



Jonesboro Road Corridor Redevelopment Plan Update

City of Atlanta
September 7, 2006



Prepared for: The City of Atlanta Bureau of Planning
Prepared by: Tunnell-Spangler-Walsh & Associates
with Caram & Assoc., Grice & Assoc., and Marketek, Inc.

Mayor Shirley Franklin, City of Atlanta



Atlanta City Council

Lisa Borders, Council President
Carla Smith, District 1
Kwanza Hall, District 2
Ivory Lee Young Jr., District 3
Cleta Winslow, District 4
Natalyn Mosby Archibong, District 5
Anne Fauver, District 6
Howard Shook, District 7
Clair Muller, District 8
Felicia A. Moore, District 9
C.T. Martin, District 10
Jim Maddox, District 11
Joyce Sheperd, District 12
Ceasar C. Mitchell, Post 1 At-Large
Mary Norwood, Post 2 At-Large
H. Lamar Willis, Post 3 At-Large

City of Atlanta Department of Planning and Community Development
Steven Cover, *Commissioner*

City of Atlanta Bureau of Planning
Alice Wakefield, *Director*

Jonesboro Road Corridor Redevelopment Plan Update

“The greatest asset a city or neighborhood can have is something different from every other place.”

Jane Jacobs

Table of Contents

Plan Summary

Section 1: Inventory and Analysis

1.1	Overview	1:2
1.2	Urban Design & Historic Resources	1:12
1.3	Transportation & Circulation	1:27
1.4	Land Use & Zoning	1:45
1.5	Demographics & Markets	1:57
1.6	Economic Development	1:64
1.7	Public Facilities	1:68
1.8	Environment & Open Space	1:71

Section 2: Visioning

2.1	Public Process	2:2
2.2	Goals & Objectives	2:10
2.3	Vision	2:15

Section 3: Recommendations

3.1	Overview	3:1
3.2	Urban Design & Historic Resource Recommendations	3:4
3.3	Transportation Recommendations	3:10
3.4	Land Use & Zoning Recommendations	3:27
3.5	Housing & Economic Development Recommendations	3:42
3.6	Public Facilities Recommendations	3:45
3.7	Environment & Open Space Recommendations	3:47

Section 4: Implementation

4.1	Action Program	4:1
4.2	Land Use Plan and Zoning Changes	4:11
4.3	Employment and Population Analysis	4:15
4.4	Key Parcels	4:18
4.5	Local Economic Development Tools	4:33

Section 5: Appendix



The Jonesboro Road corridor changes dramatically from its northern end in historic South Atlanta to its southern end near the Atlanta City limits at Conley Road



The southern portion of the Jonesboro Road corridor, near I-285



Historic homes line Jonesboro Road

INTRODUCTION

Overview

The **Jonesboro Road Redevelopment Plan Update** represents the result of an intense planning process to facilitate positive change and thoughtful preservation of the Jonesboro Road corridor through the City of Atlanta in Fulton County. The plan includes recommendations that express the desires of residents, businesses, property owners, GDOT, the City of Atlanta, Fulton County and other stakeholders during the planning process, along with the consideration of future projects that could further impact the development of the corridor. The plan is a visionary, yet achievable blueprint for change that balances the Study Area's historic nature and small town feel with land uses that face increasing development pressures. To this end, the study strives to strengthen the transportation and land use relationship by:

- Improving traffic operations by focusing on more efficient and alternate means of travel.
- Balancing the needs of the City of Atlanta and Jonesboro Road with their context and maintaining or improving their vehicular Levels of Service.
- Balancing the citywide need to focus mixed-use development into corridors with potential impacts on neighborhoods.
- Establishing a series of pedestrian-oriented mixed-use nodes that build on historic or existing nodes.

The recommendations presented in this Redevelopment Plan will transform the Jonesboro Road corridor into a dynamic, walkable place with wide, tree-lined sidewalks that connect Downtown and surrounding neighborhoods; preserve historic structures; lay the groundwork for quality transit; allow for safe and smooth traffic flow; and orient buildings to favor the pedestrian. Higher intensity commercial and mixed-uses will be concentrated in nodes, while the areas between will provide a mix of housing options. This vision also extends to an extensive greenway network, where bicycle and pedestrian-supportive land uses enhance neighborhoods and reduce auto-dependence.

Over time, the Jonesboro Road corridor has increasingly become a barrier that divides neighborhoods and people, encourages anti-urban land use patterns, and represents breaks in the city's historic fabric. This Study offers a future in which these same avenues can

become dynamic urban places that bring neighborhoods and people together, support a variety of transportation choices, and become places that the residents of Atlanta can truly be proud of.

Redevelopment Plan Format

To understand the extent of disinvestments, define a vision for these neighborhoods, and achieve a comprehensive redevelopment plan framework, this report is divided into six sections:

Section 1: Inventory & Analysis

This section provides an introduction to the Jonesboro Road corridor, including the location and history of the Study Area, a summary of previous planning efforts, and an overview of the Redevelopment program planning process.

This section also provides a summary of existing conditions. Study Area components are divided into categories: Urban Design and Historic Resources, Transportation and Circulation, Land Use and Zoning, Demographics and Markets, Housing and Economic Development, Public Facilities, and Environment and Open Space. Within each category, the existing physical, social, and economic conditions in these neighborhoods are summarized. It also documents these conditions with the intention of quantifying “blighted” conditions.

Section 2: Findings for Redevelopment

This section includes a review of the planning process used during this Study, including public meetings, results of image preference surveys, and community-based study goals and objectives.

Section 3: Recommendations

This section includes the recommendations developed as part of the public involvement process, tempered with current best practices of transportation operations and planning, urban design, land use planning, and historic resource protection. It establishes a master plan for the neighborhoods and includes recommendations to achieve this master plan.

Section 4: Implementation

This section is a summary of the steps that the City of Atlanta and others must undertake to achieve the Plan recommendations. It

includes future land use plan map changes, zoning changes, public and private projects, costs associated with these projects in an Action Matrix, key parcels for redevelopment and funding strategies.

Section 5: Appendix

The Appendix includes documentation of the public involvement process, the Access Management Plan, as well as detailed data from the market and transportation analyses performed during the planning process.

Table of Contents

Section 1: Inventory and Analysis

1.1	Overview	1:2
1.2	Urban Design & Historic Resources	1:12
1.3	Transportation & Circulation	1:27
1.4	Land Use & Zoning	1:45
1.5	Demographics & Markets	1:57
1.6	Economic Development	1:64
1.7	Public Facilities	1:68
1.8	Environment & Open Space	1:71

WHAT IS A REDEVELOPMENT PLAN?

Official Code of Georgia (O.C.G.A.)
36-44-2.

“It is found and declared that economically and socially depressed areas exist within counties and municipalities of this state and that these areas contribute to or cause unemployment, limit the tax resources of counties and municipalities while creating a greater demand for governmental services and, in general, have a deleterious effect upon the public health, safety, morals, and welfare.”

“It is, therefore, in the public interest that such areas be redeveloped to the maximum extent practicable to improve economic and social conditions therein in order to abate or eliminate such deleterious effects.”

“To encourage such redevelopment, it is essential that the counties and municipalities of this state have additional powers to form a more effective partnership with private enterprise to overcome economic limitations that have previously impeded or prohibited redevelopment of such areas. It is the purpose of this chapter, therefore, to grant such additional powers to the counties and municipalities of this state, and it is the intention of the General Assembly that this chapter be liberally construed to carry out such purpose.”

1.1 OVERVIEW

This section provides an overview of the Jonesboro Road Redevelopment Plan Update and a summary of existing conditions in the Study Area. Plan components are divided into functional categories for the purpose of organization. In this section, background information is provided on the importance of each analysis, existing conditions are described, and strengths, weaknesses, opportunities and threats associated with each are summarized for each category.

Purpose of the Study

Atlanta is perhaps best known for its Southern hospitality and charm, housed within its historic intown neighborhoods. Unfortunately, over the years, many of these once-thriving neighborhoods have experienced disinvestment and decline. As a result, unfavorable conditions have increased to the point where there is a serious threat to the viability of these neighborhoods to develop in a sustainable manner. The City of Atlanta has undertaken efforts to identify 14 separate areas within the City that have suffered social and economic decline. Further, the City has placed emphasis on five of the 14 areas as economic development priority areas: Simpson Road, Campbellton Road, Memorial Drive, Donald Lee Hollowell Parkway and the Jonesboro Road corridors.

The purpose of creating a redevelopment plan is to revitalize a neighborhood and establish a proactive framework for its future growth. This is accomplished by identifying existing challenges, identifying ways to overcome them, and creating a long-term vision for positive change. The plan is then adopted into the City's Comprehensive Development Plan (CDP), and targeted actions consistent with the plan are taken by various parties to implement plan recommendations. As stand-alone documents, redevelopment plans serve as long-term guides to decision-making and investment.

In this context, the City of Atlanta and stakeholders along Jonesboro Road seek to develop a long-term vision for revitalizing the corridor and protecting neighborhoods by promoting visual appeal, protecting historic and natural resources, establishing a mix of land uses, ensuring multiple transportation options, assisting long-time residents, and supporting economic development. This update will build upon the original Redevelopment Plan (completed in 1998) and other planning studies, and will assist the community in defining its vision for a plan that recommends proposed land use, design, transportation and development opportunities for an attractive and sustainable corridor.



A typical scene along the southern end of Jonesboro Road

The Jonesboro Road Redevelopment Plan Update will be a vehicle whereby public and private investors can direct development towards new and existing infrastructure using the benefits from programs intended solely for redevelopment areas under the Georgia Redevelopment Powers Law, described in Section 2.

Study Area Location

The Jonesboro Road Study Area is located in the southeastern portion of City of Atlanta in Fulton County, between Downtown and I-285. It lies in Neighborhood Planning Units (NPU) Y and Z, and City Council Districts 1 and 12. The Study Area includes portions of 15 neighborhoods, ranging from the late nineteenth century “stadium neighborhoods” of Pittsburgh and Peoplestown to the north, to the mid-twentieth century George High and Blair Villa/Poole Creek neighborhoods to the south.



The Jonesboro Road Study Area is located in southeast Atlanta, near the borders of Clayton and DeKalb counties

The Study Area includes 1,235 acres stretching north to south approximately six miles along Jonesboro Road, from the intersection of Hank Aaron Drive, McDonough Boulevard, Ridge Avenue, and the BeltLine at the north, to the Atlanta city limits near Conley Road at the south. Because the Study Area generally includes those parcels fronting Jonesboro Road, its is relatively narrow, with an average width of roughly 1,500 feet. However, within one-quarter mile of Jonesboro Road, a larger Area of Influence is used to define nearby areas subject to direct impact from the corridor’s redevelopment. Please see the map on page 1:5 for details.

With the recent interest in redevelopment of Atlanta’s southside, including the Lakewood Fairgrounds, the surge in development in Atlanta’s “stadium neighborhoods” and the interest generated from the BeltLine transit greenway, the corridor lies directly in the path of some of the most dynamic growth the City has experienced.

Development History

The earliest history of Jonesboro Road can be traced to Native American inhabitants. During construction of the Live Oak landfill, artifacts and tools were discovered on the site.⁵ Burial grounds were also found on the current Southside Park property, as indicated by previous surveys of the property.

The documented history of Jonesboro Road began during the Civil War, when transportation played a key role in General Sherman’s



Map showing Economic Development Priority Areas identified by the City

⁵Atlanta Project Arts Committee. “I Love to Tell the Story: A Portrait of Southeast Atlanta Communities”



Native American artifacts, such as these arrowheads, were found near Jonesboro Road (Source: "Indian Lore" <http://www.paulsslides.com/>)



Destruction followed General William T. Sherman's March to the Sea (Source: <http://www.sonofthesouth.net/>)

infamous March to the Sea. Jonesboro Road (what was historically referred to as Morrow Station Road) was the final route for the troops, with the Battle of Jonesboro marking the end of the Atlanta Campaign and the fall of Atlanta.⁶ At the time, the corridor was marked by farms and woodlands.

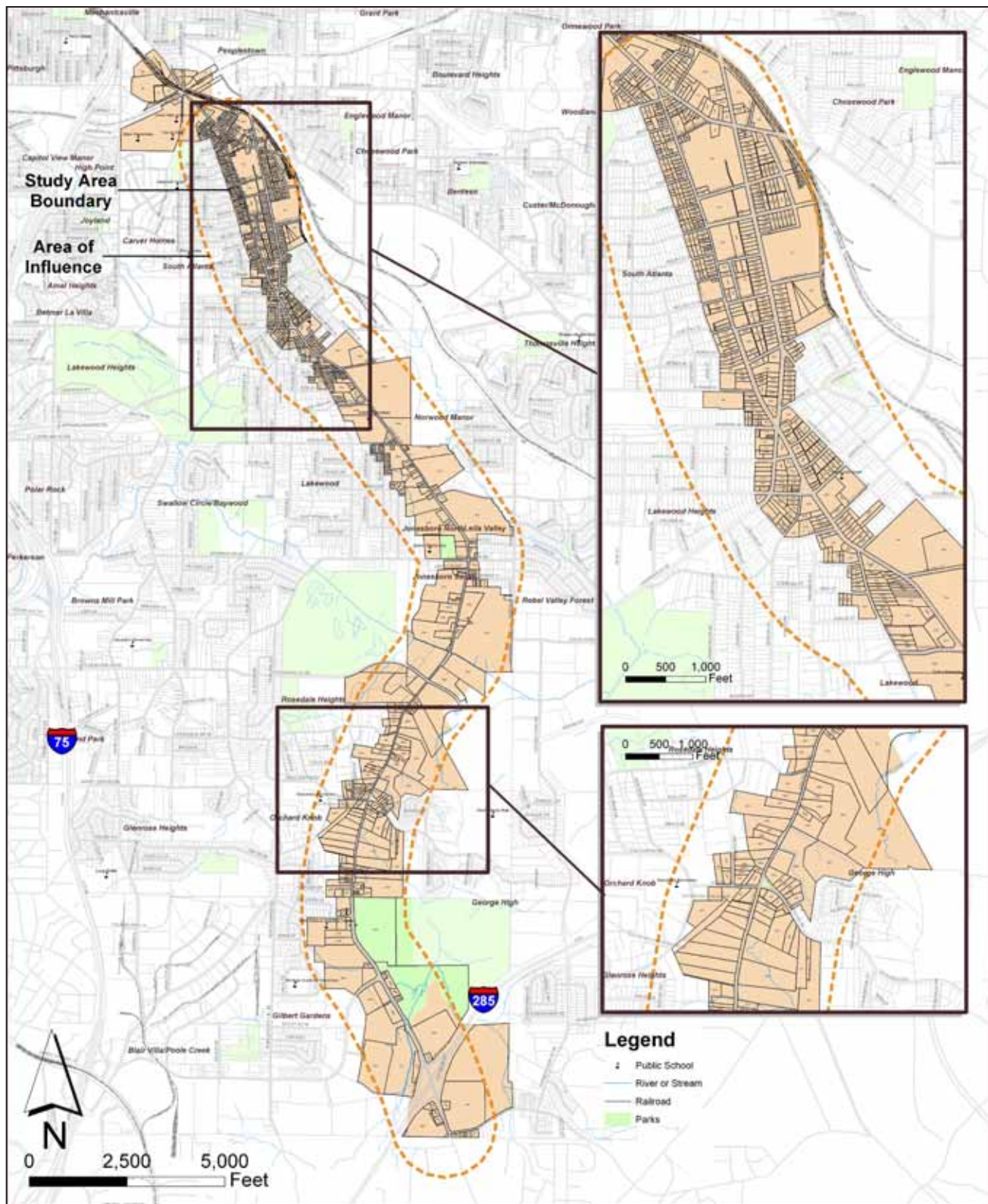
Farms and woodlands remained the defining characteristic of Jonesboro Road until the late nineteenth/early twentieth century, when trolleys were developed along Pryor Road, Lakewood Avenue, and Jonesboro Road. These lines ushered in an era of development that urbanized the Study Area's northern end. Before the prominence of Peachtree Street, Capitol Avenue (later named Hank Aaron Drive) was historically the first "capitol gateway," providing a direct line of sight north to the Georgia State Capitol building. This early development can be seen today in South Atlanta and Lakewood Heights. The South Atlanta neighborhood is roughly bounded by Capitol Avenue (and the former Carver Homes site) on the west, Jonesboro Road on the east, McDonough Boulevard on the north and Turman Avenue on the south. The Lakewood Heights neighborhood begins at the intersection of Jonesboro Road and Lakewood Avenue on the north, and extends to Greendale Drive to the south. The Lakewood Heights Historic District was added to the National Register of Historic Places (NRHP) in 2002. The District includes 412 buildings, 1 structure, and covers approximately 2,190 acres.

The next major wave of development occurred following World War II, when many of the neighborhoods at the corridor's southern edge were developed. These neighborhoods, as well as those to the north, remained stable for decades, but gradually saw modest decline in the 1980s as the outlying suburbs and surrounding counties experienced tremendous growth. With this growth, many businesses fled the corridor for greener pastures. This gradual decline continued until the early 1990s. However, it is important to note that the degree of disinvestment experienced in many other intown neighborhoods did not occur along Jonesboro Road.

Things began to change in the early 1990s, when it was announced that the 1996 Olympic Games would be held in Atlanta. With the games, investment was refocused into the city and its historic neighborhoods, particularly those north of the Study Area, including Summerhill and Pittsburgh. This investment, and growing traffic region-wide, provided the critical shot necessary to generate renewed interest in intown living. While this interest was initially focussed on Atlanta's north and east sides, recently growth has turned its attention south, towards areas like Jonesboro Road.

⁶ History of Jonesboro, Georgia. Online: http://www.jonesboroga.com/history_tourism/history/battle_of_jonesboro.htm

Figure 1.1: Study Area Overview





Deteriorated buildings, such as this neglected home, are indicators that can qualify an Urban Redevelopment Area



Large tracts of vacant land are common along the Jonesboro Road corridor



Fencing and razor wire divide people from potentially undesirable land uses

Recent Planning Efforts

The City of Atlanta has a long-standing tradition of working to support neighborhood growth and revitalization. As mentioned previously, the Study Area was examined in 1998 as part of an earlier redevelopment plan. However, since this time, significant change has occurred in the Study Area and citywide. Other plans have also been undertaken which impact the Study Area. For that reason, this study represents an opportunity to build on these previous efforts while reflecting current conditions citywide.

Existing area studies affecting the Study Area include:

1998 Jonesboro Redevelopment Plan

The first Jonesboro Road Redevelopment Plan designated the corridor as an Urban Redevelopment Area subject to the State's Redevelopment Powers Law (O.C.G.A. Sec. 36-44). The indicators of distress and blight were derived through an inventory and analysis of the corridor which qualified it as an Urban Redevelopment Area. These included:

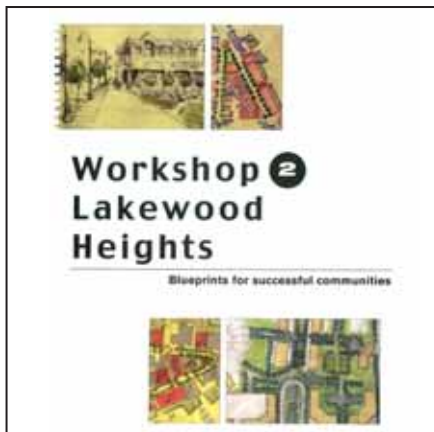
- Substantial quantity of vacant land and building space;
- Structural deficiencies and continuing deterioration of existing buildings;
- Conflicting patterns of land use;
- Conflicting patterns of traffic circulation;
- Significant evidence of physical disrepair, aging and deferred maintenance and/or obsolescent public infrastructure;
- Abnormally high tax delinquency patterns;
- Adverse social and economic conditions; and
- Adverse environmental conditions.

Major recommendations included:

- Providing adequate sewer service along Jonesboro Road;
- Improving the corridor with new architectural and landscape elements that will encourage walking in commercial nodes;
- Providing architecturally aesthetic lighting standards;
- Providing safe crosswalks;
- Creating linkages between parks, creeks, waterways, bike paths and other open spaces;
- Improving existing sidewalks;
- Providing new sidewalks where there is a need;
- Removing fencing and razor wire adjacent to streets;



Adverse environmental conditions, such as illegal dumping and structural deficiencies, are also indicators of distress and blight



The Georgia Conservancy's "Blueprints" workshop focused on the revitalization of Lakewood Heights (Source: Georgia Conservancy)

- Targeting vacant lots for redevelopment;
- Preserving the character of residential neighborhoods;
- Maintaining the scale and character of residential and commercial nodes; and
- Enforcing code compliance.

The recommendations of this plan that have not yet been implemented include, but are not limited to, the removal of the trailer park, redevelopment of the closed Price Landfill, gateway features for village centers, rezoning industrial properties to multi-family residential classifications, creation of new commercial uses in the southern portion of the corridor, and the implementation of streetscapes (although some sidewalks have been built).

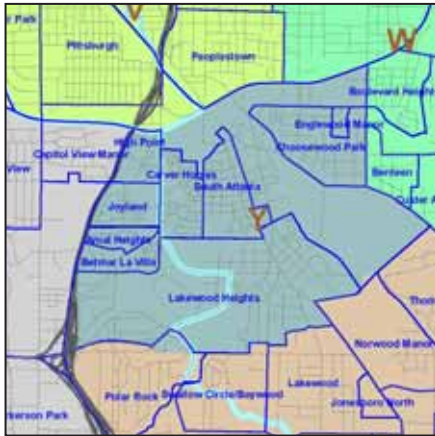
Blueprints for Successful Communities: The Lakewood Heights Community Design Workshop

Blueprints for Successful Communities is a educational and technical assistance program to facilitate community-based planning in Georgia. The Georgia Conservancy conducted a Blueprints project for Lakewood Heights in March 1998 to "revitalize an inner city neighborhood through economic development, improving appearance, and fostering neighborhood pride."⁷

The overall recommendations included:

- **Housing and Redevelopment:** transition from a rental to an owner-occupied community. Identify a redevelopment area in Lakewood Heights and the South Atlanta.
- **Open Space and Environment:** combine Lakewood Fairgrounds and Southbend Park into a single park, create new development facing the park, enhance Harper Road with a streetscape, and clean up potential brownfield sites.
- **Transportation and Infrastructure:** re-route trucks from the Lakewood Heights village along Jonesboro Road, streamline MARTA bus service along Jonesboro Road and to the Lakewood rail station, add on-street parking in commercial areas, and add pedestrian streetscapes on streets that lead into these activity centers.
- **Economic Development:** provide job training, establish police "mini-precincts" in activity centers, and establish a neighborhood leadership program to foster safety and interaction among community adults and children.

⁷Blueprints for Successful Communities: The Lakewood Heights Community Design Workshop, March 1998. Georgia Conservancy, Online: http://www.gaconservancy.org/SmartGrowth/Blueprints_Home.asp.



The Southside Redevelopment Plan concentrated on NPU Y as its Study Area
(Source: Southside Redevelopment Plan)



The BeltLine TAD Feasibility Study evaluated funding options that could spur redevelopment along Jonesboro Road
(Source: BeltLine TAD Feasibility Study)

Southside Redevelopment Plan

The Southside Redevelopment Plan is a redevelopment plan covering NPU Y. As such, it encompasses approximately the northern half of the current Jonesboro Road Study Area. The plan identified land use, building conditions, zoning, non-conforming lots, tax delinquency, natural and civic features, and existing services. Most of the lots in the current Jonesboro Road Study Area were either substandard or deteriorated, and most of the residential lots that are zoned R-4 are less than 9,000 s.f. in area (non-conforming). Approximately 30 percent of the Southside Study Area owes in excess of \$10,000 in back taxes, amounting to almost \$50 million owed in the Southside. Overall, more than 67% of the parcels in the Southside exhibit at least one indicator of “slum and blight” as defined by Georgia’s Redevelopment Law.

Because the Southside Study Area is so large, recommendations were categorized into five sub-areas. Overall recommendations for the entire Southside study area included:

- Rehabilitating existing structures;
- Infilling vacant or unoccupied parcels;
- Demolishing structures that pose a safety hazard;
- Converting underutilized spaces;
- Expansion of community facilities and parks;
- Connecting open spaces through greenways, parks, multi-use trails, and bike routes;
- Improving the pedestrian environment through streetscapes, street furniture, utility burial, signage, and new plazas; and
- Assisting small businesses and entrepreneurs to facilitate economic development in the area.

BeltLine Tax Allocation District (TAD) Feasibility Study⁸

This March 2005 study evaluated the feasibility of forming a Tax Allocation District (TAD) around the BeltLine transit greenway. TADs are redevelopment tools that get their funding from anticipated future tax revenue, used to pay off bonds today. These bonds pay for infrastructure and certain development costs, but not land acquisition or clearance. A such, TADs must focus on projects ready to begin construction after the bonds are sold so that the TAD will generate enough revenue so the bonds can be repaid in a timely fashion.

Relevant to the BeltLine, the study made three findings: (1) that a TAD could generate approximately \$1.3 to \$1.7 billion in bond funding; (2)

⁸Atlanta Beltline Tax Allocation District Feasibility Study, March 2005. Beltline Partnership, Online: <http://www.beltline.org/newsEvents/studies.shtml#feasibility>.



The future of Atlanta's transit could include a multi-use greenway and light rail along the BeltLine



The plan for the Pryor Road Village Center envisions a new employment hub at University Avenue and I-75/85 (Source: *Beltline TAD Redevelopment Plan*)



The existing BeltLine "five points" intersection with University Avenue

that bonds could be used to help pay for capital costs associated with the development of the parks, trails and transit aspects of the BeltLine; and (3) that significant economic benefits would flow to the City of Atlanta, Fulton County and the Atlanta Board of Education as a result of the new development spurred by the BeltLine. Over the 25-year life of the TAD, the Study projected a \$20.2 billion increase in the City's tax base.

Although the study did not make recommendations for any specific locations along the BeltLine, it did lay the foundation for the subsequent BeltLine Redevelopment Plan.

BeltLine Redevelopment Plan

The August 2005 BeltLine Redevelopment Plan was prepared for the area ringing the BeltLine transit greenway. The purpose of the plan was to specify the boundaries of the proposed redevelopment area; meet the statutory requirements for the creation of a TAD; explain the proposed vision for the area and its redevelopment potential; establish the current tax base and project its increase after redevelopment; define projects for TAD funding; and fulfill all technical requirements of the Redevelopment Powers Law.

Features of the plan include:

- Parks: over 1,200 acres of new or expanded parks, as well as improvements to over 700 acres of existing parks.
- Trails: 33 miles of trails connecting 40 parks, including 11 miles connecting to parks not contiguous to the BeltLine.
- Transit: 22-mile transit system connecting to including MARTA and the proposed Peachtree-Auburn Streetcar.
- Jobs: more than 30,000 permanent jobs and 48,000 year-long construction jobs.
- Workforce housing: 5,600 new workforce housing units.
- Streets: new and renovated streets and intersections including 31 miles of streetscapes connecting neighborhoods, parks, and the BeltLine.
- Environmental remediation: clean-up of sites with environmental issues.
- Neighborhood preservation: protection of neighborhoods by provision of transitions to higher-density uses.
- Tax base: an estimated \$20 billion increase over 25 years.
- Industrial base: preservation of viable light industry.

The BeltLine crosses the northern end of the Jonesboro Road Study Area at Pryor Road and University Avenue. In this area, the plan

recommends a high-density redevelopment opportunity connecting to a University Avenue/Pryor Road activity center as follows:

“The bulk of this opportunity occurs along Pryor, encompassing a large block to the north and east of University, both sides of Pryor between University and the BeltLine, and on the west side of Pryor just south of the rail right-of-way. Topography is rolling, with Pryor dipping below the BeltLine and the general grade ascending east and west. The most notable features are I-75/85, which is elevated less than a block to the west, and Carver High School, currently under renovation in the southeast corner of the node. These features, combined with active rail to the northeast and new single-family housing to the south, mark the only physical constraints on this otherwise growth-oriented site.”

Given the ease of Interstate access, the plan states that public attitude favored new and higher density uses. Residents expressed a desire for retail and commercial, possibly of a regional scale, and an employment center, perhaps in the form of mid-rise office, which over the long-term should become a dense and active core anchoring a wide array of uses. The major elements of this center are:

- One- to four-story commercial center sited at the northeast corner of the Pryor/ University intersection;
- Five- to eight-story office development on either side of Pryor, south of University;
- Medium-density residential on both sides of the BeltLine (with mixed-use development at the Pryor Road crossing); and low-density residential near neighborhoods;
- A shared park amenity, gateway, and a small transit plaza that surrounds the BeltLine stop near Carver High School;
- Intersection improvements, particularly along University at both Pryor and the interstate on-ramps;
- Significant improvements to the pedestrian amenities; and
- Light industry and retail northeast of University Avenue along the active rail.

Specifically for the five-point University/McDonough intersection, a transit underpass is proposed, as well as an at-grade crossing at Milton Avenue.

Atlanta Development Authority BeltLine TAD Feasibility Study

This December 2005 plan completed by ADA evaluates the effectiveness and potential redevelopment opportunities using TADs and Urban Enterprise Zones (UEZ) in ten Atlanta areas, including the Jonesboro Road corridor. Unfortunately, Jonesboro Road does not demonstrate the potential to meet the basic size (\$10 million) threshold for TAD bonds in the short term (one to ten years). However, the Hi-Fi Buys Amphitheater and the surrounding Lakewood Fairgrounds property owned by the City was “unofficially” identified in this study as a redevelopment area that could potentially support a TAD, and could incorporate portions of the Jonesboro Road corridor.

The study identifies opportunities for utilizing a UEZ along Jonesboro Road. Several sub-areas along the corridor were recommended for UEZ designation based on the likelihood of redevelopment:

- High likelihood of redevelopment (5 to 7 years): Hutchens intersection (School Drive to Macedonia Road);



The BeltLine TAD report recommends mid-rise mixed use, medium density residential, and low density commercial at University Avenue

- Medium likelihood of redevelopment (7 to 15 years): Browns Mill (Hargis Street to Springside Drive) and the I-285 Industrial Area (Southside Industrial Parkway to Conley Road); and
- Long-term redevelopment (15 to 20 years): Harper intersection (Harper Road to McWilliams Road), McDonough/South Atlanta Village Centers (Gammon Street to Dorothy Street), and Lakewood Village Center (Turman Avenue to Schoen Drive)

In those areas identified as “high” and “medium” likelihood for redevelopment, the Jonesboro Road corridor could support 30,000 s.f. of retail and 1.8 million s.f. of industrial in the next 5 to 10 years, potentially valued at \$3.45 million and \$90 million, respectively. The I-285 Industrial Area is identified as capturing the most of the development value potential at \$50 million, where the Hutchins and Browns Mill subareas split the remaining \$43.45 million development potential.

Currently, The Vineyards of Browns Mill (new single family homes and apartments at the intersection of Jonesboro Road and Cleveland Avenue) are assisted through a Housing UEZ.



The project team met regularly with the Advisory Committee and other stakeholders to discuss the Redevelopment Plan progress

Redevelopment Plan Planning Process

The planning process for the Jonesboro Road Redevelopment Plan Update builds upon the aforementioned previous planning efforts, most notably the 1998 Jonesboro Road Redevelopment Plan.

During the formulation of this Plan, an Advisory Committee met regularly with Tunnell-Spangler-Walsh and the rest of the project team to review the planning process and proposed recommendations. In addition, the project team met individually with members of the community, persons involved in similar planning activities, and persons contributing to the development and overall well-being of the Study Area.

Following completion of the Redevelopment Plan, a public hearing will be held prior to City adoption.

1.2 URBAN DESIGN & HISTORIC RESOURCES



A dendritic system

Urban Design is a review of the collective patterns that define a community and the design opportunities that they represent. These patterns are formed by a variety of factors, largely based on the historic path that a community has taken and the imprints it has left along the way. Building styles, sidewalk layout, relationship of buildings to the street, street angle and direction, the placement of railroads, and old trolley routes all contribute to the character a place has today. In addition, the experience a place provides is defined by an interaction of these historic features with natural elements like trees, streams, and topography. Together these and other features work to define “place” and establish physical character.

This Section examines several features of urban design and historic resources in the Jonesboro Road Corridor, including: Blocks & Street Patterns, Parcel Patterns, Building Patterns, Historic Resources, and Building Conditions.



An interconnected system

Block & Street Patterns

Streets and blocks are the most important defining characteristics of a community. While buildings and land uses often change, the platting pattern of a community generally remains unchanged over the centuries. Blocks and streets can be thought of as the “bones” of a community, which directly affect a community’s form and the importance of key sites within it.

There are two principal types of blocks and street patterns:

Dendritic or tree-like street systems are made up of many small and disconnected local streets that feed into fewer collector streets that, in turn, feed into even fewer arterials. Because this pattern contains many dead-end local streets, it forces all traffic onto collectors and arterials, resulting in large block sizes and increased trip distances.

Interconnected street systems are made up of a series of small- and medium-sized streets arranged in a grid or modified grid pattern. In this pattern, virtually all streets connect to other streets. This provides small blocks, ensuring many possible routes of travel and eliminating the need for wide and high traffic arterials and collectors.

Existing Conditions

The Study Area exhibits a variety of street and block patterns, based on when the individual areas were laid out. Pre-World War II areas to the north, such as Lakewood Heights and South Atlanta, have small



Boston's South End has no street more than two lanes wide



This church in Charleston occupies a terminated vista

blocks and interconnected streets systems, while newer areas to the south exhibit larger blocks and dendritic systems. Accordingly, on the northern end, blocks average 400 feet in length along Jonesboro Road, while to the south they are often over 1,000 feet in length.

A unique design feature along Jonesboro Road is the high number of terminated vistas. A terminated vista is a point where the eye lands when looking down a street, often created by street off-sets or curves. In traditional town building, churches, libraries and other civic buildings were often located at the focal point of a terminated vista. Terminated vistas exist at the intersections of: Jonesboro Road and the BeltLine, Jonesboro Road and McDonough Boulevard, Jonesboro Road and Lakewood Avenue, Jonesboro Road and Sawtell Avenue, 1419 and at Jonesboro Road and Browns Mill Road.

Strengths

- Small blocks in the north, which benefit transportation flow.
- Interconnected street system in the north, which benefits bicycle, vehicular, and pedestrian transportation and creates a readily understandable community fabric.

Please see Section 1.3 for details on the implications of this street and block pattern on transportation facilities.



An under-utilized pocket park occupies the terminated vista focal point at Jonesboro Road and Lakewood Avenue

Weaknesses

- Large blocks at the southern end of Jonesboro Road, which force pedestrians and drivers to travel longer distances than would be necessary in a more connected system.
- The A-Tow site (1419 Jonesboro Road), which occupies a large block that is out-of-scale with South Atlanta's historic block size.
- Poor east-west street connectivity south of McWilliams Road, which breaks physical form between Jonesboro Road and adjacent neighborhoods and prevents it from being seen as part of their neighborhoods, thus contributing to its neglect.

Opportunities

- Existing parking lot drives in shopping centers near I-285, which could serve as foundations for gradually introducing new streets and blocks to the corridor with redevelopment.
- The interconnected street system in the neighborhoods north of McWilliams Road, which could serve as a showcase of how new development can integrate itself into the Study Area's historic street and block pattern.
- New smaller blocks, which could be created by dividing existing "superblocks" on the southern end of the corridor into



Brock Built's new development on Browns Mill Road introduces small blocks near Humphries Elementary School

smaller blocks that are consistent with the historic block sizes of intown Atlanta.

- Terminated vistas, which could be desirable sites for civic buildings or public spaces.

Threats

- Street abandonment for redevelopment purposes, which could eliminate the existing fine-grained block pattern in Lakewood Heights and South Atlanta.
- Cut-through traffic, which could burden existing dead-end streets if new connections are created in a piecemeal manner and/or without adequate attention to the design of said streets.

Parcel Patterns



Southview Cemetery occupies one of the largest lots in the Study Area

Lots are the second major element in shaping communities. Like streets and blocks, lot patterns tend to be fixed for long periods, regardless of land use. Historically speaking, lot size was also an indicator of where in the community a lot was located, with the smallest lots housing mixed-use buildings near the center of town and the largest ones being farmland located at its fringes.

Today, with the increasing scale of redevelopment economics and the large amounts of capital necessary to finance infill projects, the notion that lots at the center of a community should be small is no longer universal. Modern financial models often demand that intown redevelopment projects occupy an entire block and be undertaken by large developers. As a result, a key challenge to neighborhood center regeneration can be the existence of small lots owned by many different owners, particularly if land assembly is critical. In certain cases, however, diverse ownership can be beneficial to creating a rich character and sense of place if smaller lot owners are motivated to develop individual, smaller projects.



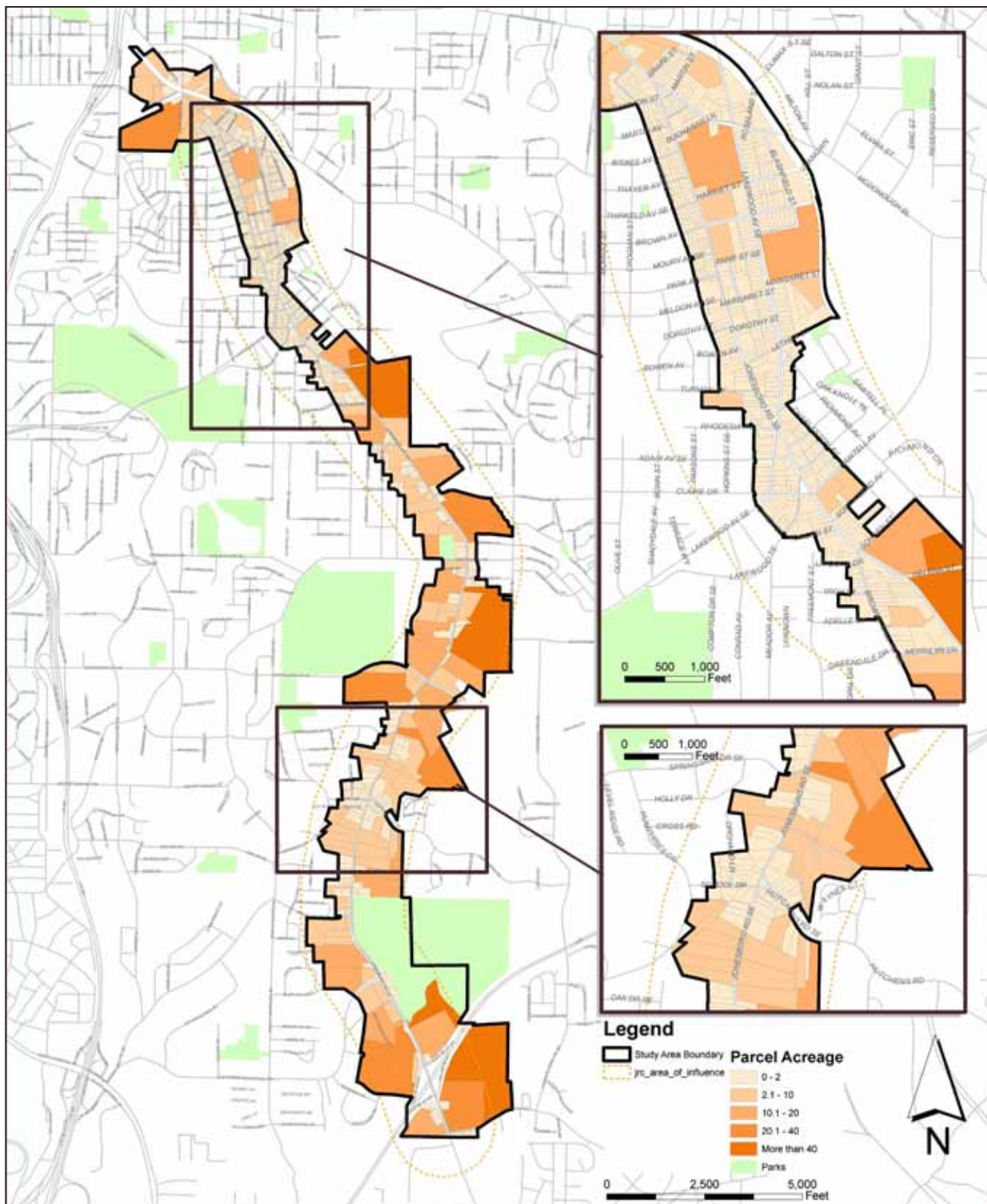
This 30-foot-wide historic commercial lot is one of the corridor's narrowest

Existing Conditions

The Study Area exhibits a fine-grained mix of small lots. Of the 882 lots all wholly or partially in the Study Area, 88.8% (783 lots) are less than two acres in size; 7.6% (67 lots) are between two and ten acres; 2.2% (19 lots) are between ten and 20 acres; 1% (9 lots) are between 20 and 40 acres; and 0.5% (4 lots) are more than 40 acres in size.

Recent developments have demonstrated that existing lot sizes in neighborhoods are appropriate for single-family redevelopment, but this is not true along Jonesboro Road, where land costs dictated

Figure 1.2: Parcel Patterns





Large lots near Cleveland Avenue allowed the “Vineyards at Browns Mill” to be developed



Homes in this neighborhood in Memphis are arranged to define a park space (Courtesy of Alex S. MacLean)

larger sites. As an example, the 1.8 acre Columbia Blackshear multi-family project at 1630 Jonesboro Road required the consolidation of six lots. Similarly, five lots at 1897 Jonesboro Road were consolidated for a 0.9 acre townhome development there.

Strengths

- The historic lot pattern of South Atlanta and Lakewood Heights, which is largely intact.
- Small home lots, which allow for neighborhood revitalization that does not compromise their scale or character.
- The diverse sizes of home lots, which provide opportunities for buyers with diverse incomes to live near Jonesboro Road.

Weaknesses

- Lot assembly challenges, which are required for redevelopment in the commercial and mixed-use areas.

Opportunities

- Lot assembly, which could support redevelopment where historic structures no longer exist, especially in Lakewood Heights, former industrial areas, and commercial areas.

Threats

- “Holdout” property owners, who could hinder community-supported redevelopment.

Building Patterns

The placement and massing of buildings can work together to form spaces greater than the individual buildings. These different spaces have varying impacts on human psychology and the ability of places to support certain activities. For example, most people like to feel protected while walking. This is best achieved by making people feel enclosed. From a psychological point of view, a street with a height-to-width ratio of no more than one-to-three provides the necessary enclosure, with one-to-one being ideal. Therefore, to create an environment where walking is encouraged, the street should respect these ratios, particularly in a downtown environment. Enclosure also has a direct impact on driver behavior. All else being equal, buildings close to the street psychologically narrow it and result in slight decreases in vehicular speeds.

Building patterns also affect the legibility of a place, or how easy it is for a visitor to quickly understand its organization. A figure ground study is a valuable tool for understanding this component of form. In a figure ground study, the placement of buildings and their inter-relationships is reduced to a simple map showing their location on



Buildings form a wall that defines this park in Spain

an otherwise negative background. This allows for an understanding of buildings and the spaces between them. These public or quasi-public spaces often are the most commonly experienced spaces of a community.

Existing Conditions

The Study Area exhibits varying degrees of building order, with the best-defined portion of the Study Area being found around Lakewood Heights Village. Here, buildings directly front the sidewalk with little or no space between them to create a well-defined space. In nearby residential areas, homes are slightly set back and often front the sidewalk with a knee wall, hedge, or fence, while still relating to the street in a common manner. These spatial patterns could support a positive pedestrian experience, even though some of the land uses there do not currently make this option desirable.



Large trees define the street on the southern half of the corridor

Spatial patterns break down as one moves from north to south along the corridor. Spatial form is weakest in commercial and industrial areas along Jonesboro Road from I-285 to the intersection of McWilliams Road, where a suburban “strip” quality fails to reflect the historic patterns of South Atlanta, Lakewood Heights, or the adjacent neighborhoods. In this area, buildings are set back from the street, often more than 100 feet, and fronted by vast expanses of surface parking. Their sprawling single-story nature, coupled with large setbacks, causes this portion of Jonesboro Road to have the feeling of a wide, open space inhospitable to pedestrians and non-conducive to creating a sense of place.

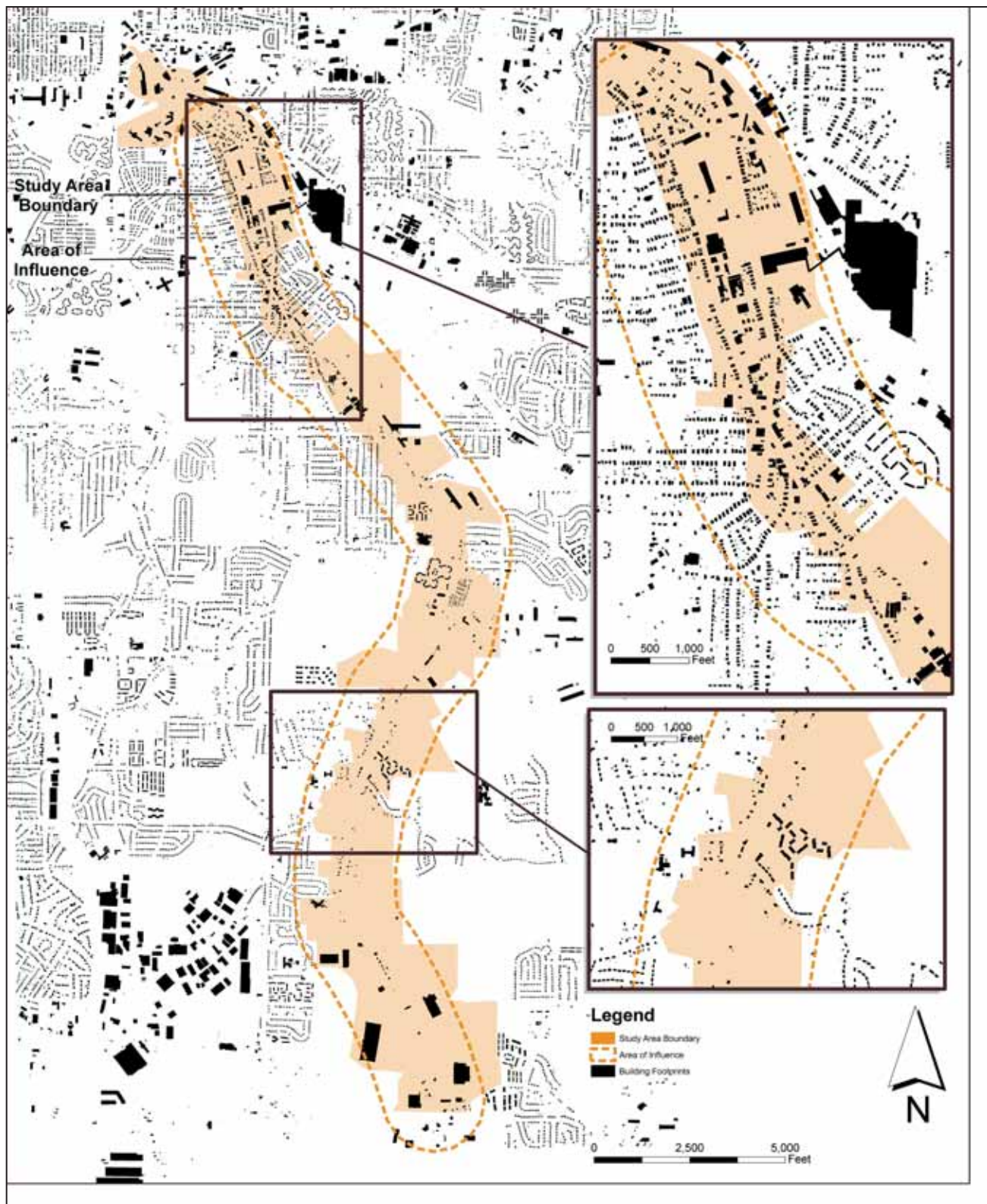
Neighborhoods ringing these commercial and industrial areas, such as Norwood Manor, Orchard Knob, Brown Mill Park, George High, and Rosedale Park, are better defined than nearby Jonesboro Road. In them, buildings are often pulled back from the street and each other, but separated from it by lawns and landscaping.

In many portions of Jonesboro Road, the lack of adequate building order is mitigated by a mature canopy of trees, particularly in the residential areas between commercial and industrial nodes. In these areas, large oaks and low vegetation create an almost rural feel, and compensate for the lack of building definition. This is a quality that many residents want to preserve well into the future.

Strengths

- Street-oriented commercial buildings in Lakewood Heights and South Atlanta, which define space well and create a pleasant, human-scaled environment.
- Historic neighborhood homes, which often share a common

Figure 1.3: Figure Ground





Most existing or former auto-oriented uses are set back far from the street

setback and relate to the street via front porches and street-facing windows.

- Large trees along the corridor's southern end, which compensate spatially for the lack of street-oriented buildings.

Weaknesses

- Poor spatial definition, which is created by frontal parking, large setbacks and relatively low building heights in industrial and commercial areas built after World War II.
- Vacant lots, which reflect tears in the community's fabric.

Opportunities

- New appropriately-scaled commercial or mixed-use buildings at activity nodes, which could strengthen the spatial form of existing centers and define new ones.
- Streetscaping projects, which could create a strong street edge through street tree planting.
- Infill housing, which could be appropriately scaled to fill in breaks in neighborhood fabric.

Threats

- The creep of strip commercial uses into undeveloped portions of Jonesboro Road, which could result in a poorly defined and aesthetically unpleasant space.
- New auto-oriented development in existing commercial nodes, such as Lakewood Heights Village, which could to degrade their sense of place and scale.
- The demolition of historic buildings in neighborhoods and commercial centers, which could destroy the historic scale.
- Out-of-scale infill housing, which could overwhelm existing structures.
- New single-story commercial buildings along key streets, which could fail to provide the height necessary to appropriately define the street as an outdoor room.



"Substandard" building condition



"Deteriorated" building condition



"Dilapidated" building condition

Building Conditions

A key factor in determining the revitalization and historic preservation opportunities of an area is the physical condition of buildings. There are four categories into which buildings can be classified, including:

- **Standard**, a building in good condition and needing few, if any, repairs.
- **Substandard**, a building in moderate condition and requiring some general repair.
- **Deteriorated**, a building requiring one or more major repairs, such as a new roof, foundation, siding or windows.
- **Dilapidated**, a building with significant structural problems and representing a public health threat.

Each category is based on exterior conditions. A determination of final condition requires both interior and exterior review.

Existing Conditions

A survey of the Study Area found that most structures along Jonesboro Road are in Substandard condition. The table below shows the distribution. Approximately 25% of the Study Area is comprised of Vacant or Deteriorated properties, the same amount catalogued in the previous Redevelopment Plan completed in 1998.

Geographically, the greatest degree of building deficiencies is found in the pre-World War II neighborhoods, and in the area between Harper Road and Cleveland Avenue. The map on the following page shows the distribution in more detail.

Like those in many historic neighborhoods, structures in the Lakewood Heights and South Atlanta neighborhoods were built to last. Quality

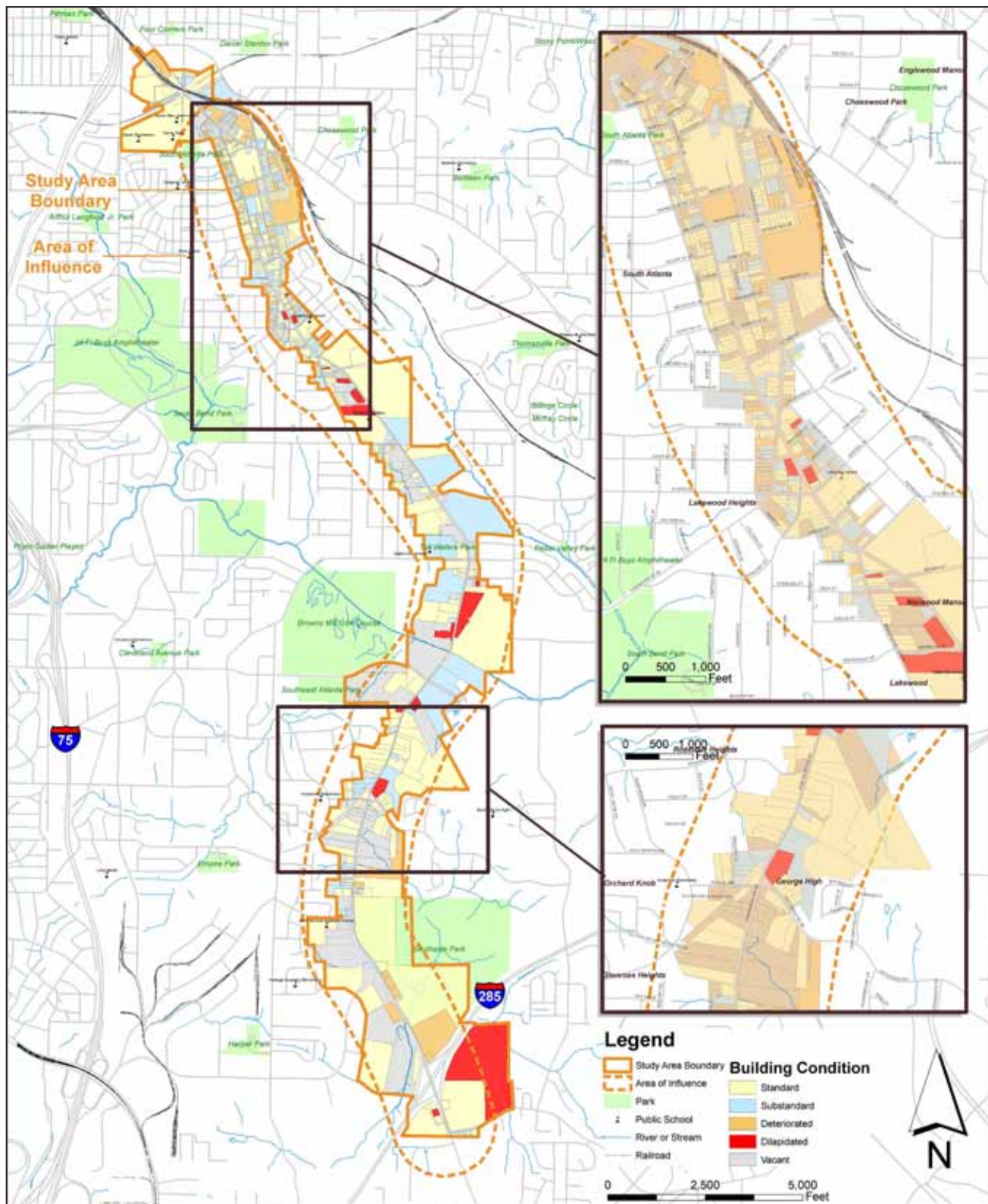
Table 1.1: Building Condition Summary

Condition	Parcels		Lot area	
	Number	Percent*	Acreage	Percent**
Dilapidated	24	3%	83.2	7%
Deteriorated	69	8%	75.7	6%
Substandard	159	18%	184.1	15%
Standard	397	45%	638.9	52%
Vacant	227	26%	251.5	20%

*Percent of total parcels based on 876 parcels in the Study Area.

**Percent of total lot area based on 1,234 acres. Does not include streets or other rights-of-way.

Figure 1.4: Building Conditions





Since completion of the 1998 plan, this structure has been renovated

construction and detailing are present on many homes. However, until very recently, the neighborhood has experienced a gradual decline in structural condition over the last 20 years. Because many of the homes are not owner-occupied, maintenance has often fallen behind. As a result, the number of Substandard and Deteriorated homes within the Study Area increased between 1998 and 2006. Where repairs have occurred, they are often not done to a standard that is compatible with the long-term vitality of the neighborhood. It is not uncommon to see many roofs improperly repaired – opening the neighborhood up to additional structural decay in the coming years. Not only does this compromise the architectural character of the neighborhood, but it also compromises the long-term viability of said structures.

The condition of commercial and industrial structures in the Study Area varies, but a survey suggests that over half of the commercial and industrial properties are in need of some sort of repair. Most notable among these is the Atlanta Exposition Center and Lovetrain Antiques, large properties off Jonesboro Road near I-285. Of particular concern are the numerous vacant properties along the corridor, both unused and undeveloped. While vacant properties do not pose a structural threat, historic structures will continue to deteriorate due to lack of use.

Strengths

- Recent efforts by the City of Atlanta have removed some Dilapidated structures.

Weaknesses

- The existence of many buildings in Substandard, Deteriorated and Dilapidated condition along the corridor.
- The public health threat posed by Dilapidated buildings.

Opportunities

- Code enforcement by the City of Atlanta could improve building conditions.
- Intown Atlanta revitalization trends, which favor historic structures and make many of the Deteriorated and Dilapidated buildings ideal candidates for restoration.
- Vacant land, which could be redeveloped into Standard buildings.

Threats

- Code enforcement that is not sensitive to people on fixed incomes could do more harm than good by destabilizing long-time residents.



Part of the reason for the success of downtown Decatur, Georgia, is the city's strong historic preservation ethic

Historic Resources

The proliferation of “cookie-cutter” buildings nationwide means that historic buildings have become critical to preserving identity and sense-of-place. Historic structures are resources that must be preserved and protected. Not only does the preservation of historic structures maintain an architectural legacy, it also preserves the buildings and places that represent a community's collective memory.

There is also an economic benefit to preservation. Many communities have found that the best way to promote future growth is by preserving the past. This is particularly true where historic buildings are of a quality that is financially-prohibitive today. The National Trust for Historic Places identifies tourism of historic sites - called “cultural tourism” - as a key component to successful downtown revitalization. For example, in Athens, the Historic Preservation Division of the Georgia Department of Natural Resources reports that tourism resultant from the unique scale and history of the city brought in over \$123 million in 1994 and over \$134 million in 1995.⁵



Historic structures in Charleston create a pleasant streetscape

Cultural tourism aside, “place-oriented” retail has become one of the industry's hottest commodities, with a number of new “downtowns” under construction across the nation. In the Atlanta area such places include: Atlantic Station, downtown Suwanee, downtown Woodstock, and Vickery (Forsyth County). Given this strong demand, communities with “real” history should position themselves to capture this growing retail and residential market.

Existing Conditions

The Study Area contains a variety of historic resources, with the greatest assets concentrated in Lakewood Heights, South Atlanta, and surrounding neighborhoods. The Lakewood Heights Historic District includes a rich collection of historic building styles, many of which are over 50 years old. Many buildings outside of the Historic District are also over 50 years old, and their age makes them potentially eligible for recognition on the Department of the Interior's National Register of Historic Places. The Register recognizes historic resources and is a factor in qualifying for certain preservation incentives, but it does not offer protection of historic buildings in itself.



This church in historic Lakewood Heights defines the neighborhood's character

Lakewood Heights's commercial core and South Atlanta's industrial centers are marked by historic buildings surrounding former trolley stops. The majority of these buildings were constructed in the early twentieth century and are represented by simple one- and two-
⁵Historic Preservation Division of the Georgia Department of Natural Resources, Economic Benefits of Historic Preservation in Georgia: A Case Study: Athens, Georgia (Atlanta: DNR, 1997)



This gas station in Lakewood Heights is a key historic structure in the village

story brick buildings with storefronts along the sidewalk and shallow setbacks. Stylistically, most can be classified as a vernacular American Mercantile style, or marked by brick load-bearing construction, simple brick patterning, little ornamentation and storefronts. Exceptions do exist, however, and include limited occurrences of Art Deco and Mediterranean Revival.

Beyond the traditional commercial buildings in Lakewood Heights and South Atlanta, there are limited instances corridor-wide of early Modern commercial buildings built after World War II. These buildings are increasingly being valued nationally for their role in post-World War II suburbanization.

The architectural styles of the Study Area's neighborhoods are as diverse as its commercial areas. Major styles present include:

- **National Folk** (1850-1890), which is defined by simple massing, usually simple single-gabled roofs, simple shed porch roofs, and uniform roof heights. Buildings are usually clad in horizontal clapboard and have vertically proportioned windows. This style is an interpretation of traditional local housing types utilizing mass-produced materials transported from other parts of the nation. As such, it exhibits geographic variations.⁶
- **Queen Anne** (1880-1910), which is defined by asymmetrical facades with partial or full-width porches usually one-story high and extending along one or both side walls. The roof is usually steeply pitched and of irregular shape, with a dominant front-facing gable. Patterned shingles and cutaway bay windows are some of the devices used to avoid a smooth-walled appearance.⁷
- **Craftsman** (1905-1930), which is defined by low pitched, gabled roofs (occasionally hipped) with wide, unenclosed eave overhangs, beams and exposed rafters. Porches are always provided and are usually full or partial width and with roofs supported by tapered, square columns. These homes usually have a one story or "bungalow" form, although examples of two-story Craftsman homes may be found.⁸
- **Minimal Traditional** (1935-1950), which is defined by a reference to earlier styles, but lacking detailing and exhibiting close, rather than overhanging, eaves. These homes usually include a large chimney and at least one front-facing gable.



Queen Anne homes in the Sweet Auburn Historic District in Atlanta



The Bungalow is a popular housing type in Atlanta

⁶ McAlester, 88.

⁷ McAlester, 263.

⁸ McAlester, 453.



Several deteriorated Minimal Traditional style homes line Schoen Street

Most are one story, but two-story examples exist.⁹

- **Ranch** (1935-1975), which is defined by a horizontal orientation, built-in garages and asymmetrical one-story shapes with low-pitched roofs and large overhangs. These homes often have brick siding, with modest chimneys.¹⁰

Newer homes often do not reflect the historic styles found in the area. Although vaguely inspired by historic styles, they generally lack the detail, urbanism, and craftsmanship that mark the original.

Overall, approximately 725 of 1,323 parcels in the Study Area (55%) are over 50 years old and potentially eligible for placement on the National Register of Historic Places (NRHP), based on a field survey and County-provided tax data.

Strengths

- Existing historic structures.
- Adjacent historic neighborhoods.
- Existing recognition of South Atlanta and Lakewood Heights.

Weaknesses

- Disrepair and neglect found in many historic properties.
- Lack of building protection, even in historic districts, which has allowed many structures to be demolished in recent years.

Opportunities

- Early Modern buildings, which are now more than 50 years old and are increasingly seen as historic resources.
- Designating key buildings through the City's existing historic protection program could provide historic resource protection.

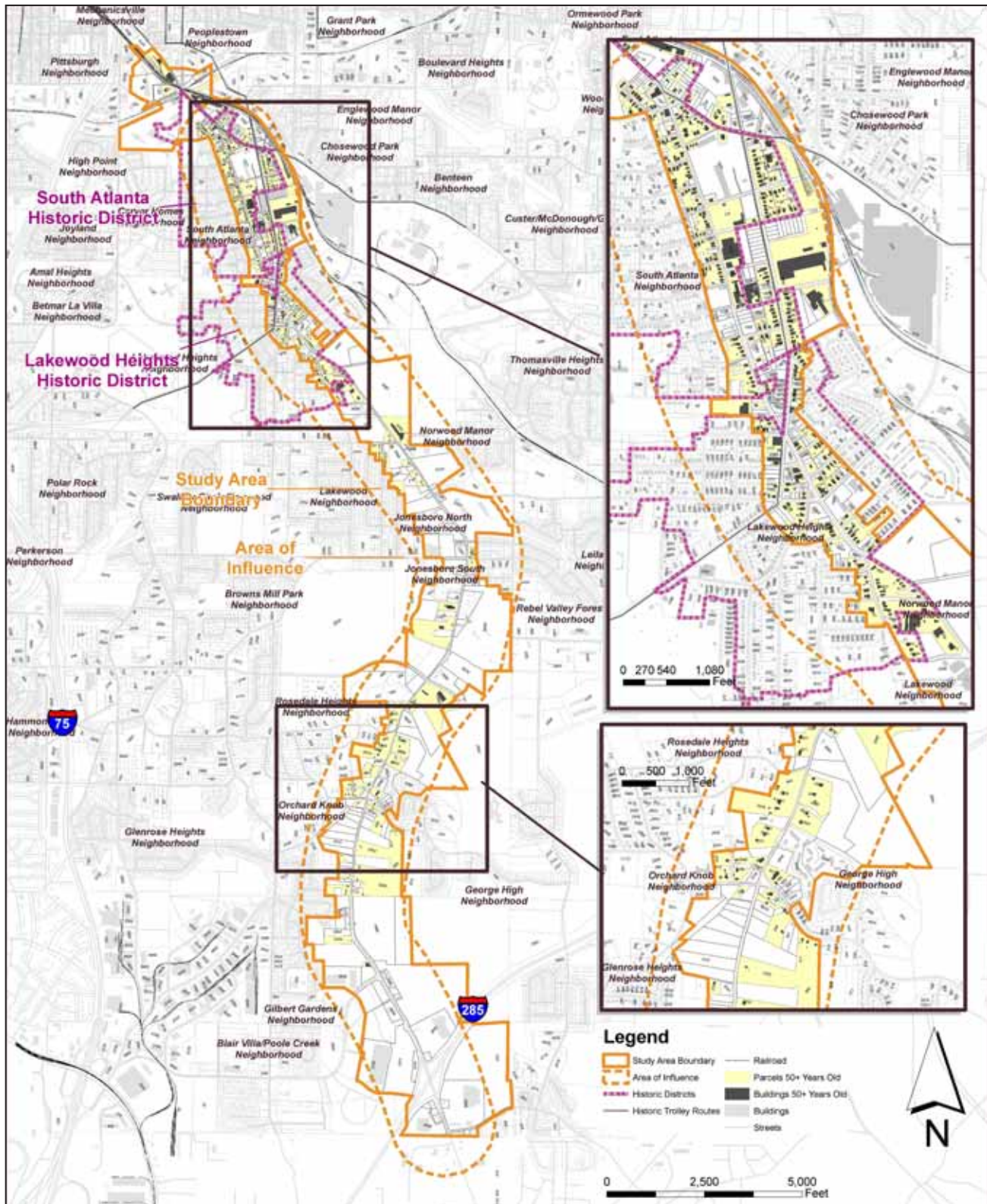
Threats

- Redevelopment, which could eliminate historic buildings.

⁹ McAlester, 478.

¹⁰ McAlester, 479.

Figure 1.5: Historic Resources





MARTA bus stops in the Study Area do not provide amenities for riders

1.3 TRANSPORTATION & CIRCULATION

A community’s transportation system is comprised of several interconnected components that work together to move people and goods within a given area. These components include transit facilities, traffic systems, pedestrian systems and bicycle facilities. Together, these different components interact with one another to affect travel mode, land use and system flexibility.

Transit

Providing transportation choice is a major tenet of smart growth. Mass transit provides an option for getting to work, school, shopping, and other places to those with cars; it serves a critical transportation need for those without. It also supports pedestrian-friendly, mixed-use and higher density development.

Transit becomes attractive to a variety of users when it is: frequent, accessible by walking, biking and vehicle; and near shopping and other conveniences. Therefore, it is important that land uses, pedestrian, and vehicular systems work together to support transit.

Table 1.2 Closest MARTA Rail Stations

Line	Station	Distance
East-West	Georgia State	2.0 miles
North-South	Garnett	2.2 miles
North-South	West End	2.4 miles
North-South	Oakland City	2.7 miles
North-South	Lakewood	3.2 miles

Table 1.3 Existing MARTA Service

Route	Name	Frequency (Minutes)			
		Weekday Peak	Weekday Off-Peak	Saturday	Sunday
4	McDonough/Grady Hospital	20-25	30	45	45
17	Inman Park / Lakewood	35	35	40	40-50
42	Village Highpoint	15-20	30	25	25-40
48	Thomasville / Inman Park	40	40	40	60
49	McDonough	25-35	45	40	No Service
55	Orchard Knob	30	40	50	60
78	Cleveland Ave	25	40	30	30-45
MARTA East-West Rail - H E Holmes		10	15	15	15
MARTA East-West Rail - Bankhead		10	15	15	15
MARTA North-South Rail -North Springs		10	20	20	20
MARTA North-South Rail - Doraville		10	20	20	20

Existing Conditions

Transit service in the Study Area is provided by the Metropolitan Atlanta Rapid Transit Authority (MARTA).

MARTA Rail

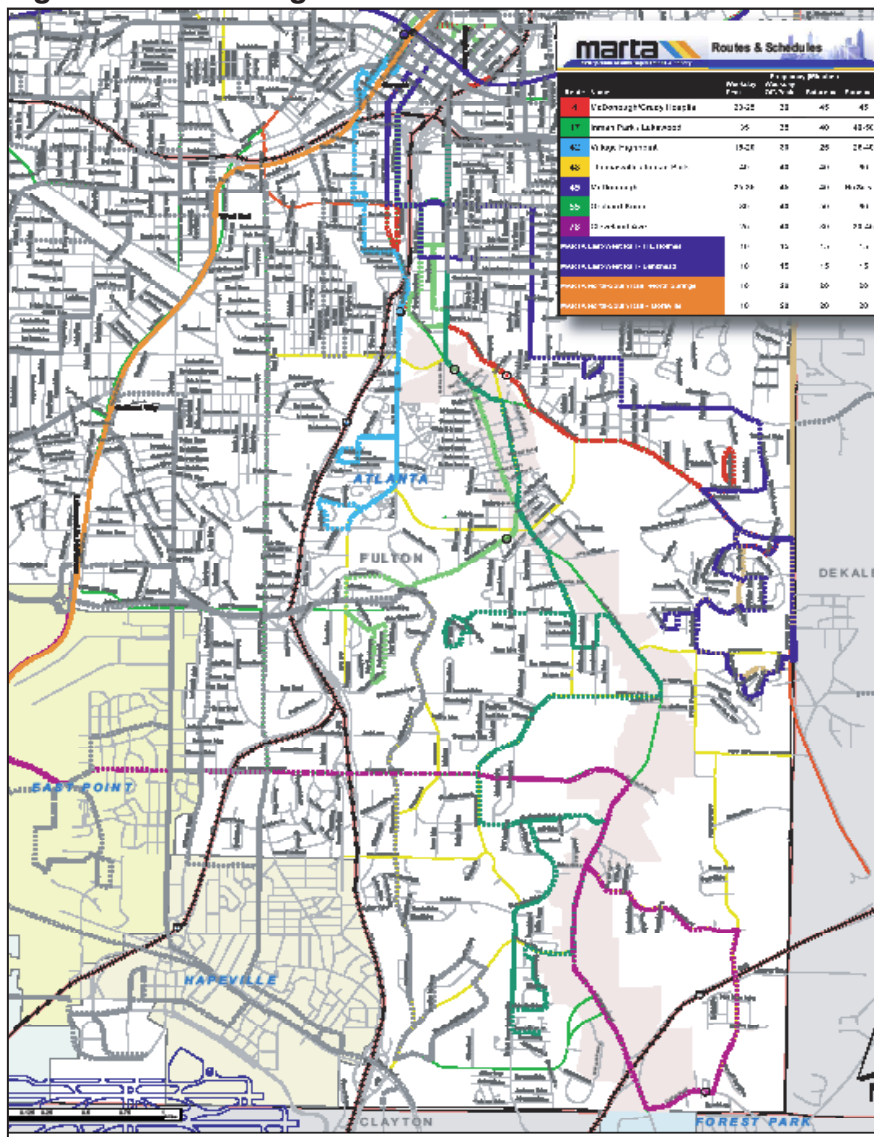
The MARTA rail system currently has 36 stations with 46 route miles, and carries about 250,000 rail passengers on weekdays. The rail system operates from approximately 5 a.m. to 1 a.m. Monday through Friday and from 5 a.m. to 12:30 a.m. weekends and holidays. The fare for a single ride is \$1.75, although MARTA will eventually be converting from a single price/token-based system to a distance-based fare system with the introduction of the new Breeze pass.

There are no MARTA Rail stations within walking distance (0.25-miles) of Jonesboro Road. The closest stations, by road-miles, are shown in Table 1.2.

MARTA Bus

The Study Area is served by seven MARTA bus routes. Their weekday schedules and operating statistics are shown in Table 1.3. MARTA Route 49 does not operate on Sunday. All routes operate with longer headways on weekends. Bus stops in the Jonesboro Road corridor generally lack amenities such as sidewalks, ramps, shelters and benches. Census 2000 “Journey to Work” figures for the census tracts comprising the Study Area show a relatively high transit mode split for work trips; averaging 18.6%, somewhat higher than the Atlanta citywide average of about 15%.

Figure 1.6: Existing Transit Facilities



Rail Crossings and Safety

Although rail freight has a significant influence on the presence of freight-intensive industrial land uses in the Jonesboro Road corridor, rail operations only have a direct impact on the northern edge of the Study Area.

Norfolk Southern operates the south end branch of the Atlanta-Macon Line, which includes two main tracks, two sidings, and several industrial spurs serving industrial businesses on McDonough Boulevard, and immediately outside of the study area. Information filed with the U.S. DOT indicates that 48 trains use the line per day.

This line has one at-grade crossing within the Study Area, within the intersection of McDonough Boulevard, University Avenue, Hank Aaron Boulevard and Ridge Avenue. This crossing, identified as 718062K, has no automatic



Without automatic gates, rail crossings in the Study Area leave drivers feeling vulnerable to passing trains.

gates. Crossing warnings include flashing lights, wig wags, an audible alarm (bell) and crossbucks. The crossing is also equipped with simultaneous traffic signal preemption activated by trains.

Although the crossing appears chaotic, Federal Railroad Administration (FRA) records report only seven collisions between trains and motor vehicles since 1996, although one of those crashes involved a fatality to the motorist. GDOT is currently in the initial design stages of safety and intersection improvements at this intersection and rail crossing.

CSX Transportation operates the Main Line Branch of the Atlanta Terminal line, also adjacent to the northern end of the Jonesboro Road corridor. This line crosses below McDonough Boulevard in a tunnel immediately beneath the aforementioned intersection. The identification number for this crossing is 05313B. Trains operate on this line less than once per day, at a typical speed of 20-25 miles per hour. There have been no collisions between trains and motor vehicles that have been reported at this intersection. This rail line is being considered as a potential alignment of the City of Atlanta's proposed BeltLine project.

Functional Classification

Roadways in the Study Area are classified as follows:

Interstate Freeways:

- I-285

Minor Arterial Streets:

- Jonesboro Road
- McDonough Boulevard
- Lakewood Avenue (South of Jonesboro Road)
- Cleveland Avenue
- Southside Industrial Parkway

Collector Streets:

- University Avenue
- Lakewood Avenue (North of Jonesboro Road)
- Sawtell Avenue
- Clair Drive
- Browns Mill Road
- Constitution Road
- McWilliams Road
- Hutchens Road
- Macedonia Road

Traffic Facilities

Traffic system operations are affected by a variety of factors, including intersections, signal timing, turning movements, volume, capacity, and speeds. The interface of these different components affect each other and define the ability of the whole system to be balanced and efficient.

The organization of streets also directly impacts the ability of the traffic system to operate efficiently. An interconnected system is inherently superior to a dendritic system from a traffic point of view (see Section 1.2 under "Street and Block Patterns"). Two two-lane streets in a network can carry more vehicles than one four-lane street. They also result in shorter trips, fewer turns, short signal phasing, and less clearance time. Additionally, by providing more streets, transportation systems provide more routes of travel and reduce the likelihood that the entire system will be thrown into paralysis by an accident or other event.

Existing Conditions

The existing traffic system in the Study Area includes a network of state and local roadways serving residential, business and regional transportation needs. The network is illustrated in Figure 1.7.

The northern portion of the corridor is McDonough Boulevard, from University Drive/Hank Aaron Boulevard to the northern end of Jonesboro Road. The McDonough Boulevard portion of the corridor is one travel lane in each direction with left turn lanes only at major intersections, with an overall length of 0.25 mile.

From McDonough Boulevard, Jonesboro Road extends 5.5 miles to the corridor's southern terminus, the Atlanta city limit near Conley Drive. Jonesboro Road widens to two travel lanes in each direction approximately 500 feet north of the intersection of Macedonia Road, through to the southern end of the corridor, with a continuous center lane that becomes a dedicated left turn lane at major intersections.

The road system is in fair condition, operates at reasonably good level of service during peak periods, and access and connections are generally good. There is a need to upgrade the facilities to current design and safety standards, reconsider placement and type of traffic controls, and improve access management. Safety improvements are needed in particular at key intersections where there are a high number of vehicular and pedestrian accidents. Travel lanes are narrow and may need to be widened. There are some locations where sight distance problems may need to be addressed. The capacity of

the current arterial system is adequate to handle additional traffic but may need to be reassessed when the characteristics of specific developments are known. Lack of sidewalks, right-of-way constraints, and heavy truck movements inhibit non-motorized travel.

Although there is generally good east-to-west access to the corridor, it might be beneficial to consider extension of an existing road or a new road from Jonesboro to the east at Cleveland to either Forest Park Road or Moreland Avenue/US 23. This would provide better access to the east from southeast section of the corridor, and possibly a cross access to another interchange with I-285. The closest access currently to Moreland Avenue is Constitution Road, which is more than two miles to the north of I-285.

Traffic Controls

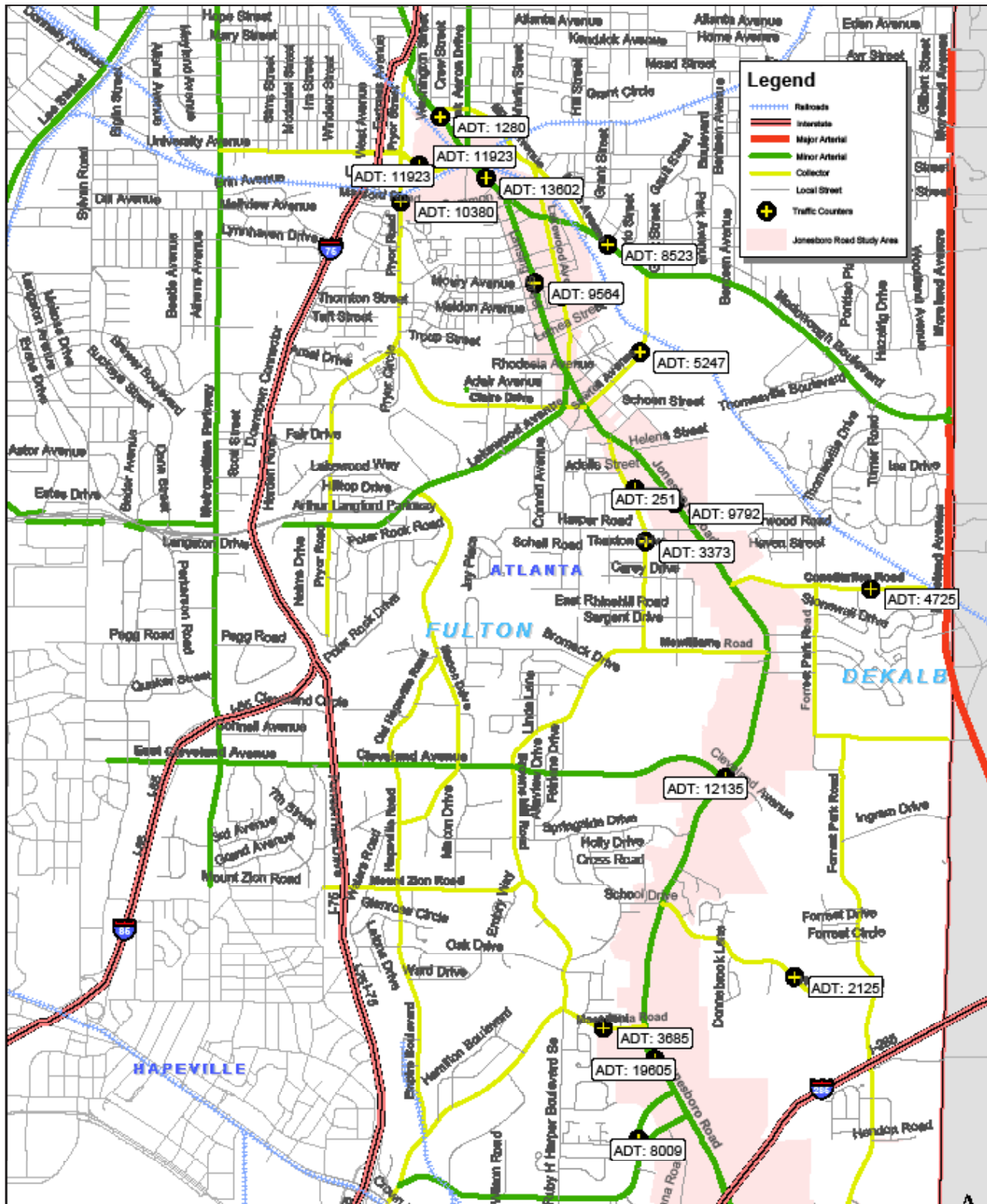
The Study Area contains 15 signalized intersections. Of these 15 signals, 12 are on Jonesboro Road, at the intersections of:

- McDonough Boulevard
- Lakewood Avenue
- Claire Drive/Sawtell Avenue
- Browns Mill Road
- Harper Road
- McWilliams Road
- Cleveland Avenue
- School Drive/Hutchens Avenue
- Southside Industrial Parkway
- I-285 Southbound Ramps
- I-285 Northbound Ramps
- Conley Road

Other signalized intersections include:

- McDonough Boulevard, University Avenue, Hank Aaron Drive, and Ridge Avenue
- McDonough Boulevard and Lakewood Avenue
- Lakewood Avenue and Claire Drive

Figure 1.7: Area Roadway Network



Traffic Volumes

Historic Average Annual Daily Traffic (AADT) data for the Study Area was obtained from the GDOT database for the time period from 1997 to 2004. AADT values were obtained from several different count stations on all major roadways within the Study Area. These volumes are summarized in Table 1.4, and can be seen graphically in Figure 1.8.

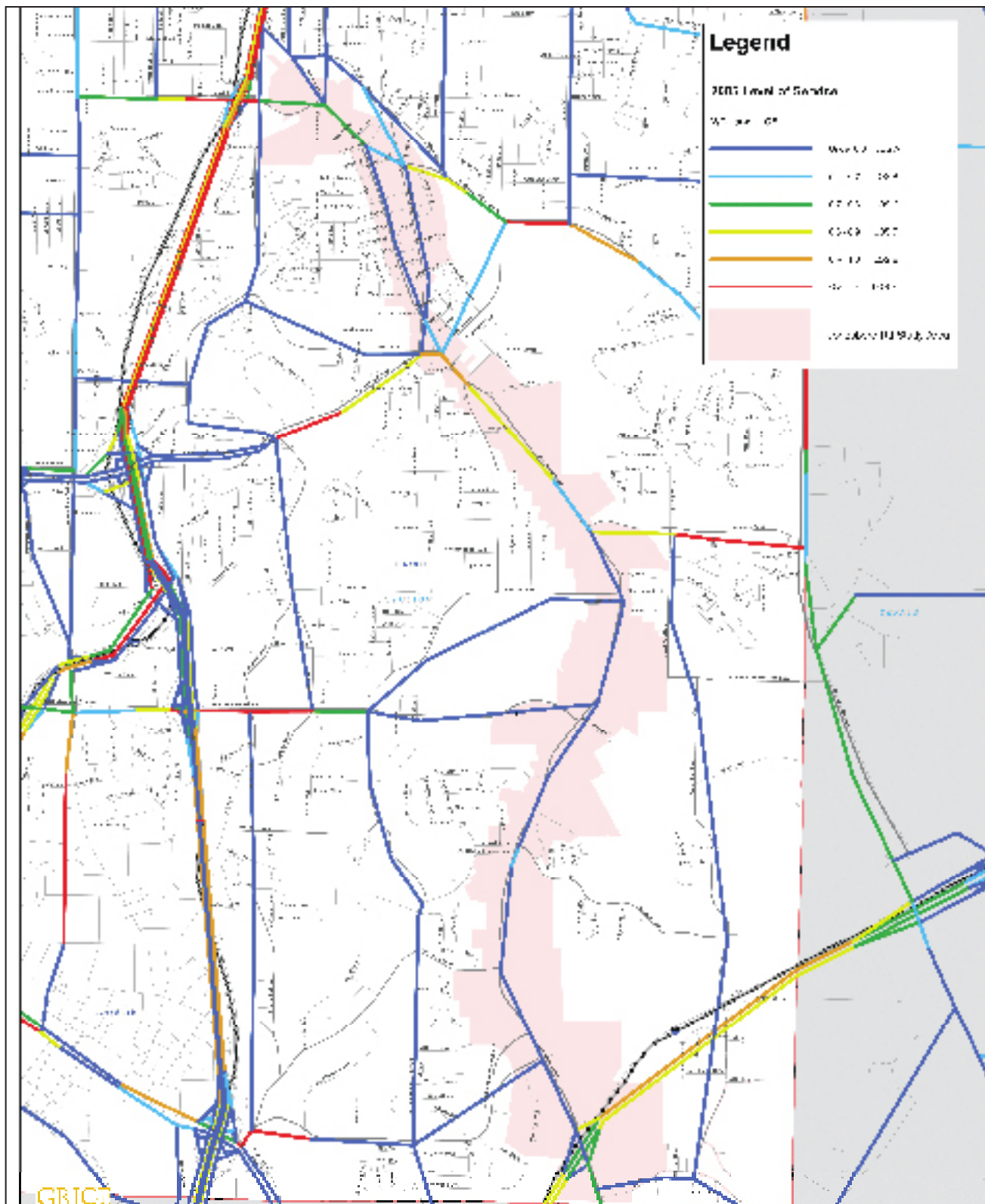
Crash Analysis

Vehicular crashes in the Study Area were researched using GDOT crash records from 2000 through 2002. Crash volumes were calculated for all intersections in the study area. Tables 1.5 and 1.6, and Figures 1.9 and 1.10 depict the results of the crash analysis. The crash analysis for the Jonesboro Road corridor is still underway, and more detailed statistics and analysis are included in the Appendix.

Table 1.4 GDOT Average Daily Traffic Counts 1997-2004

Jonesboro Road Corridor Redevelopment Plan Update GDOT Annual Average Daily Traffic Volumes 1997-2004					Average Annual Daily Traffic Counts							
TCNum	Street	Cross St	Relative Location	Direction	1997	1998	1999	2000	2001	2002	2003	2004
Jonesboro Rd Corridor												
5238	McDonough Blvd	Jonesboro Rd	1 Blk W of Jonesboro Rd	Total	14,834	13,352	13,413	14,586	14,814	15,070	13,602	13,840
5232	Jonesboro Rd	Cleveland Ave		Total	10,626	11,592	10,909	11,800	11,893	12,099	12,135	8,910
5234	Jonesboro Rd	Harper Rd		Total	10,449	12,767	12,015	8,918	9,200	9,359	9,792	9,350
5998	Jonesboro Rd	Interstate 285		Total	14,550	33,250	31,291	37,540	34,104	34,694	14,430	29,350
				North	14,550	33,250	31,291	37,540	34,104	34,694	14,288	29,350
				South	14,033						14,430	29,350
5236	Jonesboro Rd	Moury Ave		NonDir	6,712	8,682	8,170	6,520	8,653	8,443	9,564	9,100
5230	Jonesboro Rd	Southside Industrial		Total	18,310	19,150	18,022	19,640	19,083	19,547	19,605	19,950
				North	9,506				9,678	9,820	9,849	
				South	8,804				9,405	9,727	9,756	
Cross Streets												
5610	University Ave	McDonough Blvd	1/2 Blk E of McDonough Blvd	Total	12,058	5,492	17,986	16,800	19,029	19,300	6,118	12,470
				East	6,080	5,492			6,527	6,620	5,805	
				West	5,978	10,533			12,502	12,680	6,118	
6312	Southside Industrial	Jonesboro Rd	1/2 Blk W of Jonesboro Rd	Total			7,597		7,781	7,891	8,009	6,640
6188	Browns Mill Rd	Harper Rd	1/2 Mi W of Jonesboro Rd	Total			3,248		3,276	3,323	3,373	2,440
6196	Constitution Rd	Stonewall Dr	1/2 Mi E of Jonesboro Rd	Total			6,914	4,628	4,800	4,868	4,725	5,210
8417	Greendale Drive	Browns Mill Rd	1 Blk W of Jonesboro Rd	Total							251	3,380
6318	Hutchens Rd	1/2 Mi E of Jonesboro	1/2 Mi E of Jonesboro Rd	Total			6,914	1,696	1,800	1,925	2,125	1,380
0139	Lakewood Ave	Meldon Ave	1/4 Mi E of Jonesboro Rd	Total	5,197	5,378	6,036	5,122	5,960	6,045	5,121	6,045
6314	Macedonia Rd	Cologne Dr	2 Blk W of Jonesboro Rd	Total			6,914	4,375	4,600	2,900	3,685	3,420
5226	McDonough Blvd	Miller Reed Ave	1/2 Mi E of Jonesboro Rd	Total	13,330	10,906	11,440	4,313	8,700	8,851	8,523	8,670
5240	Ridge Ave	McCreary St	1/2 Mi North of Jonesboro Rd	Total	3,975	2,100	2,453	2,971	3,164	3,219	1,280	1,110
5228	Sawtell Ave	Rail	3 Blk E of Jonesboro Rd	Total	6,359	5,650	6,777	6,086	6,004	6,089	5,247	5,230

Figure 1.8: Existing Capacity Analysis



Existing and Future Roadway Capacity Analysis

One major component that determines the level of congestion and delay experienced by roadway users is the capacity of the roadway. Capacity refers to the quantity of traffic that a roadway is designed to handle before levels of congestion and delay fall below acceptable levels. By comparing the actual volume of traffic on a roadway against the design capacity of the roadway, it is possible to gauge the level-of-service (LOS) that roadway users are likely to experience. The ratio of Volume-to-Capacity, (or V/C ratio) corresponds with a letter grade to indicate the theoretical level of service along that roadway. If the V/C ratio is greater than 1.0, a roadway is considered to be unacceptably congested.

LOS ratings based on capacity analysis provide an indication of which roadways are congested because they simply handle more traffic than they are designed. This type of analysis does not account

for additional delays that may be caused by operational problems at specific areas or intersections along a roadway. Table 1.8 on page 1:3 outlines the relationship between LOS and V/C ratios.

Existing Capacity Analysis

The Atlanta Regional Commission’s (ARC) Regional Travel Demand Model was used to estimate the existing transportation system in the area of the corridor. The following pages illustrate the estimated Volume/Capacity ratios and LOS for major roadways within and around the corridor. The capacity analysis indicates that nearly all road segments within the Study Area are operating within acceptable LOS, which the City of Atlanta defines as LOS D or better. In fact, with the exception of the of the one-mile segment of Jonesboro Road between Lakewood Avenue and Harper Road (which is LOS D and E), the vast majority of road segments within the corridor are operating at LOS A, and the rest operate at LOS B or C. This indicates that traffic volumes and roadway capacity are not currently a significant issue along the Jonesboro Road corridor.

Table 1.5 Overall Crashes at Intersections

Street 1	Street 2	Annual Crashes			2000-2002 Annual Averages		
		2000	2001	2002	Incidents	Fatalities	Injuries
Jonesboro Rd	Conley St	26	16	25	22	0.33	9
Jonesboro Rd	Claire/Sawtell Ave	12	19	20	17	-	10
Jonesboro Rd	Lakewood/Rhodesia Ave	11	24	10	15	-	4
Jonesboro Rd	Cleveland Ave	16	11	15	14	-	10
Jonesboro Rd	I 285 SB Ramps	16	11	15	14	-	10
Jonesboro Rd	University	11	18	12	14	-	6
Jonesboro Rd	Constitution Rd	14	9	13	12	-	5
Jonesboro Rd	McWilliams Rd	10	10	14	11	-	9
Jonesboro Rd	Industrial Park	12	12	8	11	-	7
Jonesboro Rd	Hutchens Rd/School Dr	7	8	14	10	-	5

Table 1.6 Pedestrian Crashes at Intersections

Street 1	Street 2	2000-2002 Annual Averages	
		Ped. Crashes	Ped Fatalities
Jonesboro Rd	Conley St	0.67	0.33
Jonesboro Rd	Constitution Rd	0.67	-
Jonesboro Rd	Southside Ind. Pkwy	0.33	-
Jonesboro Rd	Hutchens Rd/School Dr	0.33	-
Jonesboro Rd	Meldon/Margaret St	0.33	0.33
Jonesboro Rd	Moury/Arne St	0.33	-
Jonesboro Rd	Midway St	0.33	-

Figure 1.9: Average Crashes Per Year - 2000 to 2002 (North)

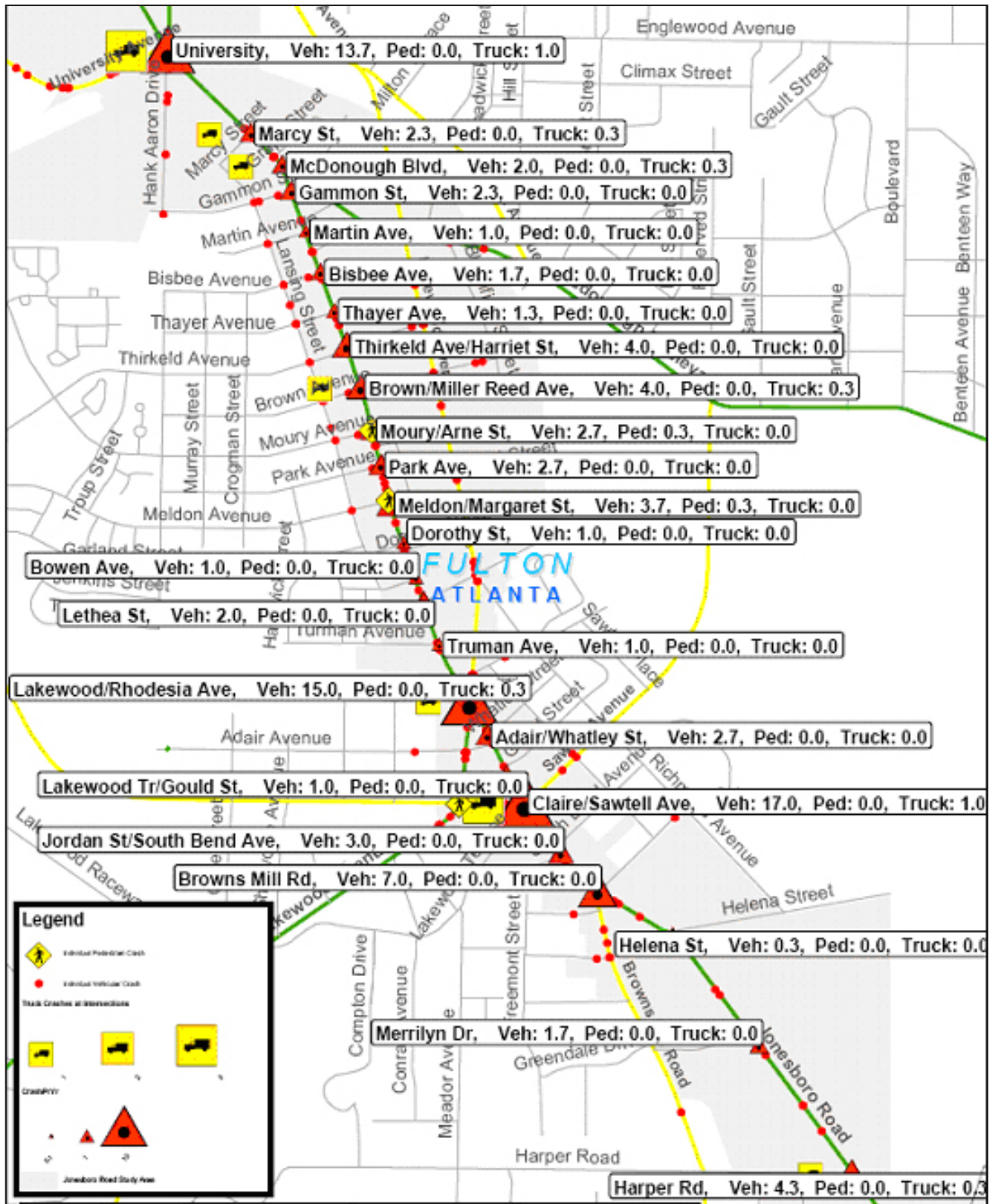
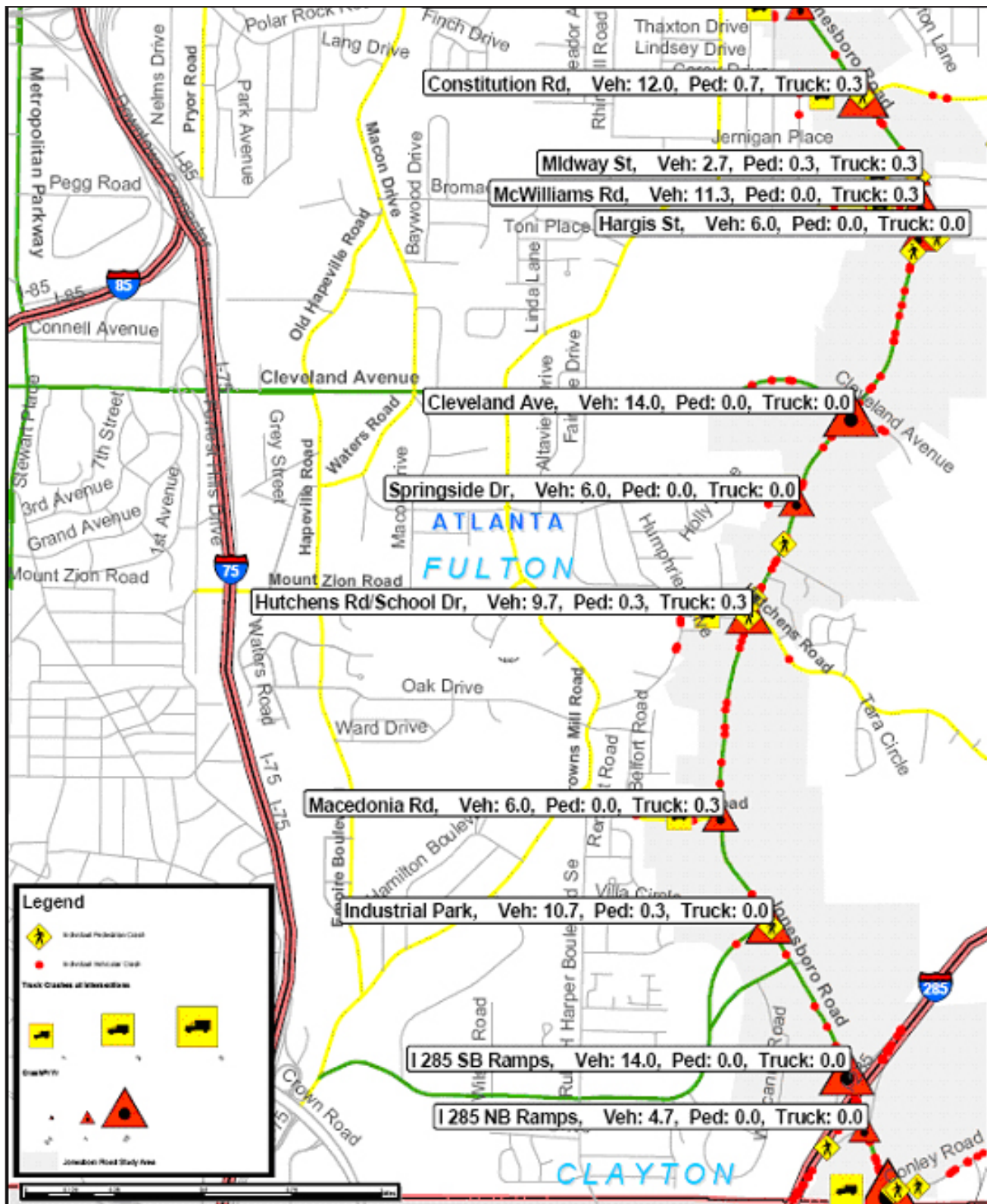


Figure 1.10: Average Crashes Per Year - 2000 to 2002 (South)



Future Capacity Analysis

Capacity analysis was performed for the year 2030 using the ARC Travel Demand Model, which illustrates the roadway LOS levels in the area. In the 2030 travel demand model, the LOS values are similar to the 2000 values, although several roadways' LOS deteriorated, most notably the portion of Jonesboro Road between Constitution Road and Lakewood Avenue which goes from LOS D-E in 2005 to LOS F in 2030. Both Constitution Road and Lakewood Avenue also experience a significant deterioration of LOS. This pattern suggests that there will be an increased demand for a continuous east-west connection between Moreland Avenue and the I-75/85 corridor across the Jonesboro Road corridor.

Strengths:

- Low traffic volumes in relation to roadway capacity
- Access to intermodal freight facilities (Rail, Airport, Interstate)
- Access to I-285
- Availability of potential expanded right-of-way

Weaknesses

- Lack of direct transit routing
- Lack of east-west connectivity in central portion of corridor
- Lack of adequate pedestrian and bicycle

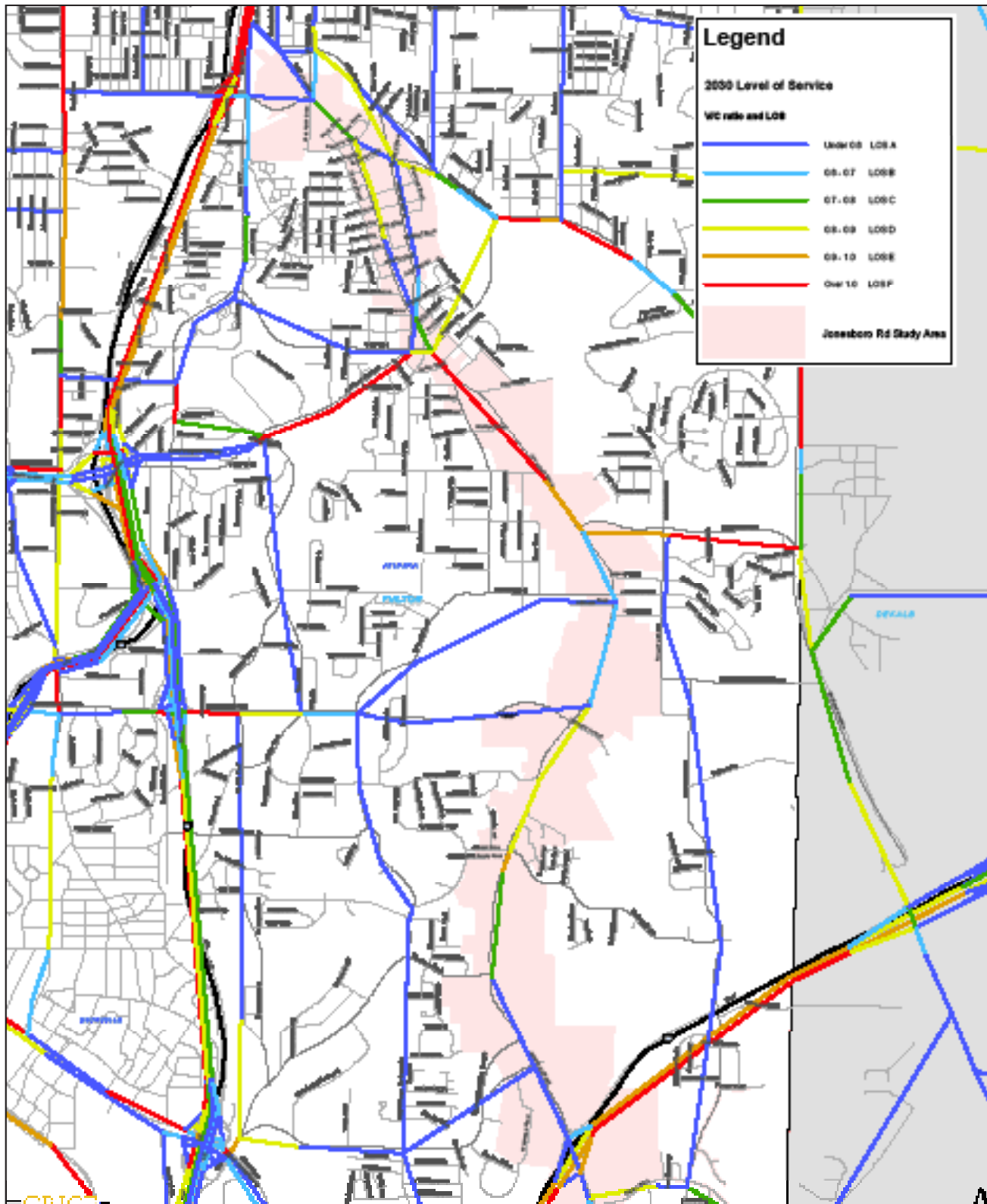
Table 1.7 Truck Crashes at Intersections

Truck Crashes at Intersections		
Street 1	Street 2	2000-2002 Annual Averages Truck Crashes
Jonesboro Rd	Claire/Sawtell Ave	1.00
Jonesboro Rd	University	1.00
Jonesboro Rd	Conley St	0.67
Jonesboro Rd	Constitution Rd	0.33
Jonesboro Rd	Hutchens Rd/School Dr	0.33
Jonesboro Rd	Midway St	0.33
Jonesboro Rd	Lakewood/Rhodesia Ave	0.33
Jonesboro Rd	McWilliams Rd	0.33
Jonesboro Rd	Macedonia Rd	0.33
Jonesboro Rd	Harper Rd	0.33
Jonesboro Rd	Brown/Miller Reed Ave	0.33
Jonesboro Rd	Marcy St	0.33
Jonesboro Rd	McDonough Blvd	0.33

Table 1.8 Level of Service Criteria for Roadway Segments

Level of Service	Interpretation	Nominal Range to Volume-to-Capacity Ratio
A	Low volumes; primarily free-flow operations. Density is low, and vehicles can freely maneuver within the traffic stream. Drivers can maintain their desired speeds with little or no delay.	0.00 - 0.60
B	Stable flow with potential for some restriction of operating speeds due to traffic conditions. Maneuvering is only slightly restricted. The stopped delays are not bothersome, and drives are not subject to appreciable tension.	0.61 - 0.70
C	Stable operations; however, the ability to maneuver is more restricted by the increase in traffic volumes. Relatively satisfactory operating speeds prevail, but adverse signal coordination or longer queues cause delays.	0.71 - 0.80
D	Approaching unstable traffic flow, where small increases in volume could cause substantial delays. Most drivers are restricted in their ability to maneuver and in their selection of travel speeds. Comfort and convenience are low but tolerable.	0.81 - 0.90
E	Operations characterized by significant approach delays and average travel speeds of one-half to one-third the free-flow speed. Flow is unstable and potential for stoppages of brief duration. High signal density, extensive queuing, or progression/timing are the typical causes of the delays.	0.91 - 1.00
F	Forced-flow operations with high approach delays at critical signalized intersections. Speeds are reduced substantially, and stoppages may occur for short or long periods of time because of downstream congestion.	1.001+

Figure 1.11: Future Capacity Analysis



facilities

- Lack of transit facilities
- Intersection geometry and safety
- Utilities in/adjacent to right-of way
- Unpleasant pedestrian environment
- Areas with poor access management
- Lack of parking to support commercial land uses
- Sub-standard roadway and sidewalk design

Opportunities

- Lakewood Triangle
- Intermodal Freight Access
- Development that supports transportation and land-use goals
- BeltLine
- Parallel greenway system

Threats

- Development that does not support transportation and land-use goals
- Truck traffic interfacing with residential and commercial land uses
- Heavy truck use degrading roadway conditions



Pedestrians use the sidewalk to walk to a restaurant in Downtown Atlanta



Sidewalks are either not ADA compliant or simply do not exist in much of the Study Area (see images above and below).



Pedestrian Facilities

Because every trip begins as a pedestrian trip, the walking experience is critical to understanding the current transportation system. Pedestrian trips are also important as they have the potential to take the stress off of vehicular systems and create a safer Study Area.

Existing Conditions

Roughly 70% of Jonesboro Road has a sidewalk on at least one side, but most of the network is substandard in terms of pavement condition or design standards. Figure 1.12 provides an illustration of the location and condition of the Study Area's sidewalk network. With the exception of the intersection of McDonough Drive and University Avenue, all of these signalized intersections are equipped with pedestrian signal heads and painted crosswalks, although only 8 of the 15 intersections are lacking pedestrian crossing amenities across one or more legs of the intersection. Many of the corridor's existing sidewalks do not conform to current safety and accessibility standards due to limited sidewalk widths and the presence of utility poles, which inhibit wheelchair travel.

Figure 1.12 also illustrates pedestrian issues along the corridor, including the locations and frequencies of accidents involving pedestrians between 2000 and 2002.

Strengths

- Recent sidewalk improvements have improved conditions.

Weaknesses

- Severe lack of sidewalks in many areas
- Lack of street trees to shade pedestrians in many areas
- Limited right-of-way width exists on most streets to provide a wide sidewalk with landscaping and street trees

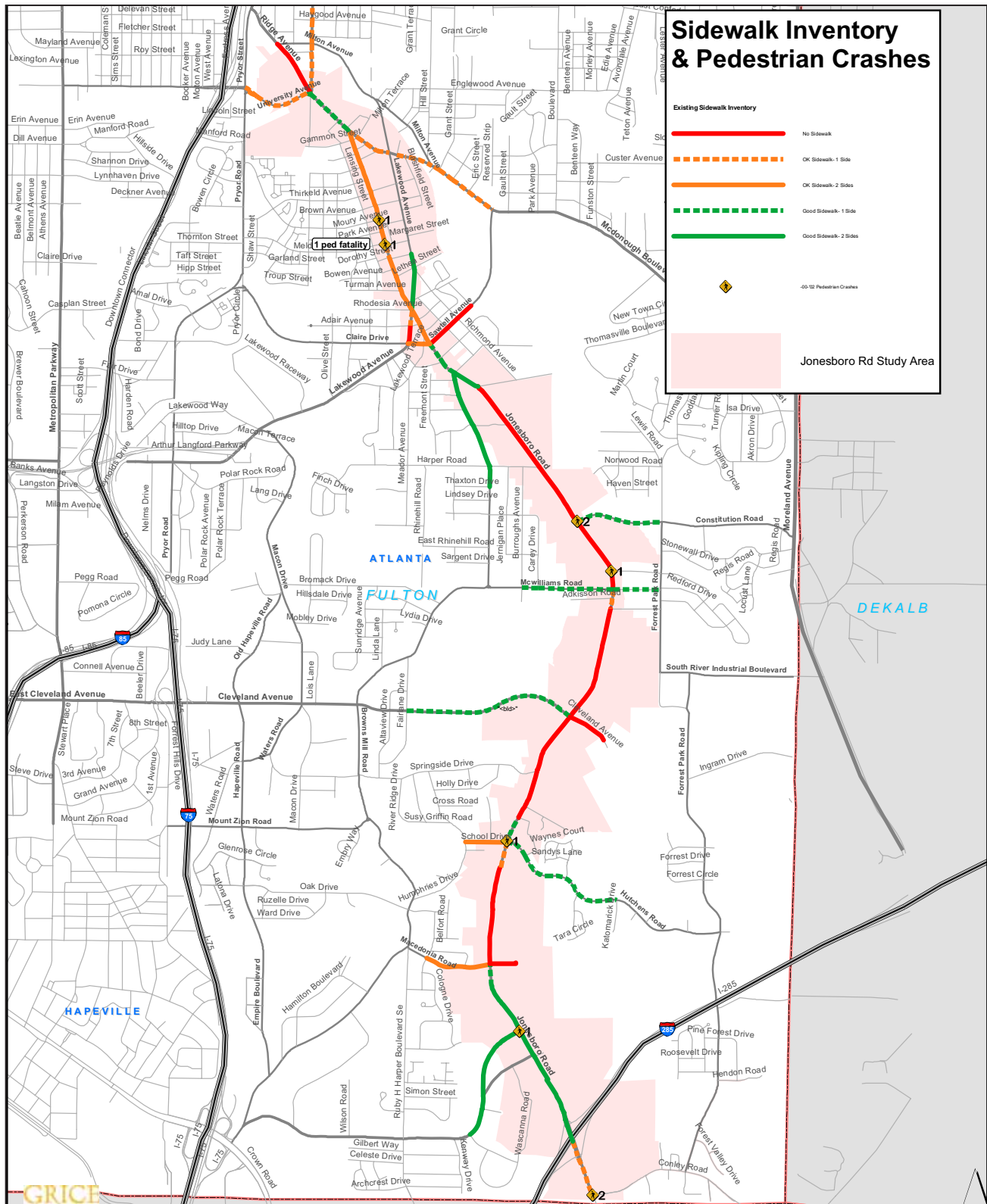
Opportunities

- Wide sidewalks with trees, such as those in Lakewood Heights, could be a model for new sidewalks along the corridor
- New development could augment existing public sidewalks with additional width on private property

Threats

- The lack of maintenance could hinder the creation of a quality pedestrian system over the long term
- Increased traffic could result in cut-through traffic, decreasing the quality of the pedestrian environment

Figure 1.12: Sidewalk Inventory and Pedestrian Crashes



JONESBORO ROAD redevelopment plan update



The extra curb and gutter space along Jonesboro Road could be confused with a bicycle lane

Bicycle Facilities

Bicycles are an increasingly important means of transportation. A balanced transportation system must include bicycle facilities to ensure a range of mobility options. These can take two major forms.

Off-street facilities are generally ten- to twelve-foot wide paved areas that permit travel in two directions. Lanes may or may not be striped. Usually, these facilities are built in conjunction with greenways.

Bicycle lanes are striped one-way on-street facilities. They are located next to the curb so bicyclists move in the same direction as traffic. In Georgia, bicycle lanes are required to have a minimum width of five feet if they are designated as such. It is possible, however, to stripe narrower widths, provided they are not designated. Lanes are necessary on streets with vehicular speeds greater than 25 miles per hour. On slower streets bicyclists can ride safely with traffic.



Being separated from the street, multi-use trails can provide users with a feeling of safety

Existing Conditions

There are currently no bicycle facilities within or near the Jonesboro Road Corridor Study Area. The City of Atlanta has plans for a greenway along the South River and its tributaries that could eventually connect to the proposed West End Rail multi-use trail at Pryor Road near University Avenue just east of I-85. Key parcels are being acquired through the City of Atlanta's Greenway Acquisition Project (see Public Facilities section).

There may also be potential to use utility corridor easements to connect off-road bike paths near the Jonesboro Road corridor. Several easements intersect the corridor, including one that travels underneath I-285, bisects Southside Park, and connects to the southeast corner of Browns Mill Golf Course. This could potentially allow for connection with the South River Greenway Trail, and provide a safe passage for trail users underneath I-285.



When there are no bicycle racks, cyclists will use what is available

Strengths

- The close proximity of different land uses, which make bicycling an attractive travel option
- Neighborhood streets are relatively well connected with low traffic volume, which is favorable to bicyclists

Weaknesses

- Jonesboro Road is automobile-oriented, which creates a hostile environment toward bicyclists, even to cross the road



Multi-use greenway trails that serve bicyclists and pedestrians, such as this one in Atlanta, can be used by people of all ages

- Lack of bicycle racks, which encourages bicycle storage on other elements in the pedestrian environment

Opportunities

- Creation of a multi-use trail (bike path/greenway) through vacant parcels, flood zones, creek buffers or rail corridors, which could connect people and places
- Potential gas shortages or price increases, which could increase the demand for bicycle facilities
- The BeltLine transit greenway, which promises to include multi-use greenway trails

Threats

- Development could bring vehicular congestion and additional curb cuts to area streets and remove potential bicycle corridors.



Annapolis, MD, features a fine-grained mix of uses

1.4 LAND USE & ZONING

Land uses and the relationship between them impact the quality of life in a community. Different land uses have varying impacts on transportation and utility systems. The arrangement of land uses and their proximity also support or discourage different modes of transportation, including bicycling and walking; this can directly impact the vehicular system by reducing or increasing traffic.

Towns and cities were traditionally built as mixed-use environments featuring housing, shops, offices, religious institutions, schools, parks, and factories all within a short walk of one another. As the benefits of mixed-use areas become known, it becomes increasingly important to understand the types of uses that can operate within an acceptable walking distance. Many uses are very compatible, including retail, office, open space, civic, and residential uses. Other uses, such as industrial and transportation services, are more difficult to reconcile with other uses in a mixed-use setting.



These townhomes in North Carolina have small shops at ground level

Existing Land Use

This section identifies the character and type of uses along Jonesboro Road. Additionally, it examines the location, intensity and appropriateness of the various land uses. This is intended to assist the community and decision-makers in future policies toward an appropriate and efficient development pattern along the corridor. The windshield data gathering method was primarily used to collect the land use information for the entire project area. The Fulton County Tax Assessor's records were used to reconcile any discrepancy. Field survey data collected was then recorded to an electronic base map provided by the City of Atlanta Geographic Information System (GIS) department. Figure 1.13 shows land uses data found within the Study Area.



A South Atlanta home

Common to many older neighborhoods and especially their many arterial streets found outside the city's central business district are the following land uses: single family residential, multi-family residential, commercial, office/institutional, public, industrial and vacant. Typical development uses found within the general land use categories are described in Table 1.9.

Important to this plan is a well-crafted approach that allows for the coexistence of some land uses and a gradual shift away from non-preferred land uses along the corridor. Jonesboro Road is a reflection of the many arterial streets found in Atlanta with similar land uses.



A commercial building in Lakewood Heights

The distribution of land uses throughout the Jonesboro Road area of influence and the corridor contains the major land uses of residential, commercial, office/institutional, public, industrial and vacant. Table 1.10 provides a comparative analysis of the distribution of land uses between the project corridor and the area of influence.

The land use pattern for Jonesboro Road is typical for older city core areas. From the corridor's northern to southern ends, a diverse land use mix provides for several development transitions. Noteworthy is the current land use pattern for residential development toward the northern half of the Jonesboro corridor. This development pattern is a strong indication of Atlanta's expansion of its urban core into the semi-rural areas of the City. The gradual development of industrial and heavy commercial uses adjacent the railroad spurs can readily be found in the Study Area. Commercial and institutional development also had an influence, providing convenient retail and services for



A commercial use near the middle of the corridor

Table 1.9: Jonesboro Road Land Use Titles

General Land Use Titles	Development Uses
Residential	Single family houses, townhouses, apartments, condominiums, duplexes, etc.
Commercial	Retail, personal services, business services, restaurants, service stations, etc.
Office/Institutional	Professional services, real estate, insurance, banks, schools, churches, hospitals etc.
Public	Government facilities, parks, community centers, civic facilities etc.
Industrial	Assembly plants, foundries, fabrication plants, textile mills, etc.
Vacant	Open spaces and vacant structures

Table 1.10: Jonesboro Road Land Use Acreage

Land Uses	Corridor Frontage		Area of Influence	
	Total Acreage	Percentage	Total Acreage	Percentage
Residential	60.68	7.4%	316.43	13.9%
Multi-family	29.83	3.7%	107.04	4.7%
Commercial	195.04	23.9%	247.43	10.9%
Office/Institutional	44.87	5.5%	126.83	5.6%
Public	170.81	20.9%	361.77	15.9%
Industrial	100.40	12.3%	395.86	17.4%
Vacant	215.34	26.4%	714.26	31.5%
Total	816.97	100%	2269.62	100.0%

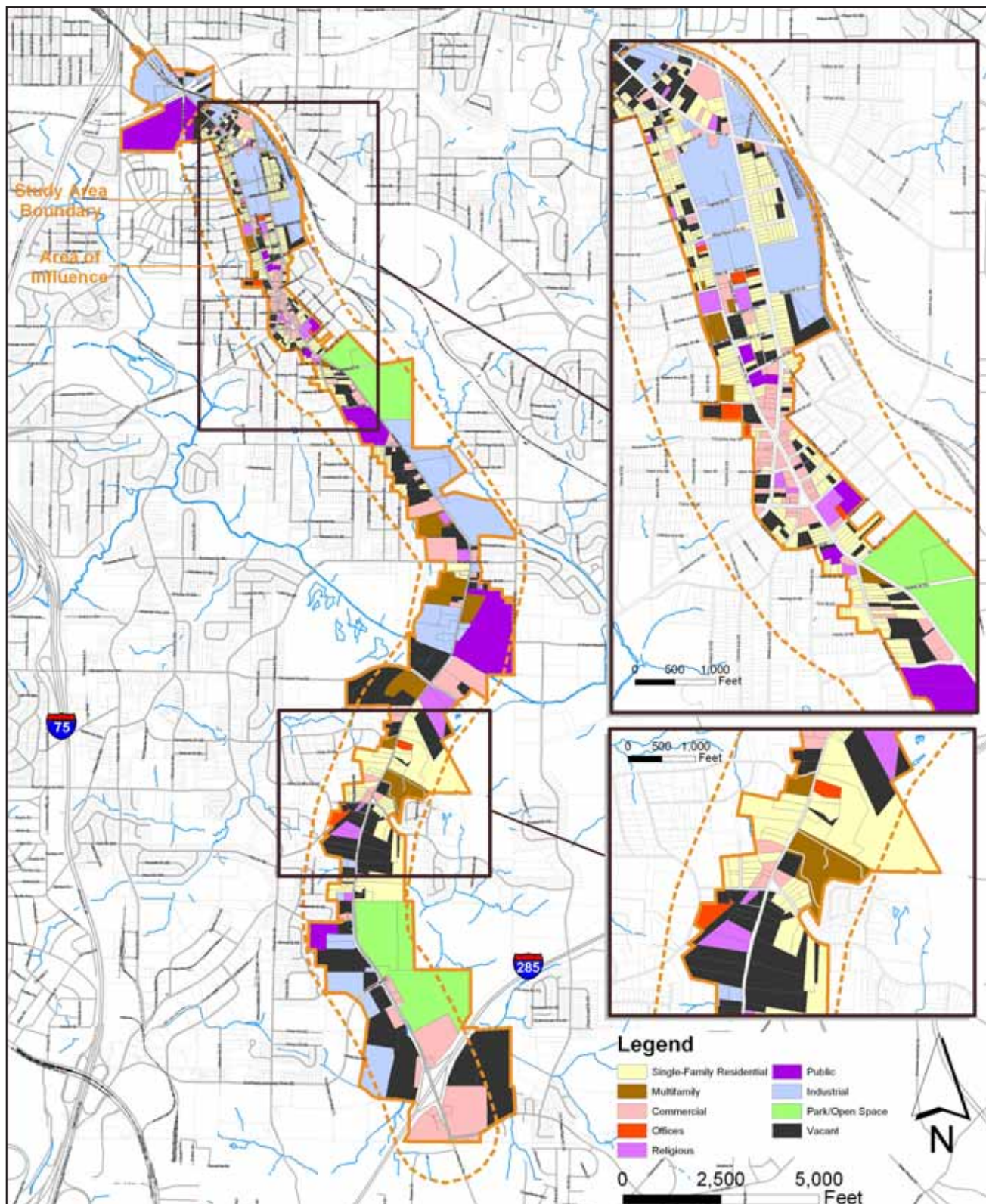


There is a large amount of vacant land along the corridor

Table 1.11: Jonesboro Road Land Use Parcels

Land Uses	Corridor Frontage		Area of Influence	
	Total Parcels	Percentage	Total Parcels	Percentage
Residential	95	29.3%	656	54.7%
Multi-family	7	2.2%	28	2.3%
Commercial	84	25.9%	156	13.0%
Office/Institutional	13	4.0%	31	2.6%
Public	9	2.8%	21	1.8%
Industrial	17	5.2%	92	7.7%
Vacant	99	30.6%	215	17.9%
Total	324	100%	1199	100%

Figure 1.13: Existing Land Use



nearby neighborhoods located near the major intersections of the corridor.

Over the years, the city's de-emphasis of Jonesboro Road as a major arterial for adjacent neighborhoods resulted the development of more heavy commercial and industrial uses along the corridor. This land use policy was due in part to the city's limited opportunity to expand the city's employment base with more labor-intense industrial development. As discussed earlier, land use patterns are varied along the corridor and within the area of influence of Jonesboro Road and closer study of individual land uses is required to fully understand the relationship of each land use to the corridor.

Residential Land Use

Residential (single family, townhouses, duplexes, multifamily) land use comprises of 11.3% of the corridor's frontage by acreage, for a total number of 121 parcels (37%). The small percentage of residential land use by acreage versus the relatively high percentage of parcels fronting the corridor is indicative of smaller residential lot design along the Jonesboro Road corridor. This small residential lot development is dominant in several areas of the corridor, with the exception of multi-family development, which requires a larger parcel base for resident support (parking, recreation, open space, etc.). Standard lot size along the corridor was fifty feet by one-hundred and fifty feet. For single family residential land use that front the corridor, most have residential land uses abutting the rear and side lot lines.

Multifamily land uses are not concentrated in any one area. Areas large enough to accommodate the desired density and auxiliary uses appeared to dominate the location decision. Only two percent of multifamily land fronts Jonesboro Road. In addition to multifamily development, Jonesboro Road includes a trailer home park just north of the intersection of Jonesboro Road and Cleveland Avenue.

As previously mentioned, residential development is more dominant at the northern half of the Study Area. It appears that single family lot development was dominant between McDonough Boulevard and Merrilyn Drive, but was converted to non-residential uses as land use policies transitioned.

Commercial Land Use

Commercial land use comprised of 12.4% for both the Jonesboro Road corridor and area of influence. Both parcels and acreage comprised 25% of the properties fronting Jonesboro Road. The characteristics of commercial land use development along Jonesboro Road is varied, with the exception of the intersection of Lakewood/Sawtell Avenue and Jonesboro Road. There, commercial land uses provide retail and services for nearby neighborhood residents. Other tracts of commercial land uses are represented by a privately owned cemetery and other heavier commercial uses such as a home improvement store, auto salvage yards and recycling centers.

The conversion of residential lots to commercial use obvious along Jonesboro Road. This method of reusing properties thought of as no longer viable for residential use has been very popular among many communities throughout the United States. Most commercial land use abutting Jonesboro Road has residential land uses abutting its rear lot line or is separated by a local street from residential land use at the rear of the commercially used property.

Office/Institutional Land Uses

Church developments are primarily found along the Jonesboro Road corridor with some consistency of location preference near intersections. Church development along the corridor appears to have

assembled the use of several residentially sized lots, for the purpose of supporting church activities (parking, auxiliary functions, etc.). Other places of worship have developed on larger tracts of land with potential of expansion. Churches within the Jonesboro Road corridor and area of influence appear to take on many functions. This observation is based upon sanctuary size that appears to range from churches that serve local neighborhood parishioners to churches that attract a more regional congregation.

Churches are found often adjacent to residential properties or near commercial uses. Although church development near or within neighborhoods has been promoted as a means for anchoring neighborhoods, such development does present are challenges. Church growth usually results in encroachment into adjacent neighborhoods, which creates additional traffic flow and parking problems. However, churches often bring additional monies to nearby neighborhood businesses at least two to three times a week.

Public Land Use

Public land use does not represent a statistical dominance (21% of corridor frontage by acreage) along the corridor or within the area of influence, but schools and parks play a vital role in the character and function of Jonesboro Road. Among public lands, Southside Park (City of Atlanta) represents a significant public land use along the Jonesboro Road corridor. Its amenities, location and size represent an asset beneficial for attracting future development along the corridor.

Another major public land use are the local public schools. Although student busing plays a significant role for student populations in the local schools, they primarily function as neighborhood schools.

Although not part of the area of influence, another nearby public amenity that warrants recognition, is Browns Mill Golf Course (City of Atlanta). Its location offers and additional recreation amenity not often found in areas with low to moderate household incomes. Browns Mill Golf Course's influence has regional implications that will impact local development decisions in the future.

Industrial Land Use

Although industrial land use has a moderate representation of size for both the area of influence and the Jonesboro Road corridor, the influence that it has on the corridor takes on many forms. Currently, of the 82 parcels identified as industrial, 18 are located along the Jonesboro Road corridor. Significant concentrations of industrial land uses are distributed primarily at the northern, central and southern sections of Jonesboro Road. This distribution indicates of land use patterns that recognize certain transportation infrastructure as supportive for industrial uses, such as rail and nearby interstate roads.

By and large, industrial land use is somewhat isolated from other more sensitive development such as residential, parks and neighborhood commercial. In areas where industrial development is adjacent to residential land use, there is visual evidence that required setbacks were made by the City. There are isolated parcels along Jonesboro Road used for industrial purposes that appear to have once served commercial or other non-industrial purposes.

On the southern end of Jonesboro Road near the exchange of I-285, is Southside Industrial Park. This development represents some of Atlanta's newer industrial development. Its proximity to I-285 and the airport gives rise to the park's desirability and viability as an industrial hub. Because Southside Industrial Park is within the noise contour of the airport, it is also somewhat isolated from any residential development that may be sensitive or even incompatible with its uses, thus ensuring its future as an industrial area.

Due to the coexistence of industrial land use with other land uses, additional attention is required to ensure that there is minimum domination of one land use activity over another. The importance of maintaining a diverse tax base and ensuring a stable employment base that continues to reflect the area's labor skills will certainly dominate the land use discussion.

Vacant Land Use

Representing 25% percent of land within the area of influence and properties along the Jonesboro Road corridor, vacant land use takes on two forms. First there are parcels of land with no discernible use and second, there are parcels with existing structures without any apparent activity or use. Land use void of any development is the dominant form for this category. Along the corridor, vacant land use appears to have sufficient frontage for most potential development and sufficient depth to accommodate more intense development types such as larger commercial, multifamily and industrial uses. Other vacant land along the corridor is in the form of residential lot types more often suitable for infill development or combining contiguous lots for more appropriate non-residential uses.

Vacant buildings are dispersed intermittently along the Jonesboro Road corridor. Most represent former commercial type structures and some residential structures. These vacant properties retain some developed infrastructure such as paved parking lots, private light poles, overhead utilities and abandoned buildings. It is conceivable that most of these vacant land types still retain water and sewer infrastructure that could support most potential development.

The future for such vacant land is determined by several factors such as location, adjacent development, environmental suitability, physical attributes (size and topography) and market desirability. The development of vacant land represents a tremendous potential to connect the north end of the corridor with the south end.

Summary

The assembly of current land uses along the Jonesboro Road corridor provides a great challenge in "knitting" the corridor together. The range and intensity of the various land uses requires the development land use policies that can bridge the differences. As development is takes place along the corridor, there appears to be less concern by those bringing less intense uses to coexist with the more intense development. It is this transition of the marketplace that will require more protective policies for the varying types of development uses found along Jonesboro Road. Balance and compatibility are essential in any land use program for this project.

Zoning & Land Use Policies

The City of Atlanta utilizes a Comprehensive Development Plan to establish, among other things, land use policies for all portions of the City of Atlanta. The Future Land Use Plan is intended to reflect the land uses desired over the long term, and need not reflect current uses within a neighborhood. Under Georgia law, the Future Land Use Plan serves as the legal basis for rezoning activity on the part of the City. Therefore, it is important that such plan accurately reflects the desired vision for the Study Area.

For the purpose of this assessment, the City’s GIS data was used to represent the City’s future land use policies. The data was then compared to assess the difference between future land use designations and existing land use.

The City of Atlanta’s 15-Year Future Land Use Plan represents months of citizen’s input and collaboration, along with review by both the Planning Commission and City Council. Its purpose is to provide guidance to the community and decision-makers as they make decisions on land uses throughout the city. As such, this plan is often reviewed for its consistency with changing circumstances and opportunities. The Jonesboro Road Redevelopment Plan Update is an example of the process of review. Anticipated in this review is an assurance that past land use decisions are consistent with how the City views the future for the corridor.

Reconciling discrepancies between the documented plan and what is envisioned for the corridor is the major goal for this update. Of 171 current commercial parcels, 90 have a “Low Density Commercial” classifications. Their locations are scattered along the corridor from the northern to southern ends. The parcel sizes range from slightly less than a tenth of an acre to 46 acres. Similarly, of the 82 properties with industrial land uses, 59 parcels are classified as keeping that status for the next 15 years. They are located throughout the corridor and area of influence, with the largest single parcel at 32 acres.

Because zoning is a fluid process and often change, identifying zoned areas as possible support or problematic for the implementation of the 15 Year Land Use plan is not the intent of this section. Atlanta’s zoning ordinance is primary based upon a ‘pyramid’ or ‘inclusive’ philosophy. Zoning policies function to allow less intense development to coexist with more intense uses under conditioned circumstances.

Measuring the compatibility between existing zoning and future land use is cumbersome, due to the inclusion of less intense uses with more intense uses or vice versa. It is more appropriate to demonstrate connections between zoning districts and future land uses.

Of the 545 parcels zoned for R4 (Single Family Residential), 77 are designated for industrial use within the next 15 years. As stated earlier, an industrial emphasis is located within the southern end of the corridor. Within the same zoning district (R4), the future land use plan is recommending 19 parcels for low density commercial. Their locations are

Table 1.12: Jonesboro Road Future Land Uses

Current Land Uses (Totals)	Future Land Use Abbreviations					
	SFR	LDR	HDC	LDC	I	OS
Residential (115)	93	2	0	17	3	0
Multi-family Residential (6)	1	5	0	0	0	0
Commercial (82)	13	11	0	49	8	1
Office/Institutional (19)	9	1	5	4	0	0
Industrial (18)	2	0	0	4	12	0
Public (6)	3	0	0	1	0	2
Vacant (81)	45	12	0	20	4	0
Total (327)	166	31	5	95	27	3

Figure 1.14: Existing 15 Year Land Use Plan

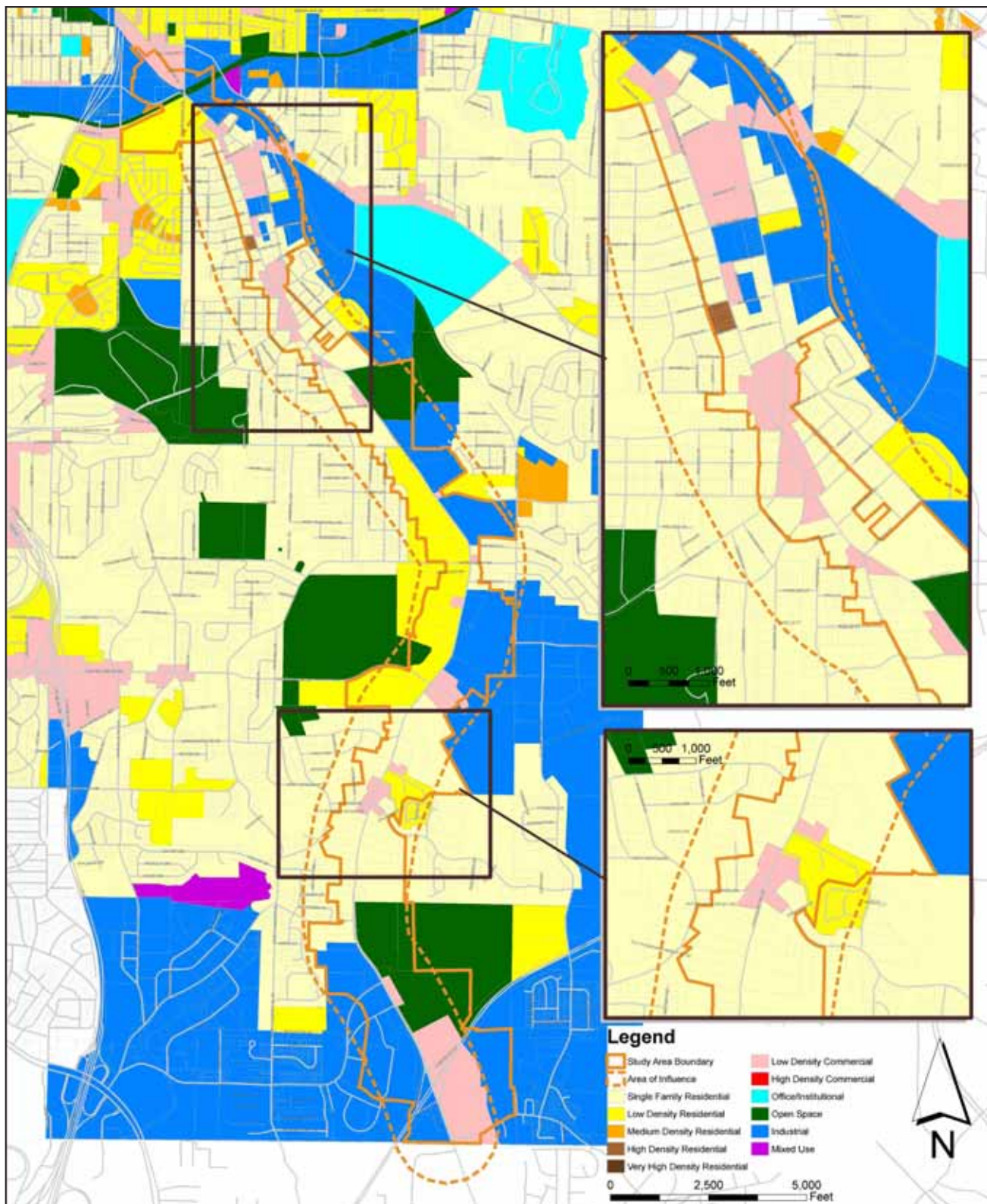
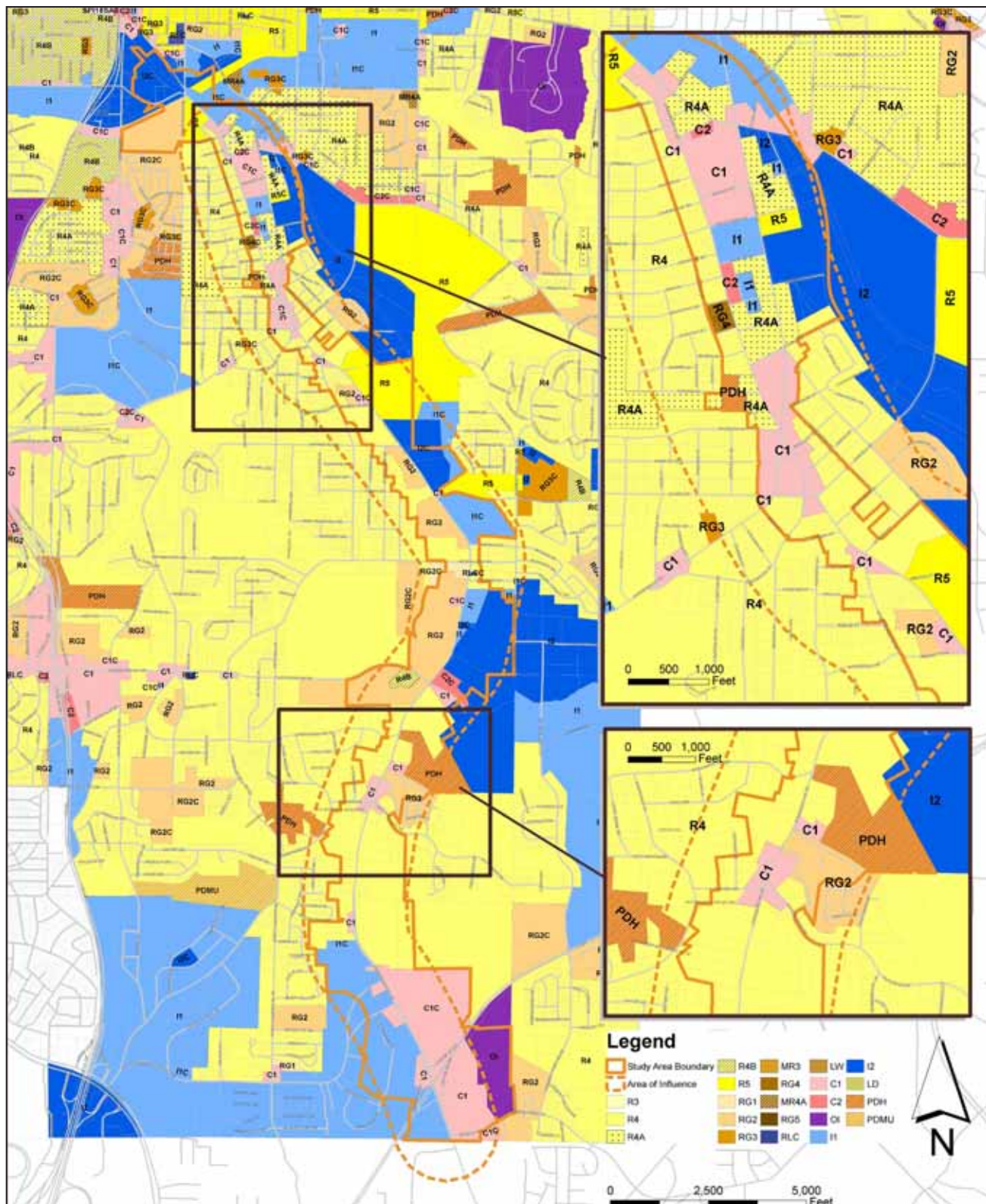


Table 1.13: Jonesboro Road Existing Zoning Districts

Abbreviations	Zoning District Titles	General Purposes
R-4	Single-Family Residential	(1) To provide protection for existing single-family neighborhoods by providing a district with lots having not more than one housing unit per 9,000 square feet. (2) To provide for the development of recreational, religious and educational facilities as basic elements of a balanced community.
R4A	Single Family Residential	(1) To provide protection for existing single-family neighborhoods by providing a district with lots having not more than one housing unit per 7,500 square feet. (2) To permit new development in a manner compatible with existing development. (3) To provide for the development of recreational, religious and educational facilities as basic elements of a balanced community.
R-5 (C)	Two-Family Residential	(1) To provide for the development of medium-density residential areas in a manner which will encourage owner occupancy of individual buildings and lots as well as provide variety in the rental housing stock available to residents of the city. (2) To encourage neighborhood maintenance and preservation by allowing the conversion of large single-family homes to two-family use. (3) To provide for the development of recreational, religious and educational facilities as basic elements of a balanced community.
RG-2/4 (C)	Residential General (2 & 4 provides different development densities, open space requirements and parking ratios)	(1) To provide for a range of residential densities that is compatible with the surrounding residential environment, and with the comprehensive development plan. (2) To provide for supporting facilities, either as permitted uses and structures or as uses permissible by special permit. (3) To encourage maintenance and preservation of existing large dwellings by allowing conversion to two-family or multi-family use.
R-LC (C)	Residential-Limited Commercial	(1) To provide for the transition of areas from residential to office and limited commercial retail services which do not generate large volumes of traffic, noise, or other harmful effects, and which are compatible with residential uses. (2) To provide, in areas so indicated on the comprehensive development plan, for development of structures along major thoroughfares, especially between more intensely developed and higher traffic generating districts and residential districts, in order to permit a reasonable use along such thoroughfares without the inherent ill effect of strip commercial development. (3) To encourage conservation and preservation of structurally sound residences in these neighborhoods.
O-I	Office-Institutional	(1) To provide for office, institutional, and residential development with accessory supporting services, but without general commercial development. (2) To protect existing complexes of this character, or where the comprehensive plan indicates that other general areas are appropriate for such use. (3) To provide mixed-use development.
C-1 (C)	Community Business	(1) To provide for medium-intensity retail and service activities in areas already committed to development of this character, or consistent with areas so specified on the comprehensive development plan. (2) To encourage residential use either as single or mixed use development.
C-2 (C)	Commercial Service	(1) To provide a broad range of sales, services and repair activities. (2) To encourage residential use either as single or mixed use development.
I-1 (C)	Light Industrial	(1) To provide locations for wholesaling, warehousing, storage, light manufacturing, processing, repair services, and sales lots, in addition to other retail and service establishments. (2) To create, expand or extend such districts only where there is adequate and direct access to major transportation facilities and where there is minimal conflict with residential districts. (3) To permit dwellings or lodging units as accessory to permitted principal uses. (4) To permit the conversion of industrial buildings which are 50 years of age or older to multi-family dwellings so as to promote the city's policy of permitting combined living and workspace in suitable locations.
I-2 (C)	Heavy Industrial	(1) To permit heavy manufacturing in addition to uses permitted in L-1 districts. (2) To create, expand or extend such districts only where there is adequate and direct access to major transportation facilities and where there is minimal conflict with residential districts. (3) To permit dwellings or lodging units as accessory to permitted principal uses.
O-I	Office-Institutional	(1) To provide for office, institutional, and residential development with accessory supporting services, but without general commercial development. (2) To protect existing complexes of this character, or where the comprehensive areas are appropriate for such use. (3) To provide mixed use development.
PD-H	Planned Development-Housing	(1) To create new planned development districts for specialized purposes where tracts are suitable in location, area and character for development on a unified basis. This suitability shall be determined primarily by reference to the comprehensive development plan, with due consideration given to the existing and prospective character of surrounding development. (2) To relate the general development pattern and objectives of the comprehensive development plan so as to provide for the comfort and convenience of occupants and facilitate protections of the character of surrounding neighborhoods. (3) To reduce automotive traffic congestion by a reasonably close relationship between origins and destinations of persons living, working or visiting in such development. (4) To relate by physical proximity major street networks or by mass transit, housing, commercial and service facilities and principal places of employment. (5) To promote economical and efficient land use, an improved level of amenities, appropriate and harmonious variety, creative design and a better environment for both large-scale and smaller developments.

Figure 1.15: Existing Zoning Designations



randomly dispersed along Jonesboro Road.

On the other hand, no properties zoned for industrial use have a residential future land use classification. This is part of a land use philosophy of protectionism for both residential uses as well as industrial development. This philosophy has been practiced for years in most communities as the traditional method to separate intense uses from less intense uses.

Table 1.14: Jonesboro Road Existing Zoning by Acreage

Zoning Abbreviations	Zoning Titles	Total Acreage	Percentage (%)	Total Acreage	Percentage (%)
		Corridor Frontage	Corridor Frontage	Area of Influence	Area of Influence
R-4	Single Family Residential	258.2	31.4	837.85	36.9
R-4A	Single Family Residential	3.78	0.5	26.78	1.2
R-5	Two-Family Residential	46.5	5.7	72.38	3.2
R-5 (C)	Two-Family Residential (Conditional)	0	0	2.39	0.1
RG-2	Residential General	88.49	10.8	198.43	8.7
RG-2 (C)	Residential General (Conditional)	0	0	69.16	3
RG-4 (C)	Residential General	1.84	0.2	2.03	0.1
R-LC (C)	Residential-Limited Commercial	0.29	0	0.3	0
O-I	Office-Institutional	0	0	68.7	3
C-1	Community Business	62.09	7.6	123.29	5.4
C-1 (C)	Community Business (Conditional)	124.83	15.2	155.36	6.8
C-2 (C)	Commercial Service	8.66	1.1	8.98	0.4
I-1	Light Industrial	89.53	10.9	216.46	9.5
I-1 (C)	Light Industrial (Conditional)	36.35	4.4	89.08	3.9
I-2	Heavy Industrial	67.4	8.2	246.73	10.9
I-2 (C)	Heavy Industrial (Conditional)	33.92	4.1	142.73	6.3
PD-H	Planned Development-Housing	0	0	8.75	0.4
Total		821.93	100	2269.4	100

Table 1.15: Jonesboro Road Existing Zoning by Parcel

Zoning Abbreviations	Zoning Titles	Total Parcels	Percentage (%)	Total Parcels	Percentage (%)
		Corridor Frontage	Corridor Frontage	Area of Influence	Area of Influence
R-4	Single Family Residential	133	40.4	545	45.2
R-4A	Single Family Residential	15	4.6	130	10.8
R-5	Two-Family Residential	1	0.3	19	1.6
R-5 (C)	Two-Family Residential (Conditional)	0	0	11	0.9
RG-2	Residential General	26	7.9	72	6
RG-2 (C)	Residential General (Conditional)	0	0	8	0.7
RG-4 (C)	Residential General	5	1.5	6	0.5
R-LC (C)	Residential-Limited Commercial	1	0.3	1	0.1
O-I	Office-Institutional	0	0	2	2.5
C-1	Community Business	19	5.8	30	20.6
C-1 (C)	Community Business (Conditional)	99	30.1	249	0.5
C-2 (C)	Commercial Service	5	1.5	6	3.4
I-1	Light Industrial	15	4.6	41	0.6
I-1 (C)	Light Industrial (Conditional)	3	0.9	7	1.7
I-2	Heavy Industrial	2	0.6	20	4.6
I-2 (C)	Heavy Industrial (Conditional)	5	1.5	56	0.2
PD-H	Planned Development-Housing	0	0	3	0.2
Total		329	100	1206	100

Other matching scenarios did not point to any significant trends of note. It appears the city's plans for future land uses have a strong correlation with its current state of land uses and zoning standards.

Single Family Residential District (R-4) and (R-4A) has the greatest presence in both the area of influence and along the Jonesboro Road corridor. Because of the lot size requirements and restrictive nature for non-residential uses, this zoning classification has considerable appeal by residents, which accounts for its significant land area presence over the second largest zoning districts, Community Business (C1) and (C1-Conditional).

Because zoning patterns can allow for a mosaic form of land use development, often the differing intensity and purpose of zoning districts are found across the street from each other. This increases the difficulty in creating a contiguous land use form that provides a more aesthetic and functional form for the corridor.

Strengths

- The 15 Year Land Use Plan recognizes the importance of clustering commercial activity near intersections.
- The 15 Year Land Use Plan recognizes the importance of fostering a primary employment base through industrial development.
- The 15 Year Land Use Plan fosters the development of residential uses along the corridor.
- The 15 Year Land Use Plan promotes open space on portions of the corridor.
- Zoning patterns bring land use cohesion to the corridor.
- Zoning patterns attempts to minimize strip commercial development.
- Zoning attempts to protect adjacent less intense land uses.

Weaknesses

- The 15 Year Land Use Plan does not support higher residential densities.
- Inconsistent future land use designation across the corridor.
- Zoning district patterns and types undervalues the opportunity for mixed uses.
- Zoning patterns has the potential to create an inefficient development sprawl of Jonesboro Road.
- The pyramid zoning principles of the zoning districts could offer more disconnect to the corridor regardless of the contiguous zoning district pattern.

Opportunities

- The reconciliation between future land use designations and current zoning districts.

Threats

- Current residential zoning designations at the southern end of the corridor are inconsistent with future industrial land use policies.
- Commercial clustering at intersections could exceed the convenient neighborhood commercial/ service capacity and intent.
- Residual negative effects of more intense development adjacent to less intense development.
- Limited transitioning of more intense development to lower intense development.
- Inefficient placement of single family housing along the corridor.



Involving residents from the Study Area and meeting their needs are key to the success of any planning effort

1.5 DEMOGRAPHICS & MARKETS

Demographics and markets are two of the bases of sound planning. These forces often extend beyond the immediate Study Area and must be carefully understood due to their impacts on land use and development decisions.

A disconnect often exists between what is market-viable and what a community desires. In some cases, a community may yearn for more upscale housing or retail than for which market support exists. Given these conditions, a plan must include incentives to support new development, or it must utilize other techniques to increase market demand, such as expanding the potential draw or trade area by creating a unique destination. In other cases, market demand may be very strong, with the total demand for new development far surpassing what the community desires. In this situation, the plan must temper market realities with the will of the community to determine their own future.

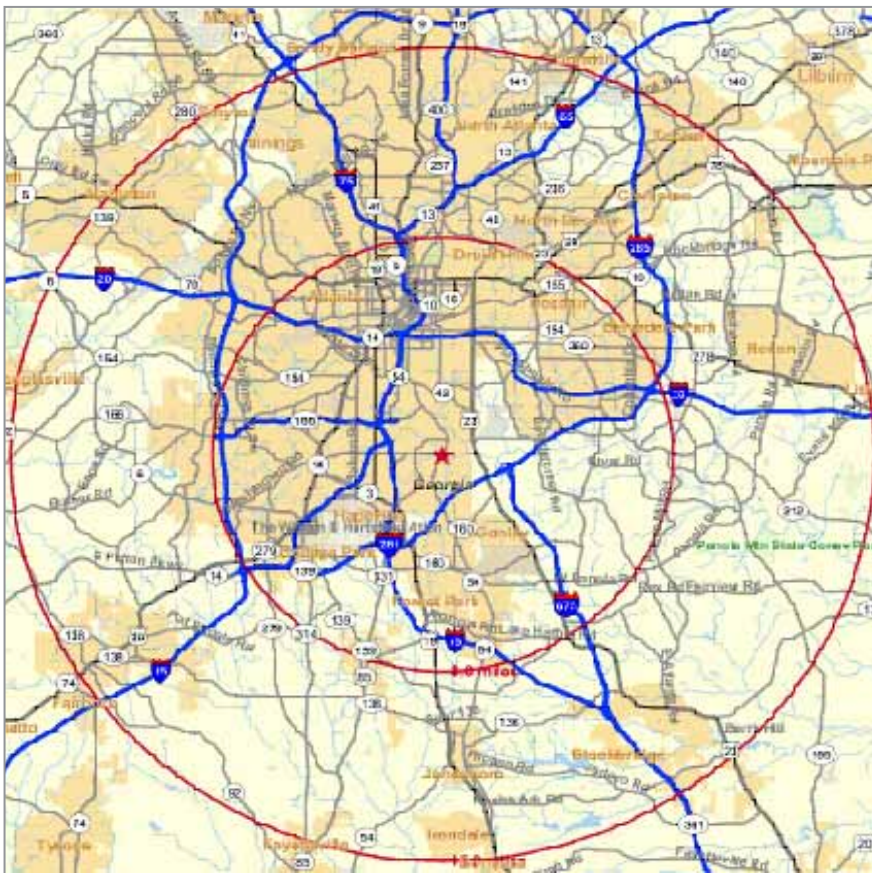


Figure 1.16: Map of the Retail and Residential Market Areas

The demographic characteristics of households key to the redevelopment of the Study Area is provided in this section. Due to the length of the corridor, existing area residents are segmented by Activity Node to provide insight into households living within a short drive or walking distance of each node (i.e., a one-half mile radius from the identifying node intersection). Retail and Residential Market Areas are the geographic areas from which the large majority of potential retail customers and residents of new housing emanate and are based on drive time estimates, geographic and man-made boundaries and the location of existing competitive supply. The Retail Market Area is delineated by an 8-mile radius from the intersection of Jonesboro Road and Cleveland Avenue, the approximate center of the Study Area. The Residential Market Area is defined by a larger 15-mile



The Study Area is demographically young; fortunately, some of its children were involved in the planning process



Children and the elderly benefit the most from walkable communities



Development has brought new residents to the Study Area

area. Trends are analyzed for the 1990-2011 timeframe.

Demographic Conditions

The Study Area population is estimated at 3,788, up slightly from 3,523 in 1990. There are an estimated 1,166 households in the Study Area with a relatively large average household size of 3.22 persons. Despite the Study Area’s restricted residential base, there are a relatively high number of people living in the surrounding neighborhoods (i.e., the Corridor Neighborhood Area): an estimated 42,566 persons or 12,750 households. In terms of population density within a half-mile of the Activity Nodes, the population is highest immediately surrounding the Browns Mill, Lakewood and Harper Activity Nodes.

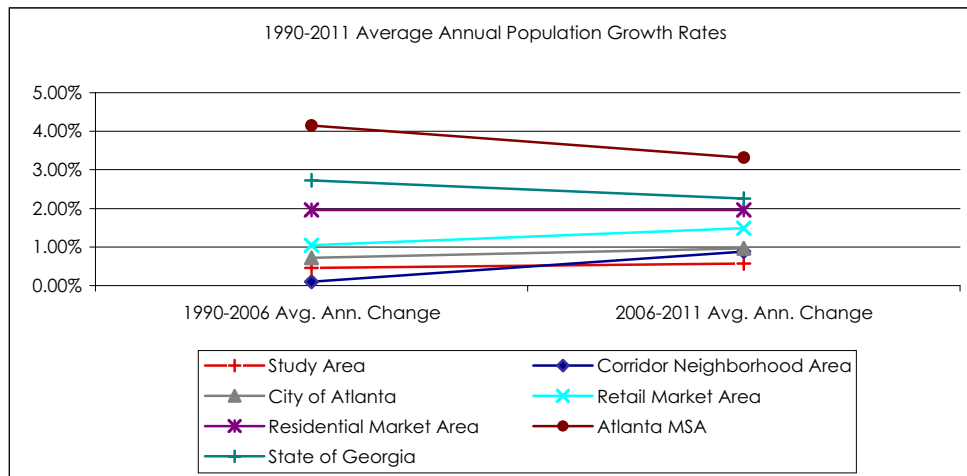
Within the Retail and Residential Market Areas, population and household growth outpaced citywide levels during the 1990-2006 period, a trend that is expected to continue over the next five years. Since 1990, the Retail Market Area population grew at an average annual rate of 1.04%, below 1.96% in the Residential Market Area but above 0.71% citywide. From 2006 to 2011, population growth in the Retail Market Area is forecasted to increase to 1.49% annually but remain almost unchanged in the Residential Market Area. Neither the Retail nor Residential Market Area could compete with the Atlanta MSA in terms of population growth, where a booming economy resulted in an average annual growth rate of 4.15% from 1990 to 2006. Projections for the MSA reveal slowing but strong growth over the next five years.

Area populations are extremely young, with a median age of only 27.0 years and 28.9 years, respectively, compared to a citywide median age of 33.5 years. Among the six Activity Node Areas, median age ranges from 23.6 years (Harper) to 30.0 years (McDonough). While the Retail and Residential Market Areas have a slightly younger population than the Atlanta MSA, the three areas are closely aligned in the proportion of the population in their peak earning years (age 25 to 64).

Area households are significantly less affluent than those in the City, Retail and Residential Market Areas and MSA. The estimated median income of Study Area households is only \$27,138, almost one-half (53%) of the national median. Corridor Neighborhood Area estimated median household income is only slightly higher (\$28,601). Within the Activity Node Areas, estimated median household income ranges from \$23,580 (McDonough) to \$36,136 (I-285). Household income within the Retail and Residential Market Areas are more comparable to the national median: \$44,645 (87%) and \$54,700 (106%), respectively. The Atlanta MSA median income is estimated

Table 1.14: Demographic Summary and Trends

Geographic Area	1990	Avg. Ann. Change 1990-2006		Avg. Ann. Change 2006-2011			
		2006 (Estimate)	Number	Percent	2011 (Forecast)	Number	Percent
Study Area							
Population	3,523	3,788	16	0.46%	3,895	21	0.57%
Households	1,139	1,166	1	0.12%	1,202	7	0.62%
Avg. Household Size	3.07	3.22	0.010		3.21	-0.002	
Corridor Neighborhood Area							
Population	41,556	42,566	43	0.10%	44,419	371	0.88%
Households	13,073	12,750	-30	-0.23%	13,369	124	0.98%
Avg. Household Size	3.04	3.09	0.003		2.35	-0.148	
City of Atlanta							
Population	391,646	437,595	2,787	0.71%	458,330	4,147	0.96%
Households	154,916	180,919	1,597	1.03%	191,168	2,050	1.15%
Avg. Household Size	2.39	2.26	-0.009		2.25	-0.002	
Retail Market Area							
Population	517,528	607,244	5,386	1.04%	651,869	8,925	1.49%
Households	190,236	225,599	2,124	1.12%	243,095	3,499	1.58%
Avg. Household Size	2.59	2.55	-0.003		2.55	0.000	
Residential Market Area							
Population	1,183,941	1,562,004	23,208	1.96%	1,711,696	29,938	1.95%
Households	454,644	595,827	8,647	1.90%	653,202	11,475	1.96%
Avg. Household Size	2.53	2.54	0.001		2.55	0.002	
Atlanta MSA							
Population	3,069,425	5,145,860	127,401	4.15%	5,972,926	165,413	3.32%
Households	1,140,843	1,884,431	45,579	4.00%	2,183,932	59,900	3.28%
Avg. Household Size	2.65	2.68	0.002		2.70	0.004	
State of Georgia							
Population	6,478,216	9,339,447	177,031	2.73%	10,368,284	205,767	2.25%
Households	2,366,615	3,448,163	66,970	2.83%	3,833,175	77,002	2.28%
Avg. Household Size	2.66	2.64	-0.001		2.64	0.000	



Note: Study area 2011 population and household projects do not account for anticipated redevelopment activity.

Source: ESRI BIS

at \$64,794, which is 26% above the national median.

A majority of Study Area, Corridor Neighborhood Area, City and Market Area residents are African American, accounting for 60% to 83% of all residents. Within the Study Area, 83% of residents are African American, 8% are white, 4% are Asian and 5% fall into other racial groups. In the Atlanta MSA, 29% of residents are African American and 62% are white. The Study Area hosts a relatively strong Hispanic community, accounting of 9% of Study Area residents and 14% of the Browns Mill Activity Node Area population. Throughout the City of Atlanta, 5% of residents are Hispanic, compared to 6% in the Retail Market Area, 7% in the Residential Market Area and 8% throughout the MSA.

Residential Profile

Among the estimated 1,116 occupied housing units within the Study Area, less than one-half are owner-occupied. Within the larger one-mile area that surrounds the Corridor (12,750 units), renter units also outnumber owner units but average home values are slightly higher than in the Study Area. A majority of units within the Study Area and surrounding neighborhoods are single family detached with relatively few high-density structures.

Available land and relatively reasonable prices south of downtown Atlanta are attracting the interest of the development community, factors that are increasingly hard to find in the region's built-out Northside. Sales data reveals that the competitive for-sale housing market is relatively affordable, with a majority of new development activity occurring closer to downtown Atlanta. Sales data for the Zips Codes within which the Study Area is located (30315 and 30354) shows existing home sales prices of \$98,143 (30354) and \$142,313 (30315) in 2005, below \$391,773 citywide. Sales prices of homes built between 2002 and 2005 were \$180,850 (30354) and \$250,374 (30315), also below \$549,081 citywide. A survey of newly developed for-sale projects in and close to the Study Area shows a wide spread in price points, from as low as \$101,000 for loft units to almost \$2 million for a detached single family home. Generally, however, prices are centered in the \$200,000s to the low \$300,000s.

There are only two apartment communities in the Study Area, both of which are tax-credit developments. Nearby there is a limited supply of newly constructed market rate communities, a large share of which restrict the income of residents. Among the apartment communities surveyed, value ratios range from \$0.54 to \$1.43 per square foot with a mix in occupancy rates. Newer developments typically have occupancy rates in the mid to high 90s. Managers at several of the communities surveyed report that a large share of their tenants work in airport related jobs as well as in military and teaching positions.

Residential Demand

Over the next ten years an estimated 8,183 Residential Market Area households will annually be potential buyers of newly developed higher density, mixed-use market rate housing. An estimated 10,515 annual households in the Residential Market Area will be potential renters at market rate projects located in a mixed-use setting. Based on an evaluation of the competitive housing market, planned and proposed physical improvements in the Study Area, access to downtown/interstate system/airport, a growing demand for close-in housing, relatively affordable land prices and our experience in facilitating residential development in comparable areas, Marketek estimates that approximately 6,100 units of market rate for-sale and rental housing units could be absorbed in the Study Area and adjoining neighborhoods over the next ten years: 2,578 units (42%) for-sale product and 3,523 units (58%) rental product.

Recent home sales in and close to the Study Area suggest that opening price points of condominium/loft

units should range from \$130,000-\$190,000 with townhouses priced from \$150,000-\$220,000. Opening price points for single family detached infill housing in the Study Area’s established neighborhoods should range from \$230,000-\$320,000. Smaller, more affordable units will appeal to first time homebuyers while larger, more expensive units will appeal to move-up or move-over buyers as well as empty nesters/retirees. Current monthly rents at nearby market rate rental communities indicate that rents in the range of \$800 to \$1,000 for a two-bedroom unit would be achievable in the Study Area. These rents assume the apartment communities would offer a unique architectural style and have amenities offered at competitive projects. Affordably priced workforce housing should be incorporated in the housing program, targeting low- to moderate-income households, some of whom many already live in the community.

Retail Profile

Within the Study Area, retail space consists of a mix of newer, well-kept businesses interspersed amongst older strip centers. Nonresidential land in the northernmost portion of the Study Area is largely devoted to industrial and auto related uses; the northern and middle segments contain mostly local retailers and restaurants; and in the southern portion near I-285 there are several fast food establishments as well as the Atlanta Expo Center. Despite numerous small food marts along Jonesboro Road, the Study Area lacks a large national grocery store. Additional local retail opportunities are frequently cited by residents when asked about the area’s retail needs.

A survey of major shopping centers within a short drive of the Study Area reveals older, generally poorly maintained centers. However, all of the centers surveyed have low vacancy rates. While the centers surveyed offer a wider variety of retail than Study Area businesses, most of the stores at these centers are limited to neighborhood serving goods/services.

Retail Demand

Estimates of potential retail demand are provided to gauge the appropriate level of development in the Study Area. Assuming that a comprehensive retail strategy is implemented, over the next ten years the Study Area can capture an estimated 6% of the increase in potential retail expenditures by Retail Market

Table 1.15: Potential 2006-2016 Residential Demand

Year	For Sale Units			Renter Units			Total Study Area Capture		
	Potential Demand	Study Area Capture		Potential Demand	Study Area Capture		For-Sale & Rental Units	Percent For-Sale Units	Percent Rental Units
	Units (1)	Rate	Units	Units (2)	Rate	Units			
Year 1	8,183	2.5%	205	10,515	3.0%	315	520	39.3%	60.7%
Year 2	8,183	2.5%	205	10,515	3.0%	315	520	39.3%	60.7%
Year 3	8,183	3.0%	245	10,515	3.0%	315	561	43.8%	56.2%
Year 4	8,183	3.0%	245	10,515	3.5%	368	614	40.0%	60.0%
Year 5	8,183	3.0%	245	10,515	3.5%	368	614	40.0%	60.0%
Year 6	8,183	3.5%	286	10,515	3.5%	368	654	43.8%	56.2%
Year 7	8,183	3.5%	286	10,515	3.5%	368	654	43.8%	56.2%
Year 8	8,183	3.5%	286	10,515	3.5%	368	654	43.8%	56.2%
Year 9	8,183	3.5%	286	10,515	3.5%	368	654	43.8%	56.2%
Year 10	8,183	3.5%	286	10,515	3.5%	368	654	43.8%	56.2%
Total	81,826	3.2%	2,578	105,154	3.4%	3,523	6,100	42.3%	57.7%

Area residents, translating into 175,064 square feet of retail space. In addition, there is an estimated immediate demand for 68,075 square feet of retail space in the Study Area due to a current undersupply of retail. Excluded from these estimates is demand generated by employees working nearby, residents of new housing developed in the Study Area and Beltline activity.

The following businesses are recommended based on demographic data, retail spending activity, community input, the supply and quality of existing nearby retail, physical constraints of the Study Area and retail trends: variety of apparel (women’s, men’s and children’s), one-of a kind restaurants, entertainment (sports bar, music, dance clubs), jewelry, home furnishings/accessories, drugstore, specialty market/grocery store, video/DVD rental, bookstore/music/CD, pet supplies, childcare, health club/gym, bakery, electronic sales/repair, music/CDs, shoe repair, dry cleaner, mail/copy center, barber shop/salon, gardening supplies, film processing, weekend farmers market and gifts/cards.

Office-Industrial Profile

The Corridor is located proximate to two minor office submarkets: the Airport/South Atlanta and the East Atlanta submarkets. The majority of office buildings in the airport area are low to mid-rise structures; the tenant base, as expected, includes a large component of airport-related businesses. Medical-related and

Table 1.16: Potential 2006-2016 Retail Demand

Merchandise/Service Category	Existing Unmet Demand	Study Area New Supportable Retail Space				Total Supportable Retail Space
	2006	2006-2011		2011-2016		
	Sq Ft	Capture	Sq Ft	Capture	Sq Ft	
Shoppers Goods						
<i>Apparel</i>	6,765	4%	5,728	5%	9,405	21,898
<i>Home Furnishings</i>	5,254	7%	7,219	8%	11,853	24,325
<i>Home Improvement</i>	4,590	7%	6,841	8%	11,232	22,663
<i>Misc. Specialty Retail</i>	7,213	4%	5,542	4%	9,100	21,855
Subtotal	23,822	5%	25,330	6%	41,589	90,741
Convenience Goods						
<i>Grocery</i>	18,125	6%	13,203	7%	23,226	54,554
<i>Health & Personal Care</i>	3,594	20%	4,703	25%	8,272	16,569
Subtotal	21,719	7%	17,906	9%	31,499	71,124
Restaurants	10,937	5%	10,677	6%	17,530	39,144
Entertainment	3,301	5%	3,519	6%	5,777	12,597
Personal Services	8,296	7%	7,697	9%	13,540	29,533
Total	68,075	6%	65,129	7%	109,935	243,139

Note: "Existing Unmet Demand" is based on the fact that the Study Area is currently underserved by retailers and that community residents must travel outside of the community to satisfy the bulk of their retail needs. Estimated unmet demand assumes that the Study Area could immediately capture 10% to 15% of Corridor Neighborhood Area resident expenditures. Estimates do not include regional big-box retail or demand generated by area employees and the proposed Beltline.

small services firms account for a significant portion of space usage in the East Atlanta submarket.

Two Industrial submarkets with widely varying development characteristics lie within close proximity to the Study Area: the Airport/South Atlanta and Snapfinger/Lithonia/I-20 East submarkets. The Airport/South Atlanta industrial submarket features the widest range of industrial product types to be found in any portion of the metro area, with new development activity outpacing that of any other metro area submarket. The Snapfinger/Lithonia/I-20 East submarket runs along the I-20 corridor and is generally comprised of a mix of smaller, older, cheaper distribution facilities in the western portion and larger more recognizable tenant names to the east. There are two major industrial parks located within or close to the Study Area: Southside Industrial Park, located at I-285 and Jonesboro Road; and the Empire Industrial District, located at Empire Boulevard and Browns Mill Road.

Office-Industrial Demand

Although there is currently no significant speculative office space market in the Jonesboro Road Corridor, growth in the residential population in the immediate area could over time provide the basis for smaller, carefully conceived infill professional-office development. This could perhaps take the form of for-sale office condominiums that, accompanied by some leaseable space, would comprise a sort of “neighborhood office market” for business owners living in the general area.

The market for industrial development in the Study Area appears stronger. The proximity of Hartsfield-Jackson International Airport and quick access to I-285 create the potential for the development of industrial space (e.g., warehouse and distribution facilities). Nearby redevelopment projects such as the Hapeville Ford Motor Plant could also create potential for small-scale distribution facilities (e.g., for-sale office/warehouse condominiums). Given the longstanding nature of the area as more of a venue for medium-to-larger-box industrial product, this kind of development would very likely run a distant second to more conventional industrial development.

Based on employment projections the Study Area could potentially support an estimated 109,000 square feet of new office space and 210,000 square feet of new industrial space over the next ten years. Estimates of demand for industrial space do not include the proposed expansion of Southside Industrial Park.

Strengths

- Strong demand for retail, housing and industrial sectors

Weaknesses

- Moderate market for small, neighborhood-serving offices

Opportunities

- Increased retail services, which could promote even stronger housing markets

Threats

- The proliferation of single-price point developments could threaten area diversity



Jobs growth is critical to the Study Area's long-term success

1.6 ECONOMIC DEVELOPMENT

Economic viability is the lifeblood of any successful community. Market demands and community desires may define a theoretical potential for different types of uses, but the ability to achieve these is dependant on fare greater factors. These include employment trends, land availability, land costs, and development incentives.

This section builds upon and supports the demographic, housing, retail, office, and industrial findings identified in Section 1.5: Demographics & Markets by reviewing specific factors affecting the ability of Jonesboro Road to reach its development potential.

Please note that this section does not include a list of specific economic development incentives currently found in the Study Area. This information is contained in Section 4: Implementation.

Employment and Business Profile

The Selig Center of the University of Georgia predicts that job growth in the Atlanta MSA will remain sluggish in 2006, increasing 1.8% or by 41,000 jobs. Strong in-migration and civic leadership are expected to help soften the impact of recent buyouts and bankruptcies among some of the region's leading employers (e.g., Delta Airlines, Georgia Pacific, etc.). Atlanta remains an excellent choice for businesses to locate due to Hartsfield International Airport, a large pool of educated and talented workers, a diversified economy, several renowned academic institutions, continued, albeit slower, population growth and an excellent transportation system (e.g., interstate system, rail, transit, etc.).

Within the Study Area, there are an estimated 159 businesses that employ 1,881 workers. A large share of Study Area jobs (41%) is concentrated in the services sector, followed by transportation (19%) and manufacturing (12%). The ratio of employees ("daytime population") to residents ("nighttime population") within the Study Area is 0.50, indicating a stronger residential than commerical base.

Due to the Study Area's proximity to the airport, it is not surprising that the transportation sector accounts for a significant share of jobs in the surrounding area. Other nearby major employment sectors include retail trade and services. Almost 7,000 people work within two miles from the intersection on Jonesboro Road and Cleveland Avenue; more than 33,000 people work within three miles; and more than 122,000 work within five miles. Nearby employees are a valuable market for new retail and housing development. Similar to the Study



Figure 1.17: Map showing northern Activity Nodes



Figure 1.18: Map showing southern Activity Nodes

Area, the ratio of daytime/nighttime population is consistently low, which demonstrates a stronger residential, rather than commercial base.

Node Development Suitability

A key goal of this study is to identify economic development opportunities at various nodes along Jonesboro Road. The Jonesboro Road Corridor was one of ten areas evaluated in a recent study conducted on behalf of the Atlanta Development Authority, Analysis of Incentives to Encourage Investment in Underserved Areas. The study is intended to identify areas best suited to utilize alternative economic development tools (e.g., Tax Allocation Districts, Urban Enterprise Zones, Opportunity Zones) in traditionally underserved communities. Among the six sub-areas evaluated for the Jonesboro Road Corridor, three are identified as having midterm redevelopment potential with a “medium to high” ranking: Browns Mill, Hutchens and I-285. Hutchens is rated most favorably, followed by the Browns Mill and I-285 sub-areas. Factors that contributed to the three node’s moderately strong ranking included: growth in median household income (Hutchens), high homeownership rates (Hutchens), development readiness (Browns Mill/Hutchens/I-285), current development activity (Browns Mill), vehicular access (Hutchens/I-285) and public safety (Browns Mill/Hutchens). Over the next 10 years, the study estimates that the Browns Mill, Hutchens and I-285 sub-areas could support 20,000 square feet of retail and 1.8 million square feet of distribution/warehouse space.

Similar to the Atlanta Development Authority report, six “Activity Nodes” have been identified for this research as the areas for which redevelopment potential is highest. They include the area immediately surrounding the intersections of Jonesboro Road and McDonough Boulevard, Lakewood Avenue, Harper Road, Browns Mill Road, Hutchens Road and I-285. Table 1.17 summarizes the Activity Nodes, providing existing issues and challenges facing each of the Nodes as well as potential opportunities upon which to build.

Accessibility

Access is a key factor in economic redevelopment along the corridor. Highways are important for moving goods and employees, while rail access is often a key factor in locational decisions for certain business types.

Several locations on the Study Area have high levels of accessibility. The northern end, near the BeltLine, is blessed with excellent access to both the Interstates, an existing freight rail line, and a proposed transit line. Multi-modal access of this degree is very rare in the Atlanta

Table 1.17: Nodal Development Analysis

		General Description	Issues/Challenges	Opportunities/Assets
Activity Node Areas	McDonough	Land uses dominated by small single family and industrial uses. Some recent infill housing	<ul style="list-style-type: none"> • Marginal and abandoned retail • A-Tow towing yard and other industrial uses • Abundance of vacant homes and lots 	<ul style="list-style-type: none"> • Proximity to downtown and access to I-75/I-85 • Infill housing by Habitat for Humanity and CHARIS • Columbia Blackshear senior residences
	Lakewood	Neighborhood-serving retail located in an aging "Village" with single family homes on Lakewood and Claire	<ul style="list-style-type: none"> • Vacant retail space • Older retail buildings in need of repair • Vacant lots 	<ul style="list-style-type: none"> • Quaint retail and restaurants present opportunity to expand upon "village" theme • SunTrust bank branch lends credibility to the area • Proximity to Lakewood Park, which could attract customers of destination retail/entertainment
	Harper	Currently dominated by industrial and auto-related uses, limiting residential and retail opportunities	<ul style="list-style-type: none"> • TransUS truck yard • Large rail yard on east side of Jonesboro Road • Salvage yards 	<ul style="list-style-type: none"> • New housing going up south of Harper Road • Development of attractive townhomes on Jonesboro demonstrates the potential for investment
	Browns Mill	Single family neighborhood surrounding J.W. Dobbs Elementary	<ul style="list-style-type: none"> • Vacant lots detract from attractive surrounding neighborhoods 	<ul style="list-style-type: none"> • Browns Mill Golf Course • Attractive, established neighborhoods within walking distance • Success of recent rental housing development
	Hutchens	Retail space at intersection of Hutchens and Jonesboro with single family residential along Hutchens	<ul style="list-style-type: none"> • Vacant retail/lots in need of repair and maintenance 	<ul style="list-style-type: none"> • Quaint single family homes • Access to Southside Park
	I-285	Commercial center with Home Depot, Atlanta Expo Center and antique shop	<ul style="list-style-type: none"> • Aging, unrelated commercial strip • Vacancies • Undesirable retail - adult entertainment, pawn shops 	<ul style="list-style-type: none"> • Existing commercial center • Access to I-285 • Southside Industrial Park • Small new plaza leasing space • Destination/national retailers



I-285 provides excellent truck access to the southern end of the corridor

region, and suggests that it will be important to carefully consider whether such land is ideally suited for industrial uses, or whether it should be converted into other uses. However, at the same time, the planning process must balance this access with the impacts of potential users on adjacent land uses, roadway operations, and area quality of life.

Similarly, the southern portion of the corridor, near I-285, is also well served by Interstates. As one of the least developed exits along the Atlanta's Perimeter highway, the area will be seen as increasingly valuable for both industrial and retail growth. Furthermore, the existing roadway geometries in this area are ideal to the needs of trucks.

Strengths

- Freight rail access
- Highway access
- Highway access

Weaknesses

- Redevelopment costs, which make it challenging to demolish existing buildings and rebuild without government subsidies or higher sales/rental rates

Opportunities

- Proposed expansion of Southside Industrial Park, which will increase employment growth
- Redevelopment of existing shopping centers near I-285, which are exceptionally valuable long-term parcels

Threats

- The loss of industrial uses to commercial or mixed-use development could compromise long-term economic stability of the corridor and the City of Atlanta



The Ron Clark Academy is scheduled to open in the Fall of 2006. Source: <http://www.ronclarkacademy.com>

1.7 PUBLIC FACILITIES

Public facilities are the foundations upon which communities are built. They support growth by providing essential services such as water, sewer, electricity and gas. Effective systems are essential to a community’s health.

Schools

The Study Area is served by five Atlanta Public Schools (APS) school and three day care centers. Two of the day care centers are both located on Browns Mill Road, near the Southview Cemetery, approximately 500 feet apart. Although they are located in a residential setting, the day care centers are not close proximity to employment centers or other educational facilities. The Agape Christian Academy is located on the corner of Lakewood Avenue and Margaret Street, near industrial and commercial areas.

There are three elementary schools (Dobbs, Slater, and Waters), one middle school (L.J. Price), one high school (Carver) and one charter school (KIPP Achieve Academy) that are located within the Study Area. The newest school to serve the Study Area is Dobbs Elementary, which opened in 2003. In what used to be Fulton High School, the new Dobbs facility consolidated students from the former Dobbs Elementary and Lakewood Elementary, which is now a vacant building off Sawtell Avenue. These buildings were used temporarily to house students from Carver High School, while their campus was being remodeled in 2004. The New Schools of Carver opened in August 2005.

Currently, there are plans for two new schools in the Study Area. The Ron Clark Academy will be a private school located in a former tent and awning facility at 228 Margaret Street, across Jonesboro Road from the Columbia Blackshear senior development, currently under construction. The existing buildings are being renovated to complete a 20,000 sqft. facility that will eventually house 120 fifth through eighth

Table 1.18: Area Schools

Address			Atlanta Public School		
To	From	Street	Elementary	Middle	High
1300	1622	Jonesboro Road SE, Atlanta GA 30315	Slater	L.J. Price	Carver
1479	1756	Jonesboro Road SE, Atlanta GA 30315	Dobbs	L.J. Price	Carver
1758	2099	Jonesboro Road SE, Atlanta GA 30315	Dobbs	L.J. Price	South Atlanta
2100	2649	Jonesboro Road SE, Atlanta GA 30315	Waters	L.J. Price	South Atlanta



Grady Memorial Hospital is one of the closest health care facilities to the Study Area.

grade students from families who make under \$30,000 per year. Funded primarily through donations, the Academy also has plans for providing other programs for the community, including continuing education (GED classes) and programs for senior citizens.

The ADA lists both Dobbs and Lakewood Elementary Schools as surplus properties for sale in the Jonesboro Road corridor:

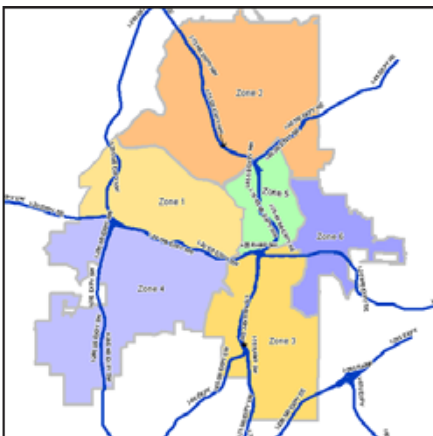
Hospitals and Medical Care Facilities

There are approximately 37 hospitals that serve the Atlanta area, and 16 hospitals within five miles of the Study Area, although none are located within the Study Area. Grady Memorial Hospital is the closest of the facilities, located on Butler Street approximately two miles north of the Study Area. Grady is a public health facility that is in close proximity to the most dense population in the Study Area. South Fulton Medical Center located on Cleveland Avenue in East Point (approximately three miles west of the Study Area), and Southern Regional Medical Center in Riverdale (approximately four miles south of the Study Area) serve the central and southern portions of the Study Area.

A number of medical care facilities and clinics are also located within the Study Area. These clinics primarily include free/low-cost women and children’s services, dialysis centers, mental health/substance abuse services, and dental care.

Fire and Police Stations

The Atlanta Police Department Zone 3 patrols Southeast Atlanta, including the Jonesboro Road Corridor. The Zone 3 precinct is located 880 Cherokee Avenue in the Grant Park neighborhood, located to the northeast of the Study Area. Zone 3 also includes a mini-precinct located at 2027 Metropolitan Parkway, located west of the Study Area. Currently, the most direct access to Jonesboro Road from these precincts is from the mini-precinct via Lakewood Avenue.



Zone 3 of the Atlanta Police Department protects southeast Atlanta.

Zone 3 is dominated by automobile-related thefts, which is the most common crime committed in the City of Atlanta. Residential burglaries and robberies were also found to be more common in Zone 3 than in other patrol zones in the City. Zone 3 also has one of the highest homicide numbers. With the exception of Zone 5 (Downtown and Midtown Atlanta, which has the highest population density in the City), Zone 3 has one of the highest total crime numbers in the City.

The Jonesboro Road Study Area is well-served by several fire stations readily accessible to the corridor. The following fire stations serve the Study Area:

- Fire Station #2, 1568 Jonesboro Road
- Fire Station #30, 10 Cleveland Avenue
- Fire Station #34, 3631 Southside Industrial Parkway



APD’s crime mapping shows the location and type of offense committed in two-week periods. Source: <http://www.atlan-tapd.org/>



Jonesboro Road includes both capacity-limited (yellow and red) and non-capacity limited areas (green).

Station #34 was most recently built of the three stations, constructed in 1989.

Fire statistics are currently being compiled on the Atlanta Professional Fire Fighters website (<http://www.atlantafirefighters.org/>). Currently, the only method of gathering information on the types of calls placed to an Atlanta fire station is to review the records in person at the station, or at the Department office in the City Hall East building located at 675 Ponce de Leon Avenue in Atlanta. However, according to an Atlanta fire fighter who serves at Station #2, it is one of the busiest stations in Atlanta.

Utilities

The Study Area is located in the South River basin. Approximately 75% of the Study Area is located in a capacity-limited area (see area map at left). Officials at Clean Water Atlanta indicate that the capacity limited areas that require conditional permits (red areas) will all have available capacity credits in April 2006 (and be converted to those areas shown in yellow).

The availability of sewer connections directly contributes to the potential for a property owner to develop his or her property. Prior to authorizing new sewer connections to the existing system (as part of the building permit process), the Capacity Certification Program ensures that the City has adequate capacity to handle the additional flows at its reclamation centers, pump stations, force mains, and gravity sewers. If the City does not have adequate capacity, it may authorize the new sewage flow if there are sewer system improvements that will offset the new sewage flow. This offset is completed in the form of "capacity credits" available on a first-come, first-serve basis. The City builds and allocates these credits based on engineering expertise and improvements made to the system, which may include construction of relief sewers, permanent plugging of an existing sewer service, or rehabilitation of the sewer system to reduce inflow/infiltration.

Clean Water Atlanta has also published guidelines for land use and flow rates to help developers estimate their impact on the system: <http://www.cleanwateratlanta.org/CapacityCertification/Guidelines.pdf>.

1.8 ENVIRONMENT & OPEN SPACE



A mother experiences a pedestrian-oriented public realm

In a world where there is an increasing lack of interpersonal contact due to technology and fast-paced lifestyles, people are recognizing the value of quality environments that allow them to connect with others. In fact, one of today's hottest real estate trends is the community where people can partake in a wide variety of public spaces on a daily basis. Many people no longer want to drive long distances to walk down a tree-lined sidewalk, play in a park with their children, or relax on a warm summer evening. They now want their communities to provide all of these opportunities and more.

There are five major categories of open spaces in the United States, each with their own distinct definition and applicability:



A plaza surrounded by mixed-use buildings in Mashpee, MA

Streets and sidewalks are the most often used public spaces in towns and cities. In addition to serving as a transportation conduit, streets and sidewalks can be designed to encourage human interaction and community building. Streets can serve as parade routes or the location of special festivals, while in-town sidewalks can provide room for cafe dining, street furniture, and street trees.

Plazas are hardscaped gathering spaces located in a town or city center and surrounded by commercial, mixed-use, or civic buildings. Plazas often include fountains, benches, and similar elements. Their entire surface is accessible to the public and consists of stone, concrete, or durable pavement interspersed with trees and limited plant materials.



A park is the center of Harbor Town, near Memphis (Courtesy of Alex S. MacLean)

Parks are landscaped recreation and gathering places that can be located in any area of a town or city. They may be surrounded by residential or commercial buildings, and are often the focal points of neighborhoods. Parks often include picnic facilities, drinking fountains, benches, and playgrounds. Larger parks may include ponds, sports fields, and courts. Well designed parks are defined at the edges by streets. Their accessible landscape consists of paths, trees, lawns, shrubs, and other plant materials.

Greenways are linear parks that can serve as corridors for transportation, wildlife migration, or protection of key habitats that occur in a linear manner, such as the riparian zones along creeks and rivers. Greenways can also connect plazas, parks and conservation lands. Because of this, they can be located in virtually any setting with varying sizes.



Pocket parks in the corridor are limited to intersections of busy streets, and offer the user little protection from the street.

Conservation Lands protect and enhance areas of environmental and historic significance. They are usually located at the edge of a village, town or city. Because their primary purpose is the protection of open space, they can include camping sites and trails.

Existing Conditions

The Jonesboro Road corridor is fortunate to have access to several of the largest tracts of public spaces in the City of Atlanta, including Southside Park (211 acres), Hi-Fi Buys Ampitheater (194 acres), and the Browns Mill Golf Course (160 acres).

South Bend Park and Hi-Fi Buys Ampitheater are located off Lakewood Avenue, west of the corridor. Tull Waters Park, Browns Mill Golf Course, and Southeast Atlanta Park are located in a cluster in the central portion of the corridor. Southside Park is currently Atlanta's largest park, located near I-285 in the southern portion of the corridor. However, due to the size of these parks and lack of sidewalks, bike paths, and street network, access to these spaces is limited by any other means besides the car.

These large spaces are evenly distributed throughout the Study Area with the exception of the northern portion, where lot sizes are much smaller. The lack of pocket parks in the Study Area presents a good opportunity to capitalize on the existing residential uses that are located within these small lots, or to use these lots as potential "receiving areas" for greenspace under the new Quality of Life Zoning designations (see Section 3: Recommendations for more details).

The lack of usable open space close to retail areas and neighborhoods is another challenge to providing a quality and accessible public realm. Southside Park is the largest park that serves the Study Area, but it is located too far from where most residents of the Study Area live or shop. The result is that people must drive to experience a quality public realm. The creation of more, smaller neighborhood parks scattered throughout the Study Area could remedy this and provide people with an opportunity for public spaces that they can walk to. There is a significant amount of vacant or marginal land that could serve this purpose, and redevelopment in commercial areas could provide the opportunity to create pocket parks for passive activities, such as picnics, walking, or reading.

Finally, the public realm could be greatly enriched by connecting existing or potential parks with greenways, thereby creating a larger open space network. Existing rail lines, floodplains, and sewer line maintenance easements are ideal locations for these features. The BeltLine provides a unique opportunity for providing non-motorized



An extensive wetland network exists in Southside Park.



The South River Water Reclamation Facility is located along the South River, off Cleveland Avenue.

connectivity between parks, greenways, employment and residential centers. In fact, it is estimated that the University/Pryor Road proposed activity center will comprise 90 acres, one of the largest along the 19-mile corridor. It is also estimated that the southeast quadrant of the BeltLine will generate over 80% of new economic growth from BeltLine investments to public infrastructure, the most growth expected of the BeltLine quadrants.

Other infrastructure improvements, such as pedestrian streetscape projects and multi-use greenway trails could also provide some connectivity and enhance the public realm. An ideal location for greenways is along rivers and streams. In the City of Atlanta, a 25-foot wide undisturbed buffer and an additional 50-foot impervious surface setback buffer protects the banks of Atlanta's rivers and streams from encroaching development. However, greenways that have been adopted into the City's Comprehensive Development Plan (CDP) are exempt from this setback.

Southside Park presents other unique challenges to the Study Area that are currently being explored in the Southside Park Master Plan, which is being conducted in conjunction with this Redevelopment Plan. Please see the project website for additional details: <http://www.tunspan.com/southsidepark>.

Streams and Wetlands

Streams and wetlands are classified as waters of the United States, and are protected by a 75-foot undisturbed buffer within the City of Atlanta. While many of the longer segments are flanked by parks and public greenspaces, a number of small streams exist throughout the corridor. Extensive wetland systems exist along the South River, and along its tributaries south through Southside Park and across Jonesboro Road near I-285 and Poole Creek Road. These open spaces serve as vegetated buffers between pollutants from streets and other impervious surfaces and the sensitive habitats in the water.

The South River is located within the Study Area, and crosses under Jonesboro Road near Cleveland Avenue. The South River's headwaters are located along Memorial Drive, near Capitol Avenue and Turner Field. Extending 16 miles from its headwaters, the South River is a waterway that is "not-supporting designated uses" for fishing due to fecal coliform, likely caused by Combined Sewer Overflows (CSOs) and urban runoff. This designation places this segment of the South River on the 305(b) and 303(d) lists, in accordance with the Clean Water Act. Section 303(d) of the Clean Water Act (CWA) requires states to develop a list of waters not meeting water quality standards or which have impaired uses. Listed waters must



The South River (shown in dark pink) is on the Georgia 305(b) and 303(d) lists.



The King Smith Equities property was acquired for greenspace protection along

be prioritized, and a management strategy or total maximum daily load (TMDL) must subsequently be developed for all listed waters.⁵ Section 305(b) of the Clean Water Act requires each State to prepare a biennial report on the quality of its waters. A 305(b) report describes the extent to which streams, lakes, and estuaries support their designated uses. The report also identifies the pollutants or stressors that cause impairment of designated uses and the sources of these stressors.⁶

Since the headwaters are typically the smallest network of streams in the watershed - where the river "begins" - it is logically the most important place to prevent sedimentation and nutrient loads, protect wildlife habitat, and control for flooding. Located in the Upper Ocmulgee watershed (Hydrologic Unit Code 03070103), the South River has a drainage basin of approximately 544 square miles. The South River flows to Lake Jackson, near Monticello, Georgia, approximately 60 miles southeast of Atlanta.

According to the Georgia Environmental Protection Division, "Impairment will be addressed by implementing a locally developed plan that includes the remedial actions necessary for problem resolution. An areawide stormwater permit was reissued in 1999. Atlanta's Federal CSO Consent Decree requires compliance with water quality standards, including fecal coliform, by 11/7/07."

Atlanta Greenway Acquisition Project

As a result of violations to the Clean Water Act for CSO discharges (untreated wastewater) into the Chattahoochee and South Rivers and their tributaries, the City of Atlanta signed a Consent Decree settlement with the Environmental Protection Agency (EPA) 1998. The Consent Decree required the City to implement a Greenway Acquisition Project, which committed the City to spend \$25 million on land acquisition, primarily through conservation easements sold to landowners who volunteer to participate in the project, in order to protect and preserve properties adjacent to rivers and streams in 14 metro Atlanta counties and within the City, including along the Chattahoochee and South Rivers, and their tributaries. Land owners who participate in the project either donate a 100-foot conservation easement, or the entire property to be protected in perpetuity.

The AGAP has focused its efforts on priority streams to create a network of natural areas using greenways to reduce and/or prevent erosion and nonpoint source pollution loads from entering these streams. The greenways serve as natural buffer areas located along

⁵ Georgia Environmental Protection Division. Online: <http://www.gaepd.org/Documents/305b.html/>

⁶ Environmental Protection Agency. Online: <http://www.epa.gov/305b/> .

rivers and streams. The protected buffer areas act as natural filters to stormwater runoff, which can improve water quality. In addition to acquisition of riparian buffers through conservation easements, several large tracts of land have also been purchased adjacent to the streams, providing permanent protection to the 100-year floodplain and wetland areas.

Properties that the City has acquired along the South River, in the vicinity of the Study Area include:

- King Smith Equities Property located in the Study Area on Jonesboro Road, southeast Atlanta - 13 acres, 1,083 linear feet of stream, acquired in April 2004
- Swann Preserve on Bromack Drive
- Robertson Property on Macon Drive
- Robinson Property on Bromack Drive
- Toure Property near Bromack Drive
- Norton Property on Swallow Circle

Once acquired, the City is responsible for maintaining acquired properties in perpetuity. The City must maintain Greenway Properties in a natural, undisturbed state to protect water quality, animal and plant habitats, and wetlands along Metro Atlanta rivers and creeks, from erosion, flood damage, and clear-cutting.

Potential Environmental Areas of Concern

Located throughout the Study Area, land uses are prevalent with activities that handle potentially harmful substances which could pose a threat to human health and the environment. The EPA estimates that there are 35 facilities in the “30315” zip code that report being regulated under environmental laws. Within the Study Area, there were 125 parcels identified as being potential brownfield properties or EPA permit holders. Of these 125 parcels, 17 were determined to be vacant. Table 1.19 illustrates the types of uses in the Study Area that could be potentially harmful to the environment, and the effect that they could pose to the environment. Figure 1.19 shows the potential areas of environmental concern in the Study Area. As illustrated in the map, these sites are divided into the following categories:

Table 1.19: Potential Affected Environment in the Jonesboro Road Corridor

Sources	Potential Affected Environment						
	Soil	Noise	Water	Air	Socioeconomic	Cultural	Aesthetic
Airports		✓		✓	✓		✓
Landfills/Waste Transfer/Recycling	✓		✓	✓	✓		✓
Institutional/Hospitals/ Penitentiaries					✓	✓	✓
Railroads		✓			✓	✓	✓
Wastewater Treatment			✓	✓			
Industry/Manufacturing	✓	✓	✓	✓	✓	✓	✓
Auto Repair/Junkyards	✓		✓	✓	✓		✓
Parking Lots/Roads/ Non-point Sources	✓		✓				✓

- **EPA Permit Holders:** Those sites that are registered with the EPA as having permits to handle quantities of hazardous materials.
- **South River Water Reclamation Facility:** This site releases quantities of treated waste water to the South River, although this facility has historically released untreated waste water during periods of heavy rainfall.
- **Potential Greyfields:** Aging or abandoned strip malls or commercial centers, usually characterized by large expanses of underused parking.
- **Potential Brownfields:** Abandoned or underused industrial or commercial sites with potential environmental contamination. Further environmental assessments are required on these properties as part of due diligence prior to redevelopment.

Institutional uses (hospitals, schools, churches, etc.) including the US Penitentiary, at the intersection of Boulevard and McDonough Boulevard, generate a significant amount of solid waste and contribute to air emissions. Not only do these uses pose a potentially harmful effect on the physical environment, but they also incur a cost to the social environment.

Junkyards, garages, and other auto-related uses remain a pervasive eye sore among residents in the Study Area. In particular, the A-Tow property, located on the north and south sides of Harriett Street off Lakewood Avenue in between two residential areas (including a recently completed Habitat for Humanity community). The A-Tow property is the largest towing facility in the City, and remains a point of contention with residents.

The City of Atlanta closed its four landfills in 1991: East Confederate Avenue Municipal Landfill, Gun Club Road Municipal Solid Waste Landfill, Key Road Municipal Solid Waste Landfill, and Cascade Road Municipal Landfill. After these facilities were closed, the Live Oak Landfill was used to dispose of the City's trash. Closed in 2004, the Live Oak landfill was the largest landfill in Georgia and was Atlanta's only landfill. Located in the vicinity of the Study Area, Live Oak is located on 200 acres less than one mile east of the Study Area, on the Fulton-DeKalb County line. In 2002, the EPD fined the Live Oak Landfill \$1.245 million for violations that included uncovered waste; inappropriate tarps on arriving sludge trucks; too few gas collection-and-control wells in older areas; and unkept maintenance records.⁷ Currently, the City utilizes transfer stations in the cities of College Park and Austell to transfer the City's solid waste to privately owned landfills in Forsyth and Butts counties, respectively.

Hartsfield-Jackson International Airport is located in the Fulton County community of Hapeville, approximately two miles west of the Study Area. Because the southern portion of the Jonesboro Road corridor is located within the flight path of incoming air traffic, noise levels and jet fuel emissions are a concern to residents in the Study Area. In addition, the recent construction of the new 9,000-foot long unrestricted fifth runway, which will be located approximately 4,200 feet south of the southernmost Runway 9R-27L, is proposed to cut flight delays and potentially save the airlines in fuel costs. The airport has completed sound treatment on 9,500 structures to abate the noise from the new runway.⁸

Although a culturally significant use, the railroad tracks in the Study Area elevate noise levels and affect surrounding residents. Located at the intersection of Hank Aaron Drive and University Avenue in the northern section of the Study Area, two rail lines intersect. The proposed BeltLine traverses across the

⁷ Dodd, Benita M. "Trashing Landfills Producing Community Crapshoot". Georgia Public Policy Foundation, August 15, 2003.

⁸ Jan, Ashraf. "Airport Noise-Land Use Compatibility Initiative". Transportation Research Board (TRB) 80th Annual Meeting Workshop. January 7, 2001.

Study Area in an east-west direction, and a Norfolk Southern rail line runs in a north-south direction, in between Jonesboro Road and McDonough Boulevard.

The railroads have enabled industrial uses to locate and remain in the vicinity of the Study Area. While no new freight railroads have been built in Atlanta's recent history, industrial uses that rely on railroads for their operations have little in terms of alternate location choice. Historically, railroads have also been physical barriers that can separate people, services, and uses from the rest of the community. The sociological impact on the community is a side effect of this type of discrimination, and results in a perception of the Study Area from non-residents and visitors.

The South River Water Reclamation Center (WRC) is one of four facilities designed to treat wastewater in the City of Atlanta. After wastewater is treated to state-permitted nutrient levels, it is released into the South River. However, WRCs occasionally exceed these standards, particularly during periods of heavy rainfall when their capacity is at a maximum. Nutrients such as nitrogen and phosphorus, biological pathogens, and bacteria all degrade water quality, particularly where concentrations are greatest: at the outfall. Due in part to Atlanta's combined sewer system, stricter limits on these nutrient levels were enforced. The South River WRC underwent an expansion in 2001 to handle 30 million gallons of wastewater per day (up from 10 MGD), and new odor-control technology was installed.

The sources of pollution illustrated thus far are considered point sources. However, stormwater contributes more than two-thirds of the water pollution in Atlanta. Unlike the point sources mentioned thus far, stormwater does not come from a specific source, but is the result of water washing across many impervious surfaces, carrying with it the pollutants found on streets, parking lots, rooftops, etc. These pollutants end up in streams and rivers. Stormwater runoff contributes from 60 to 80% of total water pollution.⁹

⁹ Clean Water Atlanta. Online: <http://www.cleanwateratlanta.org>.

Figure 1.19: Environmental Conditions

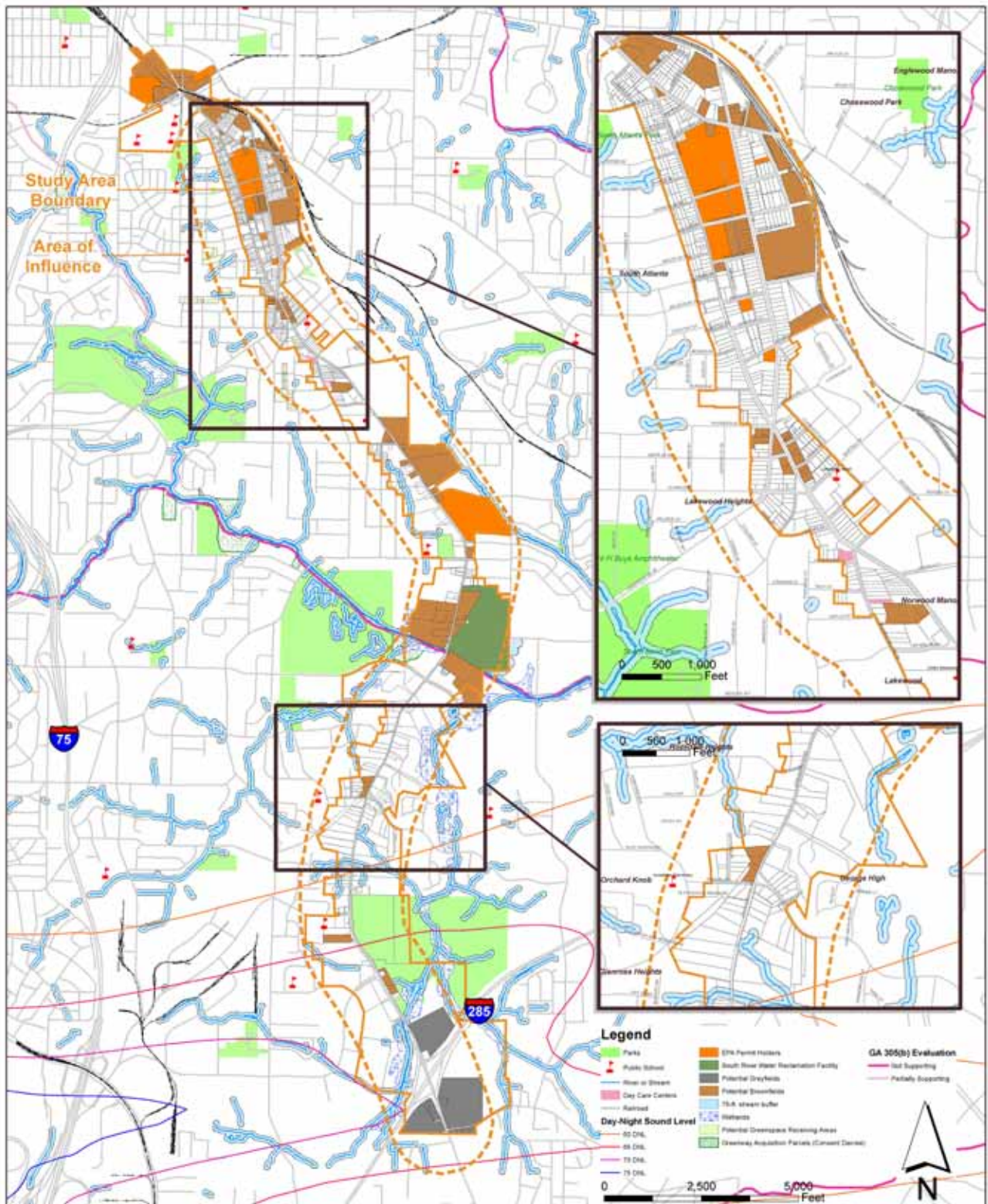


Table of Contents

Section 2: Findings for Redevelopment

2.1	Redevelopment Framework	2:1
2.1	Pubic Process	2:6
2.3	Goals & Objectives	2.10

2.1 REDEVELOPMENT FRAMEWORK



Substandard building conditions are common in the Study Area



Vacant land is prevalent in the Study Area



Atlanta leads the nation in mortgage fraud, causing a high number of foreclosures

Enacted by Georgia Legislature in 1985, the “Urban Redevelopment Powers” authorized under Section 36-44 of the Official Code of Georgia is a significant force in affecting change and community revitalization. It is intended to facilitate economic development, investment, and renew interest in areas that have experienced or are currently experiencing economic and social decline. This plan gives the City of Atlanta (the redevelopment agency) the power to acquire and retain or dispose of property for the redevelopment purposes solely expressed in this plan.

However, before the City can use these urban redevelopment powers, specific indicators of “slum” and “blight” must be demonstrated within the geographic extent of the Redevelopment Plan. An area may qualify for redevelopment when the City Council officially declares it as a redevelopment area, based on these indicators. This Section of the Jonesboro Road Redevelopment Plan Update summarizes these indicators, established below.

Summary Indicators of “Slum”

The following is an excerpt from the “Urban Redevelopment Act” reviewing the indicators of “slum”:

“Slum area” means an area in which there is a predominance of buildings or improvements, whether residential or nonresidential, which by reason of dilapidation, deterioration, age, or obsolescence; inadequate provision for ventilation, light, air, sanitation, or open spaces; high density of population and overcrowding; existence of conditions which endanger life or property by fire and other causes; or any combination of such factors is conducive to ill health, transmission of disease, infant mortality, juvenile delinquency, or crime and is detrimental to the public health, safety, morals, or welfare. “Slum area” also means an area which by reason of the presence of a substantial number of slum, deteriorated, or deteriorating structures; predominance of defective or inadequate street layout; faulty lot layout in relation to size, adequacy, accessibility, or usefulness; unsanitary or unsafe conditions; deterioration of site or other improvements; tax or special assessment delinquency exceeding the fair value of the land; the existence of conditions which endanger life or property by fire and other causes; by having development impaired by airport or transportation noise or by other environmental hazards; or any combination of such factors substantially impairs or arrests the sound growth of a municipality or county, retards the provisions of housing

accommodations, or constitutes an economic or social liability and is a menace to the public health, safety, morals, or welfare in its present condition and use.” (OCGA Section 36-61-2(18)).

When taken individually, these indicators do not necessarily indicate the presence of a “slum area”. However, when several or more indicators exist conditions of “slum” can be established. Based on the conditions documented in Section 1 of this document, the following subsections are objective summaries of key indicators of blight within the Jonesboro Road Redevelopment Plan Study Area.

Indicator: Vacant Land

“Any area located within an urbanized or developed area which is substantially underutilized by containing open lots or parcels of land...” (O.C.G.A. 36-44-3).

Windshield surveys of the Jonesboro Road corridor indicate that the area contains sizeable tracts of undeveloped land, vacant lots, and vacant and structurally unsound buildings. Notable examples include the Lakewood Elementary School property, parcels at McWilliams Street and Jonesboro Road, the Atlanta Exposition Center, properties in the Southside Industrial Park and numerous vacant lots located between Macedonia Road and I-285. These vacant lands pose public health safety problems for adjacent properties, and lower the quality of life for residents in the neighborhood.

In addition, approximately 227 of the 876 parcels (26%) in the Study Area appeared during the windshield survey to be vacant. These vacant parcels account for 252 acres, or 20% of the total Study Area. Over half of these vacant parcels are currently zoned R-4 (66 parcels) or R-5 (51 parcels). The industrial zoning designation I-2 accounts for 37 vacant parcels, and commercial zoning C-2 accounts for 29 vacant parcels.

Indicator: Structural Deficiencies

“Any urbanized or developed area which by reason of the presence of a predominant number of substandard, slum, deteriorated, or deteriorating structures...” (O.C.G.A. 36-44-3).

The Study Area is increasingly subject to structural deficiencies, particularly with respect to the condition of historic single-family homes and low-quality new construction. Several properties are classified as “unsound” located at the corner of Jonesboro Road and McWilliams Road. The median age of homes also suggests that these conditions are likely to worsen in the future unless proactive measures are taken. According to site surveys, approximately 480 parcels, or 55% of the Study Area is considered in less than “Standard” condition.

Indicator: Tax Delinquencies

“Any area located within an urbanized or developed area which has a diversity of ownership, tax, or special assessment delinquency exceeding the fair value of the land...” (O.C.G.A. 36-44-3).

According to Fulton County Tax Assessor data, approximately 272 of the 876 parcels in the Study Area (accounting for 31% of properties) were tax delinquent, owing almost \$480,000 in backed taxes. With an average 10% of the parcels’ Fair Market Values due (2.5 times the total assessed value), this represents a significant loss in revenue to the City.

In addition, Atlanta leads the nation in mortgage fraud. Gentrifying areas and areas with a high immigrant population are particularly subject to this type of fraud. As a result of false information to a lender or false appraisals, property values may rise artificially and cause tax bills to increase, making property tax payments harder for residents with fixed or limited incomes to afford. The end result can range from tax delinquency, to foreclosure, and in some instances to arson of the property.

Indicator: Lot Sizes and Layouts

“Any urbanized or developed area which by reason of the presence of a faulty lot layout in relation to size...” (O.C.G.A. 36-44-3).

Economic development does not occur at the scale of the single-family home. Projects that generate jobs and needed neighborhood-retail facilities often require lots at least two acres in size to accommodate parking, loading, and floor area demands. Unfortunately, of the 882 lots all wholly or partially in the Study Area, 88.8% (783 lots) are less than two acres in size. Furthermore, only 7.6% (67 lots) are between two and ten acres; 2.2% (19 lots) are between ten and 20 acres; 1% (9 lots) are between 20 and 40 acres; and 0.5% (4 lots) are more than 40 acres in size.

The large number of small lots within the Study Area means that lot assembly is necessary for most new development. This results in greater development time, costs, and susceptibility to payer higher per acre land costs.

Indicator: Impaired Development

“Any area located within an urbanized or developed area which is substantially underutilized by...containing a substantial number of buildings or structures which are 40 years old or older...” (O.C.G.A. 36-44-3).

Development within the Jonesboro Road corridor has been extremely limited since the mid 1950s. Discussions with residents and City officials and review of current zoning cases and planning studies all suggest that the potential for significant economic development is on the horizon. However, the funding mechanisms for such development must be in place for this to happen. Unless these actions are taken, the Study Area will only continue to develop in a “piece-meal” fashion, not a solution conducive to its long-term economic development.

Indicator: Lack of Open Space

“Any geographic area designated within the comprehensive plan of a political subdivision for redevelopment in which...the current condition of the area is less desirable than the redevelopment of the area for new commercial, residential, industrial, office, or other uses, or a combination of uses, including the provision of open space...” (O.C.G.A. 36-44-3).

Although the Jonesboro Road corridor is fortunate to have several of the largest open spaces in the City, including Southside Park and Browns Mill Golf Course, accessibility to these spaces is limited across several fronts. Southside Park is only accessible from one entrance, isolated from surrounding neighborhoods by dead-end streets and a dangerous four-lane section of Jonesboro Road that all but prevents pedestrians from entering the park. The park is closed unless user groups have scheduled use of the recreation fields. In addition to being difficult to access by surrounding neighborhoods, the

use of Browns Mill Golf Course is golf-specific, which discourages other types of passive and active recreation.

Besides a lack of usable open space, the Study Area is underserved by pocket parks. Tull Water Park, located adjacent to Waters Elementary School, is the only space that could be categorized as a pocket park. While the location of the park next to the school is an asset, pedestrian access to this park is again limited.

Other Indicators of “Blight”

In addition to the above indicators, the Jonesboro Road corridor suffers from several general other indicators of “blight.”

- **Inadequate street layout** - The area suffers from inadequate street layouts and accessibility due to topographical constraints to the north, rail lines, and streets with heavy truck traffic such as Jonesboro Road, University Avenue, McDonough Boulevard, Conley Road, and I-285.
- **Threat to Public Health** - The correlation between low incomes/poverty and public health suggests that continued disinvestment poses a public health threat.
- **Population** - The Study Area lost population during the 1980s, but has steadily been gaining population since 1990. However, this gain in population is significantly behind that of other intown Atlanta neighborhoods.
- **Potential environmental contamination** - Due to the historical presence of industrial and manufacturing sites, and the proximity of landfills and the airport, the area contains sites that could potentially contain environmental contamination.
- **Land use conflicts** - There are land use conflicts between residential, commercial, and industrial uses throughout the Study Area.



The consultant teams presented some of existing challenges of the Study Area at the January 24, 2006 Kickoff meeting



Residents and stakeholders discussed the future of the Study Area during the hands-on workshop session held on March 11, 2006



The workshop participants presented a summary of their table discussion to the group

2.2 PUBLIC PROCESS

The public participation process for the Jonesboro Road Redevelopment Plan Update utilized a variety of tools to promote widespread involvement in the planning process including community interviews, a workshop, public presentations, a project website and Advisory Committee meetings, all held from January to May 2006.

Advisory Committee Meetings

At the forefront of the planning process, a Advisory Committee was identified to serve as representatives of the larger community to communicate the vision and guide the planning process. Members were selected from local government, business owners, organizations, employers, and neighborhood leaders to serve as liaisons to the larger community. Advisory Committee meetings were held on January 18, March 2, April 6, and May 11, 2006. These meetings were used to gain input into strengths and weakness of the Study Area, to propose opportunities and identify threats, to promote community outreach efforts, and to refine the overall vision of the Redevelopment Plan.

Interviews

Confidential interviews were conducted to better understand the existing conditions of the Study Area and obtain a general idea of current and future trends. Interviews were conducted in-person and over the phone with a variety of participants, including:

- Residents
- City and elected officials
- Small business owners
- Property owners
- Developers

Visual Preference Survey

A Visual Preference Survey (VPS) for the Study Area was conducted at the Kickoff meeting on January 24, 2006 and was also administered on the project website. Participants were asked to rate a variety of images for their level of appropriateness for the future of the Jonesboro Road Study Area. The VPS measured participants' attitudes and preferences towards design issues and priorities. The results from this survey were intended to provide guidance through the Study,



Passive public space was highly valued among survey participants

particularly which development and architectural style patterns were desirable. Although this method requires some speculative analysis and interpretation, it provided an insight into community aesthetic preferences.

Approximately 37 participants took the VPS, which included images from Jonesboro Road (15%), the Atlanta vicinity (30%), and other cities (55%). The survey was organized into groups of nine images on seven boards placed according to land use type, including: Mixed Use, Public Space, Roadway Character, Single Family, Multi Family, Townhome, and Commercial.

Participants in the VPS included residents, elected officials, developers, and business owners in the vicinity of Study Area. Although the majority of the survey results were derived at the Kickoff meeting, the survey was also active on the project website throughout the duration of the project, from January 18 through May 30, 2006. Participants who could not take the VPS at the Kickoff meeting were directed to print the survey from the website and either hand their preferences to their NPU chair, hand it to a project team representative, or fax it to Tunnell-Spangler-Walsh.

Please see the Appendix for complete VPS results.



Housing above retail (2 to 3 floors) received a favorable response among survey participants

Survey Analysis

Following the survey, the most appropriate images (indicated by green dots) and least appropriate images (red dots) were identified. Results of the survey were presented at the workshop held on March 11, 2006. Several of the images were reviewed with the audience, and survey participants had the opportunity to share which attributes of the images contributed to the score that they placed on each image during the survey. The following sections include a summary of the results and reactions to the highest and lowest scoring images.

General Findings

The majority of the images that were selected as most appropriate for the Study Area represent places that exhibit a blend of history, character, and a sense of permanence or establishment. All of these images share several characteristics in common. The most notable characteristics are small-town environment; a common respect for the pedestrian; landscaping; and human-scaled buildings. The images with the highest scores represent places with human-scaled buildings; public spaces; rehabilitated retail buildings; tree-lined sidewalks; vegetated medians; and streets with bicycle lanes. This suggests the community's desire and support for the revitalization of the corridor that reflects the local sense-of-place.



The survey participants saw the need for big-box retail, such as this Target at the Edgewood Retail District



The sign-in survey activity showed pockets of places perceived by stakeholders as both positive (green) and negative (red) within the Study Area.

Images with the lowest scores represent actual places in the Study Area: truck traffic along the Jonesboro Road corridor; dilapidated homes and buildings; large, unused expanses of parking; incompatible industrial uses; deteriorated pocket parks; and an unclear distinction between the car and the pedestrian realm. Perhaps there is a dissatisfaction with some more specific problems such as street maintenance, above-ground utilities, vacant buildings, dilapidated storefronts, lack of viable community services, and the proximity of industrial and residential uses.

The most serious concerns appeared to include the poor pedestrian access between residential areas and businesses located along Jonesboro Road, the poor automobile connectivity between businesses in the corridor, the lack of retail diversity, the lack of greenspace, and the importance of preserving historic resources. This demonstrates the community desire and support for the revitalization of the corridor that resonates the character of its historic neighborhoods.

Results suggest that the residents, businesses, and property owners along Jonesboro Road are eager for a strengthened, vibrant and more pedestrian-friendly corridor. Some of the highest ranked images display a mixed use environment with storefronts close to the street, outdoor dining areas, and street furniture. Commercial area rehabilitation improvements are encouraged, and the opportunity exists to enhance it even more with greater housing options, improved streetscapes, and revitalized neighborhoods. Finally, greenspace is the top priority for the community, as well. The desire is not only for the maintenance of the existing parks but also for the provision of more parks and a green streetscape in the residential and retail areas.

Community Workshop and Public Meetings

The primary tool for achieving public participation was a Community Workshop held on Saturday, March 11, 2006 at Dobbs Elementary School. Meeting announcements were distributed at all Advisory Committee and public meetings, mailed by the City via letters to NPUs Y and Z, delivered via postcards to approximately 2,000 households and businesses within the Study Area, and were hand-delivered by Advisory Committee members again to business owners along the Jonesboro Road corridor. The meetings were also publicized via the "City Newsbytes" electronic newsletter, to Councilpersons Sheperd (District 12) and Smith (District 1) and, the local cable access "Channel 26", and were posted on the project website.

The March 11 Workshop focused on developing an overall vision and

“Communities are more than houses where people stay. They are the places where we learn, worship, grow, love, laugh, cry, and eventually leave. They are an integral part of our existence and our lives. We must work to preserve them and nurture their growth. We must become our communities.”

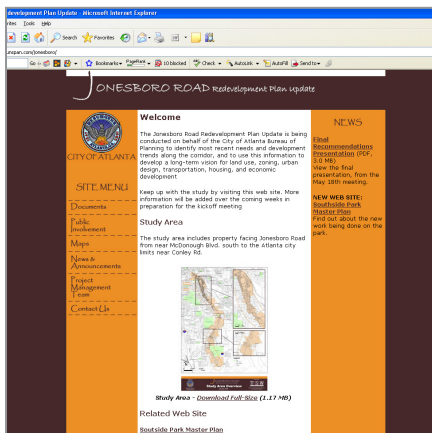
-- Taken from “I Love to Tell the Story: A Portrait of Southeast Atlanta Communities”

character for the Study Area. A review of existing conditions was conducted prior to a hands-on table session to identify the Study Area’s future character, with a concentration on:

- Residential land uses
- Commercial land uses
- Parks and open space
- Historic Preservation
- Pedestrian improvements
- Vehicular transportation improvements
- Community design
- Study Area Goals

Other community meetings included:

- **Project Kickoff Meeting (Tuesday, January 24, 2006)**, which included a review of the Redevelopment Plan process, input from participants about the positive and negative aspects of the Study Area, Visual Preference Survey results, and review of the project schedule.
- **Draft Recommendations Presentation (Tuesday, April 11, 2006)**, which included a presentation of the guiding principles and draft recommendations for the Study Area, and input from participants regarding the draft recommendations.
- **Final Recommendations Presentation (Thursday, May 18, 2006)**, which included a presentation of the final recommendations, concept plans, and estimated costs by project.
- **Implementation Presentation (Thursday, June 22, 2006)**, which outlined strategies and steps that the City and neighborhoods will have to take to implement the recommendations presented herein.



A project website was used to facilitate the public process

Project Website

A key public involvement tool was the project website. The website was used to post meeting announcements, Plan materials, newspaper publicity, display workshop results, store maps, distribute documents, administer the Visual Preference Survey, and solicit community feedback.

The project website was located at the following address:

<http://www.tunspan.com/jonesboro/>

2.3 GOALS AND OBJECTIVES

Prior to beginning the visioning process, the consultant team worked with area stakeholders to develop goals and objectives for the Study Area. These goals were also discussed and revised by the Community Workshop participants.

Urban Design and Historic Resources Goals

Goal: Identify and preserve historic resources and local sense-of-place.

Objective: Create a “gateway” into Lakewood Heights that reflects its historic character.

Objective: Preserve and protect historically significant buildings and sites.

Objective: Utilize urban design guidelines in historic areas to that ensures that new development maintain their historic integrity of resources.

Objective: Provide opportunities for landscaping and streetscape improvements.

Objective: Work with potential developers to establish designs suitable with the community character.

Objective: Increase public awareness of historic resources.

Goal: Utilize redevelopment to mend the urban fabric.

Objective: Ensure that new development in many areas is truly urban, rather than suburban, in form and scale.

Objective: Respect the primacy of the sidewalk as a city’s primary public space.

Objective: Utilize building materials that are durable.

Transportation and Circulation Goals

Goal: Enhance the pedestrian environment by making walking safe and convenient.

Objective: Create and maintain a system of safe sidewalks and pedestrian crossings to improve pedestrian circulation and reduce vehicle/pedestrian conflicts.

Objective: Minimize speeding and cut-through traffic in neighborhoods.

Objective: Utilize building and site planning designs that reduce the walking distances.

Objective: Encourage building forms that encourage pedestrian usage and increase pedestrian comfort.

Objective: Provide an attractive, pedestrian-friendly sidewalk environment with greenery, street trees, wide sidewalks, pedestrian lighting, buried utilities and outdoor dining.

Objective: Focus pedestrian facilities near schools, in areas with high elderly populations, and other

locations with high pedestrian traffic.

Goal: Improve vehicular safety along Jonesboro Road, while respecting its urban context and impact on other modes of travel.

Objective: Reduce traffic disruptions associated with a high number of turning movements and curb cuts.

Objective: Target problematic traffic points and intersections through improvement programs.

Objective: Provide adequate parking in commercial and mixed-use nodes.

Objective: Connect new developments with existing street pattern.

Objective: Utilize access management solutions, such as consolidated curb cuts, cross-access easements, and alleys, to reduce the number of curb cuts.

Objective: Utilize roadway design and signalization programs that favor drivers who drive responsible (reasonable acceleration, at the speed limit, etc).

Objective: Reduce driver confusion associated with shifting lanes, lane drops, unused pavement, and poorly marked intersections.

Objective: Reduce unnecessary roadside clutter so that traffic signs and design cues can more effectively support responsible driving in an urban context.

Objective: Eliminate drainage problems.

Objective: Psychologically narrow streets by placing new buildings at the back of the sidewalk to increase the sense of enclosure.

Objective: Reduce speeding at off-peak hours.

Goal: Make bicycling pleasant and safe.

Objective: Connect parks, neighborhoods, schools, proposed transit stations and commercial/mixed-use nodes with bicycle facilities.

Objective: Increase on-street bicycle lane options, signage and awareness.

Objective: Enhance off-street bicycle path facilities, where desired.

Objective: Increase on-street bicycle lane options where desired.

Goal: Promote a variety of transit choices.

Objective: Expand transit facilities for senior residents.

Objective: Encourage enhancement of existing MARTA service through improved frequency of MARTA bus routes, particularly during the weekends.

Objective: Enhance and improve transit facilities with integration of the Belt Line.

Objective: Utilize transit to reduce the impact of automobile on the quality of life.

Objective: Provide land use patterns that support transit.

Objective: Provide improved bus facilities, such as posted schedules, shelters, and improved reliability.

Objective: Integrate transit with pedestrian improvements.

Land Use and Zoning Goals

Goal: Provide a balanced mix of compatible land uses.

Objective: Ensure a mix of commercial uses compatible with the design and character of the surrounding community.

Objective: Expand commercial opportunities by encouraging a diverse retail, restaurants, services and employment options.

Objective: Develop zoning regulations and land use policies that reflect the desired scale and character of historic areas, such as the Lakewood Heights Historic District.

Objective: Focus development and redevelopment toward substandard, deteriorated and dilapidated parcels, rather than undeveloped parcels.

Objective: Encourage development around key intersections.

Objective: Limit auto-oriented land uses in areas where their impacts on neighborhoods and traditional neighborhood community centers are minimized.

Objective: Encourage new developments to be constructed in a sustainable manner that is comparable to the community vision.

Markets Goals

Goal: Establish community supported, market-based development strategies.

Objective: Support neighborhood commercial uses.

Objective: Establish market-based and financially viable development concepts, while respecting the community's vision for its future.

Objective: Provide a healthy mix of retailers, restaurants, services and professional uses.

Housing Goals

Goal: Ensure a mix of quality housing options.

Objective: Prevent displacement of existing residents from redevelopment.

Objective: Encourage a variety of new housing types, neighborhoods, and prices that reflect the desired scale and character of the corridor.

Objective: Focus reinvestment/redevelopment opportunities in neighborhoods with vacancies, or are in need of repair.

Objective: Identify senior housing opportunities where seniors can walk to parks, retail services, churches, and other daily needs.

Economic Development Goals

Goal: Encourage the economic development of the corridor.

Objective: Protect and expand viable industrial areas and the jobs they represent, but balance the needs of industrial and residential uses to allow them to coexist in locations accessible by nearby neighborhoods.

Objective: Capitalize on proximity to the airport in economic development efforts.

Objective: Evaluate the current state of existing retail/commercial centers throughout the corridor, and rehabilitate those areas to best serve local and neighborhood needs.

Objective: Encourage private development and redevelopment activities which will provide employment opportunities at all income levels.

Objective: Encourage the most appropriate design and architectural preservation consistent with reasonable use and economic feasibility considerations.

Objective: Encourage development opportunities adjacent to and benefited by public transportation.

Objective: Throughout the project areas promote and assist business retention/expansion activities.

Public Facilities Goals

Goal: Create a safe environment for residents and visitors.

Objective: Provide effective policing in residential areas.

Objective: Provide adequate street and sidewalk lighting.

Objective: Provide for homeless and transient population in different ways to ameliorate their negative impact on businesses, residents, and visitors.

Objective: Clean up the streetscapes with greenery, street trees, pedestrian lighting, and outdoor seating.

Objective: Remove threatening persons, especially those engaged in illegal activity such as drugs and

prostitution.

Goal: Ensure adequate infrastructure to support future development.

Objective: Maintain and rehabilitate utilities and infrastructure.

Objective: Incorporate natural resource protection and open space provision into infrastructure improvement projects.

Objective: Identify stormwater management and sewer improvements to mitigate flooding of low-lying areas.

Environment Goals

Goal: Ensure adequate infrastructure to support future development.

Objective: Maintain and rehabilitate utilities and infrastructure.

Objective: Find alternatives to aboveground utilities, where possible.

Objective: Incorporate natural resource protection and open space provision into new infrastructure and improvement projects, such as participation in the Atlanta Greenway Acquisition Project.

Goal: Provide a range of parks and open space.

Objective: Utilize parks and recreation areas, including the BeltLine, to connect residential areas and commercial/mixed-use areas.

Objective: Encourage parks, greenways, multiuse trails and recreation facilities that meet the needs of different age groups.

Objective: Increase the number of public spaces.

Objective: Integrate natural resource features into recreation amenities.

Table of Contents

Section 3: Recommendations

3.1	Overview	3:1
3.2	Urban Design & Historic Resource Recommendations	3:4
3.3	Transportation Recommendations	3:10
3.4	Land Use & Zoning Recommendations	3:27
3.5	Economic Development Recommendations	3:42
3.6	Public Facilities Recommendations	3:45
3.7	Environment & Open Space Recommendations	3:47



Many of the recommendations of this study are the result of the expressed desires of residents, businesses and property owners

3.1 OVERVIEW

This section includes recommendations for the Jonesboro Road Redevelopment Plan Study Area. The recommendations define the direction for the Study Area's future character and provide short- and long-range actions to address challenges identified in the planning process.

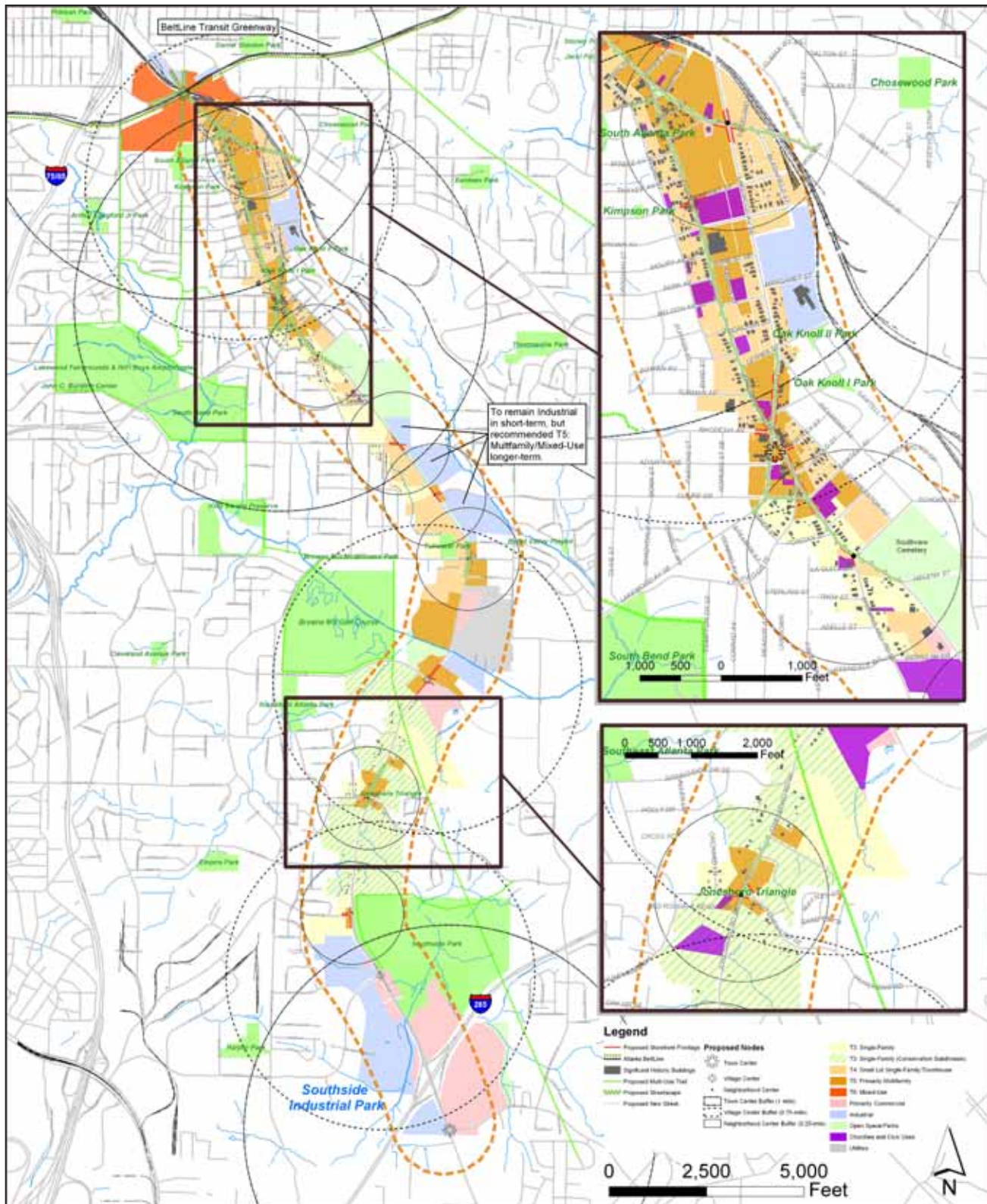
Recommendations are a synthesis of the desires expressed by residents, businesses, property owners, GDOT, the City of Atlanta, and other stakeholders during the planning process, coupled with sound planning. They represent a visionary, yet achievable, blueprint for change that reflects the Study Area's history, mix of land uses, sense of place, strong neighborhoods, development pressures, economic trends, and transportation needs. To this end, recommendations strengthen the transportation/land use relationship and promote sustainable redevelopment by:

- Encouraging economic growth and jobs creation by identifying development incentives and targeting them to priority sites.
- Improving traffic operations by focusing on efficient utilization of existing pavement, intersection improvements, support for non-vehicular modes, and improved signage, rather than roadway widening.
- Establishing a series of pedestrian-oriented mixed-use centers that reflect current and desired land use patterns.
- Balancing the need to accommodate industrial and mixed-use development with their potential impacts on neighborhoods and historic resources.

With time, these recommendations will transform Jonesboro Road into a safe corridor featuring: walkable neighborhood centers; tree-lined sidewalks; preserved historic structures; quality transit service; safe and smooth traffic flow; human-scaled buildings; strong job growth; and social diversity. An overview of these recommendations can be found in the Framework Plan, located on the following page. The Framework Plan represents the synthesis of the vision for the Study Area. It graphically illustrates the relationships between recommendations, but particularly transportation and land use. Its vision also extends to planned transit facilities such as the BeltLine, where transit-supportive land uses enhance neighborhoods and reduce auto-dependence.

Recommendations are categorized into: Urban Design & Historic Resources, Transportation, Land Use & Zoning, Housing & Economic

Figure 3.1: Framework Plan



REDEVELOPMENT CENTERS

The organizing principle of the Redevelopment Plan is the concept of nodes and centers. Nodes are defined as “points of connection within a network,” and can be thought of as focal points in a community. Centers indicate the land area influenced by these different types of nodes.

This nodal framework is used for Jonesboro Road’s land use patterns. The following nodes and centers are proposed for the Jonesboro Road corridor:

Neighborhood Centers

- McDonough Boulevard
- Browns Mill Road/Shoen Street
- Harper Road
- Constitution Road
- McWilliams Road
- School Drive
- Macedonia Road

Village Centers

- Harriet Street
- Cleveland Avenue
- Southside Industrial Parkway

Town Centers

- BeltLine
- Lakewood Heights
- I-285

Development, Public Facilities, and Environment & Open Space. They include policies and projects, as applicable. Projects are followed by a project number as identified in Section 4: Implementation, which contains a strategy for implementing these recommendations, including costs, funding, and responsible parties. Section 4 also includes details on proposed future land use plan changes, design guidelines, and zoning changes.

Neighborhood Model: Nodes and Centers

The guiding principle of the Redevelopment Plan is the idea that redevelopment activities should be concentrated at key crossroads, referred to as “nodes” or “centers.” This is critical for several reasons. First among these is the fact that crossroads historically serve as the centers of many neighborhoods. In addition, their superior transportation access makes them ideal candidates for community-desired retail and civic uses. Finally, given limited demand for new retail uses along Jonesboro Road, retail must be concentrated into vibrant, compact and walkable locations, rather than spread out along the six-mile corridor.

The range of accessibility and existing land uses in existing and proposed centers allows for three types to be identified, including:

- **Town Centers** - A medium-sized, mixed-use area serving both area residents and visitors. Town Centers often have more than 40,000 sf of neighborhood or regional retail, mixed-use, and civic uses.
- **Village Centers** - A smaller mixed-use area primarily serving area residents. Village Centers often have between 10,000 and 40,000 sf of neighborhood retail, or are anchored by a civic use.
- **Neighborhood Centers** - a park or open space; typically characterized by having less than 10,000 sf of neighborhood retail, or anchored by a civic use.

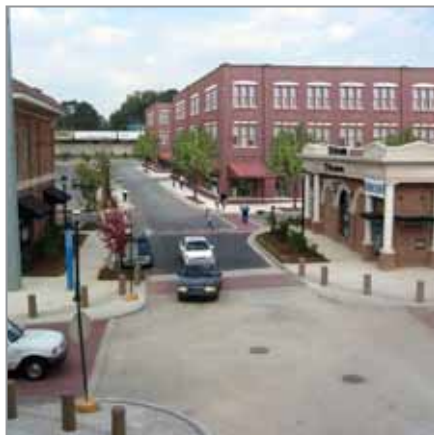
This variety allows each center to be customized to the scale and character of the surrounding neighborhood(s) it services. It also establishes locations for functions that are not compatible with neighborhoods due to size or use. Such functions, which include highways, industrial parks, college campuses, office parks, regional shopping, regional parks, and the like, are ideally located between centers.



An interconnected street network allows different uses to fit together in the manner of a traditional town (Courtesy of Alex S. MacLean)



Shopping center parking lot drives (above) can be designed as streets that support long-term infill with new buildings (below)



3.2 URBAN DESIGN & HISTORIC RESOURCE RECOMMENDATIONS

These recommendations are intended to protect and enhance Jonesboro Road’s sense-of-place by preserving quality urbanism and creating new places that build on intown Atlanta’s history of town-building. This is achieved by identifying and preserving historic resources and utilizing redevelopment to mend the urban fabric.

Street & Block Pattern Recommendations

The interconnected streets and the small blocks of neighborhoods such as Lakewood Heights and South Atlanta should be preserved and protected. They provide multi-modal accessibility and are part of what differentiates intown Atlanta from suburban areas. At the same time, this system should serve as a model for new development.

Block & Street Pattern Policies

- Prohibit street abandonment or closure as part of new development, unless new streets are created with equal or greater connectivity to the existing grid.
- Require new development to create new streets that connect to existing streets to form an interconnected network.

All new development, including big box shopping centers, should use the interconnected street system north of McWilliams Road as a model for development.

- Support the use of public and private funds to remedy major gaps in street connectivity.

Please see Transportation & Circulation Recommendations for details on specific new street projects.

- Use traffic calming and neighborhood-scale street design to minimize the impacts of cut-through traffic on neighborhoods, rather than street closures.
- Encourage rear service lanes to provide connectivity and reduce turning movements on Jonesboro Road.
- Support new streets across the BeltLine at such time as it is developed into a transit greenway.



The redevelopment of large commercial parcels into residential, retail and park uses allows neighborhoods to be preserved, while accommodating growth



Buildings in centers should front the sidewalk and form a continuous street wall



New buildings should fill missing gaps in the Study Area's urban fabric

Parcel Pattern Recommendations

The small lots in the Study Area's historic neighborhoods are both an asset and a hindrance to future development. As such, recommendations pertaining to them must reflect land use recommendations, particularly where redevelopment is desired.

Parcel Pattern Policies

- Utilize existing large lots along Jonesboro Road to introduce new or redeveloped retail opportunities to the corridor.

Many large parcels in the corridor are occupied by automobile salvage yards, former industrial uses, or marginal commercial uses. These are all ideal redevelopment candidates.

- Preserve existing small lot patterns in neighborhoods.

See Land Use & Zoning Recommendations for details.

- Support lot assembly where redevelopment is desired.

See Land Use & Zoning Recommendations for details.

Building Pattern Recommendations

Building patterns on Jonesboro Road are rich and varied, reflecting a transition from urban to suburban. In historic commercial centers, buildings directly front the sidewalk and form a continuous wall, while in older residential areas, such as South Atlanta, homes are separated, set back from the street and provide a hedge, knee wall or fence at the back of the sidewalk. In newer neighborhoods homes are further back. These diverse patterns could serve as a model for new buildings on Jonesboro Road.

Building Pattern Policies

- Use the sidewalk-oriented pre-World War II building disposition in historic neighborhood centers as models for new commercial or mixed-use buildings.

Buildings in centers should be built up to the sidewalk and should be connected to form a continuous wall. These areas are shown as "T5: Multifamily/Mixed-Use" or "T6: Mixed-Use" on the Framework Plan.

See Section 5: Implementation for details.

- Use the residential building disposition in historic neighborhoods as models for new buildings in proposed multifamily areas.



Infill development in neighborhoods should match the traditional relationship between building and street

Multifamily buildings not in nodes should be built to within 15 feet of the sidewalk. These areas are shown as “T5: Multifamily/Mixed-Use” on the Framework Plan.

See Section 5: Implementation for details.

- Use residential building disposition in historic neighborhood as a model for new buildings in proposed single-family areas.

See Section 5: Implementation for details.

Building Pattern Projects

- Amend the zoning code. (O-22)

Current zoning does not support community-desired building patterns and must be changed.

See Section 5: Implementation for details.

Building Condition Recommendations

The Study Area contains buildings with a variety of conditions, including Standard, Substandard, Deteriorated, and Dilapidated. Over time, the number of homes in Standard condition should increase.

Building Condition Policies

- Utilize renovation or redevelopment to reduce occurrences of Substandard, Deteriorated, and Dilapidated industrial or commercial structures.

See Land Use & Zoning Recommendations for details.

- Support homeowners who want to make improvements that reduce occurrences of Substandard, Deteriorated, and Dilapidated structures.

See Historic Resource Recommendations for details.

Historic Resource Recommendations

Jonesboro Road is one of the most historic corridors in Atlanta. These recommendations are intended to preserve and enhance that history while recognizing the need for targeted redevelopment to accommodate future growth. More specifically, goals include identifying and preserving historic resources while ensuring that new development appropriately respects these resources.

Historic Resource Policies

- Support the preservation and rehabilitation of:



Harold's Barbecue is a South Atlanta landmark



New commercial and mixed-use buildings should have flat roofs and sidewalk-level storefronts



Folk National style infill homes would be appropriate for South Atlanta

- Lakewood Heights neighborhood and village
- South Atlanta neighborhood
- Most homes along Jonesboro Road over 50 years old
- Harold's Barbecue
- Modern buildings at 2009 and 2017 Jonesboro Road
- Historic churches and public buildings
- Other buildings identified as "Significant Historic Buildings" in the Framework Plan

- Ensure that buildings in commercial and mixed-use areas:
 - Provide roofs that appear primarily horizontal from the street by utilizing a parapet wall, or the like,
 - Provide continuous storefronts along the sidewalk, and
 - Prohibit parking between a building and the street.
- Encourage the use of historically-compatible materials in new commercial and mixed-use construction.

Most Jonesboro Road commercial buildings were historically faced in brick. Limited occurrences of glazed tile, true stucco, and clapboard also exist. These materials are encouraged in all new commercial and mixed-use buildings, but particularly in Lakewood Heights and South Atlanta.

EIFS (fake stucco), vinyl siding, poured concrete, etc. were not historically found in area buildings and should not be used on street-facing facades of commercial or mixed-use buildings. However, given the today's construction costs, these materials may be necessary to support affordable housing or economic development objectives. In such cases they must be relegated to the side of buildings not facing a street.

- Support the standards of the South Atlanta Neighborhood Master Plan (prepared for CHARIS Community Housing) for new workforce housing development in South Atlanta.
- Use historic styles found along Jonesboro Road as a basis for future development compatible with context.

This study has identified several major architectural styles in the homes and business along Jonesboro Road, including: Craftsman, Minimal Traditional, Ranch, National Folk, American Mercantile, and Queen Anne. While many of these styles are challenging to recreate, they should nevertheless be reflected in new development. All styles except American Mercantile are appropriate for single-family homes, while the



Historic auto uses, such as this service station, should be preserved (Courtesy Lane Brothers and Tracey O’Neal Collections of Georgia State University)



This Decatur restaurant is located in a former service station



A hedge or fence at the back of the sidewalk defines public and private spaces

latter is appropriate for commercial buildings. Art Deco and Modern are also appropriate for commercial buildings.

In cases where a building type is proposed that was not historically found on the corridor (i.e. mixed-use buildings, townhomes, or multifamily buildings) developers are encouraged to work with area residents to ensure that the development is appropriate. Styles notwithstanding, this should include, at a minimum using façade materials that reflect those found in the older area structures.

- Require new development to utilize the basic urban design standards contained in the *City of Atlanta Urban Design Policy* and codified in the *Quality of Life Zoning Districts*.
- Provide a knee wall, fence, hedge or curb at the back of the sidewalk in certain residential areas to provide a boundary between the public and private realms.

This is encouraged adjacent to ground floor residential uses in areas shown as “T4: Small Lot Single-Family” or “T5: Multifamily/Mixed-Use” on the Framework Plan.

- Encourage property owners to retain the original facade and integrity of historic structures, when possible.

As redevelopment occurs in mixed-use centers, developers are encouraged to preserve historic facades. There are several ways to do this, including tax-deductible facade donations (to non-profit groups like Easements Atlanta) or through preservation tax credits. Developers should work with Atlanta Urban Design Commission staff to determine the appropriate preservation model for individual projects.

- Participate in citywide efforts to establish infill development standards.

There is currently an on-going discussion in the city on the scale and character of neighborhood infill development. Although this discussion has widely focused on areas in north and northeast Atlanta, these pressures are being felt citywide, including along Jonesboro Road. Therefore, it is critical that local neighborhoods and NPU representatives involve themselves in this decision-making process.

- Support variations of zoning open space requirements for buildings over 50 years old to permit their reuse.
- Target Jonesboro Road for the City of Atlanta’s Owner Occupied Rehabilitation Program as a means of preserving historic homes.



A historic marker program in Bennington, VT, tells of the town's historic pottery industry



This gas station at the corner of Hutchens Road used to be a passenger rail stop

Although not specifically intended as a historic preservation tool, the City's Owner Occupied Rehabilitation Program serves a critical historic preservation need. Lack of maintenance is often one of the key reasons that historic homes citywide are demolished. By targeting Jonesboro Road, this program could serve a very real social and historic preservation need within the Study Area by providing assistance to homeowners to remedy major code violations.

- Encourage owners of historic income-producing properties to use existing historic preservation incentives, including:
 - *Property Tax Abatement (may not be used in TAD area)*
 - *State Income Tax Credit*
 - *Federal Rehabilitation Tax Credit*

Historic Resource Projects

- Identify buildings eligible for placement on the National Register of Historic Places. (O-1)
- Implement a historic marker program. (O-3)

A historic marker program would convey Jonesboro Road's history to newcomers. Markers could take a variety of forms, including The Georgia Historical Society's standard Georgia Historical Markers. They could also include a custom design similar to those recently funded by an anonymous donor in Atlanta's Old Fourth Ward as part of the Carter-King Peace Walk. In either case, it would be up to area residents and business owners to identify appropriate sites, solicit funding, and identify potential sites to be commemorated.

- Amend the zoning code. (O-22)
 - Specify design-based requirements along Jonesboro Road.*
- Conduct a cultural/historic resources survey of Southside Park to identify Native American burial grounds and Civil War sites believed to be on the property. (O-2)
- Work with property owners to designate buildings as Landmark Buildings under the City's Historic and Cultural Conservation Districts ordinance. (O-5)
 - *Harold's Barbecue*
 - *Various churches*
 - *Buildings identified as "Significant Historic Buildings" in the Framework Plan*



When land use patterns support walking, vehicular trips can be reduced

3.3 TRANSPORTATION & CIRCULATION RECOMMENDATIONS

Based on a thorough assessment of the Study Area’s current and future transportation and land use needs, the study team has developed a set of recommendations for transportation policies and projects that will address the goals of this Redevelopment Plan. These recommendations recognize the diverse transportation needs of Jonesboro Road, particularly in light of desired land use patterns.

Grice and Associates, Inc. performed a detailed operational analysis on three key intersections in the corridor to develop specific improvement recommendations. These intersections included:

- Jonesboro Road at McDonough Road
- Jonesboro Road at Lakewood Avenue
- Jonesboro Road at School Drive / Hutchens Road

The findings of this assessment have been incorporated into the recommendations below. They are organized into: Transit Facilities, Traffic Systems, Pedestrian Facilities, and Bicycle Facilities Recommendations. The full report is available in the Appendix.

Transit Facilities Recommendations

Jonesboro Road was developed as a main thoroughfare for communities south of Atlanta prior to the construction of Interstate highways. Other than at its northern end, it was never developed with passenger or freight rail facilities; this limits the potential for implementing rail transit. As a result, these recommendations are aimed at laying the foundation for future transit upgrades.

Transit Facilities Policies

- Encourage MARTA to establish corridor-wide bus service.

The current route structure of the MARTA system concentrates primarily on collecting ridership in localized areas, and distributing it to MARTA transit stations to the north and west of the Jonesboro Road Corridor. This routing system does not adequately serve the corridor, in that it fails to provide adequate direct service, either along the corridor itself, to corridors to the east and west of Jonesboro Road such as Moreland Avenue, or to activity and employment centers such as Downtown Atlanta, Hartsfield-Jackson Atlanta International Airport, or Forest Park. The goals of the Jonesboro Road Corridor Redevelopment Plan would best be met with direct transit service along Jonesboro Road that



Trolleys once ran from Downtown to Lakewood Park (Lakewood Fair Grounds)



The BeltLine could one day provide direct rail transit access to South Atlanta



Bus stops featuring shelters and schedules should be installed at centers



Many communities use on-street angled parking to support retail

would provide continuous service along the corridor with direct connections to other corridors, employment centers, and activity centers. It is recommended that MARTA review its route structure and consider a direct route along Jonesboro Road and connecting thoroughfares.

- Support the BeltLine transit greenway.

This plan supports the Atlanta BeltLine proposal as a vital key to improving the quality of life along the Jonesboro Road Corridor and to provide economic development incentive.

- Use nodal land use patterns to support transit.

Transit works best where uses are concentrated into walkable centers. Proposed land use recommendations aimed at achieving this will support transit use.

- Require new bus shelters to be located in the street furniture and tree planting zone of the sidewalk, rather than blocking the clear zone.

Transit Facilities Projects

- Enhance transit amenities throughout the corridor with adequate sidewalks and pedestrian crossings. (J-21)
- Enhance transit amenities at all bus stops near schools and at centers with transit shelters, seating, lighting, and trash receptacles. (J-22)
- Implement direct bus service along Jonesboro Road. (J-25)

Traffic System Recommendations

Traffic recommendations are aimed at reducing vehicular/pedestrian conflict, improving safety, and supporting driving within the speed limit. At the same time, recommendations recognize the important role of Jonesboro Road in the regional and state roadway network as a State Route, while also supporting the desired land use patterns and local accessibility. To this end, they strive to balance circulation needs of businesses with the impacts of such on roadway operations and pedestrian facilities. It is envisioned that proposed projects and policies will actually benefit businesses by providing safer access.

Traffic System Policies

- Establish standards for on-street angled parking citywide.

Several areas in Lakewood Village area could accommodate, and would benefit from, diagonal parking, which is not addressed in either City of Atlanta or GDOT design standards.

RECOMMENDED CROSS-SECTIONS

Future development and transportation projects should support these cross-sections whenever possible.

Commercial District 2-Lane

- 1x12' travel lane north and south
- Standard curb and gutter
- Mid-block parallel parking, where possible

Non-Commercial 2-Lane

- 1x12' travel lane north and south
- Standard curb and gutter
- Turn lanes where warranted

4-Lane

- 2x12' travel lanes north and south
- Standard curb and gutter
- Center planted median
- Turn lanes and signals where warranted

It is recommended that the City of Atlanta and GDOT amend their design guidelines to include sections on diagonal parking.

Further, consider "back-in" angled parking as an option in commercial areas. This type of parking accommodates both drivers and cyclists who use the on-street bicycle network recommended in this Redevelopment Plan.

- Encourage higher density housing within walking distance of historic town centers, retail, and potential future transit opportunities to encourage fewer auto-related trips.
- Support access management in public sector projects and with new development, which may include right-in/right-out islands, shared driveways, and curb cut consolidation.

This would involve consolidating commercial curb cuts and focusing access points to correspond to places in the center turn lane that are as far away as possible from active pedestrian crossings at the main intersections.

- Establish desired street cross-sections for different parts of the corridor.

As a policy, Jonesboro Road should maintain unified and consistent street cross-sections that balance the corridor's transportation and safety needs with land use and neighborhood character objectives. Please see the chart at left for details.

- Support quality traffic signal systems.

Ensure that all traffic signals within the corridor are installed and maintained in accordance with the latest standards. Ensure that the signals are properly timed and coordinated. Upgrade span-wire signals to mast arm signals. These measures will increase safety and efficiency for all modes of travel, and improve aesthetics within the corridor.

- Respect MUTCD standards in all new projects.

Ensure that all traffic controls, including signage, striping, and pavement markings are consistent with current MUTCD (Manual of Uniform Traffic Control Devices) standards. Ensure that turn lanes and tapers are marked in compliance with MUTCD standards to accommodate trucks and buses.

- Encourage utility relocation and upgrades.

To maintain accessibility along sidewalks and ensure vehicular safety, utilities and other impediments including



Rear lanes are a form of access management that can reduce curb cuts on streets



Context sensitive design principles often permit GDOT to make exemptions for street trees on lower speed routes



Context-sensitive design can also support on-street parking

utility poles, sign posts, and fire-hydrants, within sidewalk and in roadway clear-zones should be removed or relocated in accordance with GDOT and ADA standards.

- Support quality curb and gutter conditions.

Install, repair, or replace standard curbs and gutters throughout corridor to improve safety, drainage and aesthetics.

- Encourage access management along the corridor.

Develop policies to reduce curb-cuts and vehicular access across sidewalks and pedestrian areas, particularly in the proximity of intersections. Encourage inter-parcel access for vehicles and pedestrians. Encourage new development to be connected to the local street grid whenever possible. Finally, limit vehicular access to rear lanes and side streets.

- Utilize principles of Context Sensitive Design on all roadway design projects.

- The character of Jonesboro Road should be maintained and improved in a manner consistent with planned land use development proposed by the corridor redevelopment plan.

The character of Jonesboro Road should be maintained and improved consistent with planned land use development proposed by the corridor redevelopment plan. Context-sensitive design allows for variations from typical design standards to support adjacent land uses while maintaining the functionality and safety of the road system. Context-sensitive design includes consideration of community values, accommodating pedestrians, bicyclists and transit, and appropriate use of streetscape to enhance the aesthetic appeal and comfort of community activity centers and commercial mixed-use nodes.

The recently completed GDOT Context-Sensitive Design Manual supports context sensitive solutions that consider the total context in which a transportation project will exist and emphasizes five principles that support context sensitive solutions:

- *Interdisciplinary Design Teams*
- *Community and Stakeholder Focus*
- *Environmental Sensitivity in Design*
- *Design Flexibility in Reaching Solutions*
- *Context-Sensitive Solutions as a Process*

The result of a Context-Sensitive Design approach is a road

project that strikes a balance between traditional road engineering design values and community values.

As development progresses, particularly in the South Atlanta/Beltline and Lakewood Heights area, a context-sensitive design process that engages residents and businesses should be undertaken to ensure that changes to Jonesboro Road are as consistent as possible between meeting transportation system and community development objectives.

Traffic System Projects

- Review State Route designation on Jonesboro Road, between Sawtell Avenue and McDonough Boulevard.

It is recommended that The City of Atlanta and GDOT evaluate the proposal to undesignate Jonesboro Road as a state route between McDonough Boulevard and Sawtell Avenue, bypassing instead to the north of the segment using the existing state routes on Sawtell Avenue and McDonough Boulevard. The benefit would be enhanced safety, operational capacity, and quality of life along this redeveloped section of Jonesboro Road due to the removal of heavy freight vehicles from the traffic mix. This proposal would have some costs as well, as the realignment of the state route would add an additional 0.44 miles to the truck route, and require trucks to cross an additional at-grade railroad crossing on Sawtell Avenue.

- Perform signal upgrades at all major intersections. (J-1)

Upgrade all 15 signals in corridor with:

- *Traffic signal coordination and optimization (intersection splits, intersection cycle length, intersection offset, network cycle lengths, network offsets)*
- *Mast arms*
- *Controller upgrades*
- *Fiber optic interconnect*

- Review and improve traffic controls, signage and striping corridor-wide. (J-2)

Ensure that all traffic controls, including signage, striping, and pavement markings are consistent with current MUTCD standards.

- Implement measures to reduce impact of trucks on local streets, including signage, public outreach and enforcement plans. (J-3)

Take steps to reduce illegal usage of non-designated routes by trucks, including public awareness, signage and enforcement.

- Roadway upgrade, Jonesboro Road from McDonough Boulevard to Lakewood Avenue. (J-6)

Upgrade for consistency with typical profile for commercial district 2-lane road, including:

- *1 x12' travel lane north and south*
- *Standard curb & gutter*
- *Mid-block parallel parking where possible*
- *Enhanced pedestrian crossing facilities*

- Perform a major realignment of the intersection of Jonesboro Road and Lakewood Avenue. (J-7)

See page 3:16 and 3:17.

- Conduct a safety assessment and intersection modification at Jonesboro Road and Sawtell Avenue/Claire Avenue. (J-9)

This should potentially include, but not be limited to: pedestrian improvements; new curb and gutter; ADA compliance; turn radius modifications; measures to address poor sight distance; addition, removal, or modification of turn lanes; alterations to traffic controls; and access management.

- Conduct a safety assessment and intersection modification at Jonesboro Road and Browns Mill Road. (J-10)

This should potentially include, but not be limited to: pedestrian improvements; new curb and gutter; ADA compliance; turn radius modifications; measures to address poor sight distance; addition, removal, or modification of turn lanes; alterations to traffic controls; and access management.

- Conduct a safety assessment and intersection modification at Jonesboro Road and Harper Road. (J-11)

This should potentially include, but not be limited to: pedestrian improvements; new curb and gutter; ADA compliance; and alterations to traffic controls.

- Conduct a safety assessment and intersection modification at Jonesboro Road and Constitution Road. (J-12)

This should potentially include, but not be limited to: pedestrian improvements; new curb and gutter; ADA compliance; turn radius modifications; measures to address poor sight distance; addition, removal, or modification of turn lanes; alterations to traffic controls; and access management.

- Conduct a safety assessment and intersection modification at Jonesboro Road and Midway Road. (J-13)

This should potentially include, but not be limited to: measures to address poor sight distance; addition of warning signage; and alterations to traffic controls.

- Conduct a safety assessment and intersection modification at Jonesboro Road and McWilliams Road. (J-14)

This should potentially include, but not be limited to: pedestrian improvements; new curb and gutter; ADA compliance; turn radius modifications; measures to address poor sight distance; alterations to traffic controls; and access management.

- Conduct a safety assessment and intersection modification at Jonesboro Road and School Drive/Hutchens Road. (J-15)

This should potentially include, but not be limited to: pedestrian improvements; new curb and gutter; ADA compliance; turn radius modifications; measures to address poor sight distance; alterations to traffic controls; and access management.

- Conduct a safety assessment and intersection modification at Jonesboro Road and Cleveland

Jonesboro Road at Lakewood Avenue

To improve vehicle and pedestrian safety, as well as to improve the corridor's operation characteristics, it is recommended that the skewed 5-way intersection at Jonesboro Road, Lakewood Road and Rhodesia Avenue be realigned into 3 "T" intersection with the intersecting roadways at each intersection crossing at approximately 90 degrees based on AASHTO design standards. The specific recommendations for the three intersections would be:

- Jonesboro Road at Lakewood Avenue (East approach, on Jonesboro Road approximately 150' north of the existing intersection)
 - o *Realign existing southbound approach of Lakewood Avenue to meet Jonesboro Road at approximately 90 degrees.*
 - o *Install the following approach lanes:*
 - *Jonesboro Road (Southbound): One combined through/left-turn lane*
 - *Jonesboro Road (Northbound): One through lane and one right-turn lane*
 - *Lakewood Avenue (Southwestbound): One combined right-turn/left-turn lane and one left turn lane*
- Jonesboro Road at Rhodesia Ave (at the location of the existing intersection)
 - o *Restrict Rhodesia Avenue to one-way westbound and install appropriate signage and markings.*
 - o *Install the following approach lanes:*
 - *Jonesboro Road (Southbound): One combined through/left-turn lane and one through lane*
 - *Jonesboro Road (Northbound): One combined through/left-turn lane and one through lane*
 - *Rhodesia Avenue: No approach lane due to one-way eastbound configuration*
- Jonesboro Road at Lakewood Avenue (West approach, at the existing intersection of Jonesboro Road and Whatley Avenue)
 - o *Realign existing Northbound approach of Lakewood Avenue to Meet Jonesboro Road at approximately 90 degrees, aligned with existing intersection at Whatley Avenue.*
 - o *Close and remove existing one-block section of Adair Avenue between Lakewood Avenue and Jonesboro Road.*
 - o *Install the following approach lanes:*
 - *Jonesboro Road (Southbound): One right-turn lane and one combined through/left-turn lane*
 - *Jonesboro Road (Northbound): One combined through/right-turn/left-turn lane*
 - *Lakewood Avenue (Northeastbound): Two left-turn lanes with 400' of storage and one combined through/right-turn lane*

Jonesboro Road at Lakewood Avenue (continued)

- *Whatley Ave: Jonesboro Road (Northbound): One combined through/right-turn/left-turn lane*
- Depending on the specific design of this reconfiguration, it is likely that the acquisition of additional right of way will be required to accommodate the “T”-realignments of Lakewood Ave. The realignment will remove three sections of existing roadway from use, and allow them to be reconfigured as open space or development sites.
- While the operational requirements of the project may require the removal or relocation of some on-street parking, the recommended lane configuration will not require the addition of significant width to the existing configurations of Lakewood Avenue, Jonesboro Road, Rhodesia Avenue or Whatley Avenue.

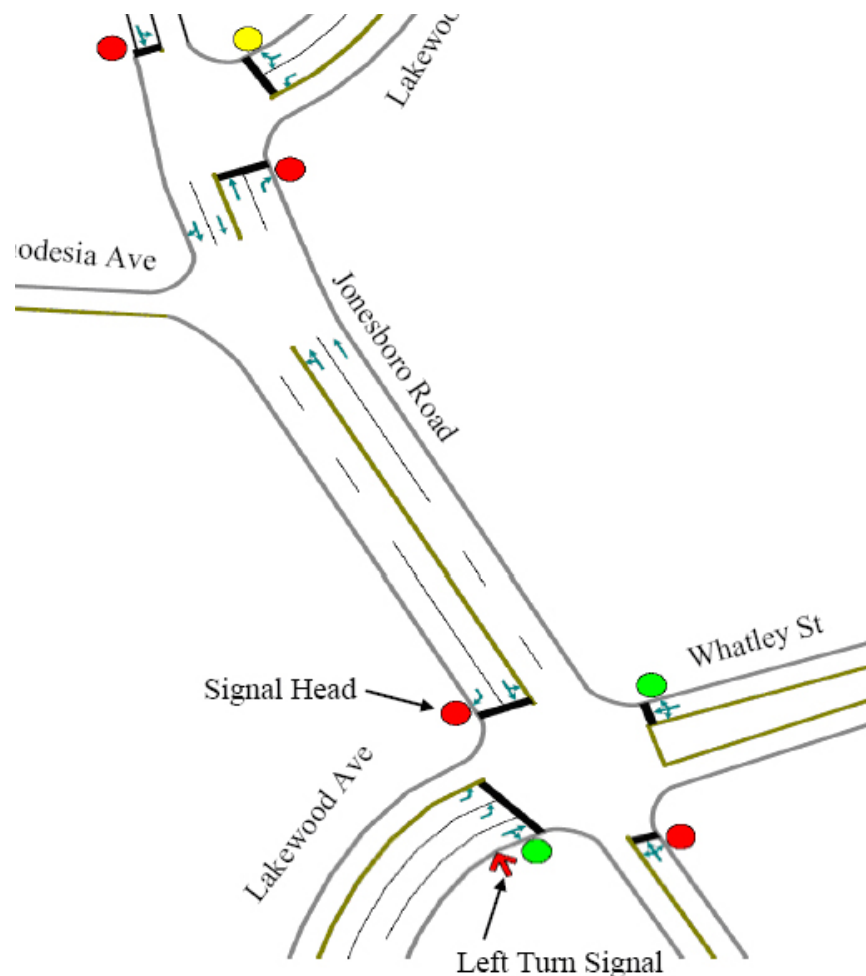


Figure 3.2: Recommended Intersection Realignment, Jonesboro Road and Lakewood Avenue



A median on Jonesboro Road's southern end could bring some of the green character of Southside Industrial Parkway to the corridor

Avenue. (J-16)

This should potentially include, but not be limited to: pedestrian improvements; new curb and gutter; ADA compliance; turn radius modifications; measures to address poor sight distance; alterations to traffic controls; and access management.

This project should be coordinated with Project J-31 and J-32 (Cleveland Avenue Extension).

- Conduct a safety assessment and intersection modification at Jonesboro Road and Macedonia Road. (J-17)

This should potentially include, but not be limited to: a signal warrant study; pedestrian improvements; new curb and gutter; ADA compliance; turn radius modifications; measures to address poor sight distance; addition, removal, or modification of turn lanes; alterations to traffic controls; and access management.

It should also include a safety assessment and improvement of 2-lane to 4-lane transition north of intersection, as well as possible incorporation of new entrance to Southside Park into intersection. Traffic calming measures to discourage truck traffic on Macedonia Road are also recommended.

- Conduct a safety assessment and intersection modification at Jonesboro Road and Southside Industrial Parkway. (J-18)

This should potentially include, but not be limited to: pedestrian improvements; new curb and gutter; ADA compliance; turn radius modifications; measures to address poor sight distance; addition, removal, or modification of turn lanes; alterations to traffic controls; and access management.

- Install a planted median along Jonesboro Road between Macedonia Road and I-285. (J-19)

This should include a 12-foot planted median in the center lane throughout the four-lane section. Openings consistent with GDOT and City of Atlanta design and access management guidelines should be provided. The project should also include: ADA Compliance; turn radius modifications; addition or removal turn lanes; alterations to traffic controls; and access management.

- Conduct a safety assessment and intersection modification at Jonesboro Road and Conley Road. (J-20)

This should potentially include, but not be limited to: a signal warrant study; pedestrian improvements; new curb and

gutter; ADA compliance; turn radius modifications; addition, removal, or modification of turn lanes; alterations to traffic controls; access management; and repair or replace pedestrian islands.

- Extend Cleveland Avenue to Forest Park Road. (J-31)
- Extend Cleveland Avenue from Forest Park Road to Moreland Avenue via Ingram Drive right-of-way. (J-32)

These projects will remedy the existing lack of continuous east-west connectivity in the Jonesboro Road Corridor, alleviating pressure on local streets and supporting planned development and redevelopment.

Table 3.1: City of Atlanta Programmed Transportation Projects

Project Name	Project #	Project Description	Anticipated Construction Start
Jonesboro School Drive Plaza/School Drive Macedonia	DPW-05-0273	Livable Communities/Activity Centers – Public Plazas and Greenspaces	2006
Jonesboro-McDonough Plaza	DPW-05-0274	Livable Communities/Activity Centers – Public Plazas and Greenspaces	2007
	00GO-0522	Jonesboro/McDonough/Gammon	
Jonesboro-School Drive Plaza/School Drive Macedonia	00GO-0520	Greenspace Enhancements from Jonesboro/Hutchins to	2009
	00GO-0521	Jonesboro/Macedonia	
Lakewood Heights Town Center	00GO-0539	Streetscape bounded by Jonesboro/Lakewood/Clair/Schoen	2009
	00GO-908	Greenway and trail system in Council Districts 1 and 12 on all tributaries of the main stem on the South River from the DeKalb County line to I-75/85, and trails from CSX railroad south to Southside Park	
Southtown Trail/South River Greenway	00GO-909		
Jonesboro Road	DPW-05-0272	Traffic Signals and Communications	2007
	00GO-0519		
Bisbee Avenue	00GO-0107	Street resurfacing and reconstruction (Jonesboro Road to end)	2006
South Bend Park Greenway	00GO-0906	Greenway Trail from Lakewood Avenue to Harper Road	2009
Traffic Calming Measures	00GO-0974	Unspecified	2010
Intersections	00GO-0499	Unspecified	2008
Crosswalk Installation, CD1 and CD12	00GO-0255	Replace existing crosswalks with international crosswalks at arterial and	ongoing
	00GO-0258	collector streets	



A tree-lined parkway could provide improved access to Southside Park

- Create a new street extending Southside Industrial Parkway into Southside Park, as the park’s main entrance. (J-33)

In lieu of the existing Park Entrance, two new entrances, aligned with the existing intersections at Macedonia Road and Southside Industrial Parkway, will improve access to the park and improve pedestrian and vehicular safety conditions over the existing access drive

See Environment and Open Space Recommendations.

- Implement other planned improvements already programmed by the City of Atlanta and other agencies. (ATL 1 through ATL 11).

Please see Tables 3.1 and 3.2 for details.

Table 3.2: Other Programmed Transportation Projects

Project Name	Project #	Project Description	Anticipated Completion Date
City of Atlanta Sidewalks Around Schools Program: Phase 2 – Humphries Drive	762601	Improvements to the pedestrian environment around selected schools in the City of Atlanta by constructing or reconstructing sidewalks to make it easier and safer for children to walk to school.	2007
I-285 South ATMS Surveillance – from I-75 South (Clayton) to I-20 East (DeKalb)	2754	Addition of fiber optic cable, surveillance cameras and changeable message signs from I-75 South to I-20 East	2006
University Avenue from US 19/41 (Metropolitan Parkway) to SR54 (McDonough Boulevard)	2641	Widen University Avenue from 2 to 4 lanes between McDonough Boulevard and Metropolitan Parkway/Stewart Avenue to relieve a bottleneck and improve traffic flow	2015
Conley Road/Aviation Boulevard Extension from US19/41 (Old Dixie Highway) to SR54 (Jonesboro Road)	752180	Widen Conley Road from 2 to 4 lanes and extend Aviation Boulevard from SR54 to US19/41/Old Dixie Hwy to add capacity, relieve congestion, and improve the flow of traffic accessing the Airport.	2010
I-285 South at SR54 (Jonesboro Road) interchange reconstruction	713310	The reconstruction of the interchange of I-285 at SR54 will add left turn lanes	2020

Pedestrian Facilities Recommendations

Jonesboro Road is a fragmented pedestrian network, especially south of McWilliams Road. Although sidewalks exist along Jonesboro Road, there is no complete pedestrian system in place. The following recommendations are intended to encourage walking along the corridor, and facilitate pedestrian connections across it.

Pedestrian Facilities Policies

- Require access management with all new development which may include right-in/right-out islands and shared driveways.

Please see Traffic Systems Recommendations.

- Provide a protected pedestrian walk phase or leading phase at signalized intersections along Jonesboro Road when new signals are installed.

This phase would be actuated when a pedestrian pushes the button and it would essentially keep all traffic signals red for a minimum period of time for the pedestrian to initiate their crossing before cars could start into the intersection.

- Utilize pedestrian countdown signals at all new signalized crossings.
- Ensure that all sidewalks and ramps are compliant with the requirements of the Americans with Disabilities Act (ADA):

Sidewalks must maintain a consistent sidewalk clear zone cross slope (maximum 2%), even at driveways. Ramps should direct pedestrians to crosswalks. This can most easily be achieved by providing two ramps per corner. When only one ramp is provided, pedestrians are pointed towards the middle of the intersection.

- Enforce current requirements for owners to maintain the sidewalks in front of their property.
- Adopt the Georgia Department of Transportation *Pedestrian and Streetscape Guide* and *Traffic Signal Design Guidelines* as the design guides for the City of Atlanta.
- Require all portions of public street-serving sidewalks, even when their width extends onto private property, to be held to the same design and accessibility standards as the portion within the public right-of-way.

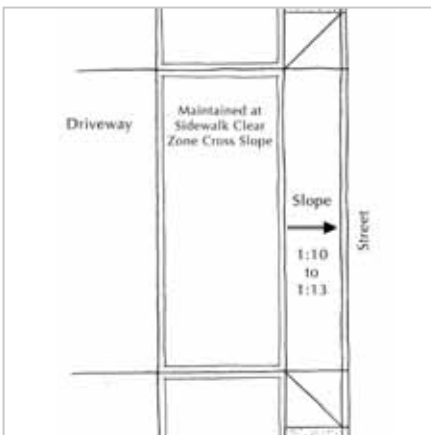
Current practice by some City of Atlanta departments allows zoning-required sidewalk clear zones located on private



An example of a pedestrian countdown signal



Sidewalks compliant with ADA requirements guarantee that all citizens can move throughout the corridor



Clear zones must maintain a consistent cross slope, even at driveways



Street trees should be provided in public streetscapes when right-of-way exists

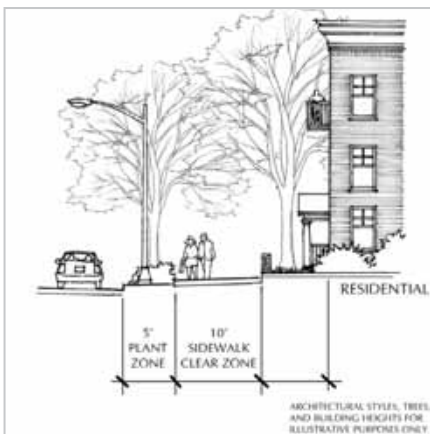


Figure 3.3: Residential streetscape with redevelopment (please note that setback will vary)

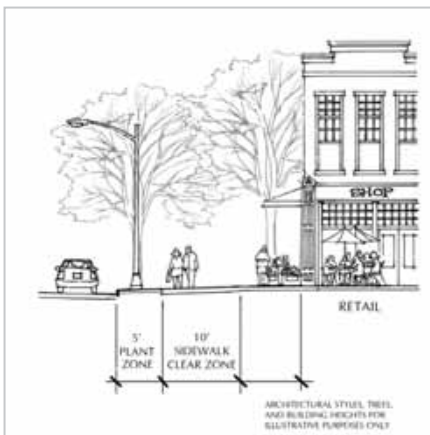


Figure 3.4: Commercial/mixed-use area streetscape with redevelopment

property to be blocked by driveway ramps, stairs, fences and other such elements.

- Establish new streetscapes with redevelopment, which include a 5-foot street furniture and tree planting zone, and a 10-foot clear zone.
- Work with Trees Atlanta to identify neighborhood streets appropriate for tree plantings.
- Require the following standards for publically-funded pedestrian streetscapes.

Prior to privately-funded redevelopment, the City of Atlanta will likely implement streetscape projects. These should include:

- *Minimum of 5-foot wide, ADA-compliant sidewalks in residential areas*
 - *Minimum of 10-foot wide, ADA-compliant sidewalks in mixed-use areas, including a tree planting zone, if space permits*
 - *ADA-compliant pedestrian intersection ramps*
 - *All existing signalized intersections should include ADA compliant pedestrian signals and crosswalks on all legs*
 - *Utilities and signs should not be located within sidewalks in such a way that they inhibit safe passage or ADA compliance*
- Prioritize publically-funded pedestrian projects as follows:

Highest Priority Pedestrian Improvements:

- *Install sidewalks on at least one side of all roads classified as collector or higher.*
- *Install or upgrade ADA compliant sidewalks on both sides near schools and activity centers.*
- *Install ADA ramps and full crosswalks at all signalized intersections and near schools and activity centers.*

Second Priority Pedestrian Improvements:

- *Upgrade existing sub-standard sidewalks to 5', ADA-compliant.*
- *ADA ramps at all curbs.*

Third Priority Pedestrian Improvements:

- *Sidewalks both sides of all roads classified as collector*



Trees Atlanta will work with area residents to plan street trees on neighborhood streets



A wayfinding system will help guide visitors to businesses and historic attractions



Upgraded crosswalks at MARTA bus stops will improve pedestrian safety at non-signalized intersections

or higher.

Pedestrian Facilities Projects

- Construct the following Highest Priority sidewalks:
 - North side of McDonough Boulevard, from Jonesboro Road to University Avenue (J-34)
 - Lakewood Heights Town Center (in the triangle, both sides) (J-35)
 - Sawtell Avenue east of Jonesboro Road (both sides) (J-36)
 - Jonesboro Road, from Sawtell Avenue to Browns Mill Road (both sides) (J-37)
 - Jonesboro Road, from Browns Mill to Harper Road (both sides) (J-38)
 - West side of Jonesboro Road, from Harper to McWilliams Road (J-39)
 - South side of McWilliams Road, east of Jonesboro Road (J-40)
 - West side of Jonesboro Road, from McWilliams Road to Hutchens Road (J-41)
 - West side Jonesboro Road, from Macedonia to Southside Industrial Parkway (J-42)
 - East side Jonesboro Road, from the Atlanta Expo Center to Conley Road (J-43)
 - School Drive (both sides) west of Jonesboro (J-45)
 - Macedonia Road (both sides), west of Jonesboro (J-46)
- Install a pedestrian and vehicular wayfinding system on Jonesboro Road directing people to historic neighborhoods and Downtown Atlanta. (O-6)

See Housing & Economic Development Recommendations.

- Implement projects to maintain accessibility along sidewalks and ensure vehicular safety. (J-4)

Utilities and other impediments including utility poles, sign posts, and fire-hydrants, within sidewalk and in roadway clear-zones should be removed or relocated in accordance with AASHTO, GDOT and ADA standards.

- Implement new or upgraded crosswalks near MARTA Bus Stops located more than 200 feet from a signalized intersection. (J-21)



With proper design, bicyclists can share crossings with pedestrians



Bike lanes should be installed on new major roads



Bike racks must be provided at businesses

Bicycle Facilities Recommendations

Capitalizing on its existing resources, such as rivers, railroads, and established neighborhoods with wide streets lends neighborhoods in southeast Atlanta the opportunity to become “bicycle-friendly.” However, the abundance of low-speed streets and quiet neighborhoods is compromised by the volume and speed of traffic along Jonesboro Road. The policies and projects below are intended to enhance the connectivity on both sides of Jonesboro Road, and to adjacent communities, such as Downtown and Forest Park.

Bicycle Policies

- Support the recommendations established by the “1993 City of Atlanta Parks, Open Space, and Greenways Plan” and its ongoing update, the “Atlanta Commuter On-street Bike Plan” and the recommendations as part of the BeltLine Redevelopment Plan for the southeast quadrant of the multi-use corridor.
- In conjunction with the pedestrian lead times at signalized intersections, allow cyclists to also use this lead time.
- Install bicycle lanes with construction of new major roads.
- Require bike racks in new multifamily residential developments.
- Enforce current requirements for bicycle racks in commercial developments.
- Review the State Route designation on Jonesboro Road, between Sawtell Avenue and McDonough Boulevard.

This recommendation, mentioned as a policy recommendation for Traffic Systems, would significantly improve on-street bicycling conditions by removing most trucks from the road.

- Support the South River Greenway Project, and the City of Atlanta Greenway Acquisition Project.
- Support the Atlanta BeltLine, particularly through the South Atlanta neighborhood.

The BeltLine’s multi-use path element will connect the Jonesboro Road Corridor with an extensive regional multi-use trail network, which will include a multi-use trail head and crossing at the BeltLine and University Avenue.

The BeltLine will require more design and planning to find a way to effectively add bike lanes onto a busy street. The



One day, a continuous off-street multi-use trail system will connect the Study Area to other parts of the city and the region



Multi-use trails that parallel the road provide direct routes for non-motorized travel



Sturdy racks such as this provide safe and secure parking for bicyclists

proposal will cross the Study Area from north to south and will require special attention to the design of crosswalks at intersections with University Avenue. Its placement along a major arterial maximizes accessibility and practicality to the largest numbers of users.

Bicycle Projects

- Create a Lakewood Avenue/Browns Mill Road bicycle path. (J-26)

Install an on-street Bicycle Path from Milton Avenue to McWilliams Road. This alignment can be mostly an on-street bike route, but it is recommended that the one-block portion along Jonesboro Road immediately north of Browns Mill road be dedicated bike lanes or a separate facility.

- Create a McWilliams Road bicycle path. (J-27)

Install an on-street bicycle route on McWilliams Road from Browns Mill Road to Forest Park Road.

- Create a Forest Park Road bicycle path. (J-28)

Install an on-street bicycle route on Forest Park Road from McWilliams Road to Conley Road.

- Create a Jonesboro Corridor multi-use trail. (J-29)

Install a 12-foot-wide multi-use trail along the utility corridor paralleling Jonesboro Road between McWilliams Road and Conley Road, connecting to the South River Greenway and Southside Park

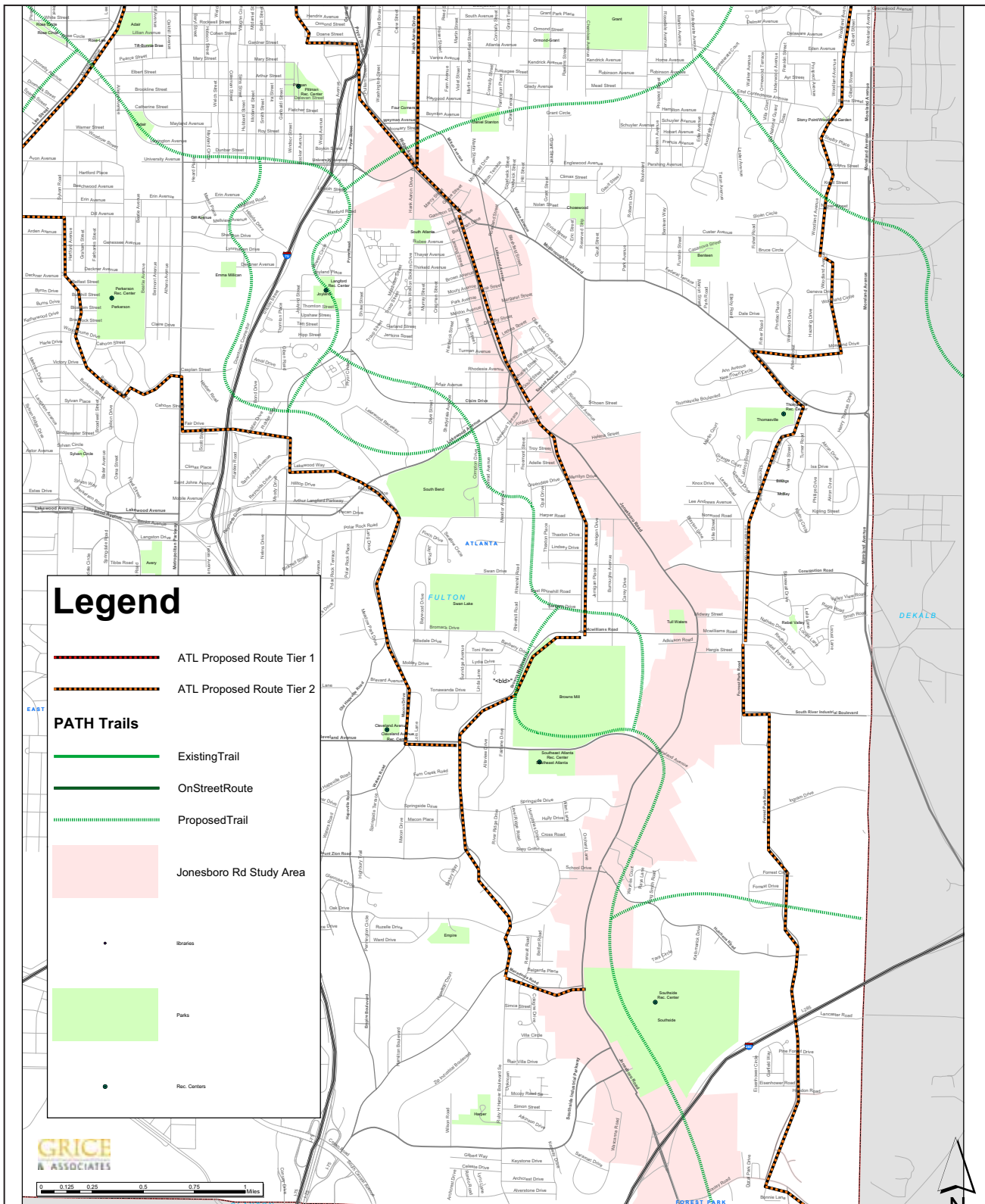
- Create a Southside Park multi-use trail. (J-30)

Install a twelve (12) foot wide (AASHTO Class 1) multi-use trail on park property along the west side of Jonesboro Road adjacent to Southside Park

- Install at least one bicycle rack in all village and town centers established in the Framework Plan. (O-17)

This will result in a need for six bicycle racks.

Figure 3.5: Existing and Proposed Bicycle Facilities





Multifamily development must not encroach into neighborhoods

3.4 LAND USE & ZONING RECOMMENDATIONS

Today Jonesboro Road is defined by a mix of land uses varying from traditional urban industrial and mixed uses in the north, to single-use commercial and industrial uses in the south. In between, almost every type of land use exists, including forests, parks, cemeteries, suburban neighborhoods, and areas that feel almost rural. This diversity provides the framework for establishing node-focussed land use patterns. Central to this is the idea of centers that are focal points for their surroundings. The organization of development according to this model allows growth to be focused into certain areas, while protecting others. In this way, land uses can be planned to avoid negative impacts on neighborhoods and historic resources. This pattern should serve as the foundation for future development, with a general decrease in density and building scale from north to south.



Churches and schools are community focal points that serve as community anchors for centers

Land use recommendations are also integrated with transportation facilities. There is a strong desire that all future land uses be more pedestrian-oriented than they are today, including within auto-oriented, suburban-style land uses found along much of Jonesboro Road. There is also a strong desire to concentrate improvements within existing and proposed centers, while connecting different centers with transportation options.

Land Use Recommendations

Due to the length of the corridor, land use recommendations are divided into six zones that reflect a long-term vision for the next 25 years. The distribution of these land uses is dependent upon the general goals and objectives this study, which provide a rational basis to recommend placement and replacement of development along the Jonesboro Road corridor. This future land use plan carries out the spirit of the goals and objectives and requires constant vigilance of the community, public decision makers and city staff to insure that the tools to implement this plan follows that spirit

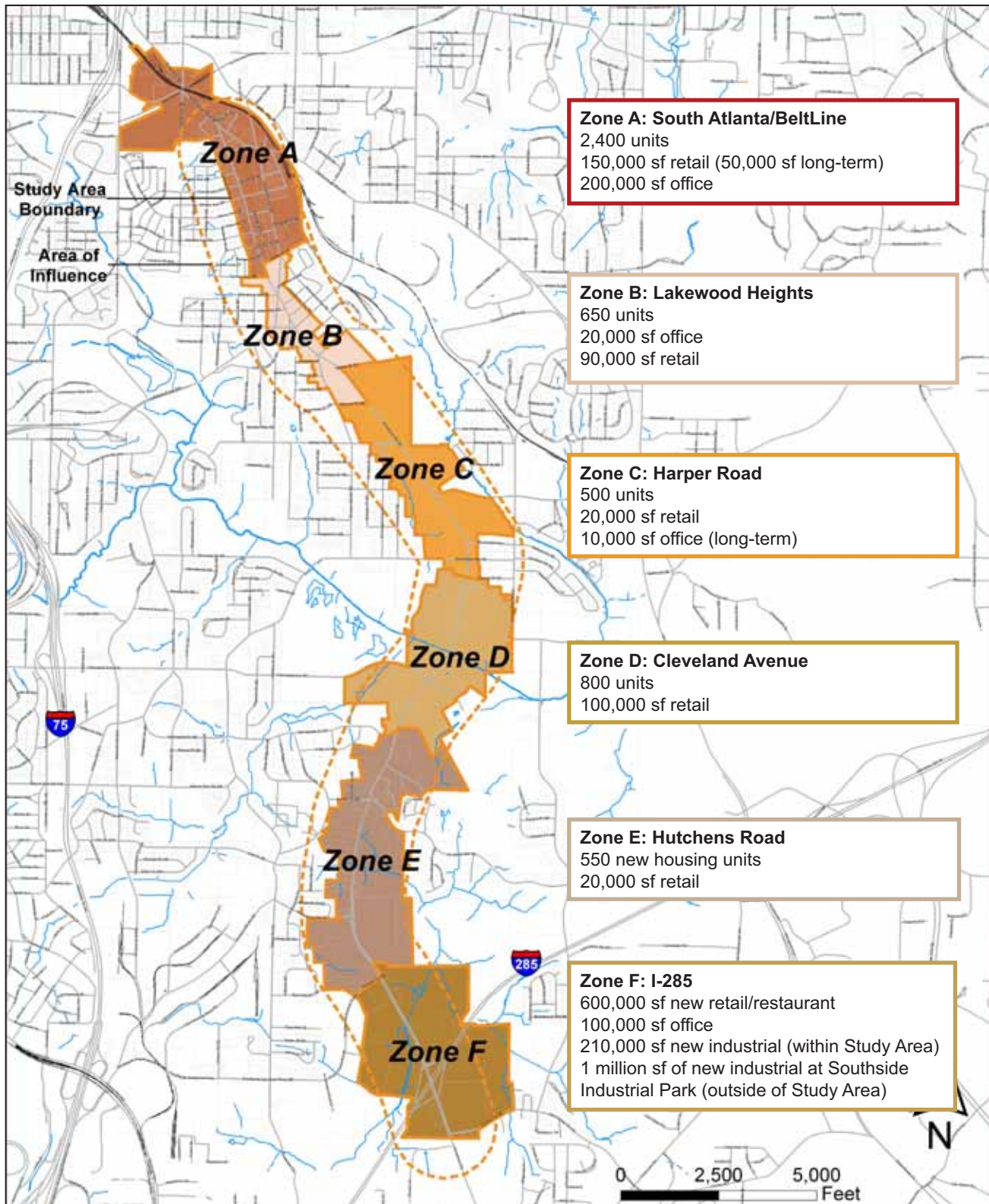
Corridor-wide Recommendations

Land Use Policies

- Preserve stable neighborhoods and protect them from commercial, multifamily and industrial encroachment.
- Use community focal points (churches, schools, etc.) as anchors for centers.

Churches are protected by the Religious Land Use and

Figure 3.6: Redevelopment Zones



Redevelopment Zones

Overview

The centers included in each redevelopment zone are summarized below:

Zone A: BeltLine/S. Atlanta

- BeltLine Town Center
- South Atlanta Village
- McDonough Boulevard Neighborhood Center

Zone B: Lakewood Heights

- Lakewood Heights Town Center
- Browns Mill/Shoen Street Neighborhood Center

Zone C: Harper Road

- Harper Road Neighborhood Center
- Constitution Road Neighborhood Center
- McWilliams Road Neighborhood Center

Zone D: Cleveland Avenue

- Cleveland Avenue Village Center

Zone E: Hutchens Road

- School Drive Neighborhood Center
- Macedonia Road Neighborhood Center

Zone F: I-285

- Gateway Commercial District Town Center
- Southside Industrial Parkway Village Center

Recommended Growth

The following is a breakdown of recommended growth by redevelopment zone over the next 25 years. Please see Section 4 for more detailed population and job projections:

Zone A: BeltLine/South Atlanta

- 2,400 housing units (480 workforce): 1,008 owner, 1,392 rental
- 150,000 sf retail (50,000 sf beyond 2016)
- 200,000 sf office (beyond 2016)
- 2,233 new jobs

Zone B: Lakewood Heights

- 650 housing units (130 workforce): 273 owner, 377 rental
- 90,000 sf retail
- 20,000 sf office
- 276 new jobs

Zone C: Harper Road

- 500 housing units (110 workforce): 210 owner, 290 rental
- 20,000 sf retail
- 10,000 sf office (beyond 2016)
- 120 new jobs

Zone D: Cleveland Avenue

- 800 housing units (160 workforce): 336 owner, 464 rental
- 100,000 sf retail
- 70 new jobs

Zone E: Hutchens Road

- 550 housing units (110 workforce): 231 owner, 319 rental
- 20,000 sf retail
- 14 new jobs

Zone F: I-285

- 600,000 sf retail
- 100,000 sf office
- 210,000 sf industrial (in Study Area)
- 1 million sf industrial space (Southside Industrial Park)
- 1,101 new jobs



Atlanta's 75-foot stream buffer should be preserved as open space to protect water quality and wildlife habitat



With readily available rail access, the Federal Prison is an ideal location to maintain industrial activity

Institutionalize Persons Act (RLUIPA) and can serve as a significant level of synergy for supporting commercial development. Depending on size and draw, church activities can command a regional draw (5 or more miles) of its parishioners.

- Limit commercial and mixed-use development to existing or planned centers.
- Preserve the required 75-foot stream buffers as open space.
- Consider making MR- 4B (townhomes) a zoning designation consistent with the "Medium Density Residential" designation.
- Concentrate industrial uses in areas with best highway and rail access:
 - *Between the Federal Prison and McDonough Boulevard*
 - *Empire Park*
 - *Southside Industrial Park*
- Use the redevelopment of under-utilized, auto-oriented land uses to create opportunities for new housing and retail.
- Support new mixed-use development with residential over retail which could create a greater sense of "ownership" and revitalize the historic neighborhood.

Promote quality, owner-occupied multifamily options to increase the market appeal of south Atlanta neighborhoods and generate retail demand.

Land Use Projects

- Amend the Future Land Use Plan to reflect the Framework Plan. (O-20)
- See Section 4: Implementation for details.*
- Rezone portions of the corridor to support the recommendations contained herein. (O-22)

Utilize amended "Quality of Life" zoning districts. See Section 4: Implementation for details.



The Columbia Blackshear housing development for seniors is under construction as part of ADA's Renewal Communities program.

Zone A Recommendations

Zone A extends from the BeltLine area at the five-points intersection to Turman Avenue, and includes the South Atlanta neighborhood.

Land Use Policies

- Establish a high-density Town Center at the BeltLine.

The 65 developable acres in this area could support:

- 7 to 14 floors
- 1,500 units (300 workforce housing)
- 150,000 sf retail
- 150,000 sf office

- Relocate the paper recycling plant out of South Atlanta.

Target its 8 developable acres for primarily multifamily development:

- 3 to 4 floors
- Townhomes, small lot homes and flats
- 200 units (40 workforce housing)

- Encourage A-Tow to relocate from South Atlanta to another part of the city or to a site designated for long-term industrial use.

- Target the A-Tow site for redevelopment.

Its 11 developable acres could be developed into:

- 3 to 4 floors
- Townhomes, small lot homes and flats
- 200 units (40 workforce housing)
- 10,000 sf neighborhood retail
- Charter school

- Preserve industrial land along a portion of the BeltLine and east of Lakewood Avenue. Support their development into incubator space for small businesses.

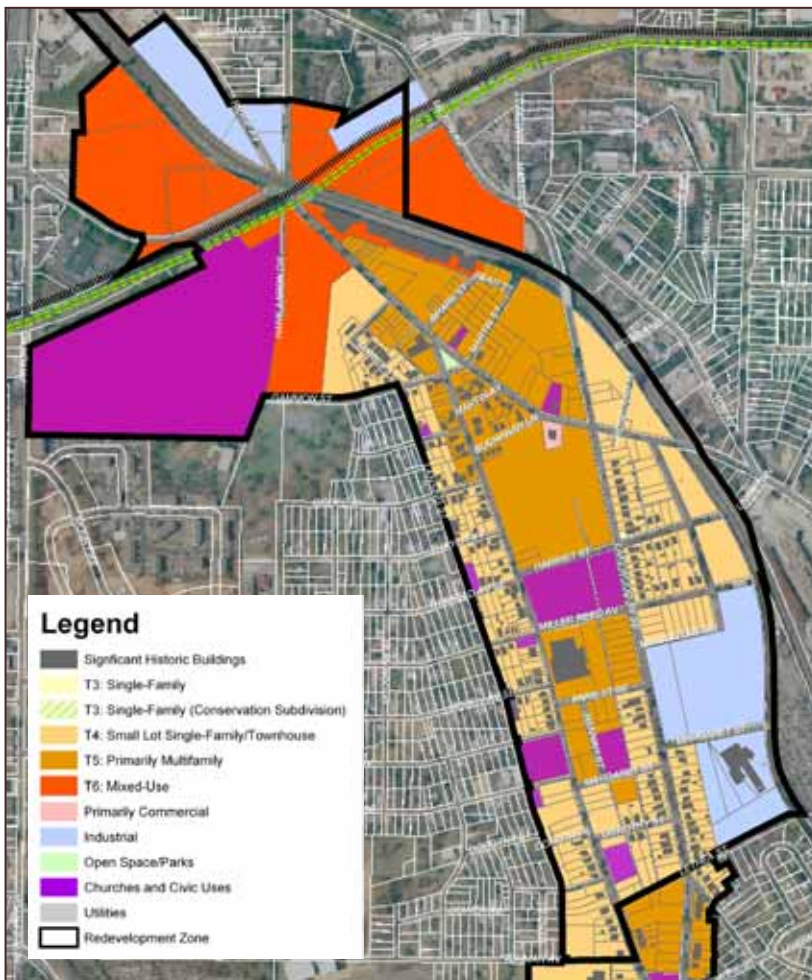


Figure 3.7: Zone A recommended land use



This historic gas station could be converted to a coffee shop or restaurant

- Support Columbia Blackshear senior housing.

This 78 unit mixed-income project will allow residents to stay in the neighborhood as they age.

Zone B Recommendations

Zone B extends from Turman Avenue to Merrylin Drive and includes the Lakewood Heights neighborhood.

Land Use Policies

- Establish Lakewood Heights Town Center as a model for neighborhood-scale mixed-use development.

Preserving the current land use pattern is recommended, while new infill is encouraged. This increases the economic potential and market viability of this aging section of the corridor. Residential uses above commercial allows for maximum use of buildings, alternative workforce housing options and the convenience of neighborhood retail.

Please see Lakewood Heights Town Center Concept Plan

- Support townhomes along Schoen Street.

Existing homes in this area are in extremely poor condition and could be redeveloped into new housing.

- Establish a Neighborhood Center at Browns Mill Road:
 - 3 to 4 floors
 - Focused on churches schools
- Support the renovation of historic commercial buildings at 2009 and 2017 Jonesboro Road.

These early modern buildings are ideal for conversion to restaurants, cafes, or small shops.

- Support the conversion of the vacant Lakewood Elementary School into lofts.

The building could house approximately 100 units (20 workforce housing).

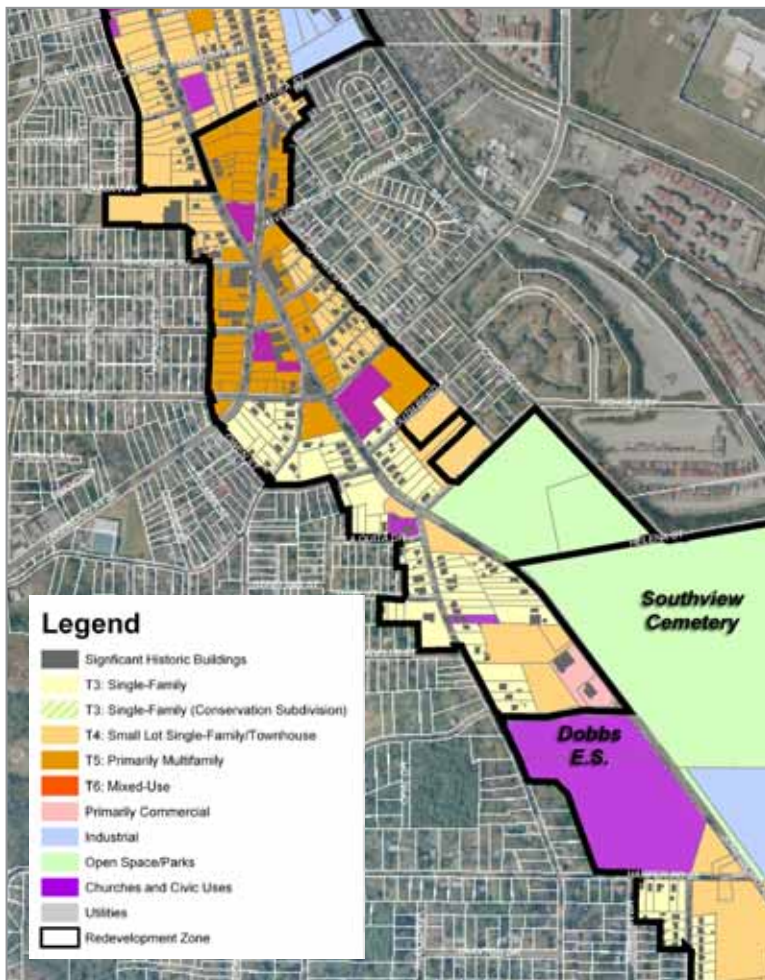


Figure 3.8: Zone B recommended land use

Lakewood Heights Town Center Concept Plan

The commercial core of Lakewood Heights is one of the most intact pre-World War II commercial centers in Atlanta. With its rich collection of historic commercial buildings, wide sidewalks, and nearby historic homes, Lakewood Heights has the potential to be one of the most vibrant and livable neighborhoods in Atlanta.

This Concept Plan envisions a revitalized future for Lakewood Heights that builds on historic qualities and preserves its sense of place. The plan calls for protecting all major pre-World War II buildings and infilling around them with three- to four-story mixed-use buildings. Nearby, along Lakewood Avenue north of Jonesboro Road, live/work units are recommended as a transition between the center's core and the nearby neighborhood. Across the street, a new triangle-shaped mixed-use building provides a new home for the U.S. Post Office and offers above-shop housing options. In total, this plan represents 425 new housing units (of which 85 are workforce housing), 90,000 sf new retail, 20,000 sf new office, and 100 new lofts at Lakewood Elementary School.

Within the public realm, the plan calls for enriching the pedestrian and vehicular experience through new streetscapes and plazas. At its center, a new plaza created by realigning Jonesboro Road and Lakewood Avenue creates a focal point and establishes a strong identity along Jonesboro Road. Street-oriented buildings serve to enhance this.

Finally, the plan strengthens existing and new businesses by enhancing on- and off-street parking. New bulbouts protect parking along Jonesboro Road, while a new 250-space parking deck is envisioned west of Lakewood Avenue at Claire Drive.





A Neighborhood Center at Harper Road would provide needed neighborhood commercial uses

Zone C Recommendations

Zone C includes the Norwood Manor, Lakewood, and Leila Valley neighborhoods, and extends from Helena Street at Southview Cemetery to McWilliams Road.

Land Use Policies

- Establish Neighborhood Centers at Harper and Constitution Roads.

Current land uses in these nodes are not compatible given their current design. If economic forces relocate or redesign the more intense industrial uses, these nodes should include multifamily, retail, and office uses., as follows:

- 3 to 4 floors

- Focused on churches, schools
- 150 units (30 workforce housing)
- 20,000 sf retail
- 10,000 sf office



Figure 3.9: Zone C recommended land use

- Establish a Village Center at McWilliams Road, focused on existing religious centers.

- 5,000 sf retail
- 40 units (8 workforce housing)

- Retain industrial uses on the east side of Jonesboro Road in the short term, but encourage their long-term redevelopment into multifamily/mixed-uses.

Current industrial land uses are unlikely to be redeveloped in the short term, but steps can be taken to remedy their impact on the corridor via improved landscaping along Jonesboro Road.

- Gradually convert industrial uses to townhomes, live/work, single family residential.

- 3 to 4 floors
- 350 units (70 workforce housing)

- Preserve Jonesboro North.

Zone D Recommendations

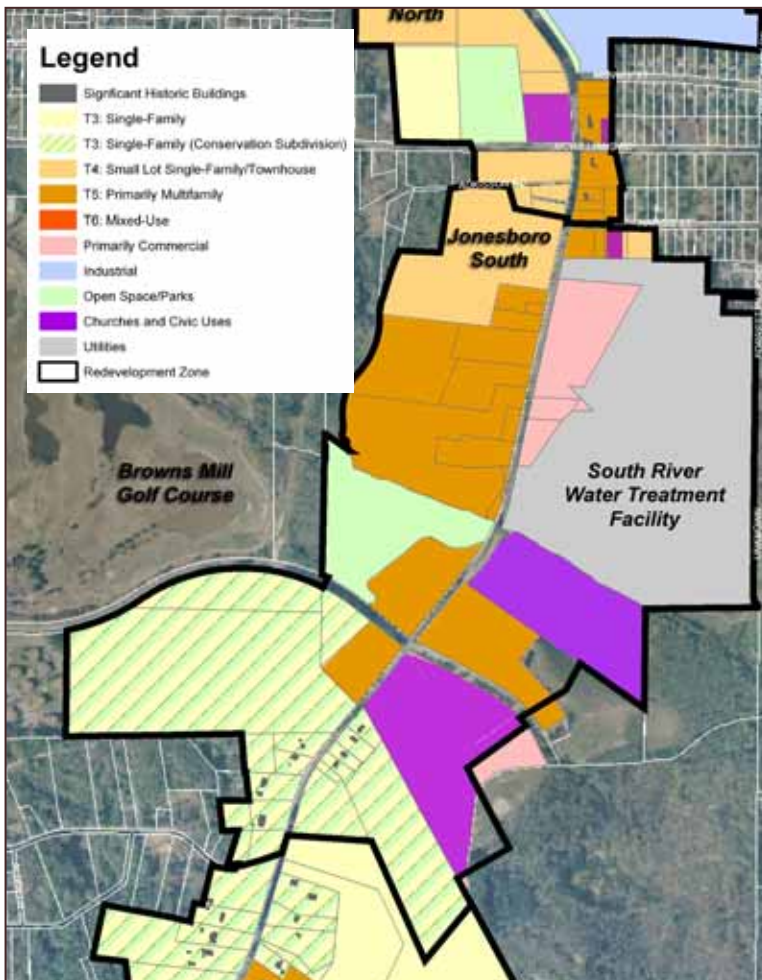
Zone D includes Leila Valley, Jonesboro South, and Browns Mill Park and extends from McWilliams Road to Springside Drive. It also includes Browns Mill Golf Course and the South River Water Treatment Facility.

Land Use Policies

- Preserve Jonesboro South and existing multifamily uses.
- Support redevelopment of Colonial South mobile home park to shopping center/office use:

Because its location next to a wastewater treatment facility is not appropriate for residential uses, the site should be converted to shopping or office uses totaling 45,000 sf. However, prior to this, existing residents should be given priority relocation to proposed workforce housing units in other parts of the corridor.
- Establish multifamily and townhomes on west of Jonesboro Road and north of South River.

This area could support 250 units of housing, of which 50 should be workforce housing.



- Preserve South River floodplain and 75-foot buffer as open space.

This provides future opportunities to create walking or bicycle trails.
- Encourage single family homes at the southern end of Zone D.

This could result in 160 units, of which 32 should be workforce housing.
- Establish a Village Center at Cleveland Avenue.

This area is a significant location on the corridor given its close proximity to Browns Mill Golf course and direct access to I-75/I-85 and points west via Cleveland Avenue. Land uses include:

 - 3 to 4 floors
 - 50,000 sf retail
 - Grocery store
 - 100 townhomes or live/work (20 workforce housing)
 - 250 multifamily units (50 workforce housing)

Figure 3.10: Zone D recommended land use

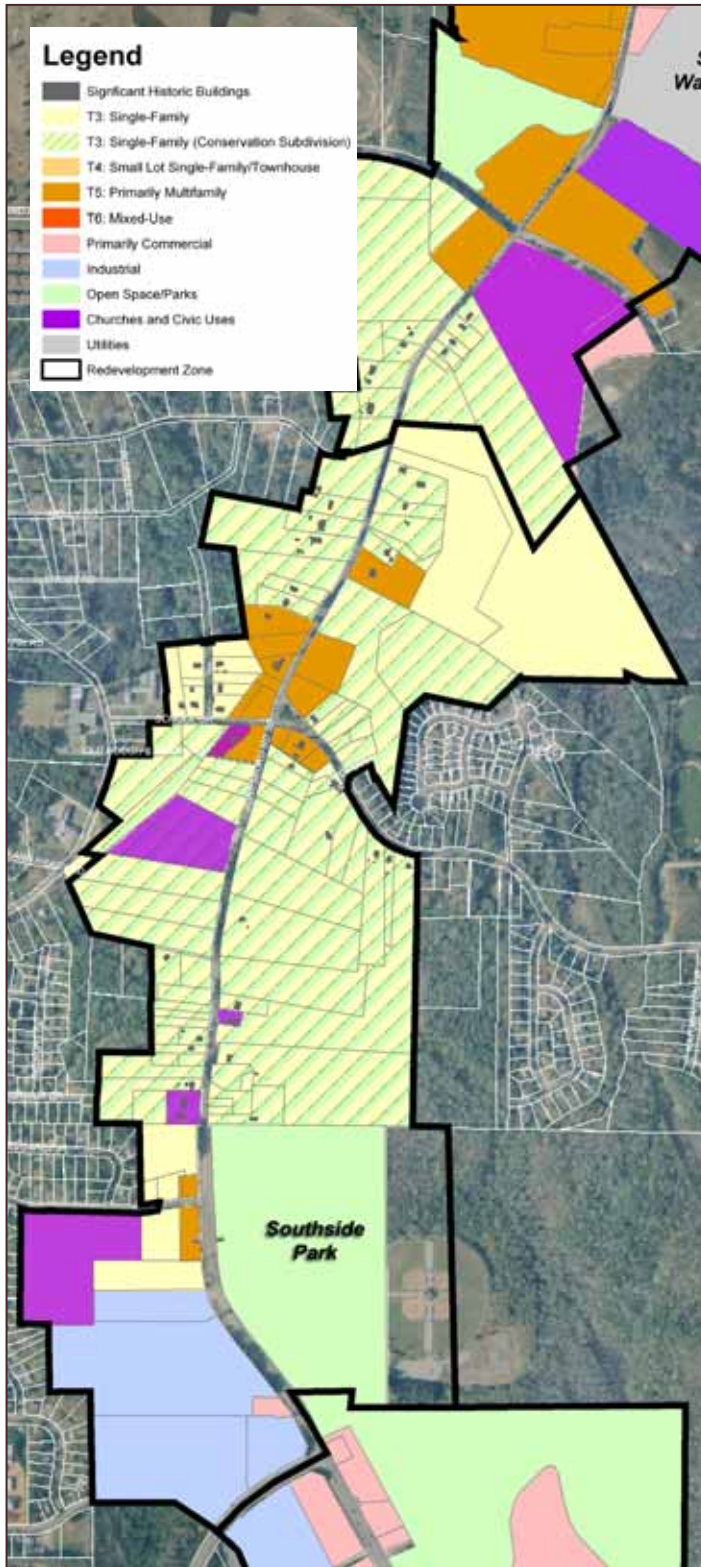


Figure 3.11: Zone E recommended land use

Zone E Recommendations

Zone E includes the Orchard Knob and George High neighborhoods, and extends from Springside Drive to Southside Industrial Parkway.

Land Use Policies

- Encourage single-family homes between nodes.

This study recommends preserving the large lot single-family character predominant in Zone E. New development should be built according to existing area densities and as many trees as possible should be preserved.

It also is very important that all developments be carefully reviewed by neighborhood organizations. Innovative development schemes, such as cluster housing, may be appropriate, but only to the extent that community support is gained to ensure that they do not compromise the “green” character of the area or an expressed desire for high-quality housing.

- Create a Village Center at School Drive.

This center can offer residents the convenience of retail services, while new residential development can support the proposed commercial land use development. This center is envisioned as:

- 3 to 4 floors
- 15,000 sf retail
- 400 units (80 workforce housing)

- Create a model “Olmstedian” conservation subdivision north of Southside Park.

Please see Conservation Subdivision Concept Plan.

Conservation Subdivision Concept Plan

The area between Southside Park and Cleveland Avenue is one of the most verdant areas in Atlanta. In the future, new development will occur here, but it must not destroy the character that exists today. One way to achieve this is through the creation of conservation subdivisions. In a conservation subdivision, a site's development density is clustered onto a smaller portion of the site and the remainder of it is left in its natural state.

This Concept Plan represents one possibility for creating a such a subdivision north of Southside Park. In this plan, 96 single-family homes are envisioned along quiet, tree-lined streets in a traditional neighborhood setting. Homes and streets are located to maximize visibility onto greenspace, while street connectivity serves an expressed need to provide more transportation routes along Jonesboro Road. The placement of new streets parallel with land contours minimizes the need for grading and tree removal, while rear lanes permit garages to the rear of homes and allow their fronts to be landscaped.



- Establish a Neighborhood Center at Macedonia Road.

This is a significant node due to its connection with surrounding neighborhoods. Its development evolved somewhat by market conditions and has declined because it lacks the character. New land uses to support its viability are warranted as an activity center for the local community. This plan recommends replacing the abandoned commercial structure at the northeast quadrant with mixed-use development consisting of commercial and residential uses. It envisions medium-density multifamily replacing vacant land at the southwest corner. Finally, it recommends that the service station at the northwest corner be replaced with mixed land uses. This represents:

- 3 to 4 floors
- 150 units (30 workforce housing)
- 2,000 sf retail



Jonesboro Road at I-285 is an important gateway to the City of Atlanta

Zone F Recommendations

Zone F includes the George High and Blair Villa/Poole Creek neighborhoods, and extends from Southside Industrial Parkway to Conley Road. Zone F also includes Southside Park and Southside Industrial Park.

Land Use Policies

- Focus park-oriented retail uses in commercial properties abutting Southside Park.

Restaurants could draw from I-285, nearby workers, and park users.

- Support the ADA's expansion of Southside Industrial Park.

Current plans call for adding 1 million sf of new space.

- Establish a Village Center at Southside Industrial Parkway.
 - 3 to 4 floors
 - 10,000 sf restaurant space
 - Above-shop offices or training space.
- Establish a Town Center model for pedestrian-oriented office and big box retail uses at Conley Road and I-285.

Please see Gateway Commercial District Concept Plan.

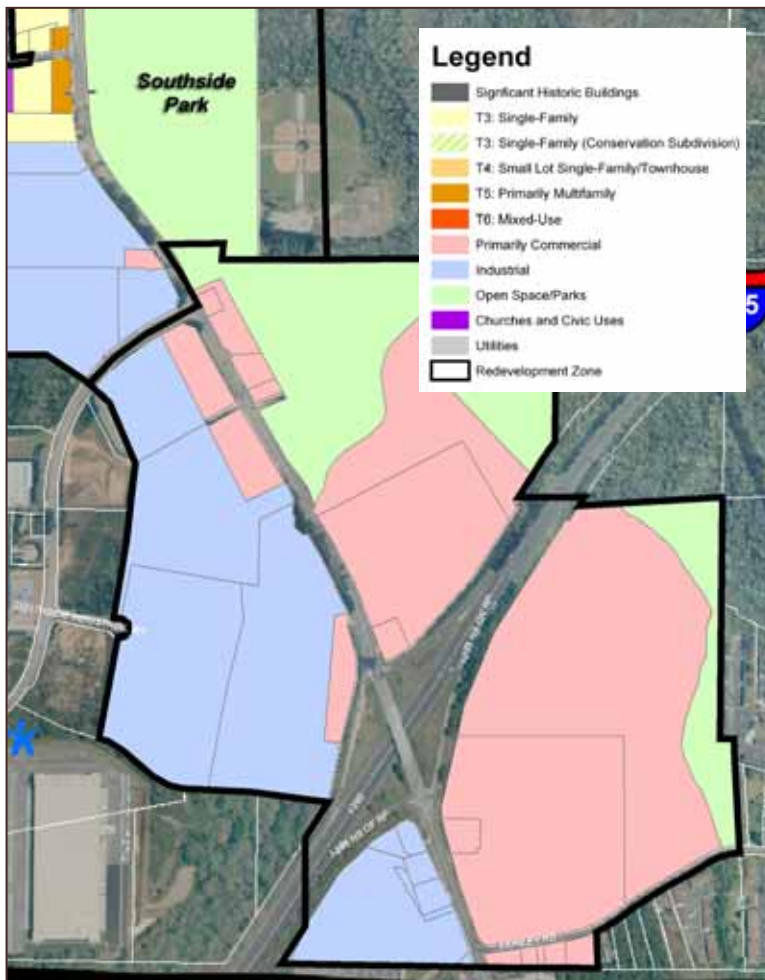


Figure 3.12: Zone F recommended land use

Gateway Commercial District Concept Plan

A critical need exists in the Study Area to balance the expressed desire of the community for big box retailers with the more pedestrian-oriented and scaled vision for Jonesboro Road. Far too often, big box retailers default to standard auto-oriented formats that create a hostile situation for pedestrians through large setbacks, frontal parking, and poor connections from the public sidewalk to the store. The Concept Plan for the redevelopment of the Atlanta Expo Center represents a possible method for reconciling these differences through innovative design.

Located at the intersection of Jonesboro Road and I-285, this plan envisions redeveloping an existing marginal commercial and surroundings into 100,000 sf of office space and 590,000 sf of big box (recommended as Lowe’s and Wal-Mart) and pedestrian-oriented retail. The plan is organized around several new, low-speed streets that include on-street parking and define parking bays, circulation, and building placement. Along these streets sidewalks are provided to allow pedestrians to walk with dignity. Utilities are placed under the sidewalks so as to not preclude the long-term redevelopment of adjacent parking into future redevelopment sites.

Along the eastern portion of the site, a “village style” office setting is envisioned for the long-term. While the current office market is weak, this village could provide needed spaces as market forces change in the future.



Gateway Commercial District Concept Plan (continued)

The street network organizes a mix of big box retail, smaller shops and offices. This allows “liner retailers” along Jonesboro Road to screen big box parking, while similar buildings along internal streets create a walkable environment from what would usually be free-standing outparcels.

The Concept Plan also envisions more public spaces than would be found in a conventional shopping center. At its center is a green surrounded by shops. Nearby, a signature restaurant space is provided at the Jonesboro Road and Conley Road intersection. Along both existing streets businesses orient entrances to the street, thereby improving the public realm on existing roadways.

The Concept Plan also includes a greenway component. Longterm, a greenway could run across I-285 and connect to proposed multi-use trails at Southside Park.

Most significantly, the Concept Plan represents a major economic development project for the corridor. Not only could it provide much-needed retail services, including a grocery store, but it could also draw sales tax dollars from nearby Clayton County, thus increasing local jobs and sales tax revenues.

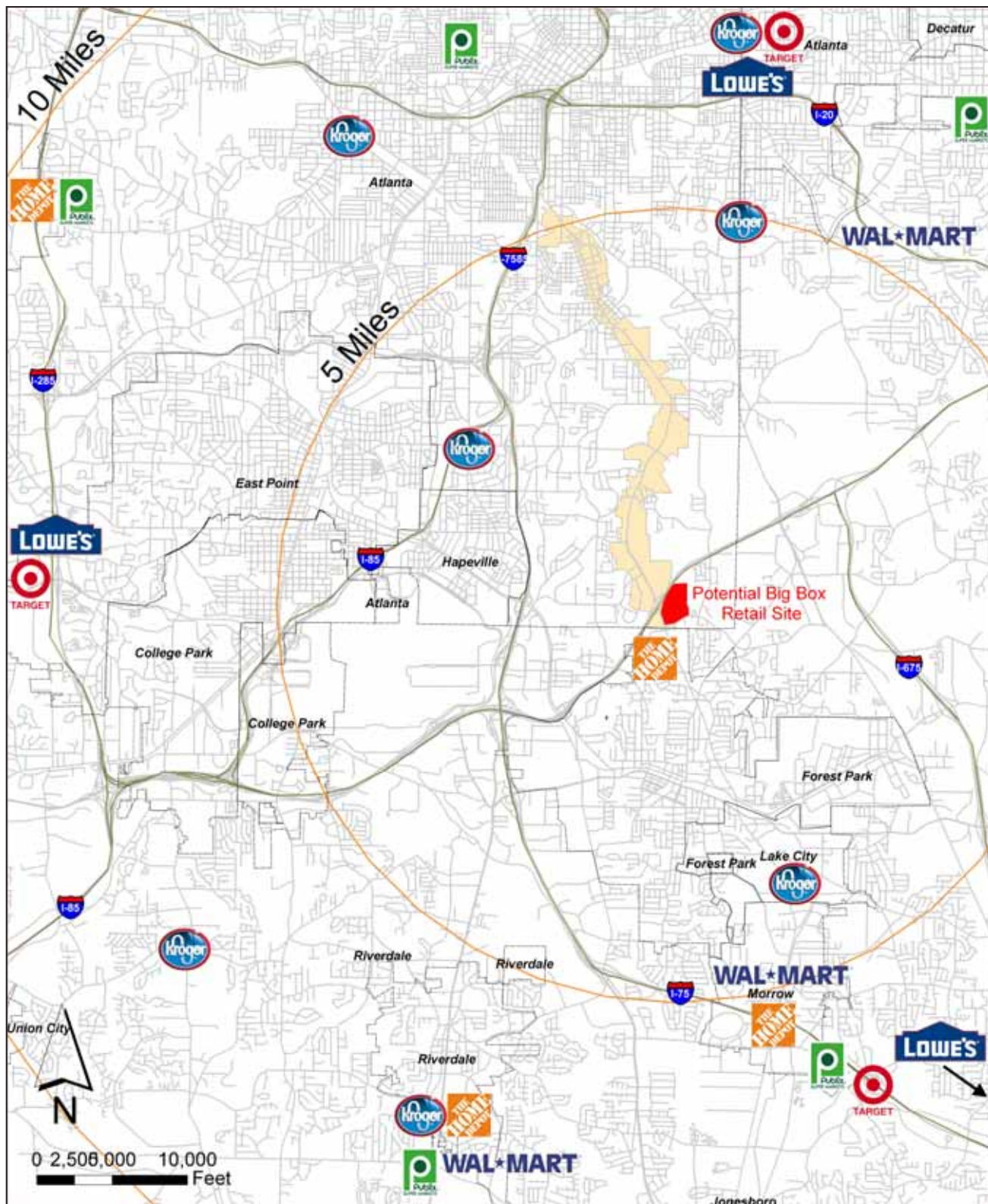


Edgewood Retail District: A model project

Atlanta’s new Edgewood Retail District provides a model for big box retailers on or near I-285. Along Caroline Street (above) wide sidewalks, on-street parking and mixed-use buildings housing second story shops, offices and lofts create a pedestrian-friendly feel. Along Moreland Avenue (right), two story mixed-use buildings screen big box retailers and their parking from view and provide a pleasant streetscape; signage provides for their visibility. Behind them, big box stores (above right) including Target, Lowe’s, Best Buy and Kroger, are located mid-block and screened by smaller shops fronting new streets.



Figure 3.13: Big Box Retail Trade Area



3.5 ECONOMIC DEVELOPMENT RECOMMENDATIONS

The policies and projects presented below are intended to enhance the retail environment within the Jonesboro Road Study Area. Currently, many of the residents in the Study Area drive long distances, and spend their money in other jurisdictions for basic necessities. Southeast Atlanta already has the demand necessary for more, higher-end retail services. The Local and Greater Retail Market Areas are well-positioned to capitalize on growth southward from Atlanta, particularly with the Study Area's proximity to Downtown, the airport, and I-285.

Economic Development Policies

- Target the Jonesboro Road corridor for City of Atlanta Bureau of Housing's Owner-Occupied Rehabilitation program.

Within the Study Area, 129 out of 323 single family units were categorized as below the "standard" building condition: substandard (83); deteriorated (27); dilapidated (7); and vacant (13).

- Strive for 20% workforce housing in all projects, using the recently adopted Urban Enterprise Zone and BeltLine TAD as incentives to spur investment.
- Ensure that a portion of BeltLine TAD workforce housing funds are used in the northern end of the Jonesboro Road Study Area.
- Encourage churches to partner with developers to provide mixed-use senior housing.
- Target qualified homeowners in the Study Area for the City's Owner-Occupied Rehabilitation Program.

This program is intended to provide financial assistance to bring properties up to code for qualified low-moderate income homeowners who are 62 years or older/disabled. Qualified individuals are determined by a review of the homeowner and assessment of the property's structural integrity by the Housing Rehabilitation Committee. See Table X.x on the following pages for properties that could qualify for the Program.

- Prevent displacement of low-income residents in the Study Area.
- Conduct a review of existing sites, buildings and underutilized/vacant lots, and rank those sites/buildings according to their potential for development.
- Concentrate on building on existing anchors, particularly civic uses, and recreating a neighborhood "fabric" where none exists.
- Offer relocation assistance to businesses/uses inappropriate in the corridor.
- Create a corridor-wide business development team.
- Develop a cluster plan that unifies the Redevelopment Zones.
- Look into tax incentives to help "home-grown" businesses locate and stay in the area.
- Investigate existing and/or develop specific incentives to entice investors.
- Institute a community wide "clean-up" program, with emphasis on high traffic areas.

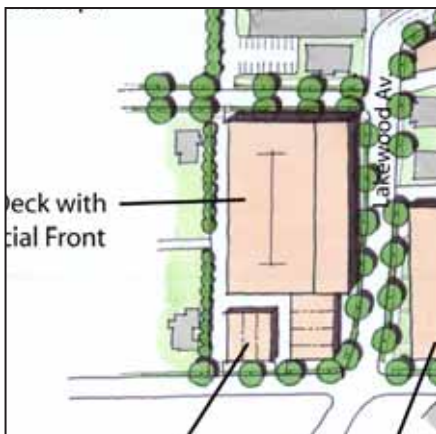
- Invest in developing a web site specific to marketing the Lakewood Heights Historic District and the South Atlanta neighborhood.
- Work to overcome security issues along the Jonesboro Road Corridor.
- Prepare a business recruitment package.
- Enable developers and prospective businesses to access downloadable recruitment material and applications:

Make readily available to prospective investors those programs and incentives identified by the ADA for the Study Area, and those identified in Section 5: Implementation.

- Ensure that capital resources are set aside annually to maintain recruitment/marketing initiatives.
- Avoid the development of fast food, gas stations, utilities, storage facilities, auto parts stores, and dollar stores between along the corridor, which lessen the ability to support high-end retail.
- Capture potential retail demand present in the through-traffic on Jonesboro Road with unique retail opportunities.
- Encourage residential development in centers, which would provide retail support.
- Recruit a diverse mix of specialty and higher-end retail and service stores, including restaurants, markets, and home improvement stores.
- Support ADA's efforts to expand Southside Industrial Park.
- Work with existing industrial uses in the Study Area to ensure that industrial uses remain in the City of Atlanta.
- Support the new Urban Enterprise Zone for Jonesboro Road.
- Work with the Atlanta Land Bank Authority to assemble underutilized lots for redevelopment.
- Increase exposure to capital finance sponsored by the City of Atlanta through its Business Improvement Loan Fund (BILF), Phoenix Fund and the Small Business Administration loan program.
- Utilize programs such as Renewal Communities, and the New Markets Tax Credit (NMTC) Program to support economic development.
- Increase awareness of small business loans.
- Use live-work to encourage small businesses to locate in the Study Area.
- Increase all Homestead Exemptions for the elderly by 15% and increase the annual net household income eligibility to \$45,000 for all exemptions.
- Utilize the new Homestead Fair Assessment Act for homeowners who have already claimed a Homestead Exemption last year.
- Provide owners of historic properties incentives to rehabilitate their homes and businesses:
 - *State Historic Preservation tax incentives*



The Lakewood Heights parking deck should be screened from the street by liner uses, such as ground floor retail and above-shop offices



Proposed Lakewood Heights parking deck at the northwest corner of Lakewood Avenue and Claire Drive

- *Rehabilitated Historic Property Tax Abatement Program*
 - *Landmark Historic Property Tax Abatement Program (businesses)*
 - *Development Impact Fee Exemption*
- See Implementation: Section 4 for details.*

Economic Development Projects

- Create a public parking deck in Lakewood Heights. (O-4)
Over the long-term, a 250-space parking deck could be developed west of Lakewood Avenue in the Lakewood Heights Town Center. The deck could provide parking for merchants, future residential and retail development, and existing churches.
- Install directional signage/gateway markers at key intersections, such as the BeltLine and I-285, to capture potential customers on Jonesboro Road. (O-3)

3.6 PUBLIC FACILITIES RECOMMENDATIONS



Utilities should either be removed from the sidewalk or buried as part of new development

The overall goals for the Jonesboro Road corridor include ensuring adequate infrastructure to support future development, creating a safe environment, and increasing greenspace.

A feeling of safety and security in one’s living environment is a basic tenant of a positive quality of life. Strategies to address crime, including “design for safety” principles, must be recognized in any proposals involving physical changes, and policy recommendations aimed at this objective must be included.

Public Facilities Policies

- Require new development to bury utilities, unless economically prohibitive.

The planned pedestrian facilities include buried utilities in the project cost. Private sector development prior to the pedestrian facilities project should also include this. If utilities cannot be buried due to cost, all developments must include three buried conduits under the sidewalk for future corridor-wide buried utilities and front-loaded electrical meters and building access. This will allow underground utilities to be installed without removing the entire privately-funded pedestrian facility.

- Require that new pedestrian streetscape projects remove utilities out of the sidewalks.
- As part of new development, require that street trees be planted on the portions of Jonesboro Road that are 35 mph or less.



Street trees should be planted along the low-speed (35 mph) sections of Jonesboro Road

Although Jonesboro Road is a state route, GDOT recognizes the urban form along the corridor, particularly with respect to its low-speed sections.

- Encourage the use of pervious asphalt, porous pavement, “grass-crete” or similar materials in new or rebuilt parking lots.
- Support efforts to establish the Ron Clark Academy, a private school located at 228 Margaret Street, across from the Columbia Blackshear development.



The Ron Clark Academy is scheduled to enroll students this Fall

Opening in the Fall of 2006, this school will be targeted to children from fifth to eighth grade whose families make less than \$30,000 per year. The school will be operated with donations received from private sponsors.



South Atlanta should be developed into a mixed-income, sustainable community (Source: Atlanta Habitat for Humanity Design Project)



Conscious building design can reduce opportunities for crime through CPTED



The Study Area is currently underserved by a consistent police presence

- Require the Bureau of Planning to submit demand allocations to Clean Water Atlanta for new sewer connections (in five-year increments) within the Mayor’s six priority economic development areas, including the Jonesboro Road Study Area.
- Ensure that all areas of the City provide their share of social services to avoid concentrations in the Jonesboro Road Study Area.
- Support existing social service providers such as CHARIS and Habitat for Humanity, in their efforts to help Atlanta’s needy in a pro-active and dignified manner.
- Establish a neighborhood police department or police “mini-precinct” in Lakewood Heights.
- Create a Neighborhood Deputies Program.
- Work with the Atlanta Police Department to focus policing efforts into proposed nodes and around area schools.
- Continue existing efforts to target crime, including the ‘C.O.P.S.’ and ‘Crime Free Apartment Zones” programs.
- Create a pilot crime prevention/Neighborhood Watch program with willing neighborhood or tenant associations.
- Employ Crime Prevention Through Environmental Design (CPTED) principles to reduce opportunities for crime, including, but not limited to:
 - *Limiting dead-end streets and pedestrian ways*
 - *Orienting buildings towards the street so that people inside can monitor them through windows, doors and setbacks that engage the street.*
 - *Providing access control to individual buildings without created “gated communities.”*
 - *Ensuring proper maintenance of buildings and landscaping, and providing adequate lighting*

Public Facilities Projects

- Establish a charter school on the southern portion of the A-Tow site, located on the block between Harrett Street and Miller Reed Avenue, east of Jonesboro Road. (O-14)
- Re-locate the Lakewood Heights post office into a mixed-use building. (O-16)
- Work with neighborhood schools to establish a “Walk to School” program. (O-15)



The philosophy of keeping “eyes on the park,” is taken by some of the most successful parks in the country (Source: *New York City Architecture*)



Jonesboro Road should be targeted for existing brownfield cleanup/redevelopment programs



The King Smith Equities property was acquired with Consent Decree funds, and now serves as permanent greenspace

3.7 ENVIRONMENT & OPEN SPACE RECOMMENDATIONS

These recommendations are intended to enrich the public realm by providing increased park space and potential civic uses. When coupled with recommendations in other sections, the public realm will no longer be neglected and will become a quality experience in the daily lives of residents and visitors.

Environment and Open Space Policies

- Encourage the use of cultural activities and art in all parks and civic projects.
- Face new development onto open spaces to keep “eyes on the park.”

In response to concerns that parks are places where criminals gather and illegal activity happens, it is thought that by keeping parks filled with people and activities, it lets would-be criminals know that the neighbors are watching.

- Prevent new development in undeveloped floodplains.
- Target properties on Jonesboro Road that have been identified as potential areas of environmental concern for existing brownfield cleanup/redevelopment programs:
 - *South of A-Tow*
 - *BeltLine*
 - *Jonesboro Road at School Drive*
 - *In front of Southside Park*
- As part of their contract with the City of Atlanta, encourage MACTEC to assess environmental conditions of potential brownfield sites, and to determine appropriate clean up and redevelopment.
- Support recommendations resulting from the Southside Park Master Plan.
- Study ways to make the Southview Cemetery more accessible.
- Support the City of Atlanta Greenway Acquisition Project by utilizing the South River floodplain as a linear park.

As a floodplain, it will be difficult to redevelop properties in this area. As such, long-term an open space is recommended for these sites.



Pocket parks in commercial areas that incorporate shade, tables, and seating encourage activity



The commercial parcels in front of Southside Park should be used to create a park-oriented main entrance



Receiving areas for new greenspace could be located in Lakewood Heights

Environment and Open Space Projects

- Amend the zoning code. (O-22)
Require pocket parks and plazas in new commercial and mixed-use developments rather than unusable, scattered green spaces.
- Purchase the commercial properties located in front of Southside Park (located at 3500, 3504, 3530, and 3532 Jonesboro Road), either by the Bureau of Parks or by the Atlanta Development Authority. (O-11)
As part of the proposed main entrance into the Park, this property could eventually be leased to new commercial tenants, where in the lease agreement, a portion of the rental fee would go toward a dedicated fund for Southside Park.
- Provide pedestrian access to Southside Park from the Atlanta Expo Center and the proposed Gateway Commercial District underneath I-285. (O-18)
- Adopt easements into the Comprehensive Development Plan (CDP) to require new development to build roads that connect into Southside Park in accordance with the Master Plan. (O-8)
- Establish a stormwater utility, which would eliminate the need for on-site retention/detention. Consider retention ponds at: (O-19)
 - South River area
 - “Quality of Life” parks
- Designate “Quality of Life” receiving areas for new greenspace: (O-13)
 - Crogman Street
 - Rhodesia Avenue
 - Meador Avenue
- Develop pocket parks at:
 - The northern intersection of Jonesboro Road at Lakewood Avenue (O-12a) which could include a bus shelter, benches, trees, and landscaping
 - Jonesboro Road at McDonough Boulevard (O-12b) which could include a bus shelter, benches, trees, and landscaping
 - Portion of A-Tow site (if redeveloped) (O-12c)



TDR's were used to develop the Serenbe Community, a conservation subdivision in Palmetto, Georgia

- Expand and rebuild pocket park at the southern intersection of Jonesboro Road and Lakewood Avenue. (O-9)
- Enhance Jonesboro Triangle Park (Jonesboro Road and Hutchens Drive). (O-10)
- Prepare a Master Plan for Southside Park that improves safety and usability to area residents. (O-7)
- Adopt an enabling ordinance for Transfer of Development Rights (TDRs) for protecting greenspace and increasing density where appropriate within the City of Atlanta, and the Study Area. (O-21)

Table of Contents

Section 4: Implementation

4.1	Action Program	4:1
4.2	Land Use Plan and Zoning Changes	4:11
4.3	Employment and Population Analysis	4:15
4.4	Key Parcels	4:18
4.5	Economic Development Tools	4:33



The Action Program identifies public steps necessary to spur private investment

4.1 ACTION PROGRAM

The Action Program outlines the next steps after adoption of this plan by the City of Atlanta. It includes a list of projects, time lines and responsible parties and is intended to serve as a blueprint for achieving the community's vision for its future.

Several efforts have been identified to ensure implementation. These included continued diligence on the part of area residents, business, and the City to monitor development in the Study Area and ensure compliance with the vision of this plan. Part of this should also include revisions to the plan, as needed. Stakeholders must also work with the City to implement land use and zoning changes which support the vision. Specifically, parcels that have been identified as playing an important role in the redevelopment of the community have been identified in this section. These parcels are documented so that the City can more easily monitor building permits, zoning activity, or other private sector initiatives.



Community wishes should be given priority during the implementation process

Recommendations are provided in an aggressive schedule. Projects in the near future represent those addressing areas with the most critical need for public improvement or those where public investment can spur private investment. Longer-term projects are less urgent, but equally key the long-term success of this study.

Community Priorities

During the public outreach process, the community was asked to prioritize public and private projects recommended along the Jonesboro Road corridor. The following represents a summary of these priorities in no particular order of priority.



Many items focus on improving the pedestrian experience on the corridor

1. New sidewalks on Jonesboro Road: See page 3:23.
2. Gateway Center Commercial District: See pages 3:38-3:40.
3. A-Tow Redevelopment: See page 3:31.
4. Paper Plant Redevelopment: See page 3:23.
5. Southside Industrial Park Expansion: See page 3:43.
6. Lakewood Heights intersection: See pages 3:16-3:17.

While many of these are not projects that can be publically implemented, it is still important for the City of Atlanta to facilitate and support private sector proposals that can bring them to reality.

Implementation Steps

This document is an aggressive, but achievable, plan for transforming Jonesboro Road into a collection of vibrant center for surrounding neighborhoods and the greater Atlanta community. However, for the vision contained in these pages to become a reality there must be both, short and long-term commitments to its principles. The following paragraphs are intended to provide steps that guide the short and long-term implementation processes.

Short-Term

Short term implementation should strive to remove regulatory barriers to the vision contained herein. Plan approval should be accompanied by updates to the Future Land Use maps, as recommended herein. Plan approval is constituted by an official adoption of the plan into the City's Comprehensive Development Plan (CDP), making the plan an official part of the City-wide plan.

Consistent with the City's established practices, other short-term implementation steps are as follow:

- Capital Projects will be identified in the CDP. CDP project tables receive yearly update and status reporting.
- Short term capital projects will be identified in the CIP, which has very high visibility and for which status is reported more frequently.
- Projects within specific council districts are reviewed regularly with council members (at least once per year) for funding and priority-setting.
- Neighborhood Planning Units are given copies of the complete plan document, containing capital and other projects. NPUs provide an ongoing review for projects and request project statuses as needed from the Bureau of Planning and from City Councilmembers.
- The plan will include preliminary zoning recommendations, reviewed with the community. These recommendations are implemented in a follow-up process, with additional input from the community. The involved communities and NPUs always provide a natural impetus to implement the rezoning recommendations as soon as possible (generally within a year following plan adoption).

Long-Term

The realization of the vision contained herein will also require a long-term commitment. The plan's aggressive long-term vision cannot be achieved overnight, and must be regularly reviewed to remain relevant. Any plan that does not do this risks obsolescence.

As the City of Atlanta moves forward with implementing the vision of this study, it is critical that the following are kept in mind:

- **The Plan's Lasting Vision:** Of all of the components of this study, the vision should represent its most lasting legacy. The ideas contained in Section 2: Visioning represent the results of an extensive and inclusive public involvement process. It is highly unlikely that the general vision and goals resulting from such process will change significantly, although the steps to achieving them may.
- **The Need for Flexibility:** While the vision is unlikely to change, it is critical that the community

recognize that the ways in which the vision is achieved can and will change. The future addition or subtraction of policies or projects should not be viewed as a compromise of the study, but rather its natural evolution in response to new conditions. Many of the assumptions used to guide this process, including the regional and national economy; land costs; transportation costs; transportation funding programs; and development trends are never fixed. The City of Atlanta must be prepared to respond to changes of these and other factors in order to ensure a fresh, relevant plan.

- **A Redevelopment Guide:** One of the greatest long-term values of this document, in addition to its role in procuring transportation funding, is that it lays out a detailed land use vision. To this end, as development proposals are submitted to the City, said proposals should be reviewed for compatibility with the plan. The plan contains specific recommendations for specific sites, and the City should use the development review process to work with the private sector to achieve this vision.

By being mindful of these four ideas, the Jonesboro Road Redevelopment Plan Update can guide positive change along the corridor for years to come.

Public Project Funding

Since transportation improvements are among the highest priority projects along Jonesboro Road, they may be funded through a variety of sources. The City of Atlanta should work with GDOT staff to ensure that projects that require Federal transportation funds are included in future Regional Transportation Plans (RTPs). Revisions to such plans are made every five years.

Typically Federal funds require a local twenty percent match. Key sources for these funds could include:

- **BeltLine Tax Allocation District (TAD):** The BeltLine TAD will generate bond funds to pay for transportation and open space improvements near the BeltLine transit greenway. The proposed TAD includes most of the non-residential portions of the northern tip of Study Area, and would be ideal for funding park, transit, bicycle and pedestrian improvements.
- **Quality of Life Bonds:** In 2001, Atlanta's voters authorized the City to issue \$150 million of Quality of Life Bonds to fund transportation and open space improvements. \$61 million of the \$150 million has already been issued. If successfully used to leverage federal funds, the funds from these bonds could increase the City's ability to construct critical projects by serving as the required local match.
- **Development Impact Fees:** As new development occurs citywide, impact fees are generated to fund transportation, parks, and public safety improvements. These could be used to leverage federal funds within the Study Area.
- **Private Donations:** Local matches could also be obtained by soliciting area property owners, businesses, and residents. Although highly unusual, this method was used in Downtown to fund public improvements in the Fairlie-Poplar district.

Private funds may also be used to fund specific "special interest" projects. For example, the

PATH Foundation funds multi-use greenway trails, while the Trust for Public Lands and the Blank Foundation sometimes fund urban park projects.

Cost Assumptions

As with any macro-level planning process, it is impossible to perfectly assign costs to future projects. However, it is possible to estimate based on standard cost assumptions. The following assumptions are used in the Action Program Matrices found on the following pages; all costs include demolition and installation:

- Street trees = \$600 each
- Atlanta Light Type “C” pedestrian lights = \$4,500 each
- Concrete sidewalks = \$5.50/sf
- Curb repair and resetting = \$7.50/lf
- ADA ramps = \$8,000 each
- Landscape strip on existing streets = \$1.50/sf
- Landscaped Median = \$50/sf
- Intersection modification = \$675,000/leg
- Lane striping (including bike lanes) and signage = \$50,000/mile
- Bike lockers = \$1,250/locker
- Greenways and trails (concrete or asphalt) = \$5.50/sf
- Mast arms signals (along arterial only) = \$125,000 each
- Crosswalks = \$4,500/leg
- Signal timing = \$4,500 each
- Fiber optic communications = \$4.55/lf
- Park improvements = \$200,000/acre
- Road widening:
 - 2 lanes to 4 lanes = \$3.70 million/mile
 - 4 lanes to 6 lanes = \$4.18 million /mile
 - New 2 lane = \$4.14 million/mile
 - New 4 lane = \$5.02 million/mile
- Right-of-way:
 - Primary = \$400,000/acre
 - Secondary = \$320,000/acre

Land costs were based on 2006 values (land only) as reported by the Fulton County Tax Assessor. Land costs were increased by 40% to account for increased values.

All costs are in 2006 dollars.

Table 4.1: Transportation Projects

Project ID	Project Name	Description	Type of Improvement	Engineering Year	Engineering Cost	Construction Year	Construction Cost	Total Project Cost	Responsible Party	Funding Source	Local Source Match Amount
J-1	Upgrade Signal System and Communications Corridor-wide	15 Signals to Mast Arms, Controllers, Coordination, & Timing, Fiber Optic Communications	Road	2008	\$ 302,000	2009	\$ 2,010,000	\$ 2,312,000	COA, GDOT	State	\$ 462,400
J-2	Review and Improve Traffic Controls, Signage and Striping Corridor-Wide	Entire Corridor	Safety	2007	\$ 18,000	2008	\$ 120,000	\$ 138,000	GDOT	State	\$ 27,600
J-3	Implement Measures to Reduce Impact of Trucks on Local Streets	Signage and enforcement to limit truck traffic on non-designated streets	Safety	2007	\$ 2,000	2008	\$ 15,000	\$ 17,000	COA	COA	\$ 17,000
J-4	Improve Corridor Utility and Pedestrian Safety Improvements	Relocate utility poles in sidewalk, ROW corridor, and utility poles to maintain adequate width.	Safety	2009	TBD	2010	TBD	TBD	COA, GDOT, Utilities	COA, State	TBD
J-6	Roadway Upgrade, Jonesboro Road from McDonough Boulevard to Lakewood Avenue	Road Upgrade, 2 Lanes, Curb & Gutter Upgrade	Road	2007	\$ 120,000	2008	\$ 800,000	\$ 920,000	COA, GDOT	COA, State	\$ 184,000
J-7	Major Realignment of Intersection at Jonesboro Road and Lakewood Road	Major intersection modification and reconfiguration to address safety and capacity issues. Includes modifications to Roddheola, Lakewood Terrace and Adair Ave	Safety, Road	2007	\$ 180,000	2009	\$ 1,200,000	\$ 2,780,000	COA, GDOT	COA, State	\$ 556,000
J-9	Jonesboro Road at Sawell Avenue/Claire Avenue: Safety Assessment and Intersection Modification	Safety Assessment and Intersection Modification	Safety, Road	2009	\$ 101,000	2011	\$ 675,000	\$ 896,000	COA, GDOT	COA, State	\$ 179,200
J-10	Jonesboro Road at Browns Mill Road: Safety Assessment and Intersection Modification	Safety Assessment and Intersection Modification	Safety, Road	2012	\$ 101,000	2014	\$ 675,000	\$ 776,000	COA, GDOT	COA, State	\$ 155,200
J-11	Jonesboro Road at Harper Road: Safety Assessment and Intersection Modification	Safety and Pedestrian enhancements: relocate Utilities, Curb & Gutter, ADA ramps	Pedestrian, Safety	2007	\$ 23,000	2008	\$ 150,000	\$ 173,000	COA, GDOT	COA, State	\$ 34,600
J-12	Jonesboro Road at Constitution Road: Safety Assessment and Intersection Modification	Safety Assessment and Intersection Modification	Safety, Road	2009	\$ 101,000	2011	\$ 675,000	\$ 896,000	COA, GDOT	COA, State	\$ 179,200
J-13	Jonesboro Road at Midway Road: Safety Assessment and Intersection Modification	Safety Enhancement: additional signage and warnings	Safety	2009	\$ 15,000	2010	\$ 100,000	\$ 115,000	COA, GDOT	COA, State	\$ 23,000
J-14	Jonesboro Road at McWilliams Road: Safety Assessment and Intersection Modification	Intersection modification with utility relocation, improve signage and sight distance	Road	2009	\$ 101,000	2011	\$ 675,000	\$ 1,016,000	COA, GDOT	COA, State	\$ 203,200
J-15	Jonesboro Road at School Drive/Hutchens Road: Safety Assessment and Intersection Modification	Intersection modification with Signage, turn radii, and Traffic Controls	Road	2009	\$ 38,000	2011	\$ 250,000	\$ 408,000	COA, GDOT	COA, State	\$ 81,600
J-16	Jonesboro Road at Cleveland Avenue: Safety Assessment and Intersection Modification	Safety Assessment and Intersection Modification	Safety, Road	2009	\$ 101,000	2011	\$ 675,000	\$ 896,000	COA, GDOT	COA, State	\$ 179,200
J-17	Jonesboro Road at Macedonia Road: Safety Assessment and Intersection Modification	Safety Assessment and Intersection Modification	Safety	2007	\$ 113,000	2009	\$ 750,000	\$ 983,000	COA, GDOT	COA, State	\$ 196,600
J-18	Jonesboro Road at Southside Industrial Parkway: Safety Assessment and Intersection Modification	Minor Intersection Modifications: Turn Radius, Crosswalk Improvement	Safety, Road	2007	\$ 48,000	2008	\$ 320,000	\$ 368,000	COA, GDOT	COA, State	\$ 73,600
J-19	Install Planted Median on Jonesboro Road between Macedonia Road and Interstate 285	Planted Medians	Safety, Road	2010	\$ 93,000	2011	\$ 620,000	\$ 713,000	COA, GDOT	COA, State	\$ 142,600
J-20	Jonesboro Road at Conley Road: Safety Assessment and Intersection Modification	Repair, replace or improve pedestrian islands	Safety, Road	2007	\$ 21,000	2008	\$ 140,000	\$ 161,000	COA, GDOT	COA, State	\$ 32,200
J-21	Corridor-Wide Transit Amenities	Benches, Concrete Pads, Safe Pedestrian Access	Safety, Pedestrian	2007	\$ 41,000	2008	\$ 270,000	\$ 311,000	COA, MARTA	MARTA, Federal	\$ 311,000
J-22	Activity Center Enhanced Transit Amenities	Activity centers, Middle & High Schools: Lighting, shelters, train receptacles	Transit	2007	\$ 36,000	2008	\$ 239,000	\$ 275,000	COA, MARTA, Private	MARTA, Federal	\$ 275,000
J-25	MARTA Bus Route Structure Alterations	Provide direct bus service along corridor (reconfigure existing route structure or add new route)	Transit	2008	TBD	2009	TBD	TBD	MARTA	MARTA, Federal	TBD
J-26	Lakewood Avenue-Browns Mill Rd Bicycle Route	Bicycle Route (AASHTO Class III) from Milton Avenue to McWilliams Road	Bicycle	2007	\$ 26,000	2008	\$ 170,000	\$ 336,000	COA	COA, State, Federal	\$ 336,000
J-27	McWilliams Road Bicycle Route	Bicycle Route (AASHTO Class III) on McWilliams	Bicycle	2007	\$ 2,000	2008	\$ 13,000	\$ 15,000	COA	COA, State, Federal	\$ 15,000
J-28	Forest Park Road Bicycle Route	Bicycle Route (AASHTO Class III) on Forest F	Bicycle	2008	\$ 7,000	2009	\$ 45,000	\$ 52,000	COA	COA, State, Federal	\$ 52,000

Table 4.1: Transportation Projects (continued)

Project ID	Project Name	Description	Type of Improvement	Engineering Year	Engineering Cost	Construction Year	Construction Cost	Total Project Cost	Responsible Party	Funding Source	Local Source Match & Amount
J-29	Jonesboro Corridor Multi-Use Trail	12-foot wide Multi-Use Trail (AASHTO Class II) from Jonesboro Road between McWilliams Road and Conley Road	Bicycle	2009	\$ 227,000	2011	\$ 1,515,000	\$ 1,742,000	COA, Path	OOL, State, Federal	\$ 1,742,000
J-30	Southside Park Greenway Multi-Use Trail	12-foot wide Multi-Use Trail (AASHTO Class I)	Bicycle	2007	\$ 71,000	2009	\$ 470,000	\$ 541,000	COA, Path	OOL, State, Federal	\$ 541,000
J-31	Cleveland Road Extension, Phase 1	New 4 Lane Road with Sidewalks	Road	2010	\$ 283,000	2012	\$ 1,884,000	\$ 2,837,000	COA	OOL	\$ 2,837,000
J-32	Cleveland Road Extension, Phase 2	New 4 Lane Road with Sidewalks	Road	2012	\$ 471,000	2014	\$ 3,141,000	\$ 3,612,000	COA	OOL	\$ 3,612,000
J-33	New Entrances to Southside Park	Two new 2-lane driveways with sidewalks at Macedonia Road and Southside Industrial Pkwy.	Road	2009	\$ 138,000	2011	\$ 920,000	\$ 1,058,000	COA (Parks)	OOL	\$ 211,600
J-34	McDonough Blvd, north side, Jonesboro Road to University Ave	New Sidewalk	Pedestrian	2007	\$ 10,000	2009	\$ 67,000	\$ 145,000	COA, GDOT	COA, State, "Safe Routes"	\$ 29,000
J-35	All Streets in the Lakewood Village, both sides	New Sidewalk	Pedestrian	2007	\$ 132,000	2009	\$ 880,000	\$ 1,012,000	COA, GDOT	COA, State, "Safe Routes"	\$ 202,400
J-36	Sawell Avenue (both sides), east of Jonesboro	New Sidewalk	Pedestrian	2009	\$ 18,000	2011	\$ 122,000	\$ 174,000	COA, GDOT	COA, State, "Safe Routes"	\$ 34,800
J-37	Jonesboro Road from Sawell Avenue to Browns Mill Road	New Sidewalk	Pedestrian	2007	\$ 8,000	2009	\$ 50,000	\$ 113,000	COA, GDOT	COA, State, "Safe Routes"	\$ 22,600
J-38	Jonesboro Road (both sides), from Browns Mill Road to Harper Road	New Sidewalk	Pedestrian	2007	\$ 41,000	2009	\$ 270,000	\$ 461,000	COA, GDOT	COA, State, "Safe Routes"	\$ 96,200
J-39	Jonesboro Road (west side), from Harper Road to McWilliams Road	New Sidewalk	Pedestrian	2007	\$ 23,000	2009	\$ 150,000	\$ 355,000	COA, GDOT	COA, State, "Safe Routes"	\$ 71,000
J-40	McWilliams Road (south side), east of Jonesboro Road	New Sidewalk	Pedestrian	2007	\$ 18,000	2009	\$ 122,000	\$ 174,000	COA, GDOT	COA, State, "Safe Routes"	\$ 34,800
J-41	Jonesboro Road (west side), from McWilliams Road to Hutchens Road	New Sidewalk	Pedestrian	2007	\$ 45,000	2009	\$ 320,000	\$ 745,000	COA, GDOT	COA, State, "Safe Routes"	\$ 149,600
J-42	Jonesboro Road (west side), from Macedonia Road to Southside Industrial Parkway	New Sidewalk	Pedestrian	2007	\$ 12,000	2009	\$ 80,000	\$ 192,000	COA, GDOT	COA, State, "Safe Routes"	\$ 38,400
J-43	Jonesboro Road (east side), from the Atlanta Expo Center to Conley Road	New Sidewalk	Pedestrian	2007	\$ 17,000	2009	\$ 112,000	\$ 129,000	COA, GDOT	COA, State, "Safe Routes"	\$ 25,800
J-44	School Road (both sides), west of Jonesboro Road	New Sidewalk	Pedestrian	2007	\$ 18,000	2009	\$ 122,000	\$ 174,000	COA, GDOT	COA, State, "Safe Routes"	\$ 34,800
J-45	Macedonia Road (both sides), west of Jonesboro Road	New Sidewalk	Pedestrian	2007	\$ 18,000	2009	\$ 122,000	\$ 174,000	COA, GDOT	COA, State, "Safe Routes"	\$ 34,800
City of Atlanta Programmed projects											
ATL1	Jonesboro School Drive Plaza/School Drive Macedonia	Livable Communities/Activity Centers – Public Plazas and Greenspaces	Pedestrian			2006?			COA	LCI, OOL	
ATL2	Jonesboro-McDonough Plaza	Livable Communities/Activity Centers – Public Plazas and Greenspaces	Pedestrian			2007			COA	LCI, OOL	
ATL3	Jonesboro-School Drive Plaza/School Drive Macedonia	Greenspace Enhancements from Jonesboro/Hutchins to Jonesboro/Macedonia	Pedestrian			2009			COA	OOL	
ATL4	Lakewood Heights Town Center Streetscape	Streetscape bounded by Jonesboro/Lakewood/Cair/Schoen	Pedestrian						COA	OOL	
ATL5	Southtown Trail/South River Greenway	Greenway and trail system in Council Districts 1 and 12 on all tributaries of the main stem on the South River from the DeKalb County line to I-75/85, and trails from CSX railroad south to Soutiside Park	Pedestrian, Bicycle			2009			COA	OOL	

Table 4.1: Transportation Projects (continued)

Project ID	Project Name	Description	Type of Improvement	Engineering Year	Engineering Cost	Construction Year	Construction Cost	Total Project Cost	Responsible Party	Funding Source	Local Source Match & Amount
ATL6	Jonesboro Road	Traffic Signals and Communications	Road			2007			COA	QOL	
ATL7	Dist 1 Street Resurfacing Projects	Blecker Ave, Martin Ave, Olive Street and others	Road			2006			COA	QOL	
ATL8	South Bend Park Greenway	Greenway Trail from Lakewood Ave. to Harper Rd.	Pedestrian, Bicycle			2009			COA	QOL	
ATL9	Traffic Calming Measures	Unspecified	Road			2010			COA	QOL	
ATL10	Intersections	Unspecified	Road			2008			COA	QOL	
ATL11	Crosswalk Installation, CD1 and CD12	Replace existing crosswalks with international crosswalks at arterial and collector streets	Pedestrian			ongoing			COA	QOL	

Figure 4.1: Transportation Improvement Projects

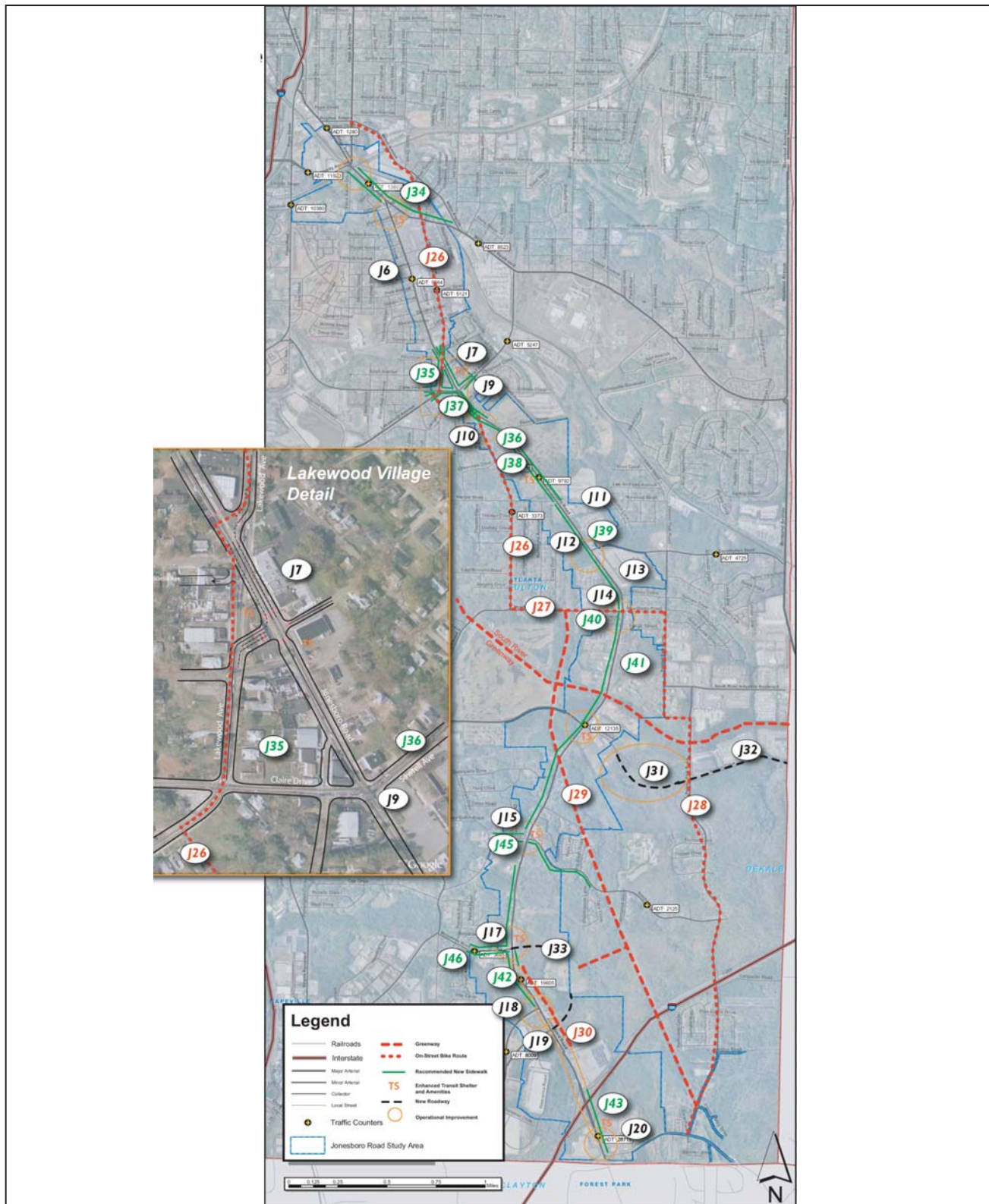


Table 4.2: Other Projects

FIVE YEAR IMPLEMENTATION PLAN

Jonesboro Road Redevelopment Plan Study Area: Other Projects*

ID	Description/Action	Cost	Year	Responsible Party	Funding Source
Marketing Projects					
O-1	National Register of Historic Places Inventory	Staff Time	2006	City (Urban Design Commission)	City (Urban Design Commission)
O-2	Cultural Resources Survey for Southside Park	\$7,500	2006	City, UGA	City (Office of Parks Design)
O-3	Historic Jonesboro Road markers	\$40,000	2007	City (Urban Design Commission)	Private
O-4	Create a public parking deck in Lakewood Heights (250 spaces)	\$3,000,000	2009	ADA, Private	ADA, Private, Bonds
O-5	Work with property owners to designate identified buildings as Landmarks	Staff Time	2006	City	City
O-6	Install a pedestrian and vehicular wayfinding system on Jonesboro Road directing people to historic neighborhoods and Downtown Atlanta	\$200,000	2006	Private	Private
	Total (excluding staff time):	\$3,247,500			
Parks and Open Space Projects					
O-7	Prepare a Master Plan for Southside Park	\$45,000	2006	City (Office of Parks Design)	City
O-8	Improvements for Southside Park, in accordance with Southside Park Master Plan	TBD	2007	City (Office of Parks Design)	City
O-9	Expand and rebuild Jonesboro Road and Lakewood Avenue pocket park	\$633,000	2007	City, Private	City, Private
O-9a	Land Acquisition - 1665 Jonesboro Road - 0.42 ac. (PIN: 1400570026001)	\$483,000	2007	City, Private	City, Private
O-10	Enhance Jonesboro Triangle Park (Jonesboro Road and Hutchens Drive)	\$40,000	2007	City, Private	City, Private
O-11	Purchase the commercial properties located in front of Southside Park: located at 3500, 3504, 3530, and 3532 Jonesboro Road)	\$652,750	2008	City (Office of Parks Design)/ADA	City (Office of Parks Design)/ADA
O-11a	Land Acquisition - 3500 Jonesboro Road - 1.28 ac. (PIN:140034LL0846)	\$278,750	2008	City (Office of Parks Design)/ADA	City (Office of Parks Design)/ADA
O-11b	Land Acquisition - 3504 Jonesboro Road - 0.41 ac. (PIN: 140034LL0747)	\$90,000	2008	City (Office of Parks Design)/ADA	City (Office of Parks Design)/ADA
O-11c	Land Acquisition - 3530 Jonesboro Road - 0.87 ac. (PIN: 140034LL0838)	\$190,250	2008	City (Office of Parks Design)/ADA	City (Office of Parks Design)/ADA
O-11d	Land Acquisition - 3532 Jonesboro Road - 0.43 ac. (PIN: 140034LL0796)	\$93,750	2008	City (Office of Parks Design)/ADA	City (Office of Parks Design)/ADA
O-12	Develop new pocket parks:	\$1,638,925		City, Private	City, Private
O-12a	Land Acquisition - 1701 Lakewood Avenue (the northern intersection of Jonesboro Road at Lakewood Avenue) - 0.24 ac. (PIN: 1400570017045)	\$185,250	2008	City, Private	City, Private
O-12a	Improvements - 1701 Lakewood Avenue	\$150,000	2008	City, Private	City, Private
O-12b	Land Acquisition - 105 McDonough Boulevard (Jonesboro Road at McDonough Boulevard) - 0.18 ac. (PIN: 1400560005061)	\$300,000	2007	City	City
O-12b	Improvements - 105 McDonough Boulevard	\$145,000	2007	City	City
O-12c	Land Acquisition - 180 Harriett St. (portion of A-Tow site) - 3.00 ac. out of 10.00 total ac. (PIN: 1400560011049)	\$1,008,675	2007	City, Private	City, Private
O-12c	Improvements - 180 Harriett St.	\$600,000	2007	City, Private	City, Private
O-13	Purchase "Quality of Life" receiving areas for new greenspace:	\$882,250	2008	Public/Private	Public/Private
O-13a	Meldon Avenue (rear) - 0.46 ac. (PIN: 1400570010002)	\$58,250	2008	Public/Private	Public/Private
O-13b	Crogman Street - 1.40 ac. (PIN: 1400570010029)	\$109,250	2008	Public/Private	Public/Private
O-13c	57 Hardwick Street - 2.0 ac. (PIN: 1400570010004)	\$135,250	2008	Public/Private	Public/Private
O-13d	Crogman Street - 0.13 ac. (PIN: 1400570010028)	\$35,500	2008	Public/Private	Public/Private

Table 4.2: Other Projects (continued)

O-13e	Rhodesia Avenue - 1.10 ac. (PINs: 140057LL005)	\$82,500	2008	Public/Private	Public/Private
O-13f	Rhodesia Avenue - 1.80 ac. (PINs: 1400570021046)	\$78,750	2008	Public/Private	Public/Private
O-13g	Rhodesia Avenue - 0.40 ac. (PINs: 1400570021045)	\$36,750	2008	Public/Private	Public/Private
O-13h	Rhodesia Avenue - 1.50 ac. (PINs: 1400570022032)	\$63,500	2008	Public/Private	Public/Private
O-13k	1975 Freemont Street - 0.27 ac. (PINs: 1400390007021)	\$38,750	2008	Public/Private	Public/Private
O-13l	1999 Freemont Street - 0.36 ac. (PINs: 1400390007090)	\$11,250	2008	Public/Private	Public/Private
O-13m	Meador Avenue - 2.35 ac. (PINs: 1400580007043)	\$132,500	2008	Public/Private	Public/Private
O-13t	2003 Freemont Street - 0.36 ac. (PINs: 1400390007106)	\$11,250	2008	Public/Private	Public/Private
O-13u	2007 Freemont Street - 0.37 ac. (PINs: 1400390007107)	\$11,250	2008	Public/Private	Public/Private
O-13v	1981 Freemont Street - 0.27 ac. (PINs: 1400390007108)	\$38,750	2008	Public/Private	Public/Private
O-13w	1987 Freemont Street - 0.27 ac. (PINs: 1400390007109)	\$38,750	2008	Public/Private	Public/Private
	Total (excluding staff time):	\$3,585,675			
Public Facilities Projects					
O-14	Establish a charter school on A-Tow site	\$692,250	2008	Private	Private
O-14a	Land Acquisition - 1449 Lakewood Avenue - 1.11 ac. (PIN: 1400560011165)	\$277,500	2008	Private	Private
O-14b	Land Acquisition - 181 Lakewood Avenue - 3.04 ac. (PIN: 1400560011049)	\$414,750	2008	Private	Private
O-15	Establish a "Walk to School" program	Staff Time	2007	City	City
O-16	Re-locate the Lakewood Heights post office into a mixed-use building	\$1,500,000	2011	City, USPS	USPS
O-17	Install at least one bicycle rack in all village and town centers established in the Framework Plan	\$10,000	2006	City	City
O-18	Provide pedestrian access to Southside Park from the Atlanta Expo Center and the proposed Conley Road retail district underneath I-285.	TBD	2011	Private/City	Private
O-19	Establish a stormwater utility	Staff Time	2007	City (Dept. Watershed Management)	City/Private Grants//Public
	Total (excluding staff time):	\$2,894,500			
Other Local Initiatives					
O-20	Future Land Use Plan amendments	Staff Time	2007	City	City
O-21	Adopt TDR enabling ordinance	Staff Time	2007	City	City
O-22	Zoning code amendments	Staff Time	2007	City	City
	Total (excluding staff time):	\$0			
GRAND TOTAL:		\$9,727,675			

* Assume all values in 2006 dollars.

Provide pedestrian access to Southside Park from the Atlanta Expo Center and the proposed Conley Road retail district underneath I-285. (O-#)

Adopt easements into the Comprehensive Development Plan (CDP) to require new development to build roads that connect into Southside Park in accordance with the Master Plan.



The Urban Enterprise Zone program has encouraged affordable housing around Centennial Park in Downtown

4.2 LAND USE PLAN AND ZONING CHANGES

A key recommendation of this study is eliminating auto-oriented land uses in favor of more urban, pedestrian-oriented buildings. Before this can occur, however, amendments to the City of Atlanta's 15 Year Future Land Use Plan Map and subsequent zoning changes must occur. Current land use classifications and zoning designations have created the auto-oriented land uses that residents, businesses, and property owners so desperately want to change.

15 Year Future Land Use Plan Map and subsequent zoning changes are priority actions for this study. They are intended to codify recommended land uses, urban design standards and streetscape treatments. Land use recommendations focus on increasing the "Mixed-Use" classification in many areas, while zoning changes support use of the pedestrian-oriented Quality of Life Zoning Codes.

The zoning changes recommended in this study are intended to balance the community's wishes for the Study Areas, market realities, and the current rights of land owners. They are intended to maintain properties values, while enacting controls to support greater pedestrian orientation and contextualism. Many of the urban design characteristics envisioned will increase development costs and challenge the expressed desire to increase affordable or workforce housing. As a result, the study recommends zoning changes that achieve the community's vision while providing an economic incentive to redevelop existing marginal, but expensive, land uses.

For example, the study supports establishing height controls throughout, even though no such controls exist today. Under current C1 and C2 zoning it would be possible to build mid-rise office buildings or hotels along many of the larger, deeper lots on the corridor (subject the transitional height plane) without any public input. This has, of course, not happened due to the limited demand for such, but the fact that a given property is zoned for this does affects its market value. To allay the concern that imposing height controls could represent "takings," the study often recommends both height limits and increased residential density. Because there is stronger demand for housing than office or hotel uses, land values are maintained by increasing the permission for neighborhood-scaled housing.

It is possible that the design standards recommended *vis-a-vis* proposed zoning changes could actually enhance values. By increasing design requirements and prohibiting suburban-style development, proposed zoning changes raise the bar for new

development, protect high quality development, and protect neighborhoods. For example, without them, there is little incentive for a developer to invest in a street-oriented retail building if the adjacent parcel can compete for the same tenants with a low-grade, lower rent box surrounded by parking.

15-Year Future Land Use Plan Map Amendments

Prior to rezoning, the 15 Year Future Land Use Plan Map must be amended to support proposed zoning changes. Figure 4.1 illustrates the recommended future land use changes.

Zoning Changes

Zoning changes proposed are shown on Figure 4.2. Those followed by a “C” indicate that conditions should be added to the under-lying zoning. These conditions are necessary where the indicated FAR or height is less than permitted by the base zoning.

Zoning change recommendations assume that currently planned changes to the City’s Quality of Life Zoning Districts will be implemented as planned. These changes include adjusting setbacks, heights, FAR, etc. to remedy problems identified in the districts since their implementation several years ago. Central to these are changes intended to make MRC-1 a viable designation for major corridors citywide, including Jonesboro Road.

Workforce Housing

Affordable or workforce housing is critical to the diverse urbanism envisioned for the Study Area. However, because of land costs and the nature of development, the private sector has failed to meet the demand for this housing type. That said, given market conditions, imposing both mandatory affordable housing requirements and higher development costs associated with street-oriented buildings and streetscapes is not the answer. This will only drive developers to other areas where these requirements do not exist.

Fortunately, the BeltLine TAD and a recently created Urban Enterprise Zone (UEZ) for Jonesboro Road promise to support workforce housing along the corridor. It is an expressed recommendation of this study that a minimum of 20% workforce housing be provided with new development along the corridor. However, this 20% need not occur in each project or within a given geographic area. Many local non-profits, such as CHARIS, have shown their expertise in providing quality workforce housing, while for-profit developers are often incapable of doing the same. As such, it may be more appropriate for individual projects to have higher or lower percentages, provided the 20% is maintained for new development corridor-wide.

As the City implements zoning changes, the BeltLine TAD, and the Jonesboro Road UEZ, it should consider allowing affordable housing requirements to be transferred between developments. By doing so, those builders capable of taking advantage of Federal tax credits for workforce housing can do so, while those builders who would otherwise have too few units or too little experience, could purchase “credits” from them.

Figure 4.1: 15-Year Land Use Plan Changes

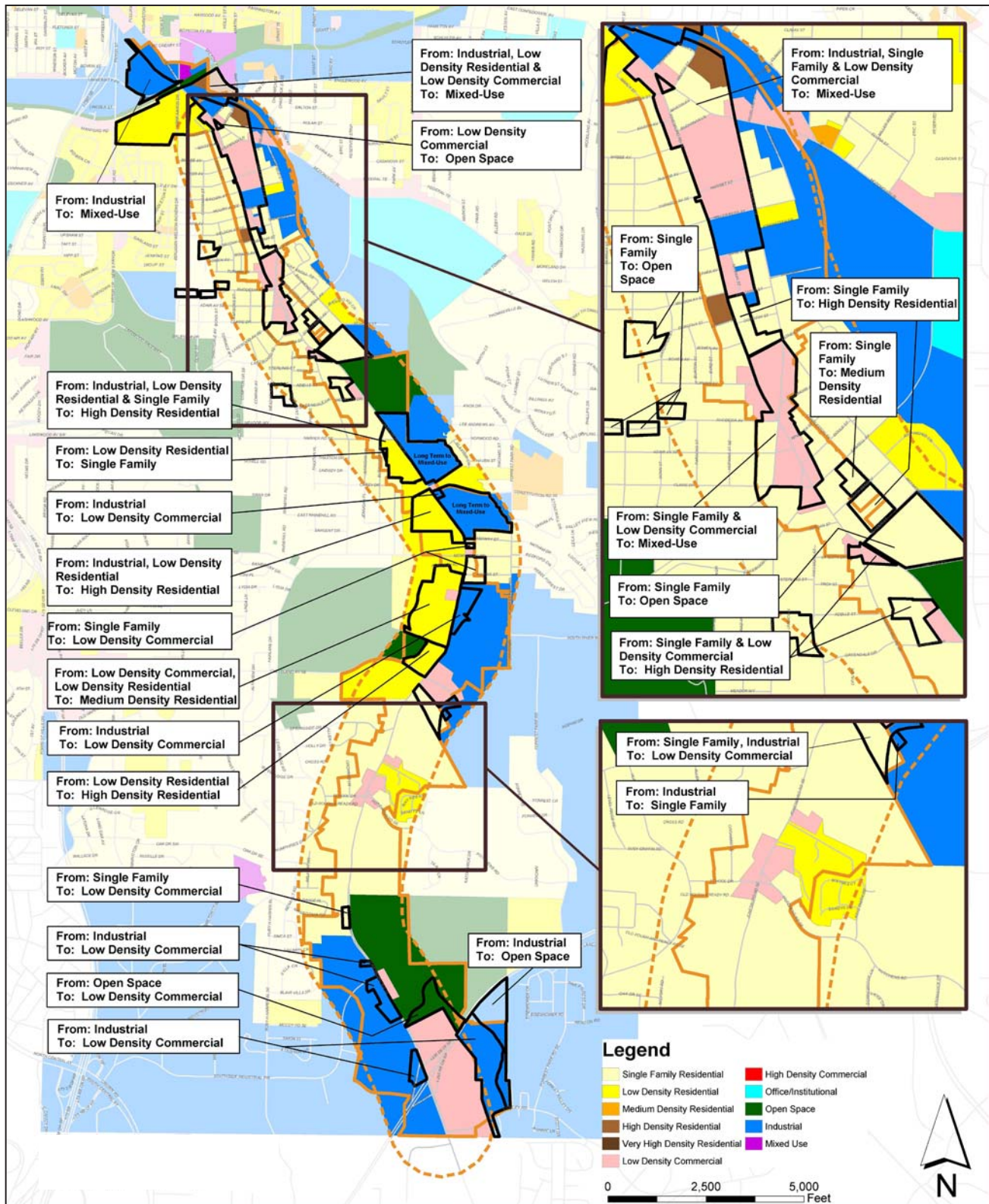
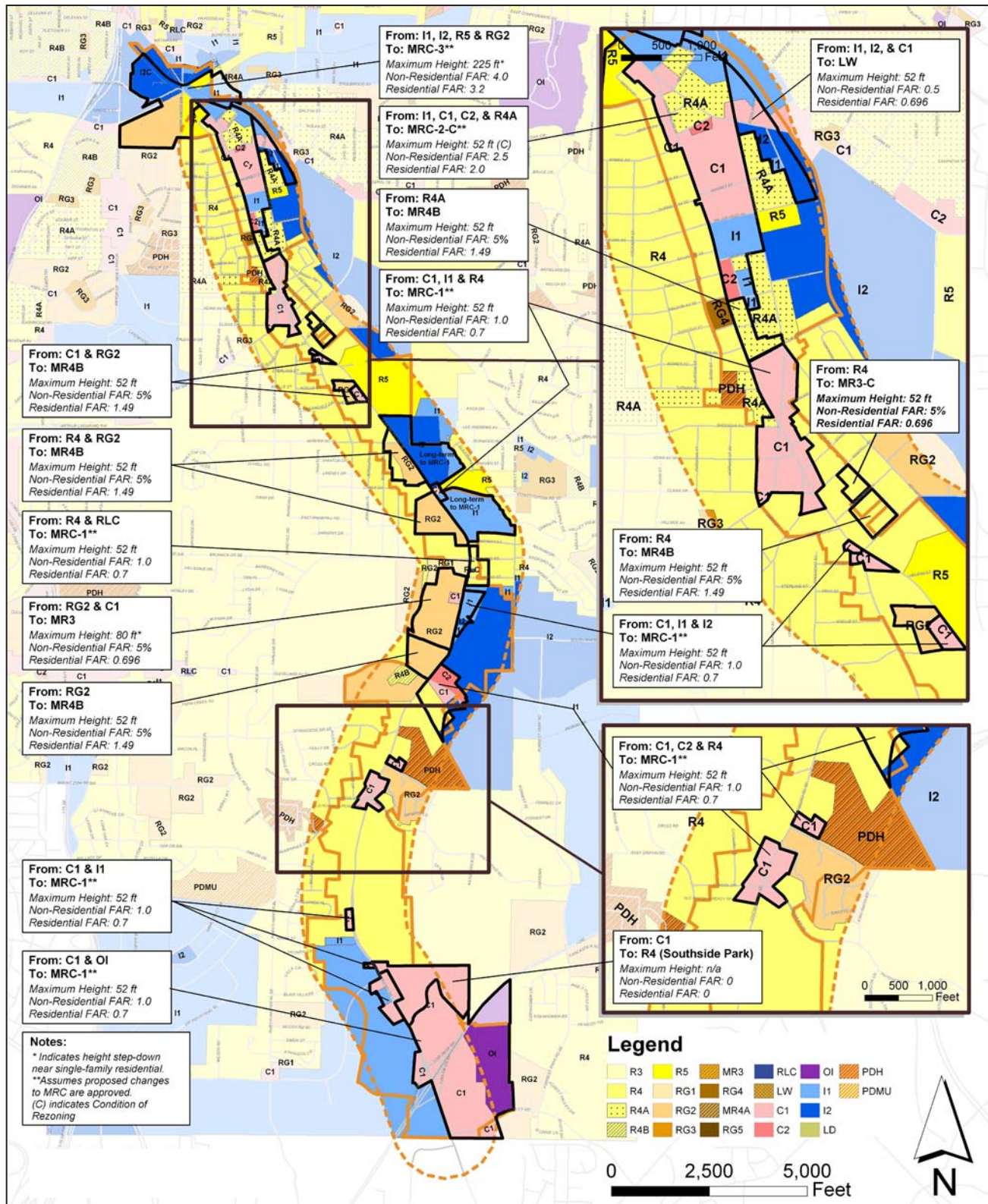


Figure 4.2: Zoning Changes



4.3 EMPLOYMENT & POPULATION ANALYSIS

It is projected that the built-out Concept Plan will add jobs and population to the Study Area as follows:

2016 Employment and Population

Currently, 1,881 employees are estimated to work within the Study Area. When the recommended land uses are factored into this, 5,082 new jobs will be added to the Study Area by 2011 and an additional 2,377 new jobs will be added by 2016. The table below displays projected employment gains from development in the Study Area.

It is estimated that 3,788 residents currently live within the Study Area. The recommended land uses will increase the number of residents to 4,645 by 2011 and 6,021 by 2016. Depending on the redevelopment of the BeltLine node, this number could be even higher.

Table 4.3: Jonesboro Road Employment: 2006-2016

	Retail/ Commercial	Industrial/ Warehousing	Office	Total
January 1, 2006				
Employees	1,420	367	94	1,881
Framework Plan - 2011 Estimate				
Net New Square Footage	655,000	105,000	15,000	775,000
Net Employees	461	286	160	907
Total Employment	1,861	653	254	2,788
Framework Plan - 2016 Estimate				
Net New Square Footage	275,000	105,000	15,000	395,000
Net Employees	194	286	160	639
Total Employment	2,075	939	413	3,427
Framework Plan - Long-Term Estimate				
Net New Square Footage	50,000	0	210,000	260,000
Net Employees	35	0	2,234	2,269
Total Employment	2,110	939	2,647	5,697

* These estimates do not include the 1 million sf of new industrial space at Southside Industrial Park.

Table 4.4: Jonesboro Road Population: 2006-2016

	Single-Family	Townhomes/ Condominiums	Multifamily	Total
January 1, 2006				
Housing Units	749	27	391	1,166
Average Household Size	3.22	3.09	2.99	-
Population	2,410	83	1,168	3,661
Framework Plan - 2011 Estimate				
Average Household Size	3.00	2.50	2.25	-
Net New Units	294	368	967	1,629
Net New Population	882	920	2,176	3,978
Total Population	3,292	1,003	3,344	7,639
Framework Plan - 2016 Estimate				
Average Household Size	3.00	2.50	2.25	-
Net New Units	441	955	1,875	3,271
Net New Population	1,323	2,388	4,219	7,929
Total Population	4,615	3,390	7,562	15,568

2031 Employment and Population

Forecasting employment and population growth beyond ten years is difficult on the micro-level. Real estate and economic trends are complex and subject to change. Although the recommended land use plan is largely based on a ten-year build-out, longer-term forecasts can be made based on real estate cycles and the assumption that some facilities will be redeveloped.

Table 4.5: Estimated Change in Employment From 2006-2031

Year	Commercial	Industrial/ Warehousing	Office	Total
2006	1,420	367	94	1,881
2011	1,881	653	254	2,788
2016	2,075	939	413	3,427
2021*	2,241	939	446	3,626
2026*	2,420	939	482	3,841
2031*	2,614	939	521	4,074

*Assumes an 8% increase every five years in office and commercial

Table 4.6: Estimated Change in Housing Units From 2006-2031

Year	Single-Family	Townhomes/ Condominiums	Multifamily	Total
2006	749	27	391	1,166
2011	1,043	395	1,358	2,795
2016	1,484	1,350	3,233	6,066
2021**	1,484	1,620	3,879	6,982
2026**	1,484	1,944	4,655	8,082
2031**	1,484	2,332	5,586	9,402

**Assumes a 20% increase every five years in townhomes and multifamily

Table 4.7: Estimated Change in Population From 2006-2031

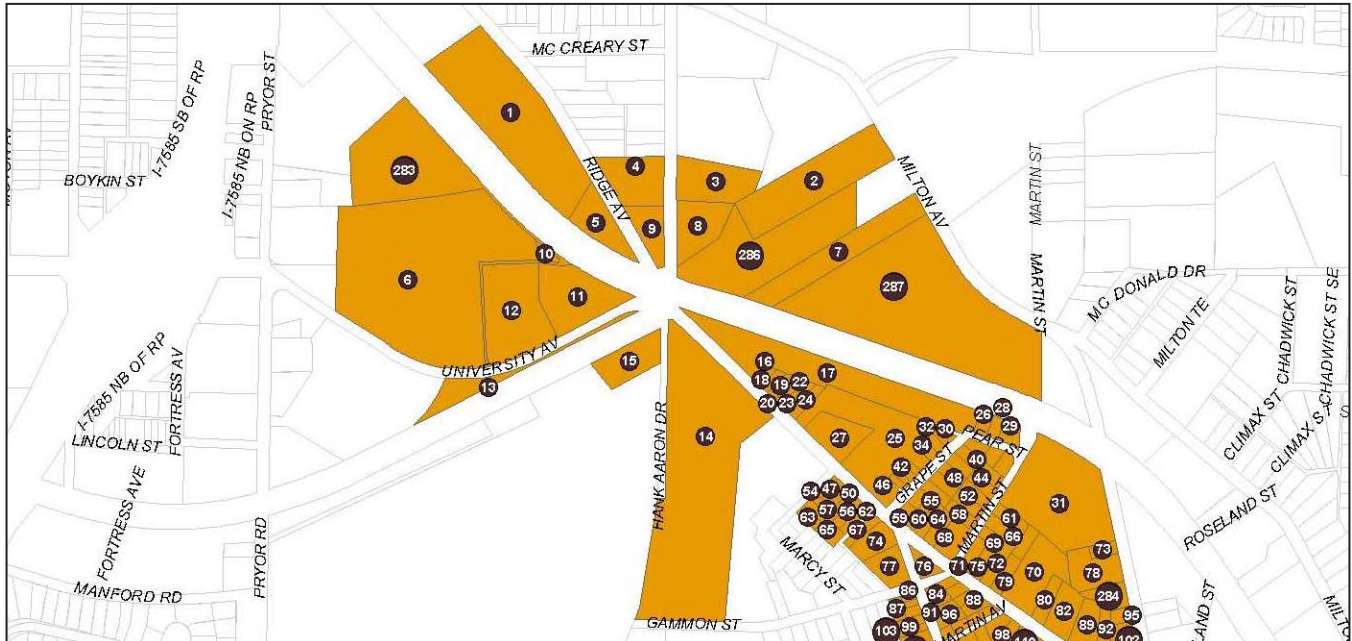
Year	Single-Family Residents	Townhome/ Condo Residents	Multifamily Residents	Total
2006	2,410	83	1,168	3,661
2011	3,292	1,003	3,344	7,639
2016	4,615	3,390	7,562	15,568
2021***	4,615	4,068	9,075	17,759
2026***	4,615	4,882	10,890	20,387
2031***	4,615	5,859	13,068	23,542

***Assumes a 20% increase every five years in townhomes and multifamily residents

4.4 KEY PARCELS

It is critical for City agencies to monitor the status of these recommended land use and zoning changes contained herein, if the redevelopment plan is to achieve its goal. The following pages list a summary of important parcels in the Study Area by zone.

Figure 4.3: Zone A Key Parcels



NUMBER	PIN	SITUS	OWNER	ACREAGE
1	14 0074 LL004	1057 RIDGE AVE	ATLANTA TRANSFER STATION LLC	4.46
2	14 00550012004	79 MILTON AVE	FULTON COUNTY	2.40
3	14 00550012007	CAPITOL AVE	WALLACE MURPHY	1.10
4	14 00740011031	1155 CAPITOL AVE	ART OF BAKING CORPORATION	1.00
5	14 00740011033	1161 RIDGE AVE	HAPPY ISLAND DEVELOPMENT L L C	0.73
6	14 00740010039	99 UNIVERSITY AVE	ROBERT FAULS JR.	8.82
7	14 00560001011	95 MILTON AVE	BURNETTE JOHN C	1.63
8	14 00550012008	CAPITOL AVE	WALACE MURPHY	0.87
9	14 00740011032	1169 CAPITOL AVE	WELDON FRANCES E	0.54
10	14 00740010040	UNIVERSITY AVE REAR	S S S CO	0.09
11	14 00740010025	65 UNIVERSITY AVE	S S S CO	1.44
12	14 00740010023	71 UNIVERSITY AVE	S S S CO	2.01
13	14 00730003XXX	N/A	N/A	0.66
14	14 0056 LL004	CAPITOL AVE	CITY OF ATLANTA	7.92
15	14 0073 LL018	1225 CAPITOL AVE	FULTON COUNTY	0.76
16	14 00560002028	MC DONOUGH BLV	PAPER STOCK DEALERS INC	0.06
17	14 00560002040	28 MC DONOUGH BLV	PAPER STOCK DEALERS INC	2.91
18	14 00560002027	36 MC DONOUGH BLV	PAPER STOCK DEALERS INC	0.08
19	14 00560002026	38 MC DONOUGH BLV	PAPER STOCK DEALERS INC	0.11
20	14 00560002025	MC DONOUGH BLV	PAPER STOCK DEALERS INC	0.04
22	14 00560002023	44 MC DONOUGH BLV	PAPER STOCK DEALERS INC	0.07
23	14 00560002022	MC DONOUGH BLV	N/A	0.07

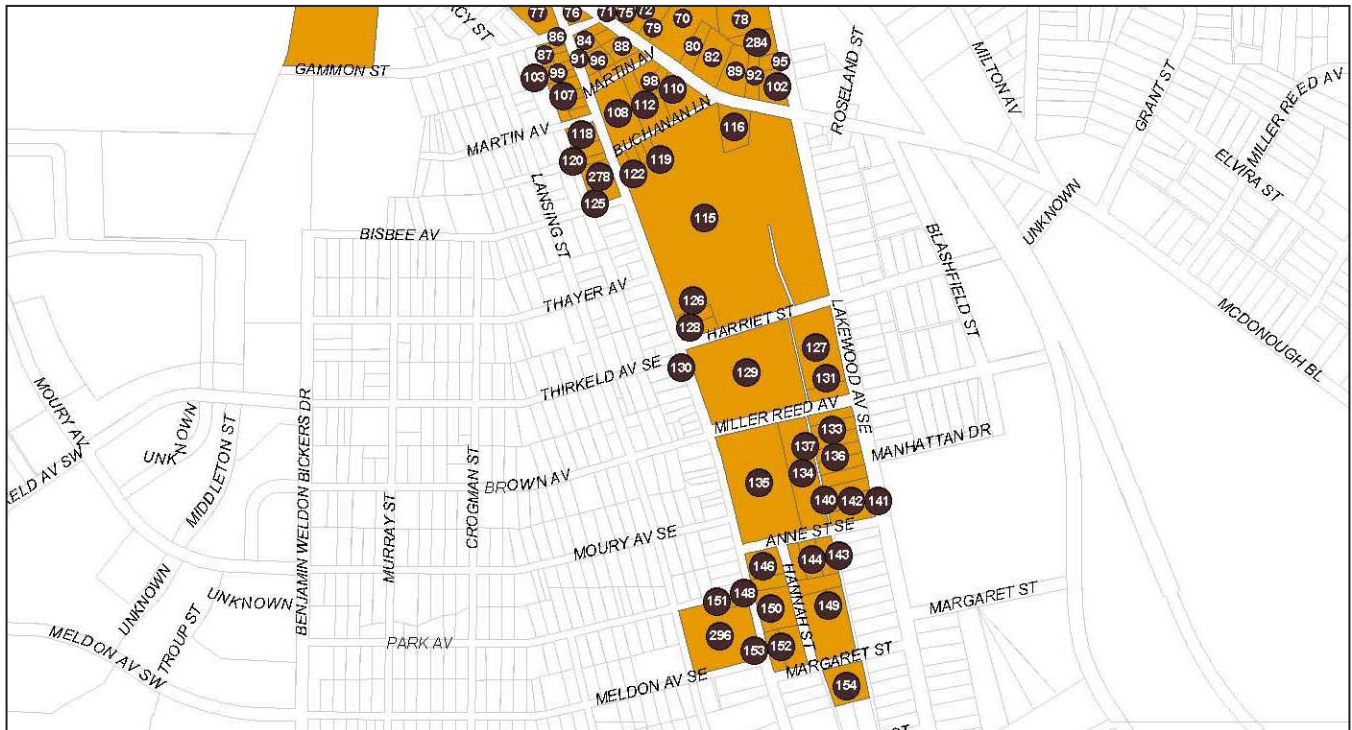
Figure 4.3: Zone A Key Parcels (continued)

NUMBER	PIN	SITUS	OWNER	ACREAGE
24	14 00560002021	MC DONOUGH BLV	UNITED REAL PROPERTY INVEST	0.15
25	14 00560002041	MC DONOUGH BLV	PAPER STOCK DEALERS INC	2.40
26	14 00560005002	122 PEAR ST	SOUTHERN REGION IND REALTY INC	0.11
27	14 00560002037	54 MC DONOUGH BLV	PAPER STOCK DEALERS INC	0.66
28	14 00560005003	PEAR ST	SOUTHERN REGION IND REALTY INC	0.10
29	14 00560005004	PEAR ST	SOUTHERN REGION IND REALTY INC	0.16
30	14 00560002004	1249 GRAPE ST	LEMBERG ALEX	0.08
31	14 00560003002	1265 LAKEWOOD AVE	INTERDENOMINATIONAL COMMUNITY	3.02
32	14 00560002005	1253 GRAPE ST	NEELY FELICITY	0.07
34	14 00560002006	GRAPE ST	BOWEN WALTER G ET AL	0.08
40	14 00560005008	1261 MARTIN ST	WALLER HOWARD	0.14
42	14 00560002009	GRAPE ST	PAPER STOCK DEALERS INC	0.05
44	14 00560005009	MARTIN ST	TREBLOC ENTERPRISES INC	0.14
46	14 00560002011	1269 GRAPE ST	JOHNGALT HOLDINGS LLC	0.04
47	14 00560005053	MC DONOUGH BLV	WHITE ANTONIO M	0.14
48	14 00560005019	1264 GRAPE ST	DEUTSCHE BANK NATIONAL TRUST	0.14
50	14 00560005055	MC DONOUGH BLV	COFFEE LYDIA W	0.08
52	14 00560005011	1279 MARTIN ST	MORRIS CARMAN	0.15
54	14 00560005057	MARCY ST	WHITE CHARLES W	0.07
55	14 00560005016	MC DONOUGH BLV	US CAPITAL CORP	0.14
56	14 00560005026	MC DONOUGH BLV	MC FARLAND WILLIAM A	0.12
57	14 00560005058	MARCY ST	WHITE ANTONIO M	0.08
58	14 00560005012	MARTIN ST	HABITAT FOR HUMANITY IN ATL	0.15
59	14 00560005017	MC DONOUGH BLV	PAPER STOCK DEALERS INC	0.09
60	14 00560005015	MC DONOUGH BLV	DAVIS MARILYN	0.15
61	14 00560003021	MARTIN ST	CMB HOMES LLC & NEELY FELICITY	0.17
62	14 00560005027	79 MC DONOUGH BLV	COBB EMMA J	0.12
63	14 00560005059	MARCY ST	CHARIS COMMUNIT HOUSING INC	0.10
64	14 00560005014	104 MC DONOUGH BLV	SAINT JAMES FIRST BAPTIST MISS	0.18
65	14 00560005060	MC DONOUGH BLV R	JEFFERSON JANE W AGT	0.19
66	14 00560003020	1280 MARTIN ST	CMB HOMES LLC	0.35
67	14 00560005028	MC DONOUGH BLV	CHARIS COMMUNITY HOUSING INC	0.14
68	14 00560005013	MC DONOUGH BLV	CHARIS COMMUNITY HOUSING INC	0.31
69	14 00560003019	MARTIN ST	HABITAT FOR HUMANITY IN ATL	0.12
70	14 00560003014	134 MC DONOUGH BLV	TOMS EDMINYON	1.01
71	14 00560003018	118 MC DONOUGH BLV	LONG FREDDIE MAE	0.16
72	14 00560003016	MC DONOUGH BLV	CHARIS COMMUNITY HOUSING INC	0.22
73	14 00560003003	1299 LAKEWOOD AVE	METRO FINANCIAL & DEV LLC	0.13

Figure 4.3: Zone A Key Parcels (continued)

NUMBER	PIN	SITUS	OWNER	ACREAGE
74	14 00560005029	1297 MC DONOUGH BLV	FCS URBAN MINISTRIES INC	0.36
75	14 00560003017	122 MC DONOUGH BLV	JACKSON JIMI L & INGEL W	0.16
76	14 00560005061	105 MC DONOUGH BLV	JOHNSON HERMAN SR	0.17
77	14 00560005063	1297 MC DONOUGH BLV	FCS URBAN MINISTRIES INC	0.42
78	14 00560003025	1309 LAKEWOOD AVE	FRAZIER LEE	0.93
79	14 00560003015	MC DONOUGH BLV	FRANKLIN ALLISON D	0.19
283	14 00740010041	99 UNIVERSITY AVE R	FAULS ROBERT J JR	3.40
286	tmp181071	N/A	N/A	3.20
287	14 00560001006	125 MILTON AVE	ONE TWO FIVE MILTON AVE LLC	7.89

Figure 4.4: Zone A Key Parcels (continued)

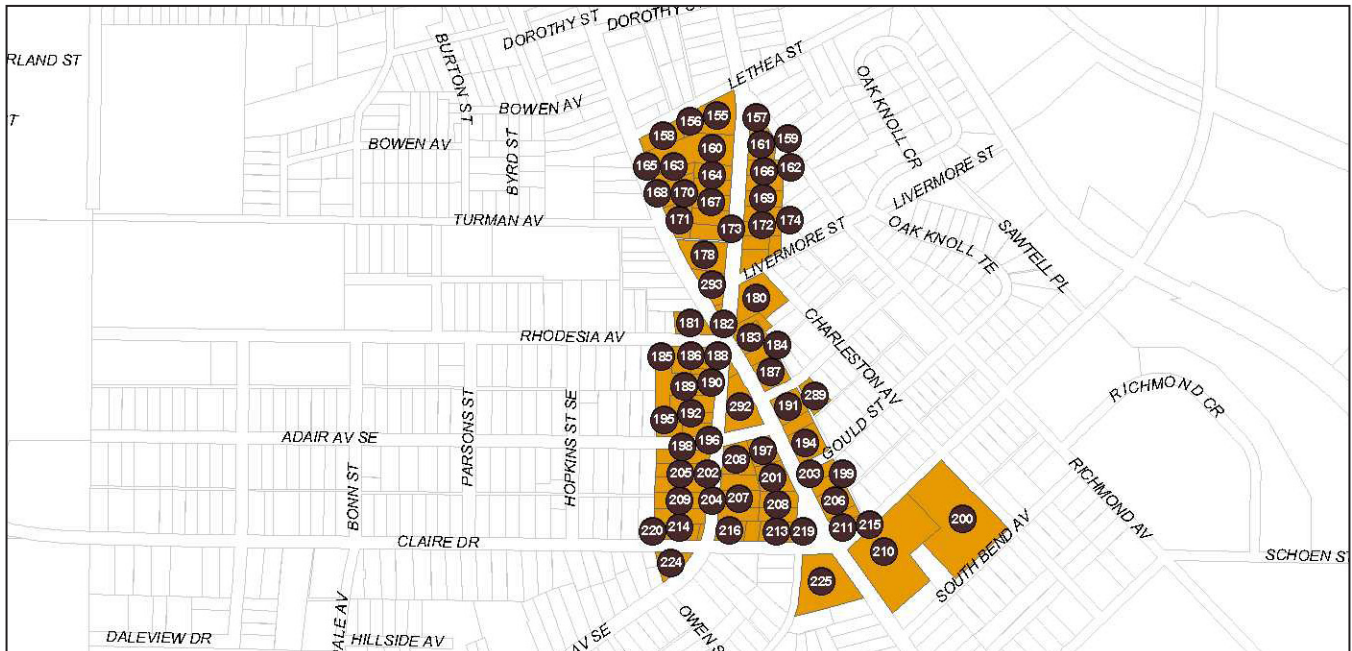


NUMBER	PIN	SITUS	OWNER	ACREAGE
80	14 00560003013	144 MC DONOUGH BLV	WALTER I AARON CONSTRUCTION	0.23
82	14 00560003012	156 MC DONOUGH BLV	AARON WALTER I SOLE OWNER	0.48
84	14 00560008034	1326 JONESBORO RD	JOHNSON HERMAN L	0.15
86	14 00560008019	1321 JONESBORO RD	NICHOLAS ROBERT E & REBECCA G	0.04
87	14 00560008018	89 GAMMON ST	ALLEN BENJAMIN F & ESTELLA	0.11
88	14 00560008038	129 MC DONOUGH BLV	DILLARD ROSA	0.11
89	14 00560003022	166 MC DONOUGH BLV	COLUMBUS MISSIONARY BAPTIST	0.42
91	14 00560008044	1330 JONESBORO RD	DLUGOZIMA STANLEY M JR &	0.10
92	14 00560003011	MC DONOUGH BLV	SHIM DIANE	0.21
95	14 00560003024	LAKEWOOD AVE	SHIM DIANE	0.11
96	14 00560008043	1334 JONESBORO RD	NEW HORIZON CHURCH CLUB TRUST	0.12
98	14 00560008082	141 MC DONOUGH BLV	NEWELL LOUIS W SR	0.16
99	14 00560008022	JONESBORO RD	WALLACE JAMES L	0.11
102	14 00560003023	184 MC DONOUGH BLV	SHIM DIANE	0.30
103	14 00560008023	1333 JONESBORO RD	WALLACE JAMES L	0.07
107	14 00560008098	1335 JONESBORO RD	CHAPMAN LEATRICE F	0.15
108	14 00560008080	1354 JONESBORO RD	GOOLSBY THOMAS JR & MICHAEL B	0.74
110	14 00560008092	159 MC DONOUGH BLV	GOOLSBY LILLIE M	0.33
112	14 00560008091	136 BUCHANAN LN	GOOLSBY THOMAS JR	0.28
115	14 00560011048	180 HARRIET ST	M D S P LLC	11.00

Figure 4.4: Zone A Key Parcels (continued)

NUMBER	PIN	SITUS	OWNER	ACREAGE
116	14 00560011002	171 MC DONOUGH BLV	HEMBREE MARGARET H	0.43
118	14 00560008067	1357 JONESBORO RD	COFFEE GWENDOLYN &	0.21
119	14 00560011032	133 BUCHANAN LN	PORTER MARION M	0.07
120	14 00560008068	1363 JONESBORO RD	KING WILLIAM R SR &	0.14
122	14 00560011030	127 BUCHANAN LN	STURDIVANT JANICE	0.07
125	14 00560008073	116 BISBEE AVE	WILLIS GAYNELL	0.06
126	14 00560011018	JONESBORO RD	DAVECO BUILDERS INC	0.17
127	14 00560011165	N/A	N/A	1.11
128	14 00560011017	1440 JONESBORO RD	SPIELBERG JACK	0.18
129	14 00560011049	1419 LAKEWOOD AVE	MDSP LLC	3.04
130	14 00560010088	1449 JONESBORO RD	WOODARD MAURICE JR	0.05
131	14 00560011041	1449 LAKEWOOD AVE	HIGGS JAMES	0.20
133	14 00570004007	LAKEWOOD AVE	N/A	0.20
134	14 00570004022	200 ANNE ST	HILL MANUFACTURING CO INC	1.10
135	14 00570004023	1500 JONESBORO RD	N/A	2.49
136	14 00570004008	LAKEWOOD AVE	N/A	0.20
137	14 00570004009	LAKEWOOD AVE	N/A	0.20
140	14 00570004012	LAKEWOOD AVE	N/A	0.20
141	14 00570004013	LAKEWOOD AVE	N/A	0.20
142	1400570004022	ANNE ST	N/A	0.23
143	14 00570009012	ANNE ST	AGAPE CHRISTIAN ACADEMY INC	0.23
144	14 00570009011	ANNE ST	AGAPE CHRISTIAN ACADEMY INC	0.23
146	14 00570009029	1518 JONESBORO RD	WEATHERBY JOYCE GWENDOLYN	0.32
148	14 00570009003	1522 JONESBORO RD	LAWRENCE TIMOTHY	0.16
149	14 00570009031	228 MARGARET ST	FUTURE VENTURES LLC	1.01
150	14 00570009004	1534 JONESBORO RD	WHITWORTH H L	0.51
151	14 00570008003	1525 JONESBORO RD	MORRIS TOM JR &	0.08
152	14 00570009030	218 MARGARET ST	MILLER STANLEY	0.31
153	14 00570009005	1540 JONESBORO RD	LILI PROP INC	0.20
154	14 00570013007	229 MARGARET ST	WELDON FRANCES E &	0.52
278	14 00560008099	JONESBORO RD	GOOLSBY THOMAS D JR	0.36
296	14 00570008020	MELDON AVE	MOUNT PLEASANT BAPTIST CHURCH	1.56

Figure 4.5: Zone B Key Parcels



NUMBER	PIN	SITUS	OWNER	ACREAGE
155	14 00570017048	1629 LAKEWOOD AVE	TILLMAN ANNA	0.48
156	14 00570017051	LETHEA ST	MC INTOSH JOHN W	0.13
157	14 00570017021	1634 LAKEWOOD AVE	PARK GYEONG HO & SEUNG NAM	0.07
158	14 00570017001	1584 JONESBORO RD	MC INTOSH JOHN W	0.28
159	14 00570017022	1640 LAKEWOOD AVE	SKOUTERIS NIKOLAS	0.14
160	14 00570017053	1590 JONESBORO RD	UNITED STATES POSTAL SERVICE	0.87
161	14 00570017023	1644 LAKEWOOD AVE	MC FADDEN WILLIAM J & JEAN H	0.14
162	14 00570017025	1646 LAKEWOOD AVE	SAVAGE JOHN W JR	0.20
163	14 00570017004	1594 JONESBORO RD	LANDRUM ANTHONY B	0.15
164	14 00570017016	LAKEWOOD AVE	BARNETT ANNIE L & SIDNEY	0.20
165	14 00570017005	1596 JONESBORO RD	LANDRUM ANTHONY B	0.14
166	14 00570017026	1660 LAKEWOOD AVE	HEALTHSOUTH INC	0.20
167	14 00570017015	1657 LAKEWOOD AVE	IDC PROPERTIES INC	0.20
168	14 00570017006	1598 JONESBORO RD	LANDRUM ANTHONY B	0.17
169	14 00570017027	1660 LAKEWOOD AVE	ATLANTA SOUTHSIDE COMMUNITY	0.22
170	14 00570017014	LAKEWOOD AVE	LANDRUM BOBBY A & ELKE S	0.20
171	14 00570017042	1604 JONESBORO RD	LANDRUM ANTHONY B & RUSSELL J	0.29
172	14 00570017028	1670 LAKEWOOD AVE	GANTT BETTY H & HAROLD C	0.21
173	14 00570017013	LAKEWOOD AVE	LANDRUM BOBBY A & ELKE S	0.20
174	14 00570017029	1676 LAKEWOOD AVE	GANTT BETTY H & HAROLD C	0.19
178	14 00570017046	1683 LAKEWOOD AVE	CHO YONG HEE	0.44
180	14 00570020028	1700 LAKEWOOD AVE	SUN TRUST BANK ATL	0.58

Figure 4.5: Zone B Key Parcels (continued)

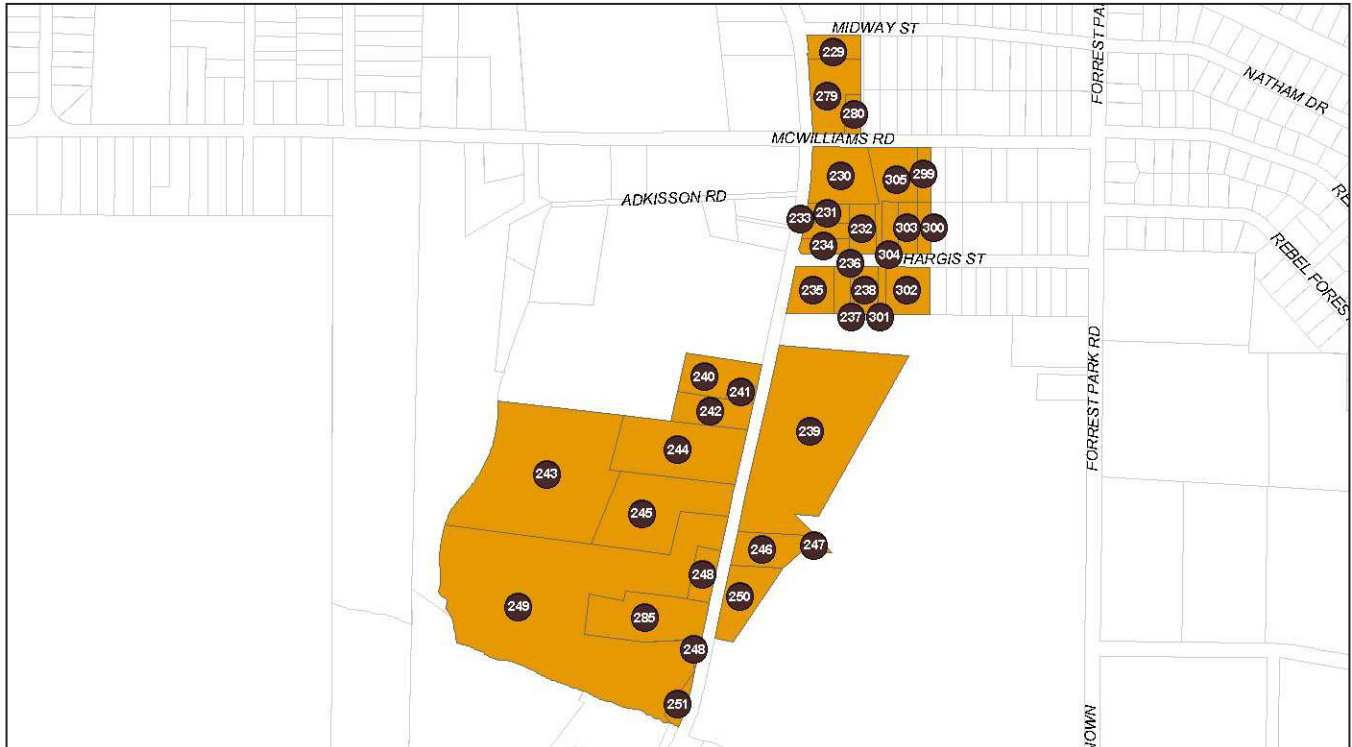
NUMBER	PIN	SITUS	OWNER	ACREAGE
181	14 00570019018	1617 JONESBORO RD	CHURCHS FRIED CHICKEN INC	0.26
182	14 00570020026	LAKEWOOD AVE	SUN TRUST BANK ATL	0.10
183	14 00570020027	1706 LAKEWOOD AVE	MURRAY TAMMY	0.26
184	14 00570020002	1642 JONESBORO RD	ATLANTA CITY JNT COUNCIL OF	0.15
185	14 00570025048	219 RHODESIA AVE	PRATT KENNETH	0.10
186	14 00570025054	1713 LAKEWOOD AVE	FEINBERG STEPHEN ET AL	0.34
187	14 00570020003	1650 JONESBORO RD	GARBER ELLEN TR	0.30
188	14 00570025011	1717 LAKEWOOD AVE	E E H INC	0.05
189	14 00570025052	1723 LAKEWOOD AVE	LEBOW LAND COMPANY LLC	0.56
190	14 00570025012	1719 LAKEWOOD AVE	BEASLEY LEWIS & VERONICA	0.06
191	14 00570027001	1160 JONESBORO RD	KIMS LITTLE BEAR FOODS INC	0.29
192	14 00570025045	1747 LAKEWOOD AVE	SEVEN SISTERS @ LAKEWOOD LLC	0.27
194	14 00570027014	1686 JONESBORO RD	BANKS ROY M ET AL	0.35
195	14 00570025019	ADAIR AVE	SEVEN SISTERS @ LAKEWOOD LLC	0.18
196	14 00570025018	ADAIR AVE	SEVEN SISTERS @ LAKEWOOD LLC	0.15
197	14 00570026016	1671 JONESBORO RD	NOBLE REALTY INC	0.26
198	14 00570025032	LAKEWOOD AVE	SEVEN SISTERS @ LAKEWOOD LLC	0.28
199	14 00400004001	1698 JONESBORO RD	LEBOW LAND COMPANY LLC	0.15
200	14 00390002006	SAWTELL AVE	SECRETARY OF VETERANS AFFAIRS	2.09
201	14 00570026015	1681 JONESBORO RD	NOBLE REALTY	0.32
202	14 00570025033	LAKEWOOD AVE	SEVEN SISTERS @ LAKEWOOD LLC	0.26
203	14 00400004002	1704 JONESBORO RD	DELOACH PATRICIA	0.16
204	14 00570026005	LAKEWOOD AVE	LAKEWOOD HEIGHTS METHODIST TR	0.22
205	14 00570025034	LAKEWOOD AVE	SEVEN SISTERS @ LAKEWOOD LLC	0.29
206	14 00400004021	1712 JONESBORO RD	BABAR SHAFQAT NAWAZ	0.29
207	14 00570026006	1778 LAKEWOOD AVE	KRAUS WILLIAM R &	0.23
208	14 00570026019	1764 LAKEWOOD AVE	CHURCH	0.55
209	14 00570025035	1779 LAKEWOOD AVE	WHITLEY DAVID A	0.31
210	14 00390002013	1800 JONESBORO RD	CHURCH OF GREATER WORKS INT'L	2.00
211	14 00400004005	1714 JONESBORO RD	BABAR SHAPQAT N	0.12
213	14 00570026022	1789 LAKEWOOD TER	WOODS CURTIS C	0.21
214	14 00570025036	1787 LAKEWOOD AVE	COMMUNITY RENEWAL & REDEMPTION	0.27
215	14 00400004020	320 SAWTELL AVE	PANOS INVESTMENTS L P	0.11
216	14 00570026008	1794 LAKEWOOD AVE	LAKEWOOD AUTO PARTS INC	0.21
219	14 00570026021	1797 LAKEWOOD TER	SMITH ALPHONSO	0.11
220	14 00570025038	214 CLAIRE DR	COMMUNITY RENEWAL & REDEMPTION	0.11
224	14 00580002091	1811 LAKEWOOD AVE	SIMMONS TERRELL	0.24
225	14 00390001016	1805 JONESBORO RD	CULBERSON DENNIS E	0.95
289	14 00570027011	7 WHATLEY ST	BRANCH BANKING & TRUST CO	0.35

Figure 4.6: Zone C Key Parcels



NUMBER	PIN	SITUS	OWNER	ACREAGE
226	14 00270001001	2210 JONESBORO RD	JENKINS JAMES EARL	0.41
227	14 00270001008	2220 JONESBORO RD	JENKINS JAMES E	0.56
228	14 00270001027	705 CONSTITUTION RD	BRAND NEW HOMES INC	0.83

Figure 4.7: Zone C (continued) and Zone D Key Parcels

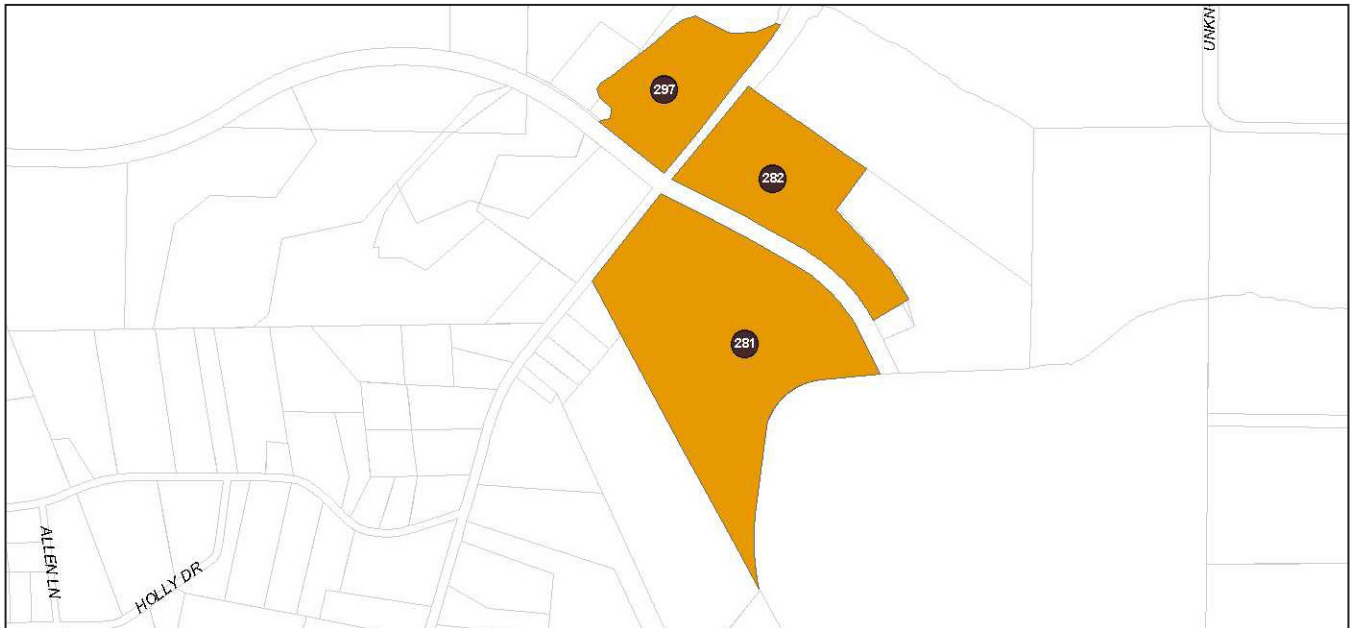


NUMBER	PIN	SITUS	OWNER	ACREAGE
229	14 00270002045	JONESBORO RD	DELIVERANCE MINISTRY INC	0.46
230	14 00280001001	2410 JONESBORO RD	FOUNTAIN OF LIFE CHRISTIAN CH	1.28
231	14 00280001023	2430 JONESBORO RD	GILBERT SHOMANDA	0.30
232	14 00280001055	808 HARGIS ST	NEW LIFE TABERNACLE CH OF GOD	0.48
233	14 00280001024	JONESBORO RD	NEW LIFE TABERNACLE CH OF GOD	0.25
234	14 00280001025	JONESBORO RD	NEW LIFE TABERNACLE CH OF GOD	0.27
235	14 00280001059	JONESBORO RD	HARGIS ST CH OF GOD IN CHRIST	0.74
236	14 00280001029	HARGIS ST	CITY OF ATLANTA	0.27
237	14 00280001030	HARGIS ST	CITY OF ATLANTA	0.07
238	14 00280001040	805 HARGIS ST	CHURCH OF GOD IN CHRIST	0.41
239	14 0028 LL073	2520 JONESBORO RD	NGUYEN MANG & HOA LE THI	6.66
240	14 0028 LL074	JONESBORO RD	SON CHIL YOUNG	0.93
241	14 0028 LL075	2489 JONESBORO RD	SON CHIL Y	0.17
242	14 0028 LL071	2493 JONESBORO RD	SON CHIL YONG	0.80
243	14 0028 LL062	JONESBORO RD REAR	GARDNER & SON INC	6.21
244	14 0028 LL063	2545 JONESBORO RD	BAILEY STUART	2.51
245	14 0028 LL064	2555 JONESBORO RD	GARDNER & SON INC	2.59
246	14 0028 LL072	JONESBORO RD	TLU INVESTMENT CORP	0.81
247	14 0028 LL068	JONESBORO RD REAR	CITY OF ATLANTA	0.11
248	14 0028 LL067	JONESBORO RD	S & W SERV OF ATLANTA INC	0.79

Figure 4.7: Zone C (continued) and Zone D Key Parcels

NUMBER	PIN	SITUS	OWNER	ACREAGE
250	14 0028 LL065	2566 JONESBORO RD	TLU INVESTMENT CORP	0.98
251	14 0028 LL047	JONESBORO RD	S & W SERV OF ATLANTA INC	0.21
279	14 00270002048	2382 JONESBORO RD	GUERRA PABLO & DEBBIE	1.13
280	14 00270002047	770 MC WILLIAMS DR	DELIVERANCE MINISTRY INC	0.23
285	14 0028 LL076	JONESBORO RD	MAC DONALDSON TRANSCONTINENTAL	1.84
299	14 00280001004	MC WILLIAMS DR	N/A	0.27
300	14 00280001018	MC WILLIAMS DR	N/A	0.26
301	1400280001054	HARGIS ST	N/A	0.13
302	1400280001016	HARGIS ST	N/A	0.76
303	1400280001018	HARGIS ST	N/A	0.37
304	1400280001052	HARGIS ST	N/A	0.30
305	1400280001058	MC WILLIAMS DR	N/A	0.30

Figure 4.8: Zone D Key Parcels



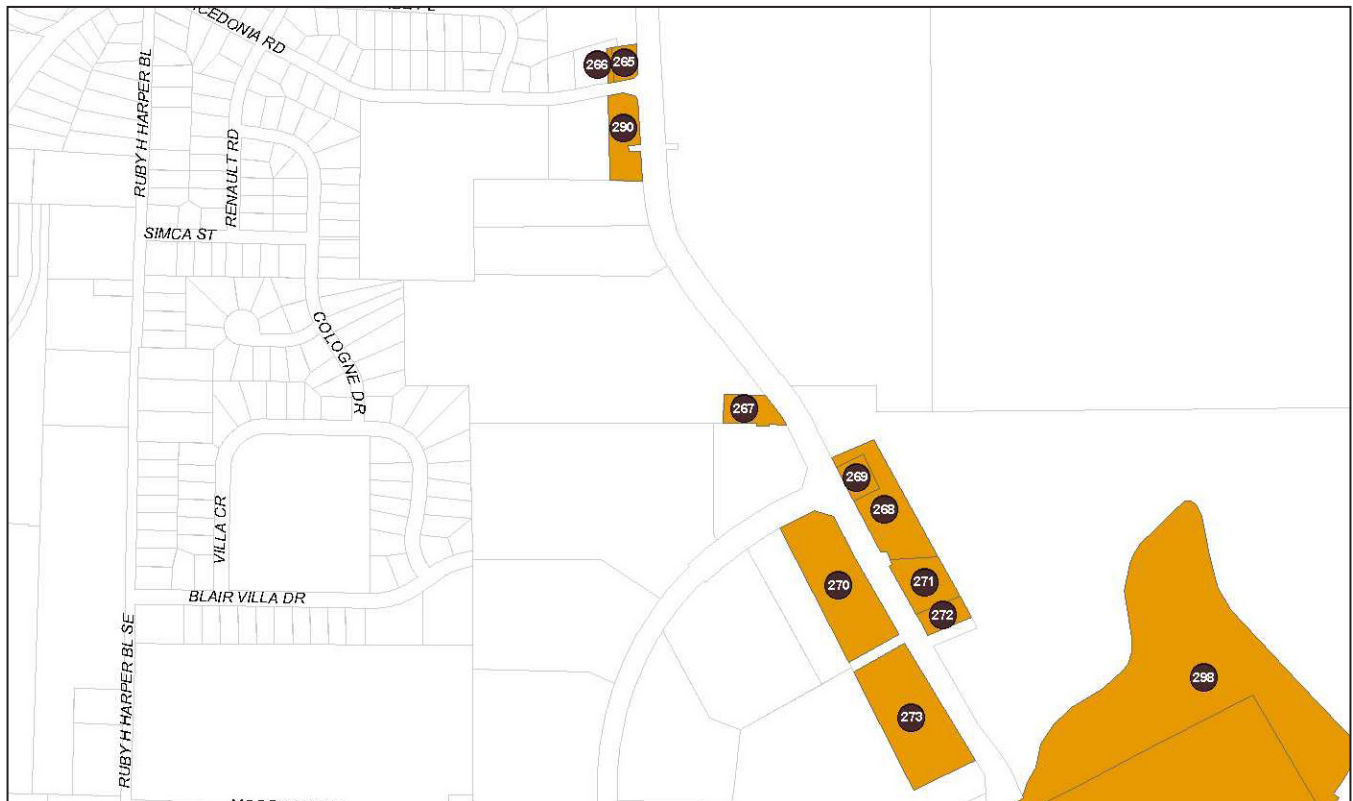
NUMBER	PIN	SITUS	OWNER	ACREAGE
281	14 0029 LL058	715 JONESBORO RD	NEW LIFE TABERNACLE CHURCH OF	16.70
282	14 0029 LL056	2650 JONESBORO RD	NEW LIFE TABERNACLE CHURCH OF	7.47
297	14 0028 LL058	JONESBORO RD	NEW LIFE TABERNACLE CHURCH OF	16.30

Figure 4.9: Zone E Key Parcels



NUMBER	PIN	SITUS	OWNER	ACREAGE
252	14 0036 LL064	2971 JONESBORO RD	WILLIAMS ADOLPHUS SR	1.57
253	14 0036 LL065	JONESBORO RD	GUNN LEROY	1.00
254	14 00350001045	JONESBORO RD	TREBLOC ENTERPRISES INC	1.95
255	14 00350001019	2995 JONESBORO RD	SIMEON JOSEPH D	0.55
256	14 00350001041	3012 JONESBORO RD	TAJ INVESTMENT INC	0.99
257	14 00350001020	2997 JONESBORO RD	WILLIAMS ADOLPHUS SR & GARLAND	0.24
258	14 00350001022	SCHOOL DR	REHMAN RAZAUR	0.35
259	14 00350001021	3015 JONESBORO RD	REHMAN RAZAUR	0.64
260	14 00350005014	511 SCHOOL DR	LOVE & FAITH MISSION INC	0.58
261	14 00350005015	JONESBORO RD	LET US DO GOOD WORKS INC	0.78
262	14 00350001050	HUTCHENS RD	STALKS ARTHUR	0.26
263	14 00350001051	495 HUTCHENS RD	MARSHALL WILLIAM	0.61
264	14 00350001056	511 HUTCHENS RD	AMERSON GEORGE W	0.35

Figure 4.10: Zone E Key Parcels (continued)



NUMBER	PIN	SITUS	OWNER	ACREAGE
265	14 0034 LL072	3315 JONESBORO RD	JONES MARGIE I	0.30
266	14 0034 LL073	MACEDONIA RD	HARRIS CHARLES	0.07
267	14 0034 LL043	3475 JONESBORO RD	ARLINE HENRY	0.57
268	14 0034 LL084	3500 JONESBORO RD	GALANTI BENNY R	1.70
269	14 0034 LL074	3504 JONESBORO RD	GALANTI BENNY R	0.40
270	14 00340004005	JONESBORO RD	PAMA TRADING CORP	2.89
271	14 0034 LL083	3530 JONESBORO RD	GALANTI BENNY R	0.91
272	14 0034 LL079	3532 JONESBORO RD	KO DAVID SUKJOON	0.40
273	14 0034 LL085	3559 JONESBORO RD	VICTORY CDC PROP INC	3.05
290	14 0034 LL064	JONESBORO RD	NGUYEN TUAN BA	2.65

Figure 4.11: Zone F Key Parcels



NUMBER	PIN	SITUS	OWNER	ACREAGE
274	14 0032	LL082 3650 JONESBORO RD	GEORGIA SHOW PROMOTIONS INC	18.83
275	14 0032	LL071 3700 JONESBORO RD	GALARDI JACK E	0.83
276	14 0032	LL092 3850 JONESBORO RD	JONESBORO SOUTH INVESTORS INC	28.56
277	14 0032	LL085 3852 JONESBORO RD	JONESBORO SOUTH INVESTORS INC	1.02
295	14 0032	LL093 JONESBORO RD	JONESBORO SOUTH INVESTORS INC	57.39
298	14 0031	LL022 JONESBORO RD	CITY OF ATLANTA THE	59.12



Economic development tools will be critical to rebuilding Jonesboro Road, particularly on sites needing redevelopment

4.5 ECONOMIC DEVELOPMENT TOOLS

The City of Atlanta and the Atlanta Development Authority has a host of incentive tools toward business and residential development. These “economic development” tools can be the major source of financing for the Jonesboro Road corridor.

Economic Development Strategies

The Jonesboro Road corridor is composed of several dynamic economic indices that include industrial, heavy commercial, retail and services. It is no surprise that with such a diverse level and number of economic uses that there would be chances that their location would be dispersed throughout the corridor. Because of their random location along the Jonesboro corridor, developing a strategy to expand and retain their presence presents a daunting task. Nonetheless, efforts must be made to strengthen the economic viability of the corridor as first, a suitable location for the creation and retention of a primary job base and second, a place where retail and services can provide neighborhood residents convenient shopping.

This challenge is coupled with the community’s desire to relocate certain heavy commercial businesses that grew their business roots in areas previously seen as marginal for residential development, but now are viewed as prime real estate for less intense residential or mixed use. Redevelopment strategies must consider the balance between communities desiring the opportunity to create that sense of having true access to the public’s realm and the development of a local employment base.

For the purpose of this Study, economic development is separated into two categories. First, the expansion and retention of the employment base for primary jobs will be considered as “economic development.” Second, the expansion and creation of retail and services will be identified simply as commercial development (secondary job creation). Although they both have similar goals and approaches toward success, economic development requires a substantial more exercise of location preference and amenities (water, rail, highway access, etc.) than commercial development. Commercial development can be facilitated in areas so long as convenience, access and a customer base is within acceptable reach.

Economic Realities

Existing heavy commercial development that is adjacent areas under consideration for less intense development will most likely

remain unless a more preferred economic choice is made available. These developments have invested considerable amounts of money and energies to establish them within the competitive market place. Believing that simply changing community sentiments will alter their current location preference does not address rationally the reality of community redevelopment. A more sound approach for both the community and the business sector are necessary, that emphasizes financial trade-offs beneficial for the business, the community and the city (tax base). This approach must become center of discussion when approaching economic development in mixed land use communities.

Economic Development

As previously mentioned the retention of the primary employment base in the City is a very important issue when discussing the financial life line of a city. If employers are discouraged not to remain and grow in their community, they often find other communities willing to embrace their presence, hence the city losing precious dollars needed to provide services in the community. There are several approaches the city and the community may take when rediscovering areas currently occupied by non-residential development.

- Identify and secure areas more suitable for heavy commercial and industrial uses.
A financially capable entity (City, Atlanta Development Authority, Land Bank Authority, etc.) can acquire land more advantageous (location, infrastructure, etc.) to pre-selected heavy commercial and industrial development. Development of a relocation package that includes existing tax incentive programs is necessary. This program must pre-select area(s) and business(es) that are located in the more crucial core are of the redevelopment plan.
- Encourage strong financial incentives for business or development conversion.
Often, redevelopment plans are rigid in land use change and fail to provide a “middle of the road” development opportunity. While its use may not be the community’s highest and best choice, certainly the optional redevelopment brings the plan reality closer to its goals. The identification of alternative uses less favored, but tolerable in a phase out or transition process is required. This process should contain graduated financial incentives for various types of development. Use of existing local, state and federal economic development tools is recommended as part of the conversion process.
- Redesign of existing heavy commercial and industrial development that offers more compatibility to adjacent land uses.
Identify existing architectural concepts that will mitigate the impact existing heavy commercial and industrial development may have on redevelopment opportunities. Encourage and work with existing businesses to erect, rebuild or relocate on existing grounds, buildings and operation that jeopardizes future opportunities for redevelopment. Those businesses whose operation emits noise, dust, and vibration could be offered technical assistance (professional or university) to improve their operation with less intrusive affects to potential redevelopment plans.

Commercial Development

Commercial development along the Jonesboro corridor is recommended to be clustered at or near intersections (activity nodes). Most recommended commercial uses are grocery stores, pharmacies, value clothing stores, restaurants etc.) While the market capacity is undeniable and potential location sites

may have ample opportunities, concentrating marketing energies is important to a successful commercial development strategy. The marketing strategies as previously set forth in this plan are recommended to follow.

- Identify a priority list of desired commercial/retail development by company.
Often missing from a Redevelopment Plan's commercial development strategy is a "brand name" favorite business. Although the market place is designed for open competition and access, the community does have its preference of stores they would consider market suitable for their neighborhood. These stores should be identified and sought after using the marketing strategy identified in this plan.
- Using the energies of the Jonesboro Advisory Committee, the development of a marketing group dedicated to personally marketing and approaching priority businesses can hasten the business development opportunities.
Once the priority areas are identified by the community where commercial and retail development should locate, development of a direct contact approach of "name brand" businesses can both facilitate the redevelopment and bring greater attention to the Jonesboro corridor community as a place to do business.
- Use properties identified as Urban Enterprise Zones as core priority areas for marketing the Jonesboro corridor as a place to locate commercial businesses.
Properties designated as Urban Enterprise Zone, are separated and placed into a "marketing strategy" package to promote the Jonesboro Road theme for redevelopment.

Local Direct Financing Programs

Tax Allocation District (TAD)

The Georgia Redevelopment Powers Law was enacted in 1985 to give additional powers to local municipalities in order to facilitate the redevelopment of blighted or economically depressed areas. One of the powers that were granted to local governments in this law was to issue tax allocation bonds to finance infrastructure and other redevelopment costs within a tax allocation district.

In order for an area to be designated a TAD, the government must verify that the area is in need of redevelopment. These findings are reported in a Redevelopment Plan, which demonstrates why the area needs to be redeveloped and how the municipality plans to revitalize the area. The plan provides the redevelopment agency with the powers to improve dilapidated facilities and to use tax increment financing to achieve the goals of the redevelopment plan.

A TAD is established for the purpose of publicly financing certain redevelopment activities in underdeveloped areas. Redevelopment costs are financed through the pledge of future incremental increase in property taxes generated by the resulting new development. Typically, upon creation, TADs have vacant commercial and residential properties, blighted conditions and numerous vacant buildings or are in need of significant environmental remediation.

Urban Residential Finance Authority (URFA)

The ADA is a public authority created by the City of Atlanta to promote the revitalization and growth of the City. ADA serves as the catalyst for residential and commercial economic vitality in the City of Atlanta. This is accomplished in part, through the issuance of tax-exempt, taxable, 501(c)3 and essential function bonds for new construction or rehabilitation of multifamily housing by the Urban Residential Finance Authority (URFA), ADA's housing finance arm. URFA is empowered to issue tax exempt bonds to make below market interest rate mortgage loans to developers for rental housing, provided certain Internal Revenue Service requirements are met to ensure that a portion of the rental units benefit low and moderate income renters.

ADA staff presents inducement resolutions for URFA board approval on proposed developments based on the availability of bond allocation and the ability of the project to meet the program requirements set forth below. Additionally, the developer must satisfy the requirements of federal law affecting tax exempt housing bonds. URFA is unable to close any private activity bond issues until such time as the State of Georgia issues an allocation to URFA for the proposed project under the Georgia Allocation Plan.

A. Use of Bond Authority

Any tax-exempt bond authority allocated pursuant to this program must be used to provide permanent financing for the development. The allocation is not intended for short-term financing, construction financing, "bridge" financing, or any other financing, which is not the permanent financing for the development.

B. Eligible Developments

Eligible developments include new construction and conversion of an existing property not being used for housing.

- Private Activity Bonds - Acquisition and rehabilitation, with rehabilitation costs equal to at least twenty percent (20%) of the total project cost.
- Essential Function and 501(c) 3 Bonds - Acquisition and rehabilitation, with rehabilitation costs equal to at least 10% of the total project cost.

Business Improvement Loan Fund (BILF)

The City of Atlanta and the Atlanta Development Authority (ADA) sponsor the Business Improvement Loan Fund (BILF) Program. The BILF is designed to encourage the revitalization of targeted business districts in the city of Atlanta and to support commercial and industrial development in other eligible areas. Presently, designated

Business Improvement Districts include the following:

- Auburn Avenue
- Bankhead Highway
- Campbellton Road
- Cascade Road
- East Atlanta Empowerment Zone
- Georgia Avenue

- Downtown Atlanta (including Underground)
- Kirkwood
- Memorial Drive
- MLK/Ashby
- Pryor Road
- Stewart/Lakewood
- Sylvan/Dill
- Techwood Park
- West End/West View

Loans can be made for additions and/or improvements to:

- commercial, industrial and mixed-use property;
- purchase of equipment and fixtures, that are part of the real estate;
- energy conservation designed to encourage the efficient use of energy resources for commercial, industrial, or mixed-use facilities;
- acquisition of commercial, industrial and mixed-use properties; and
- inventory and office equipment in targeted Business Improvement Districts.

The City may provide a direct loan for an eligible project in targeted Business Improvement Districts if the applicant is unable to obtain a market-rate loan for the financing needed. The maximum loan amount is \$50,000. The interest rate will be determined by the project's cash flow, and the loan must be repaid on a monthly basis (over a term not to exceed 7 years). Loan funds (not exceeding \$10,000 per applicant) may be used to acquire inventory and office equipment for eligible applicants located in targeted areas of the city where property renovation is not needed.

The Phoenix Fund

The Phoenix Fund assists small and medium-sized businesses with affordable loans. It provides financial assistance for the construction or renovation of privately-owned commercial buildings; equipment purchases needed to operate a business, and, in some cases, working capital. The Atlanta Development Authority will provide loans of \$10,000 - \$100,000 at a rate below prime as a way of creating and retaining jobs for low/moderate income residents in the City of Atlanta.

Private Financing provides 67% percent of the loan amount, and the Phoenix Fund provides the remaining 33%. The fund may include all or a combination of:

- Capital investment by the borrower or others
- Financing from private entities
- SBA affiliated loan programs

The project must create or retain one (1) job for each \$15,000 loaned, and 51% of jobs should be made available to low and moderate income persons.

Fulton County Development Authority

Created in 1973 by Georgia law and a resolution of Fulton County Board of Commissioners as a special unit of government, the mission of the Development Authority of Fulton County is to stimulate diverse, high-quality economic development. It does so primarily by providing taxable and tax-exempt bond financing under the auspices of the Georgia Development Authorities Law and Policy Development Incentives adopted by the Board of Commissioners. The Authority also funds community based economic development initiatives.

The Development Authority of Fulton County has issued more than \$7 Billion in bonds, thereby playing a role in creating or retaining more than 260,000 jobs and in helping well over 300 businesses and institutions build, upgrade, renovate, expand or relocate in Fulton County. The Authority serves clients of all sizes, from small, up-and-coming enterprises to corporations and institutions--BellSouth, Chick-fil-A, Morehouse and Turner Broadcasting, for example, whose names are established icons. Projects funded have endowed everything from education, health care and transportation to housing, job training and cultural life.

The Authority's jurisdiction encompasses all of unincorporated Fulton County and its 11 municipalities, including the City of Atlanta. The Authority works closely with other state and local development organization as well as with area chambers of commerce. The Authority is a charter member of the Joint Development Authority of Metropolitan Atlanta. Although it does not receive appropriation from Fulton County Government, the Authority's staff support is provided by the Fulton County Economic Development Department.

Section 108-CDBG Loan Guarantee Program

The CDBG Loan Guarantee Program (Section 108) is a flexible economic and community development financing tool that can be utilized for certain large scale economic development financing tool that can be utilized for certain large scale economic development projects that cannot proceed without loan guarantee assistance. The City of Atlanta may re-loan the proceeds to for-profit businesses and local development authorities that may serve as eligible sub-recipient borrowers.

Eligible Activities include:

- Acquisition of real property;
- Clearance and removal of slums and blight;
- Rehabilitation of real property owned by a public entity;
- Site preparation, including construction, reconstruction, or installation of public utilities or facilities related to the redevelopment or reuse of the real property; and
- Other economic development activities.

Financing options will vary, but generally loan terms that are less than 10 years are most competitive. Local government with sound finances that provide certain "credit enhancements" may be able to arrange loan terms up to 20 years. In order to be approved by DCA, all projects will be subject to rigorous underwriting that documents a project's "economic viability". Local governments will generally be required to obligate themselves and document to DCA's satisfaction that all debt will be repaid. The maximum loan amount is \$5,000,000.

Local Tax Abatement Incentives

Urban Enterprise Zones

The Urban Enterprise Zone (UEZ) program was authorized for creation by the Georgia General Assembly in 1983. The purpose of the UEZ program is to encourage private development and redevelopment in areas of the City or on sites which otherwise would unlikely be developed due to the existence of certain characteristics of the area or site. The economic advantages may include the abatement of a substantial portion of the ad valorem property taxes by the City of Atlanta and Fulton County during the first ten years of the life of the development project, as well as the waiver of the payment of development impact fees by the City. The UEZ program is managed by the City's Department of Planning and Community Development (the Department)

The UEZ program does not have pre-existing designated urban enterprise zones. Rather, anyone who is interested in obtaining UEZ designation for a particular property must have a specific development proposal for that property, and must submit a detailed UEZ application to the Department to request that a UEZ be created for that property. The UEZ program requires that each UEZ be designated on the basis of a specific development proposal, thus it does not allow the designation of a UEZ for purely speculative real estate purposes. A UEZ property does not have to be of any minimum size.

A UEZ may be one of the following six possible types:

- Housing Enterprise Zone (HEZ) – 57 active HEZ
- Mixed-Use Residential Commercial Enterprise Zone (MUR/CEZ) – 16 active MUR/CEZ
- Commercial Enterprise Zone (CEZ) – 6 active CEZ
- Industrial Enterprise Zone (IEZ) – 10 active IEZ
- Mixed-Use Commercial/Industrial Enterprise Zone (MUC/IEZ) – 4 active MUC/IEZ
- Business Enterprise Zone (BEZ) – 1 active BEZ

Once a UEZ is designated according to one of these types, it cannot be changed. For mixed use UEZs, the developer must construct all of the required land uses within the development project.

For properties that are located within the Fulton County portion of the City of Atlanta, a property owner can receive tax abatements by both the City of Atlanta and Fulton County. Each prospective UEZ must be approved for creation by both the Atlanta City Council and the Fulton County Commission. However, for properties that are located in the DeKalb County portion of the City of Atlanta, the property owner would receive tax abatements for the City of Atlanta taxes only, and would continue to pay full taxes to DeKalb County, because DeKalb County does not participate in the City's UEZ program.

Tax abatements are allowed on the assessed value of the improvements (new development or renovations) only since the property owner must continue to pay taxes on vacant land and existing improvements anyway. Property owners continue to pay taxes on land and structures that existed before any improvements are made. After the first year of UEZ designation, tax abatements occur via a sliding scale of reduced percentages, as follows:

The only time when property owners receive 100 percent tax abatements within the first five years of enterprise zone designation is when (for housing enterprise zones) the value of the improvements

exceed the value of the land by a factor of eight times or more. For non-residential zones, the value of improvements must exceed the value of the land by a factor of three times or more.

Georgia Business Expansion and Support Act (BEST)

The Job Tax Credit provides for a statewide job tax credit for any business or headquarters of any such business engaged in manufacturing, warehousing and distribution, processing, telecommunications, tourism, and research/development industries. It does not include retail businesses.

Counties and certain census tracts in the state are ranked and placed in economic tiers using the following factors:

- highest unemployment rate;
- lowest per capita income;
- highest percentage of residents whose incomes are below the poverty level; and
- average weekly manufacturing wage.

Tier 1 Counties are ranked 1st through 53rd and represent the state's least developed counties. Companies creating 5 or more new jobs in a Tier 1 county may receive a \$2,500 tax credit. Tier 2 Counties are ranked 54th through 106th. Companies creating 15 or more new jobs in a Tier 2 county may receive a \$1,500 tax credit. Tier 3 Counties are ranked 107th through 159th. Companies creating 25 or more new jobs in a Tier 3 county may receive a \$500 tax credit.

Credits are allowed for a new full-time employee job for five years beginning with years two through six after the creation of the job. The total credit amount cannot be more than 50% of the taxpayer's state income tax liability for a taxable year. A credit claimed, but not used in any taxable year may be carried forward for 10 years from the close of the taxable year in which the qualified jobs were established.

Major projects locating in a Tier 1 county and creating 250 or more new jobs may be eligible to claim both the job tax and investment tax credit so long as the project occurs between January 1, 1995 and December 31, 1998 and the jobs are maintained for three years.

Investment Tax Credit

Based on same tiers as the Job Tax Credit program, this program allows a taxpayer who has operated an existing manufacturing or telecommunications facility or support facility in the state for the previous three years to obtain a credit against income tax liability.

- Companies in the Tier 1 counties must invest \$50,000 to receive a 5% credit. That credit increases to 8% for recycling, pollution control, and defense conversion activities.
- Companies expanding in the Tier 2 counties must invest \$50,000 to receive a 3% credit. That credit increases to 5% for recycling, pollution control, and defense conversion activities.
- Companies expanding in the Tier 3 counties must invest \$50,000 to receive a 1% credit. That credit increases to 3% for recycling, pollution control, and defense conversion activities.

That credit is a percentage of the total value of all qualified property and cannot be more than 50% of the taxpayer's total liability for that taxable year. An existing firm cannot take both the job tax credit and the investment tax credit, except as specified for major Tier 1 counties in the Job Tax Credit section.

Retraining Tax Credit

Employees who provide retraining for employees are eligible for a tax credit equal to 50% of the costs of retraining each full-time employee up to \$500. The training must:

1. Enhance the skills of the employee otherwise unable to function effectively on new equipment;
2. Be approved by the Department of Technical and Adult Education; and
3. Be provided at no cost to the employee.
4. The credit cannot be more than 50% of the taxpayer's total state income tax liability for that taxable year.

Child Care Credit

Employers who provide or sponsor child care for employees are eligible for a tax credit of up to 50% of the employer's direct cost. The credit cannot be more than 50% of the taxpayer's total state income tax liability for that taxable year.

Manufacturing Machinery Sales Tax Exemption

1. Provides for an exemption from the sales and use tax for:
2. Machinery used directly in the manufacture of tangible personal property when the machine is bought to replace or upgrade machinery in a manufacturing plant presently existing in the state.
3. Machinery used directly in the manufacture of tangible personal property when the machine is incorporated as additional machinery for the first time into a manufacturing plant presently existing in the state.
4. Machinery used directly in the remanufacture of aircraft engines, parts, and components on a factory basis.
5. Tangible personal property consumed in the performance of a contract between the U.S. Government and a contractor employing more than 500 or more full-time employees engaged in manufacturing. This exemption will be phased in at a 25% increment rate each year from January 1, 1997 to January 1, 2000.

Primary Material Handling Sales Tax Exemption

Provides for an exemption from the sales and use tax on purchases of primary material handling equipment which is used directly for the storage, handling, and movement of tangible personal property in a new or expanding warehouse or distribution facility when such a new facility or expansion is valued at \$5 million or more and does not engage in direct retail sales.

Job Tax Credit for Joint Development Authorities

Provides for an additional \$500 job tax credit for a business locating within the jurisdiction of a joint authority of two or more contiguous counties.

Electricity Exemption

Electricity purchased that interacts directly with a product being manufactured is exempt from sales taxes when the total cost of the electricity makes up 50% or more of all the materials being used in making the

product. This exemption is being phased in over five years beginning in 1995. It allows 20% exemption increments on the sales tax and is available for new and existing firms. By 1999, electricity used in this manner will be completely exempt.

Research and Development Tax Credit

A tax credit is allowed for research expenses for research conducted within Georgia for any business or headquarters of any such business engaged in manufacturing, warehousing and distribution, processing, telecommunications, tourism, and research/development industries. The credit shall be 10% of the additional research expense over the “base amount”. The tax credit may be carried forward ten years, but may not exceed 50% of the business’ net tax liability in any one year.

Small Business Growth Companies Tax Credit

A tax credit is granted for any business or headquarters of any such business engaged in manufacturing, warehousing and distribution, processing, telecommunications, tourism, and research/development industries having a state net taxable income which is 20% or more above that of the preceding year if its net taxable income in each of the two preceding years was also 20% or more. The credit shall be the excess over 20% of the percentage growth and shall not exceed 50% of the business’ Georgia net income tax liability. The credit is available to companies whose total tax liability does not exceed \$1.5 million.

State Tax Abatement Incentives

Opportunity Zone

In 2004 the General Assembly passed, and the Governor signed legislation (2004 session’s HB 984) to create a program within the State’s Job Tax Credit Program of “Opportunity Zone” tax credits. The Opportunity Zone Tax Credit Program authorizes DCA to designate as a “less developed area” an area that is contained by two or more census block groups with 20% or greater poverty, within an enterprise zone and where an urban redevelopment plan exists. Opportunity Zones are intended to encourage development and redevelopment in smaller geographic areas than are served by existing economic development programs. State resources are directed towards these “pockets of poverty” in a way that can be supplemented by federal programs that DCA administers.

Opportunity Zone Tax Credit Benefits:

- the maximum Job Tax Credit allowed under law
- use of Job Tax Credits against 100 percent of income tax liability and withholding
- expansion of the definition of “business enterprise” to include all businesses of any nature

Federal Tax Abatement Incentives

Renewal Community Employment Credit (RCEC)

The renewal community employment credit provides businesses with an incentive to hire individuals who both live and work in a renewal community. You can claim the credit if you pay or incur “qualified wages” to a “qualified employee.” The credit is for wages paid or incurred after 2001.

The credit is 15% of the qualified wages paid or incurred during a calendar year. The amount of qualified wages you can use to figure the credit cannot be more than \$10,000 for each employee for each calendar year. As a result, the credit can be as much as \$1,500 (15% of \$10,000) per qualified employee each year.

A qualified employee is any employee who meets both of the following criteria (both full-time and part-time employees may qualify).

1. The employee performs substantially all of his or her services for you within a renewal community and in your trade or business.
2. While performing those services, the employee's main home is within that renewal community.

Welfare to Work Tax Credit (WtW)

The welfare-to-work credit provides businesses with an incentive to hire long-term family assistance recipients. The business does not have to be in an empowerment zone, enterprise community, or renewal community to qualify for this credit. You can claim the credit if you pay or incur "qualified wages" during the first two years of employment to a "long-term family assistance recipient."

Commercial Revitalization Deduction (CRD)

You can elect to treat qualified revitalization expenditures chargeable to a capital account for any qualified revitalization building in either of the following ways:

1. Deduct half of the expenditures for the tax year the building is placed in service, or
2. Amortize all the expenditures over a 120-month period beginning with the month the building is placed in service.

If you elect to take this deduction, you cannot take a depreciation deduction for the same expenditures. Claiming this deduction enables you to recover half (or all) of your qualified revitalization expenditures over a shorter period of time than depreciation. The commercial revitalization deduction is also allowed for both regular tax and alternative minimum tax purposes.

The election must be made by the due date (including extensions) of your return for the tax year the building is placed in service. If you timely filed your return without making the election, you can still make the election by filing an amended return within six months of the due date (excluding extensions).

1. Qualified revitalization building. This is a building and its structural components that you place in service in a renewal community before 2010. If the building is new, the original use of the building must begin with you. If the building is not new, you must substantially rehabilitate the building and then place it in service.
2. Substantially rehabilitated building. You substantially rehabilitate a building if, during any 24-month period, your qualified rehabilitation expenditures are more than the greater of the following amounts.
3. The adjusted basis of the building at the beginning of the 24-month period, or at the beginning of your holding period for the building, whichever is later.

A Qualified Revitalization Expenditure is a capital expenditure for depreciable property that is a non-residential real property, or a Section 1250 property that is functionally related and subordinate to

nonresidential real property. Section 1250 property is depreciable real property that is not and never has been section 1245 property. Section 1245 property is defined in Publication 544, Sales and Other Dispositions of Assets.

The total amount of qualified revitalization expenditures for any qualified revitalization building cannot be more than the smaller of:

1. \$10 million, or
2. The commercial revitalization expenditure amount allocated to the building by the commercial revitalization agency for the state in which the building is located.

Increase Section 179 Deduction (CRD)

Section 179 of the Internal Revenue Code allows you to choose to deduct all or part of the cost of certain qualifying property in the year you place it in service. You can do this instead of recovering the cost by taking depreciation deductions over a specified recovery period. There are limits, however, on the amount you can deduct in a tax year.

You may be able to claim an increased section 179 deduction if your business qualifies as an “enterprise zone business.” The increase can be as much as \$35,000. This increased section 179 deduction applies to “qualified zone property” you place in service in an empowerment zone.

Enterprise zone business. For the increased section 179 deduction, a corporation, partnership, or sole proprietorship is an enterprise zone business if all the following statements are true for the tax year.

1. Every trade or business of the corporation or partnership is the active conduct of a qualified business (defined later) within an empowerment zone. (This rule does not apply to a sole proprietorship.)
2. At least 50% of its total gross income is from the active conduct of a qualified business within a zone.
3. A substantial part of the use of its tangible property is within a zone.
4. A substantial part of its intangible property is used in the active conduct of the business.
5. A substantial part of the employees’ services are performed within a zone.
6. At least 35% of the employees are residents of an empowerment zone. (This rule does not apply to businesses in the DC Zone.)
7. Less than 5% of the average of the total unadjusted bases of the property owned by the business is from:
 - A. Nonqualified financial property (generally, debt, stock, partnership interests, options, futures contracts, forward contracts, warrants, notional principal contracts, and annuities), or
 - B. Collectibles not held primarily for sale to customers.

Environmental Cleanup Cost Deduction (Federal)

This deduction provides businesses with an incentive to clean up certain sites that are contaminated with hazardous substances. The business does not have to be in an empowerment zone, enterprise community, or renewal community to qualify for this deduction. The business can choose to deduct “qualified environmental cleanup costs” in the tax year you pay or incur the cost. You can do this instead

of adding the cost to the basis of your property (and, if the property is depreciable, recovering the cost by taking depreciation deductions over a specified recovery period).

Qualified environmental cleanup costs are generally costs you pay or incur to abate or control a hazardous substance (as defined by Internal Revenue Code section 198(d)) at a “qualified contaminated site.” A qualified contaminated site must meet both of the following requirements.

1. You hold it for use in a trade or business, for the production of income, or as inventory.
2. There has been a release, threat of release, or disposal of a hazardous substance at or on the site (a statement from the Georgia EPD is required).

A site is not eligible if it is on, or proposed for, the national priorities list under section 105(a)(8)(B) of the Comprehensive Environmental Response, Compensation, and Liability Act of 1980 (CERCLA). To find out if a site is on the national priorities list, contact the EPA.

Zero Percent Capital Gains Rate on Property, Stock, or Partnership in Renewal Community

If you hold a qualified community asset for more than five years, “qualified capital gain” would not be included from its sale or exchange in gross income. This exclusion applies to an interest in, or property of, certain businesses operating in a renewal community.

Qualified community assets include qualified community stock, partnership interest, and business property. Qualified community stock is any stock in a U.S. corporation, if all the following requirements are met.

1. You acquired the stock after 2001 and before 2010 at its original issue solely in exchange for cash. (This requirement is also met if you acquired the stock at any time from another person in whose hands it was qualified community stock.)
2. The corporation was a renewal community business (or was being organized as a renewal community business) at the time the stock was issued.
3. The corporation qualified as a renewal community business during substantially all of your holding period for the stock. (This requirement is also met if the corporation ceased to qualify as a renewal community business after the five-year period beginning on the date you acquired the stock. However, your qualified capital gain cannot be more than what it would have been if you had sold the stock on the date the corporation ceased to qualify.)