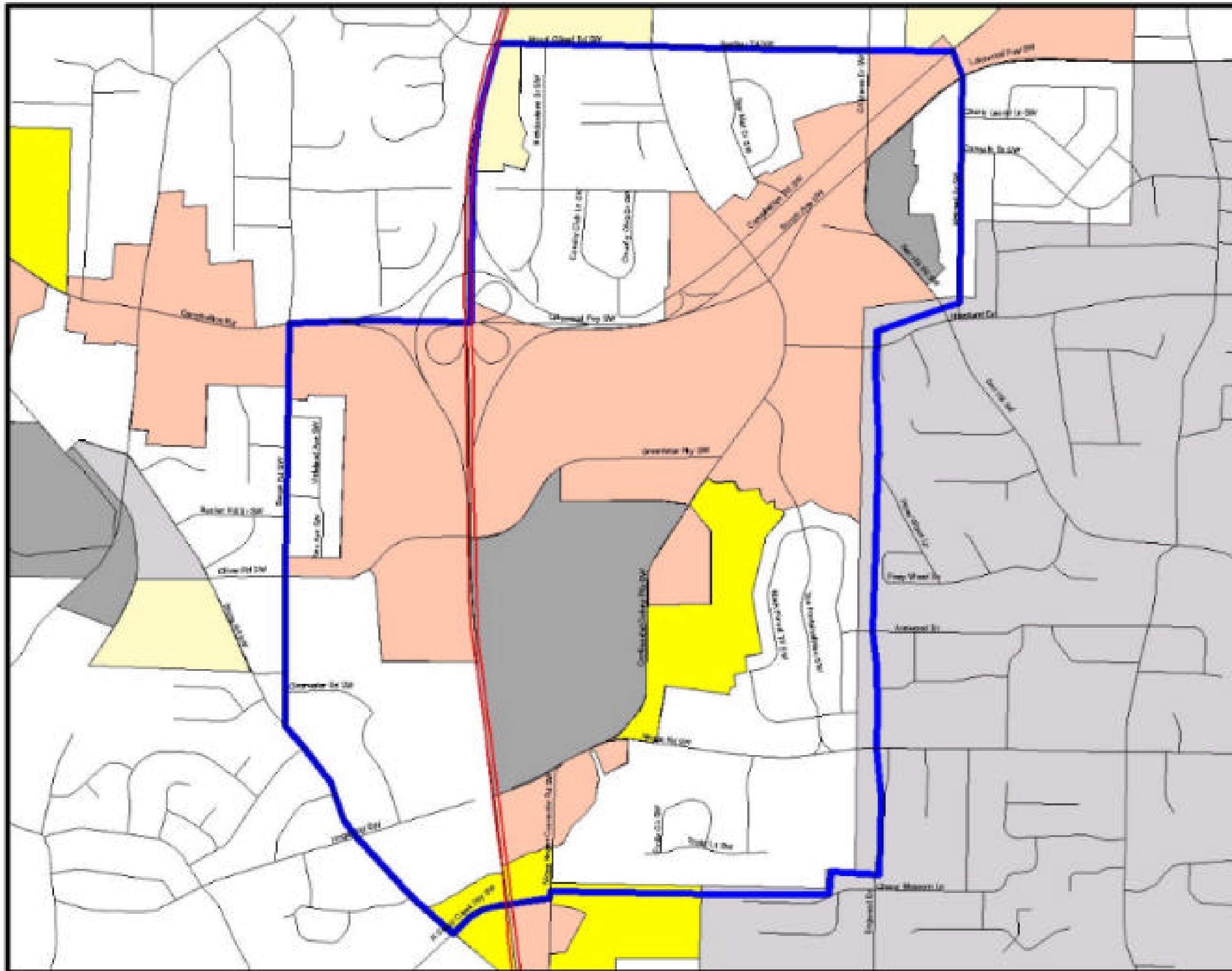
MAP 15 Future Land Use



SCALE: 1" = 1,000'

LEGEND

- Road
- Utility
- Greenbriar Livable Center
- 2015-2020 Year Build Out Plan
- Single-Family Residential
- Low-Density Residential
- Medium-Density Residential
- High-Density Residential
- Very-High-Density Residential
- Low-Intensity Commercial
- High-Intensity Commercial
- Other Intensity Commercial
- Open Space
- Park
- Water
- Airport
- Public



ATTACHMENT “A”

Greenbriar Livable Center Initiative Meeting March 22, 2001

The expressed Atlanta Regional Commission goals for the LCI were compared to the community's goals. The following comments were expressed by the community representatives:

Focus Infill Development

- Do want access to Mall by bus
- Want quality development
- No industrial
- Keep the trees
- Want family entertainment
- Want single family residential
- No incompatible uses seeping into single family residential

Develop Streetscapes/Linkages

- Want links to bike/ped and transit
- Sidewalks along major corridors
- Improve Langford Pkwy & Campbellton interchange (priority)
- Revisit access to I-285 from Greenbriar Pkwy or south and also the interchange of I-285 and Campbellton Road
- Want off road paths like the ones PATH Foundation does, along Greenbriar Pkwy, Hogan Road
- Streetscapes needed along Headland & Greenbriar Pkwy, Hogan Road, Continental Colony Pkwy.
- Sidewalks to service new senior center along Continental Colony Pkwy
- Improve internal pedestrian circulation within mall so safe when walking from street to stores
- Address lack of bus shelters, some bus shelters overflowing with people.
- Address buses blocking through traffic, maybe have pullouts, turn lanes
- Subdivision on Continental Colony Pkwy has trouble getting out onto Greenbriar Pkwy
- Greenbriar and Headland needs a turning lane
- Explore possibility of a Transportation Management Association
- Provide gateway features to know coming into the Greenbriar area
- Top priority how to get into and out of Greenbriar Mall safely and with lots of signs, direction
- Need mall signage on highway to facilitate entrance and exit into area (I-85, I-285, Langford Pkwy)

Connect Transportation System to other centers

- Shuttles to Airport ok but don't think will spur people coming to the area from the Airport

- Maybe some connection to the Cascade Road/Fairburn Road area would be good
- Connections to the MLK Recreation Center (bike, ped, transit)
- Connect to southside civic space

Civic Space and Community Identity

- Make it “pretty”
- Need pedestrian facilities/paths/benches
- Should have directional signs around area to weave everything together, maybe with Greenbriar Mall logo
- Create a social center in the mall (at the old movie theater location)
- Need an art center or community center. QLS center opening up
- Maybe use the back parking lot at the mall for civic space. Not utilized. Would have to determine the amount of parking spaces needed for mall.
- Lots of seniors in the area- would like an events space
- Have young kids also, maybe have a Discovery Zone
- Parks, indoor pool would be good also
- Utilize space within or near mall
- Better mall identity, entry signs
- Define the area, mall is focal point, provide a sense of place
- Have more greenspace
- Have better lighting

Employment Opportunities

- Renovate the Delta properties for more employment
- Provide for a call center which employs people
- Office may not be feasible now
- Put the Greenbriar area on the map- not included in marketing packages
- Communicate with the Atlanta Chamber to advertise area for development

Options for MARTA Rail extension

- Community wants MARTA rail but MARTA representative said no plans at this time
 - Low income housing units need MARTA
 - Community did not feel MARTA was a reality for the area
 - Density is an issue. Need density to attract MARTA, maybe after area redevelops
- MARTA will reconsider
- Do want the Barge Road facility moved to the mall (one person opposed). Marta does not maintain existing facility well. MARTA responded by saying the City maintains it.
 - There was concern with the circulation of the MARTA buses at the Barge Road Park and Ride lot, When buses come out on Campbellton Road it stops 3 lanes of traffic. Maybe also need right turn lane at Campbellton and Barge for buses to make right to access facility at Barge Road. They come in Barge and leave on Campbellton

Provide a land use framework

- Zoning is already in place
- Revisit city’s parking requirements to see if really need all those spaces for the mall

- Provide design guidelines for the area
- Provide overlay districts

Develop alternatives

- Do something with mall parking lot. Make it safe for pedestrian access, attract young people, look at zoning and parking requirements
- Get rid of Westgate Shopping Center, start new on that site with help to existing businesses to relocate
- Provide mixed use at the Delta facility
- In vacant areas don't mind high density units like apartments. But community wants Post Properties type apartments not all low income. Believe high density apartments can work along Campbellton Road.
- Want mixed use in vacant lands, office, want development that attracts young people to the area
- Want townhomes, decent restaurants
- The types of retail they want is Kinkos, small businesses, churches, businesses to attract students
- They don't want any liquor stores, churches or industrial uses in area
- Want safe access to community, walking space, sidewalks
- Tear down Church at Barge Road near MARTA park and ride

Through transportation investments, increase desirability of land to be redeveloped served by existing infrastructure.

- Provide improvements to problem intersections
- Move or add bus shelters across from Mall
- Build more sidewalks
- Tear down Westgate Center and start new

Based on the expressed community goals, below is a draft vision/goal statement for the Greenbriar Mall Livable Center Initiative Study

Draft Community Vision/Goal

To create an economically vibrant, integrated, interconnected community of all ages sharing in enhanced community assets. The focal point of these assets will be a more green, pedestrian friendly Greenbriar Mall area with clearly defined and improved access from local and major roads. The focal point will be nourished by a healthy mix of employment, housing and family entertainment uses.

LIVABLE CENTERS INITIATIVE

GREENBRIAR TOWN CENTER

Public Meeting
April 5, 2001

Comments from Transportation Table

Road/Site Access Issues:

- Campbellton/Lakewood interchange should be moved into the short-term plan. This is one of the most important issues to the community.
- Other very important issue is to improve access to site from I-285 and other major roads in the surrounding area.
- Access to I-285 from Greenbriar Pkwy. should be considered in plan.
- Access Rd. from SR 166 to Campbellton Rd. should have better alignment. Through lanes shift across the intersection.
- Need a more direct access to the mall from SR 166.
- Reconnect Campbellton Rd. to the other side of I-285, but not widening.
- Communities want to reduce the amount of cut-through traffic on local streets so were not in favor of interconnection of streets.

Intersection Improvements:

- Headland Rd. and Continental Colony Pkwy. – Left-turn lanes.
- Greenbriar Pkwy. and Continental Colony Pkwy. – Traffic control. Left turns here are very difficult due to poor sight distance.
- Barge Rd. and Campbellton Rd. – Left turn signal and lanes.
- Campbellton Rd. and Mt. Gilead Rd. – Improve intersection. Very narrow lanes. Little warning before intersection about how to get to I-285 and SR 166 (poor signage, visibility?)
- Fairburn Rd. at Campbellton Rd. – Unsafe.
- Childress Rd. at Campbellton Rd. – Left turn signals and lanes. Will be addressed by current widening project.

Sidewalks:

- Link sidewalks to existing sidewalks in surrounding areas outside of the study area. For example, on the north side to Panther Trail and the high school.
- Sidewalk along Mt. Gilead Rd.
- Improve condition of sidewalk on Hogan Rd.
- Sidewalks along Barge Rd. Very narrow now, and unsafe for pedestrians. Need a sidewalk from senior center on Continental Colony Pkwy to the mall. Houses along Barge are very close to road, may be difficult to add sidewalks.
- More continuous sidewalk on one side of Greenbriar Rd.
- Very little bicycle use currently, but this is mainly because of safety. There may be more bike use with a safer plan with no pedestrian/vehicle conflicts.
- Walking trails around the mall with connections to greenspace areas.

- Make the business district more pedestrian-friendly.

Public Transit:

- Shuttles from points within study area to and from Lakewood MARTA Station. Not buses but smaller vehicles with handicapped access. Example, from Sandalwood Estates to Lakewood Sta.
- Better and/or more shelters for transit stops throughout study area.
- Better local circulation shuttles to connect the businesses in the area.

Improvements outside Study Area that potentially impact site:

- Another I-285 access somewhere south of the study area and north of Camp Creek Pkwy.
- Fairburn Road improvements should be moved up to short-term plan.

LIVABLE CENTERS INITIATIVE

GREENBRIAR TOWN CENTER

Public Meeting Summary

April 5, 2001

Urban Design Overview:

Generally, three themes pervaded the conversations held between the facilitators and the community representatives. One is the need for entertainment venues, such as a civic center and an outdoor performance center. Another theme that recurred during the conversations was the lack of and the need for family entertainment and dining opportunities within the Greenbriar community. The third issue that was repeatedly discussed is the perceived negative image associated with the Greenbriar area.

Performance venues are non-existent within the Greenbriar area. Several members of the community would support venues within the study area that can be used for performances. There is a desire for both outdoor and indoor spaces within the community. There is a belief that the area could become known for being a center for black entertainment and culture. Venues should be varied in size, location, and character.

There is an apparent lack of family entertainment within the Greenbriar area. There is also a stated desire to see more family entertainment venues. A roller skating rink, bowling alley, and a restaurant such as Chuck E. Cheeze were specifically mentioned to illustrate the types of facilities needed. These uses can be located near the mall and specifically around the theater or on the mall property.

According to the community representatives, the image of the Greenbriar area is tarnished by shopping centers like the Westgate Shopping Center and the K-Mart Shopping Center, which are old, outdated, and in poor repair. These types of centers are seen as contributing to an image problem within the community. The attendees believe that the outdated shopping centers should be demolished or rehabilitated and updated. The Greenbriar area has a lack of identity, so gateways can be built and streetscapes can be themed to be specific for the Greenbriar area. There is a general consensus that the Greenbriar area can look much better than it does currently.

Generally, the community wants to look like a clean, well-kept community. The pride that the community members have and the close-knit reality are not reflected in the physical appearance of the Greenbriar area. There is a strong desire to create the type of physical atmosphere that will evoke the sense of community. This can be done with streetscapes along major corridors, special nodes of activity at intersections, a village green, gateway features into the Greenbriar area, building design guidelines, signage ordinances, and more dense land uses.

Specific issues that were discussed and documented during the three presentations are summarized/listed below:

Urban Design Issues:

- Old Delta Property: Possible Atlanta University (Classrooms)
Possible Retreat Center
Possible Quality Housing
Possible Light Industrial
Possible Call Center
- Mall Property: Encourage Family Uses (Entertainment, Restaurants, Toy Store)
Need Family Restaurants
Civic Uses Could be Contained within Mall
- Access: Alternative I-285 Access to Mall
Intersection of Lakewood Freeway and Greenbriar Parkway
- Design Guidelines: Community Generally in Favor of Design Guidelines
Specify Quality Materials in Facades
Buildings and Landscape Should be Aesthetically Pleasing
Design Signage Details/Standards
Encourage More Green Space
Specify Welcoming Gateway Entrances
Provide Guidelines for Neighborhood Commercial Corridors
Limit Types of Retail Allowed (No Liquor or Strip Clubs)
Provide Better Directional Signage
- Streetscapes: Headland
Campbellton Rd. from Fairburn Rd. to Dodson
Barge Road
Well-Managed Traffic
- Westgate Shopping Center:
Demolish and Start with New Use
Destination Civic Center
Black Entertainment Center
- Civic Uses: Community Hall
Performance Spaces (Both Inside Space and Outside Space)
Destination Oriented
Black Entertainment
Community Center at Mall
Easy Access from I-285
Senior Citizen Spaces

Open Spaces:

Village Green
Park the Size of Piedmont Park
Provide Walking Trails
Senior Citizen Spaces
Provide Spaces for Children to Play
½ Mile Walking Distance Rule

Land Uses:

Desire Higher Density
More Restaurant / Retail
More Entertainment
Light Industrial is OK, but not Heavy Industrial
More Public Open Space
Full Range of Land Uses

LIVABLE CENTERS INITIATIVE

GREENBRIAR TOWN CENTER

Public meeting
April 19, 2001

Comments from Transportation Table

(Listed in order of priority expressed by participants)

1. I-285 / SR 166 interchange

- I-285/SR 166 is problematic.
- Reconnect Campbellton Road across I-285

2. Existing intersections/sidewalks

- Use money to improve intersections and sidewalks instead of interchanges.
- Better signage at interchanges
- Make Greenbriar more of a “boulevard” with landscaped medians. (Like Cumberland Blvd. off Paces Ferry Rd.)

3. Greenbriar Parkway access to I-285

- Improved access to I-285 from Greenbriar Parkway
 - Access to and from the north at Greenbriar
 - Isolated access that does not interact with 166 interchange
- Access to Greenbriar Pkwy. from I-285 is okay as long as it does not preclude any redesign of the I-285/SR 166 interchange.

4. Campbellton Road/Langford Pkwy/Greenbriar Parkway interchange

- GDOT design of Langford Parkway/Greenbriar Parkway is unacceptable.
- “Vanjee Proposal” – circulation of traffic using existing streets.

5. Extensions / Connections /Other

- Extend Greenbriar Parkway to Stone Road.
- Extend N. Desert Road to Stone Road.
- Connection to Greenbriar Pkwy. from Camp Creek Pkwy.
- Want MARTA and/or City to revisit the access to and from the Barge Road facility. Look at improving circulation of the buses and the appearance of site

LIVABLE CENTERS INITIATIVE GREENBRIAR TOWN CENTER

Public Meeting, April 19, 2001 Summary

Urban Design Overview:

The presentation and discussion at this meeting focused specifically on land use issues and design guidelines. Representatives from the marketing firm of Robert Charles Lesser and Co, and from the planning firm of PBS&J staffed the table and led the discussions. Robert Charles Lesser and Co. began with a brief overview of the findings of the marketing discussion. During that discussion, it was conveyed that residential uses have the most potential for the study area. Retail is viable, but less strong. Office type uses are less in demand. The public at the meeting accepted this reality, and responded favorably to the news.

The preliminary land use diagram was presented for review and comment. There was an expressed desire to improve the aesthetics around the existing power sub station. It is expected that the growth in the community will produce more demand on the existing electric system, and that the power sub station may need to be enlarged. This is already an unattractive utility at the gateway to the Greenbriar area. It should be landscaped and camouflaged as space and technical needs allow.

There was also an expressed concern that the sewer problems in the area would increase with more users. This should be addressed as needed, by the provider of the sewer services.

The use of the existing Kroger building was discussed. Members of the community want to know if the building will stay or be replaced. The land use plan that was presented shows the use as big box retail, and it will be up to the future developer to decide exactly how that is executed.

A connector between Greenbriar Parkway and Camp Creek was suggested. That option will be examined in more depth.

Sidewalks and a pedestrian friendly environment were highly desired by the community. Sidewalks with streetlights, street trees, and decorative pavers were specifically identified as an amenity that the community desires.

A brief visioning exercise was done to better understand what members of the community would like their neighborhoods, streets, retail centers, open spaces to look like. While answers were varied, generally the audience came to consensus on several issues. These are summarized/listed below:

Urban Design Standards:

Development Type: The community overwhelmingly supported the concept of narrow (four lane maximum) streets, on-street parking, sidewalks, and storefront retail at the back of the sidewalks. This concept is much like a main street and was favored over the typical strip shopping center development that currently exists, with large, monolithic buildings fronted by large parking lots.

Strip Shopping Areas: While a downtown type development is preferred, the community recognizes that this goal will be difficult, if not impossible to reach on every corridor in the study area. Therefore, where the strip shopping centers will exist, it is desired that the streetscape be addressed with buried utilities, street trees, ornamental streetlights, and vegetated buffers both between the sidewalk and travel lane and between the sidewalk and parking lots. Sidewalks are preferred along all streets that are not within residential subdivisions. Signs for these strip shopping centers should be designed to match the building and should be condensed so that each store in the center shares the same sign structure. It was expressly stated that billboard type signs should be avoided.

Walkways to buildings in strip shopping centers was discussed. The public was in full agreement that they would like to see pedestrian paths from parking areas, through parking lots to the fronts of retail centers. This was unanimously preferred over walking through large parking lots without the aid of a designated, landscaped pedestrian path.

Building Height: There was less consensus on building height. Generally, it was agreed that buildings over three stories should be limited to areas where visibility from interstate will be helpful. A specific example of this is the proposed hotel near I-285. It was agreed that a building taller than three stories would be acceptable at this location.

Commercial buildings from one to two stories were generally preferred, but some would rather see three or four story buildings, if nicely designed and presented from the street.

Pedestrian Areas: When shown a picture of a wide sidewalk/jogging path through a wide, park-like meadow and a similar path through a landscaped streetscape, the public generally preferred the landscaped streetscape over the pastoral park-like setting. It was recognized

that it would be nice to walk through more park-like settings, occasionally.

Public Open Space: Paved, urban plazas were preferred over landscaped, grassy open spaces. A traditional looking grassy open square with a gazebo, trees, and brick paths was not favorably received. Instead, the paved plaza with a contemporary fountain and an urban feel was preferred. It was also pointed out by a public spokesperson that it depends on where exactly the public open space is located. Grassy, informal spaces might be appropriate at specific locations.

LIVABLE CENTERS INITIATIVE GREENBRIAR TOWN CENTER

Gibbs Planning Group Alternatives meeting- May 3, 2001

All three alternatives will have sidewalks, on-street parking, open space and high-end condominiums and multi-family units. He said alternatives had mixed income levels, safer streets/sidewalks. He noted the community's desire for some light rail alternative.

This is an underserved area for retail; there are all kinds of apartments. He noted that the community did not want any more senior housing. He noted that a park on the lake was desirable by community. He thought that areas already carved out by pedestrian traffic should be paved as sidewalks. He noted that the residential areas were typical suburban design with cul-de-sacs. He noted that the community wanted a police precinct.

He stated that the mall had about 2000 spaces extra which is approximately 20 acres of mall property. He showed examples of mixed use and recommended a minimum of 3 stories for mixed use. He showed different alternatives, with a park at the south side of the Mall at the corner of Greenbriar and Continental Colony. All houses faced the park. He mentioned that new malls today are being built as 2-story straight retail. One of his alternatives recommended apartments at Westgate site. He noted that the community wanted to fix existing sites, like Westgate, before building any new houses. He also noted that the community did not want to do anything that would hurt the mall. There was a discussion of the MARTA site at the mall. Some individuals wanted it on Greenbriar Parkway side.

Opinions were expressed regarding keeping small businesses at Mall. Mr. Gibbs mentioned that recruitment of different business types would be part of the community and mall effort and they could bring whatever stores they would like. Some individuals did not like national chain stores. The clientele is older at the Mall. One individual spoke about not liking houses/ residential above retail. She said that is good for urban areas and even though they are near downtown Atlanta, they are not urban. They are more suburban in nature. Another individual asked about parking and where it was located. He expressed concern about on street parking not being sufficient. He also expressed concern about parking in the building.

LIVABLE CENTERS INITIATIVE

GREENBRIAR TOWN CENTER

Public Meeting, May 10, 2001

Summary

Alternative Review and Concept Discussion

Alternative "A"

Although some members of the Community felt that the plan was visually appealing, they felt that it does not provide the type of open, connected community spaces they desire. One Community member felt that the road bordering the Mall on the North was counterproductive. It would cut off pedestrian traffic from the Mall, posing a pedestrian safety issue. Moving it north, curving it around the Circuit City building would link the parking area back to the Mall.

It was felt that there should not be a "road" in front of the Kroger store. Apparently, this was a concern expressed to Kroger when the project was previously discussed.

The land surrounding the lake near the Kroger complex is private land. The community felt that these private owners would not take to the park concept incorporating their lake.

There was a concern that the existing multi-family housing on the eastern side should be preserved, however be in filled with further housing in the future. The Community members see this as a more realistic approach.

Future multi-family housing is an extreme concern. The community is accepting of proposed multi-family development, but stresses that its acceptance depends on the quality and quantity of the product. Strict "Design Standards" would be appreciated. The idea of less density, less intensity of units per acre and more open green space was expressed. It was suggested that this might be enforced by a zoning clause establishing a greater percentage of developed land to be set aside for green space in these types of development.

Alternative "B" - Best Alternative

The community felt that the spatial relationship was much more appealing and more representative of their "Village with a Green" concept, than the other two designs. It was also stated that Alternative "B" felt more open.

The community loved the central arch of green space and the idea of locating the Park’N’Ride at this location. However, it was expressed that there should be some sort of layover parking area for the several bus routes that could be stopped at the location for periods of up to 15 minutes at a time.

The arched green space is acceptable, but they feel a North-South axis needs to be added reaching from the center of the arch downward into the proposed residential area. Also, the civic center could be relocated to a central location along the North-South axis. The displaced housing, in this area, could be relocate to where the civic center is currently located.

It was also felt that the Park’N’Ride should be laid out to be functional as a service to both out-of-town guests and pedestrians from the area. Both on-street parking and pedestrian friendly linkages to nearby parking lots should be incorporated in the plan.

The community is more accepting of the hotel concept for the triangular lot at the Northwest end of the Mall lot, than the office concept. The people felt that the hotel should be a higher quality chain and that it should range from 3 to 5 stories minimally. It was felt that the hotel would be an important source of revenue for the area. The hotel should be linked to a cultural or entertainment center. Many community members currently use the easement lines as recreational trails and would like to see this use sustained. Perhaps the area could become a recreational amenity tied to the hotel, but available for the community to use. It was also discussed that the hotel could be located on the western side of I-285.

It was felt that the community needs more facilities that provide efficient services to visitors, etc. that will foster economic growth. An entertainment center should be designated. The area near the existing theater was discussed.

The Westgate plaza is a major concern. It was felt that it could be redeveloped as condos and perhaps be linked to the Mall area by some sort of pedestrian system.

It was suggested that ideas for the Delta property forgo campus uses in favor of office/worker based environments. It is felt that the worker base would become the lunch crowds and afternoon shoppers that the area needs to support its retail sectors.

View corridors should be considered. Streetscape and landscape application should take care of softening views and creating aesthetic vistas as you leave the Mall, drive down major corridors or enter the Greenbriar area.

Alternative “C”- Least Favored Alternative

The idea of breaking up the Mall was not favored. It is too fragmented, breaking up central community areas.

It is suggested that in any of the plans, the Civic buildings and center be moved closer to the heart of the area. In other words, it should be on the Mall side of the main arteries and located central to the more dense residential areas and entertainment district.

Overall Concerns for the Study Process

The community felt it should be cautious about the future zoning processes that will be associated with these new developments.

Though they understand they must address housing for all income levels, they are concerned about making sure the ratio is appropriate to their current levels. They do not wish to continue to receive lower end developments as the majority.

They would like to develop a timeline that hits target areas and sets goals in a progressive manner. It is felt that having visual overlays that represent this timeline would be helpful in predicting the effects of earlier developments on future projects.

They desire to target projects that will create an “Activity Center” in the Greenbriar area.

It was mentioned that the RTAP produced by Georgia Regional Transit Authority could be a means for getting projects introduced, planned and implemented.

Another meeting will be held Thursday, May 17 at 7:00 p.m. in the same location.

LIVABLE CENTERS INITIATIVE

GREENBRIAR TOWN CENTER

Public Meeting, May 17, 2001 Summary

Draft Concept Plan Presentation and Discussion

Transportation Suggestions / Changes to plan:

Add the interchange at I-285 and SR 166 as a shaded interchange improvement.
Do support the widening of Campbellton Rd. east from Star Mist.
The community is generally against any previously recommended GDOT plans.

Alternatives for Westgate Plaza

- Want the site to be a Village Commercial Area
The Village would be an area where residents of all ages can walk to retail and service areas. Types of commercial use would be small groceries, specialty shops, pharmacy, etc.
- No Residential
- Did not agree with market study recommendations for the site

Alternatives for the Southwest quadrant site of SR 166/I285

- Delete the single family residential that is adjacent to the interstate. Replace with multi-family

General comments on plan

- Move the hotel to allow for interconnection of streets and to the proposed civic use at Delta site
- Do not want MARTA buses on the Mall site. If propose park and ride would like it across the street from the mall with shelters. Do not want buses on mall even on temporary basis
- Show different typical sections for streetscapes. Pavers may not work everywhere, sidewalks may be wider in different locations. Show several alternatives for streetscape typicals in the final plan
- It was mentioned that the City would accept 10' drive lanes
- In support of redevelopment of the Flea Market next to Kmart. Wanted to leave the Kmart where it is
- Show green behind the new Kroger and lake
- Draw circle around entertainment area at mall where Magic Johnson is. Develop that area as entertainment focus.

LIVABLE CENTERS INITIATIVE GREENBRIAR TOWN CENTER

Public Meeting, May 22, 2001

The stakeholders were presented with a map identifying all the transportation projects and proposed land use locations that have been discussed and agreed upon throughout the planning process. They were also presented with short term and long term cost estimates for the transportation projects, local actions needed to support the LCI initiatives, proposed changes to the Comprehensive Land Use Plan and potential zoning district regulations for the area.

The following comments were received:

They did not support a gateway project at Barge Road and Greenbriar Parkway. They felt that the gateway to the area should be at Barge Road and Campbellton Road, especially since the new Barge Road/Greenbriar Pkwy connector road will be constructed to keep travelers from using Barge Road as a cut through to the Mall.

They did support some residential at the Westgate Site but along with commercial. No residential by itself. Would support commercial and/or mixed use.

They supported the west line spur of MARTA to Greenbriar and identified a location (E9 on the map) on the east side of I-285 next to the Magic Johnson Theatre site for a potential station site.

The Governors Green Space Program and the Consent Decree were identified as possible funding sources for park acquisition issues within the LCI study area. The NPU's are to nominate park sites within the LCI study area for preserving under these two programs.

We reviewed the proposed 5 year local actions and the following comments were received:

MARTA representative said they could perform the assessment of the number, location and maintenance of the bus shelters and stops within the study area right now for both NPU's.

The stakeholders did not want a mini police precinct but a full blown police precinct close to the mall area. Possibly the Westgate site.

Regarding amending the parking space requirements, the stakeholders wanted to be sure that there were height limitations on parking decks, specifically 2 stories, whether they were stand alone or within structures. In terms of height limitations for buildings they agreed on 3 to 4 story, higher if needed visibility from the highway.

The five year list of transportation projects was prioritized as follows:

1. Concept and engineering for improvement at Langford Parkway/Campbellton Road/Greenbriar Pkwy interchange with gateway.
2. Concept and engineering for a new half diamond interchange at I-285 and Greenbriar Parkway.
3. Improvements at the following intersections:
 - a. Greenbriar Pkwy @ Headland Drive (Detailed traffic analysis, design/build) \$400,000
 - b. Barge Road @ Campbellton Road (Detailed traffic analysis, gateway, design/build) \$400,000
 - b. Greenbriar Parkway @ Continental Colony Pkwy (Gateway design/build, traffic Signal warrant study, potential traffic light) \$65,000
4. Streetscapes and Sidewalks along the following:
 - a. Greenbriar Parkway \$1,920,000
 - b. Continental Colony Parkway \$3,160,000
 - c. Hogan Road \$500,000
 - d. Childress Drive \$250,000
 - e. Barge Road (sidewalk, one side only) \$750,000
 - f. Headland Drive \$250,000
 Streetscape along Campbellton Road to be coordinated with the City project and listed as a local action
5. Design/build connector roads as follows:
 - a. Barge Road/Greenbriar Parkway connector \$900,000
 - b. Greenbriar Parkway extension \$500,000
 - c. Stone Hogan Road connector to N. Desert Drive \$1,650,000
6. Conduct need and purpose study for the I-285/SR 166 interchange \$750,000
7. Develop greenway feasibility plan to connect area to Lakewood Trail and/or Hampton Trail \$60,000

The only long-term (more than 5 years) projects left to fund are the Langford/Campbellton Road improvement (\$5 million), the I-285 and Greenbriar Pkwy half diamond interchange (\$10 million), and a potential reconstruction of I-285/SR 166 at \$100 million.

Actions regarding overhead road name signs, freeway directional signs and moving forward with the SW Atlanta Rail Transit study were moved from the transportation projects list to the local actions list.

LIVABLE CENTERS INITIATIVE GREENBRIAR TOWN CENTER

**Public Meeting, May 31, 2001
Summary**

Draft LCI Report Presentation and Discussion

Changes to report:

Add actions about City implementation. The community was concerned that this study would end up on the shelf as prior studies had before. They wanted actions to be included in the study as a plan or set of goals for the City to act on the implementation of projects. They wanted to know what would be done to make sure the City implements the plan.

Other Concerns:

The community was concerned with the process of implementation. There was discussion of how the projects included in the plan could be submitted to ARC for approval and funding. It was stated that the community should be aware of their and the City's role in making sure the included projects were funded. They must do their part to make other, smaller projects and/or programs happen. ARC will review these smaller implementations when choosing projects to fund.

It was expressed that perhaps the City or other community groups hire an economic development coordinator to lead the implementation of the new Greenbriar plan.

One community member voiced concern about the application of different funds to the study projects. It was recognized that ARC money is not the only funding source and that it will be up to the City and the community to explore those funding options.

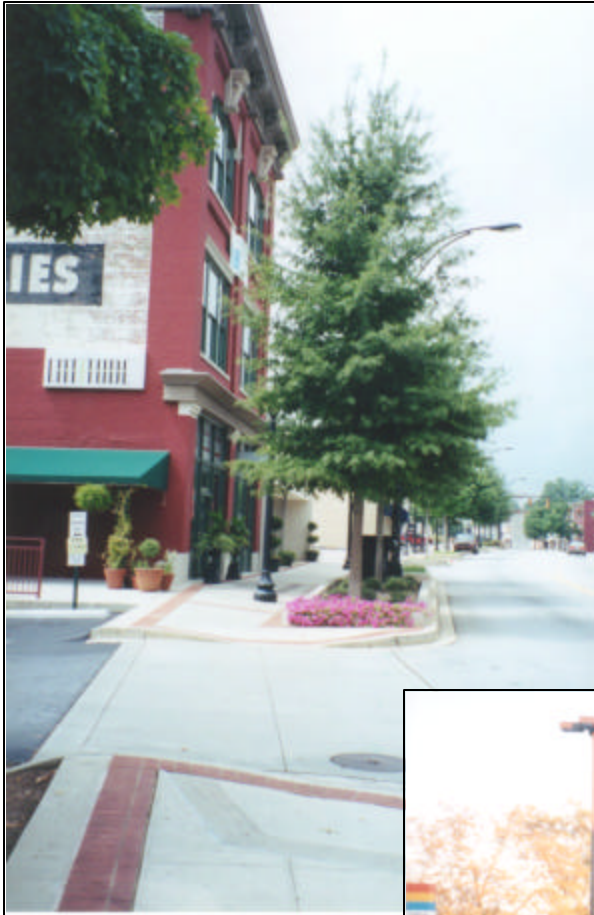
Community members were given copies of the Draft Report.

The above concerns will be addressed in the text section of the report, however the maps will remain as is.

ATTACHMENT B



ATTACHMENT B



ATTACHMENT B



ATTACHMENT B

