

# SIMPSON ROAD CORRIDOR REDEVELOPMENT PLAN UPDATE



City of Atlanta  
Bureau of Planning

Caram & Associates in conjunction with  
Grice & Associates, Marketek Inc., Tunnell Spangler Walsh

**FINAL**

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## Chapter One Introduction

Executive Summary  
Plan Update Background  
Study Area  
Area History  
Recent Planning Efforts  
The String of Pearls Principle

## 1. Executive Summary

The Simpson Road Corridor Redevelopment Plan Update builds upon several previous planning efforts in and around its vicinities, which include the previously adopted 1995 Simpson redevelopment Plan, the Beltline Redevelopment Plan, the Northside Drive Plan, and the Bankhead MARTA Station LCI. The Plan Update is intended to guide public and private decision-making and investment along the 4.2 mile long corridor over the next 25 years.

This Plan Update is the result of a collaborative process among residents, businesses, property owners, neighborhood organizations, the City of Atlanta, and other stakeholders. The planning team (Bureau of Planning and the Consultant team) held six public meetings to gather input, generate ideas, and review draft concept and recommendations.

At the early stage of the planning process, the planning team conducted comprehensive analyses of land use, zoning, urban design, transportation, and market potential along the Simpson corridor, with help from study participants. Findings from these analyses show that the area's poor image is related to the abundance of abandoned and underutilized buildings and perception of higher than average crime, as well as the high concentration of below-market rate housing and lower income characteristics. The outlook for the next 10 years, however, suggests opportunity for a significant turnaround for the corridor and surrounding neighborhoods. The corridor and the area surrounding is expected to be able to accommodate 4,488 new residential units, 264,546 square feet of retail, and 60,000 to 80,000 square feet of office/industrial space over the next 10 years. Major transportation projects are already planned or underway totaling \$2.5 million.

Based on this information, the vision and goals developed with the stakeholders, and sound professional planning, recommendations

are developed in the later stage of the planning process. The basic approaches to the recommendations include:

- Build upon and enhance the different characters at three different sections of Simpson corridor from west to east.
- Balance the revitalization of the Simpson corridor through thoughtful preservation and appropriate redevelopment.
- Encourage an activity node development pattern based on historic or existing nodes.
- Improve traffic operations and safety by focusing on more efficient utilization of existing pavement.
- Make existing MARTA transit facilities more user-friendly and efficient.
- Apply New Urbanism principles when appropriate.
- Encourage the improvement of pedestrian environment through both redevelopment and transportation projects.
- Promote economic development by utilizing existing resources.

The action plan supporting the recommendations includes changes to the 15-year Land Use plan, changes to the existing zoning districts, and a series of transportation and open space projects. All these actions are prioritized and scheduled for implementation in different phases over the next 25 years. There are 29 transportation projects recommended totaling about \$22 M.

In general, the Plan is a visionary yet achievable blueprint for revitalizing the corridor with respect to its historic context and physical character. With time, the implementation of plan recommendations will transform the Simpson Corridor into a vibrant urban corridor with: highly accessible, continuous, tree-lined sidewalks; preserved single-family neighborhoods and historic structures; neighborhood and community serving activity nodes; safe and smooth traffic flows; human scaled buildings; multiple housing options; and social diversity.

## 2. Plan Update Background

At the end of year 2004, Mayor Shirley Franklin unveiled the new Century Economic Development Plan, which identified six (6) Economic Development Priority (EDP) areas in the City of Atlanta. These areas include Donald L. Hollowell Pkwy., Simpson Road, Campbellton Road, Jonesboro Road, Memorial Drive, and Stadium neighborhoods. These are underserved areas in the City that need collaborative efforts in terms of physical redevelopment and economic revitalization. The first step to achieving the New Century Economic Development Plan goals for the EDP areas is having an up-to-date plan for each area through which the different City Departments and other public agencies can work together to facilitate and promote redevelopment and revitalization.

The previous Simpson Redevelopment Plan was adopted in 1995, covered the area along Simpson from Northside Drive to Westlake Avenue. It is out-dated and did not include the full stretch of the

Simpson Corridor. In this context, a comprehensive update is needed for the corridor from H. E. Holmes Drive to Northside Drive.

## 3. Study Area

Simpson Street/Road and its Study Area located in the northwest quadrant of Atlanta, approximately two miles west of Atlanta's Central Business District. The corridor is bounded by H. E. Holmes Drive in the west and Northside Drive in the east, extending a total of 4.2 miles. It crosses NPU J, K, L and multiple neighborhoods in Council District 3. The primary study area includes all the

Simpson Street/Road in City of Atlanta

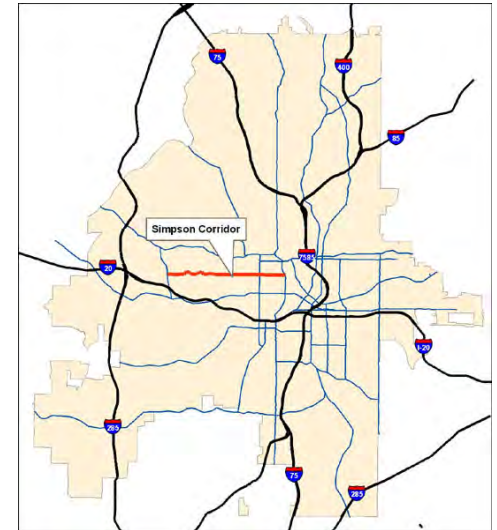
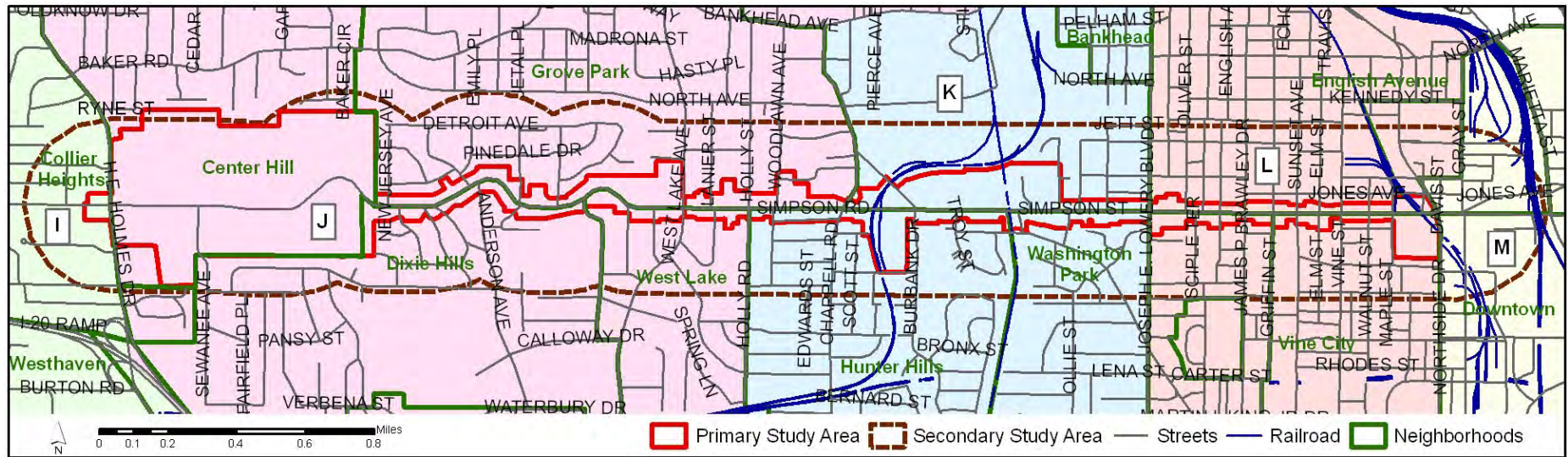


Figure 1. 1 Simpson Study Area





properties abutting the entire Simpson Corridor. The secondary study area, which is also the area of influence, is all properties within one-quarter mile from the centerline of Simpson Street/Road and located from the rear of the properties abutting Simpson. Recommendations are mainly focused on the primary area and only provided to the secondary area when appropriate (Figure 1.1).

#### 4. Area History

Simpson was named for Leonard Christopher Simpson, according to Franklin Garrett in his book, [Atlanta and Environs, Vol.1], Atlanta's first lawyer, he was born in 1821 to John Simpson, a carriage shop owner.

Residential uses along Simpson Road began at the turn of the 19<sup>th</sup> – 20<sup>th</sup> century, when African American and German families moved to the area. The period following the great fire of 1917 saw an influx of African Americans moving to the area from Old Fourth Ward and the Summerhill communities.

In the early 1920s, Simpson Street was racially segregated from Northside to Newport Street. Many African Americans resided between Ashby Street and Westlake Avenue. They included Herman Perry, founder of Citizens Trust Bank and renowned real estate developer; Middleweight Boxing Champion Theodore "Tiger" Flowers; J. Neal Montgomery, bandleader, promoter and educator; Dr. Clarence A. Bacote, Atlanta University professor; Ruby Blackburn, community activist and beautician; and "Chief" Walter Aiken, Atlanta's leading African American builder and contractor.

From the turn of the century to the 1940s, a ride along Simpson Road was considered a ride to the outskirts of Atlanta or to the "country" as it was often called because it was part of newly incorporated Fulton County. As African Americans began to move to the west of the City and the construction of Interstate Highway 20 was completed, Simpson Road became well-traveled leading to one

of the most influential African American neighborhoods in Atlanta-Collier Heights.

Simpson Road offered a diverse mixture of dwellings from traditional bungalows to Queen Anne and Victorian style homes. In the late 1940s, modern brick apartments with such names as the Booker T. Washington Apartments and the Cadillac were developed on Simpson Road between Mayson Turner and Chappell Road. These attractive and modern apartment complexes attracted a variety of residents including young, educated African-American singles and couples.

The night life on Simpson Road led to such popular spots as Sam Carroll's Tea Shack, Music in the Trees, and the ever Popular Lincoln Country Club where some of the "swankiest" dances were held during the 1930s through 1960s.

Adjacent to the Lincoln Country Club was the city's third African American owned cemetery, the Lincoln Cemetery. It serves as the final resting place of many notables who resided in the Simpson area including Tiger Flowers.

Simpson is often considered "the forgotten street" due to its demise from its heyday of the 1950s and 1960s. Paralleling Hunter Street (now Martin Luther King Jr. Drive), Simpson was a street that equaled Peachtree Street in Buckhead today with its thriving commercial activities, notable residential dwellings, and schools which stretched along the 4.2-mile corridor from Northside Drive to H. E. Holmes Drive.

Like other predominately African American streets, Simpson Road had many thriving African American businesses ranging from restaurants, inns and lounges, service station, barber and beauty shops and tailor shops. During the 1950s, Simpson even had a stadium known as Hull Stadium. Located west of Westlake, the Stadium was home to local baseball games. The Simpson Corridor

also had many churches spread apart along the corridor since its early times.

## **5. 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 partially examined in 1995 as part of an earlier redevelopment plan. However, significant changes have occurred in the Simpson 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:

### **1995 Simpson Redevelopment Plan**

The 1995 redevelopment plan covered the area along Simpson Road/Street from Westlake Avenue to Northside Drive. It was developed through a four-phase process:

1. Inventory and Assessment of Existing Conditions
2. Public Purposes, Goals and Objectives
3. Revitalization Plan, which included an economic analysis, a market demand analysis, programs and policies needed to economically revitalize the corridor, a public improvement program covering transportation, utilities, parks and recreation, safety and historic preservation and a land use and urban design plan with potential funding sources.
4. Implementation Strategy, which is a coordinated strategy for implementation of the recommendations developed in the revitalization plan.

Most of the recommendations of this plan have not been implemented yet except for building/fixing some sidewalks and the current ongoing streetscape projects.

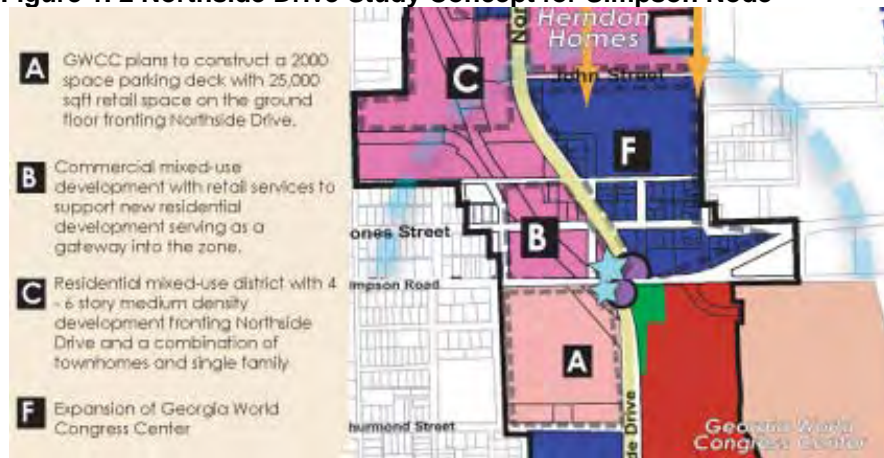
### **Northside Drive Corridor Plan**

This plan, finished in early 2005, represents a coordinated effort to accommodate and plan for future growth and its impact on the transportation system using an approach that combines both land-use and transportation planning. The highlights of the plan include:

- An urban boulevard of 6 travel lanes with transit will be sufficient to meet the future transportation needs of the corridor.
- Frequent transit service with excellent east-west connections into Downtown and Midtown is essential to the transportation solution.
- Zoning that includes urban design requirements to 1) support walkability throughout the corridor and 2) encourage concentration of higher intensity activities at transit nodes.
- Access management that will be accomplished through median separation, internal access, driveway consolidation, and increased connectivity.
- Many recommendations, such as signage and intersection improvements, that can provide significant value in the short-term.

The Northside Drive Plan has identified the intersection area of Simpson and Northside Drive as a medium density mixed-use activity node that will accommodate residential/commercial development, and parking for the GWCC.

Figure 1. 2 Northside Drive Study Concept for Simpson Node



- A** GWCC plans to construct a 2000 space parking deck with 25,000 sqft retail space on the ground floor fronting Northside Drive.
- B** Commercial mixed-use development with retail services to support new residential development serving as a gateway into the zone.
- C** Residential mixed-use district with 4 - 6 story medium density development fronting Northside Drive and a combination of townhomes and single family
- F** Expansion of Georgia World Congress Center

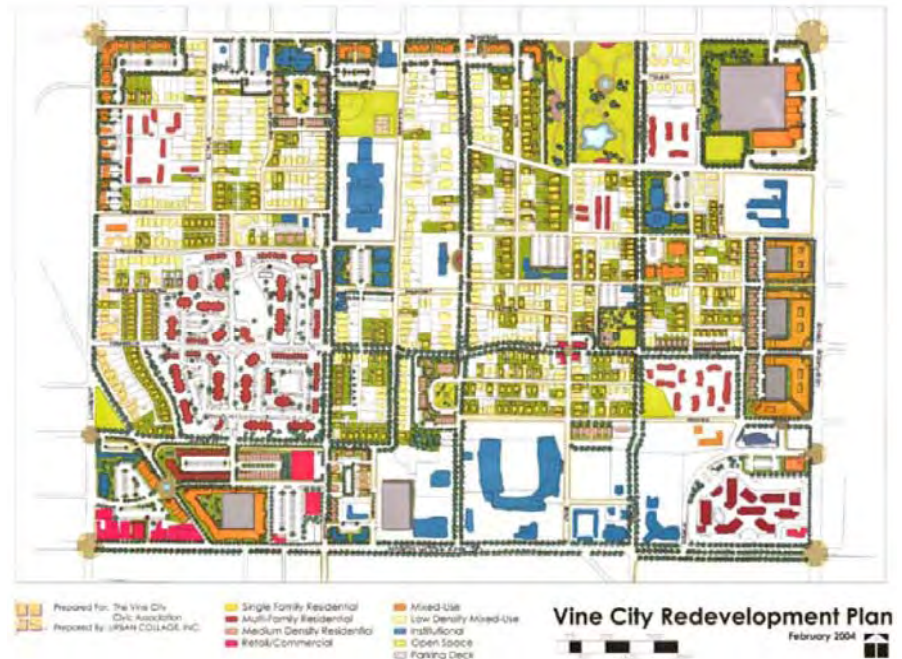
**Vine City Redevelopment Plan**

The Vine City Redevelopment Plan adopted by the Atlanta City Council in 2004 has provided a comprehensive revitalization framework for the neighborhood south of Simpson Street from Joseph E. Lowery Blvd. to Northside Drive. The highlights of the plan include:

- Land use and zoning change recommendations to facilitate redevelopment – these have been implemented through the revision of SPI-11 zoning district in 2005.
- Catalyst redevelopment projects ranging from single-family infill to mixed-use development.
- Streetscape and open space projects to improve quality of life in public realm.

- Partnership and specific project cost/funding mechanism to help ensure the planned revitalization projects become a physical reality.

Figure 1. 3 Vine City Illustrative Plan



**Beltline Redevelopment Plan**

The Atlanta Beltline Redevelopment Plan was adopted by the Atlanta City Council in December of 2005. The Beltline is a project with the potential to transform the City of Atlanta. The project involves reviving an inner-city industrial landscape by providing over 12,000 acres of new parks and green space, 33 miles of recreational trails, and extensive mixed-use development centered upon a 22 mile transit and park path loop.

A key element of the Beltline project is a major redevelopment node where the proposed Beltline alignment crosses Simpson Road adjacent to the existing MARTA alignment. This proposed node includes significant medium density mixed-use redevelopment between Herndon Elementary School and Mayson Turner Road (northern section), a major expansion of Maddox Park, and the possibility of a new combined MARTA rail and Beltline transit station at the corner of Simpson Road and Mayson Turner Road (southern section).

The Beltline plan also recommends a series of transportation improvement projects in and around the Simpson area to complement the goals of the Beltline project, address the physical changes required by the project, and mitigate potential adverse traffic impacts of the Beltline project.

Figure 1. 4 Beltline Concept for Simpson Area



Figure 1. 5 Proposed Beltline Simpson Road Cross Section and New MARTA station



### Study of Revitalization Incentives for Underserved Areas

This December 2005 plan completed by ADA evaluates the effectiveness of and potential redevelopment opportunities using TADs and Urban Enterprise Zones (UEZ) in ten Atlanta areas, including the Simpson Road Corridor. Except for the existing Westside TAD and Beltline TAD, no other area along Simpson demonstrates the potential to meet the basic size (\$10 million) threshold for TAD bonds in the short term (one to ten years). But the study did identify opportunities for utilizing UEZ along the Simpson Road Corridor at the following areas:

- Medium likelihood of redevelopment (7-15 years): Westlake Avenue area. It can support 89,000 square feet of residential space potentially valued at \$5.7 million
- Long-term redevelopment (15-20 years): H. E. Holmes Drive and Anderson Avenue area.

Also according to SB 334, the entire Simpson Corridor is designated as one of the pre-qualified areas in the City to apply for UEZ program.

### Bankhead MARTA Station LCI Plan

This LCI plan completed in 2005 aimed at transforming the area around the Bankhead MARTA Station into a transit-oriented neighborhood center with wide, tree-lined sidewalks; safe accessible open space; convenient transit service; safe and smooth traffic flow; human-scaled buildings and neighborhood services within walking distance. This vision also extends to nearby neighborhoods, where vibrant neighborhood commercial nodes, new sidewalks, and expanded parks benefit area residents.

The LCI plan area goes south to Simpson Street. The recommendations in relation to the Simpson Corridor include:

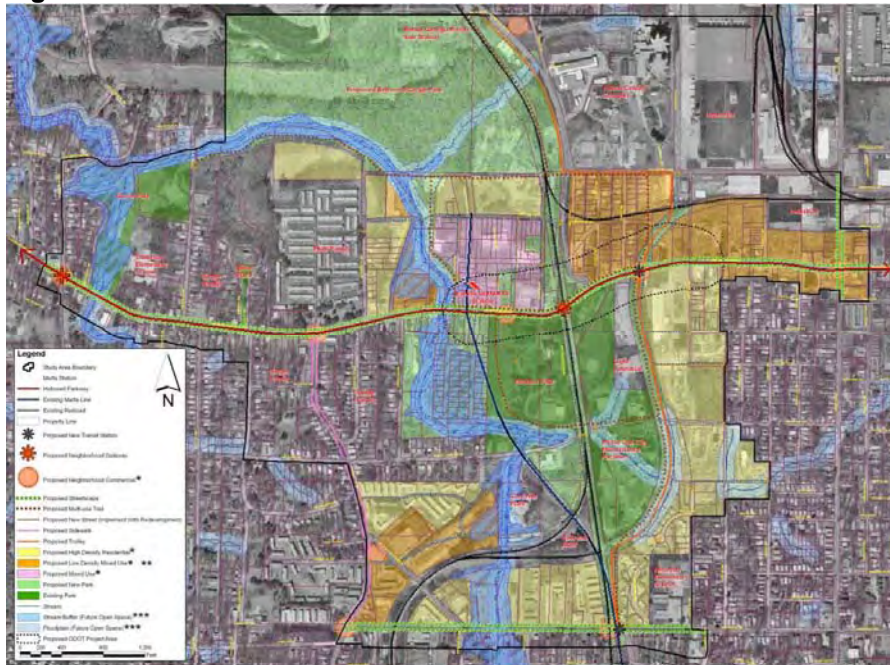
- Develop the east side of Maddox Park (between Simpson and Hollowell) as high density residential.
- Redevelop the north side of Simpson Rd and the east side of Chappell Rd as high density residential and mixed use.
- Expand and enhance Maddox Park.
- Connect Neal Place to Simpson Road.

### English Avenue Redevelopment Plan

Parallel with the Simpson Corridor Redevelopment Plan Update process, English Avenue neighborhood is updating their redevelopment plan at the same time. The detailed recommendations relating to the Simpson Corridor will be presented as a reference in the recommendation chapter of this plan.

Overall, the planning process for the Simpson Road Corridor Redevelopment Plan Update builds upon the aforementioned previous planning efforts, most notably the 1995 Simpson Road Redevelopment Plan.

Figure 1. 6 Bankhead MARTA LCI Framework



## 6. The String of Pearls Principle

The general organizing principle that serves as the underlying guideline of the redevelopment plan for the entire Simpson Corridor can be envisioned as a String of Pearls, illustrated in Figure 1.2. The String of Pearls represents:

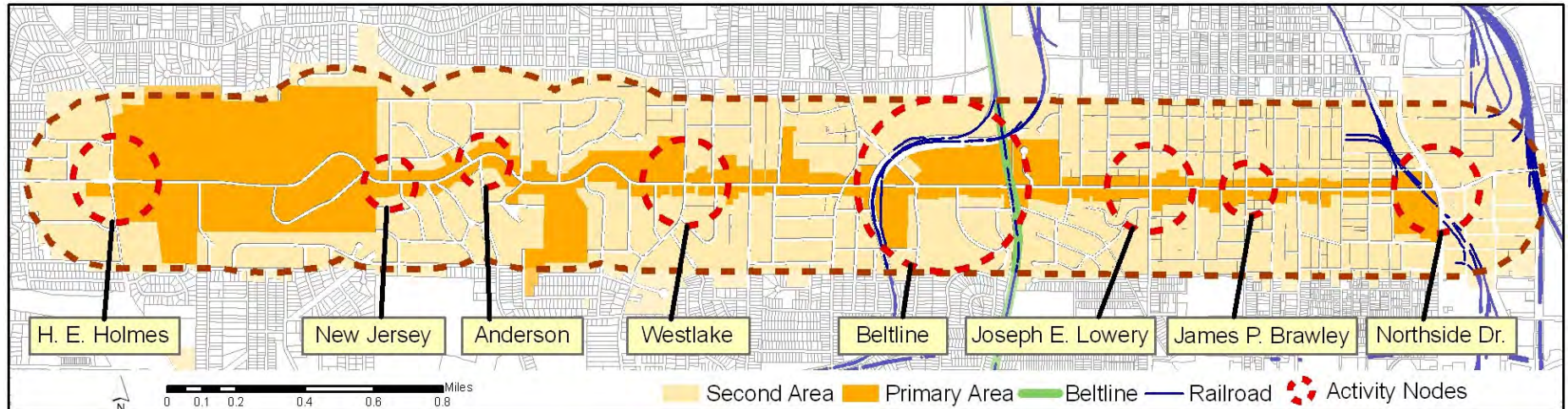
‘**Pearls**’ are different levels of activity nodes along the corridor that serve the neighborhoods and community. They are identified based on the historic and existing patterns of the corridor and include areas around major street intersections (H. E. Holmes Drive, New Jersey Ave., Anderson Ave., Westlake Ave., Joseph E. Lowery Blvd., and

Northside Drive) and an area with great redevelopment potential (the Beltline area).

The ‘**String**’ is comprised of the continuous corridor areas in between the activity nodes. These areas are directed primarily for single-family preservation and infill. The streetscape and the physical thoroughfare itself serve to reinforce and support the connection between the ‘pearls’.

The String of the Pearls principle seeks to replace the present fragmented commercial and residential frontage with a series of concentrated mixed-use activity nodes. These nodes will be linked by a continuous transportation corridor with nice streetscape and residential uses along it. The different levels of activity nodes will promote pedestrian activity and business vitality along the corridor. They will also create a rhythm of development along the corridor, which helps to segment the linear corridor into distinct areas; each of these areas has the potential to develop its own sense of place.

Figure 1. 7 String of Pearls Principle





## Chapter Two The Planning Process

Public Participation Process  
Surveys and Feedbacks  
Vision, Goals, and Objectives

## 1. Public Participation Process

The Bureau of Planning and its consultant team have been working with community organizations, residents, property owners, businesses, and other stakeholders through an extensive public participation process to gather input, generate ideas, and review draft proposals. The process consisted of 6 public meetings, a project website, advisory committee meetings, and individual stakeholder interviews from January to June 2006.

### **Public Meetings**

The development of the Simpson Road Corridor Redevelopment Plan Update revolved around six (6) public meetings that involved more than 120 participants. These meetings were announced through the project website, NPU meetings and agendas, and post mailed to property owners.

#### **Kick-off Meeting (Thursday, January 26, 2006):**

This first meeting introduced the planning process, reviewed the initial assessment developed by the consultant team, and conducted a series of surveys to gather input from the participants about the issues and opportunities in the study area.

#### **Community Workshop (Saturday, March 4, 2006):**

The workshop created a forum for various stakeholders to take a 'hands-on' role in developing an overall vision and character for the Study Area. It included a review of the survey results from the kickoff meeting and a working session to identify the area's future improvement potential in the following aspects:

- Transportation
- Parks and Open Space
- Streetscape

- Commercial/Services Development
- Mixed-use Development
- Single-family, Townhomes and Multifamily Residential Development

#### **Preliminary Recommendation Meeting (Wednesday, March 22, 2006):**

This meeting included a review of the goals and objectives and preliminary concepts and recommendations developed by the consultants.

#### **Land Use, Zoning and Action Recommendation Meeting (Wednesday, April 12, 2006):**

The planning team presented the market analysis results; urban design concepts for activity nodes, land use, zoning, transportation recommendations, and preliminary implementation plan.

#### **Draft Plan Review Meeting (Tuesday, May 30, 2006):**

The meeting reviewed the refined goals and objectives, draft recommendations for all plan elements and a detailed implementation plan.

#### **Final Plan Review Meeting (Thursday, June 29, 2006):**

After public review of the draft plan for 2 weeks, this meeting reviewed the revised Draft Plan based on received comments and received additional comments. The working group at the meeting approved to move the Draft Plan forward for NPU





process and CDP adoption.

### ***Advisory Committee Meetings***

An advisory committee was established at the early stage of the public participation process to help the planning team develop and review recommendations, and serve as liaisons to the larger community in the entire planning process. The committee consisted of representatives from NPU's, neighborhood organizations, businesses, major property owners, and residents in the Study Area. The advisory committee met prior to each public meeting to go over issues and recommendations, and to provide input.

### ***Stakeholder Interviews***

The planning team conducted individual interviews with ten different stakeholders in the Study Area who represent different interest groups including residents, churches, businesses and neighborhoods. A summary of the results is presented in Appendix F.

### ***Project Website***

The Bureau of Planning has hosted a website as a tool for public involvement. The website was used to post meeting notifications and to distribute meeting materials, plan maps and documents. It is accessible at: <http://www.atlantaga.gov/simpson.aspx>

## **2. Surveys and Feedbacks**

Two surveys were conducted at the kick-off meeting to help gather information and provide direction for the plan development.

### ***Opinion Survey***

The opinion survey consisted of 13 questions to measure the respondents' perceptions of the Corridor Study Area in the following aspects:

- Perception of the corridor's physical place and condition
- General retail and business assessment
- General traffic and pedestrian safety assessment

The results of the survey provided a base to develop the vision, goals, and objectives for the Simpson Road Corridor Redevelopment Plan Update. The detailed results can be seen in Appendix F.

### ***Visual Preference Survey***

A visual preference survey was conducted among the kick-off meeting participants to help visualize what might be the desired character of the corridor when it is to be improved. A multi-page booklet with images representing single-family housing, multi-family housing, mixed-use, commercial, streetscape, and gateways was distributed. Participants were asked to rank the images from 1, meaning unacceptable to 7, meaning very acceptable.

The following images (Figure 2.1) were chosen by the participants as the most desirable ones that apply to the Study Area. Based on but not limited to the images selected, the planning team got direction on how the residents and stakeholders would like to see the corridor improved in the future. The basic character indicated by the resulted include:

- Single-family residential that is consistent with the existing corridor neighborhood character in terms of scale and architectural design.

**Chapter Two: The Planning Process**

- Multifamily residential with a higher density buffered from the single-family residential neighborhood at appropriate locations.
- Neighborhood-serving commercial and mixed-use development that respects the scale and density of surrounding neighborhood and incorporates the historic

character in the architectural design.

- Pedestrian friendly streetscape with street-level activities, shaded trees, furniture, and possible on-street parking.
- Gateway features that identify the neighborhoods and corridor appropriately.

**Figure 2. 1 Visual Preference Survey Results**



**Single-Family**



**Single-Family**



**Multi-Family**



**Mixed Use**



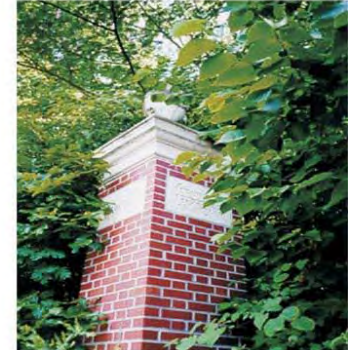
**Streetscape**



**Streetscape**



**Commercial**



**Gateway**

### 3. Vision, Goals, and Objectives

#### **Vision**

The vision statement developed through the first phase of the planning process is:

*“The Simpson Street/Road will evolve into a vibrant urban corridor that the community and residents will cherish and enjoy. It will serve three major roles: a community builder, a people-friendly public space, and a route for diverse modes of travel.”*

#### **Goals and Objectives**

Goals and objectives for each element of the Simpson Corridor plan have been developed based upon public input gathered through the public participation process, especially the kick-off meeting and the charrette held at the early stage of the study, together with staff and consultant input. These goals and objectives reflect closely the desire of the community.

#### **Land Use and Zoning**

**Goal:** The development and protection of a land use pattern that will allow for the rational and efficient use of properties along the corridor.

#### **Objectives:**

- Protect stable single-family neighborhoods and cluster intensive uses at activity nodes.
- Encourage mixed-use and higher density development around key intersections.
- Encourage transit oriented development at Beltline activity node.

- Provide appropriate buffers between more intensive uses and less intensive uses.
- Develop zoning recommendations that reflect the desired scale, character and compatibility with existing Simpson Corridor neighborhoods.
- Focus development and redevelopment toward substandard, deteriorated and dilapidated parcels.

#### **Urban Design**

**Goal:** protect and improve the desirable image and character of the corridor and activity centers.

#### **Objectives:**

- Promote building forms that encourage pedestrian use and increase pedestrian comfort.
- Encourage the use of landscaping as a means of enhancing the physical and environmental image.
- Use urban design guidelines to guide the scale and character of development, and to maintain historic and cultural resources in the corridor area.
- Create gateways at appropriate locations of the corridor.

#### **Transportation**

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

#### **Objectives:**

- Create and maintain a system of safe sidewalks and pedestrian crossings to improve pedestrian circulation and reduce vehicle/pedestrian conflicts.
- Ensure that all pedestrian facilities are accessible and accommodating to persons with disabilities.
- Utilize building and site planning designs that reduce walking distances.

**Goal:** Improve vehicular safety along the Simpson Corridor, while respecting its urban context and impact on other modes of travel.

**Objectives:**

- Reduce traffic disruptions associated with a high number of turning movements and curb cuts.
- Target problematic traffic points and intersections through improvement programs.
- Provide adequate parking in commercial and mixed-use nodes.
- Connect new developments with existing street pattern.
- Utilize access management solutions, such as consolidated curb cuts, cross-access easements, and alleys, to reduce the number of curb cuts.
- Utilize roadway design and signalization programs that favor drivers who drive responsibly.
- Eliminate drainage problems.

**Goal:** Make bicycling pleasant and safe.

**Objectives:**

- Connect Beltline activity node to Downtown with bicycle facilities.
- Increase on-street bicycle lane options, signage and awareness.
- Increase connections to existing and planned off-street bicycle paths.
- Provide bicycle parking facilities at activity nodes.

**Goal:** Promote a variety of transit choices.

**Objectives:**

- Enhance and improve transit facilities with integration of the Beltline.

- Encourage enhancement of existing MARTA service.
- Provide improved bus facilities, such as posted schedules, shelters, and improved reliability.
- Provide land use patterns that support transit.

**Economic Development**

**Goal:** Promote economic development in the Simpson Corridor area.

**Objectives:**

- Retain and expand existing commercial and retail establishments.
- Expand the local market by adding non-competitive anchor business.
- Utilize available economic development tools and programs to help economic development along the corridor.
- Encourage private development and redevelopment activities which will provide employment opportunities at all income levels.
- Remove barriers identified and associated with business retention and expansion.

**Housing**

**Goal:** Improve housing quality and options.

**Objectives:**

- Encourage a balanced development of market rate and workforce housing along the Simpson corridor.
- Encourage the development of new housing that is sensitive and compatible to existing neighborhood character.
- Encourage the rehabilitation of sub-standard housing through both conventional and public financing.
- Identify senior housing opportunities where seniors can walk to parks, retail services, churches, and other daily needs.

## Environmental

**Goal:** Create a safe environment for residents and visitors.

**Objectives:**

- Support effective policing in residential areas.
- Encourage urban design principles that promote safety.

**Goal:** Ensure adequate infrastructure to support future development.

**Objectives:**

- Maintain and rehabilitate utilities and infrastructure.
- Find alternatives to aboveground utilities, where possible.
- Incorporate natural resource protection and open space provision into new infrastructure and improvement projects, such as participation in the Atlanta Greenway Acquisition Project.

**Goals:** Provide a range of parks and open space.

**Objectives:**

- Utilize parks and recreation areas, including the Beltline, to connect residential areas and commercial/mixed-use areas.
- Encourage parks, greenways, multiuse trails and recreation facilities that meet the needs of different age groups.
- Increase the number of public spaces.
- Integrate natural resource features into recreation amenities.



## Chapter Three Existing Condition Analysis

Market Overview

Land Use

Current Zoning

Urban Design and Historic Resources

Building Conditions

Infrastructure

Social Profile

S.W.O.T. Analysis

Transportation

The Simpson Corridor is another example of the many corridors that serve as an entry portal to central Atlanta. From H. E. Holmes Drive to Northside Drive, the corridor crosses through various land uses, and a range of conditions. The corridor has evolved throughout many social and economic trends to arrive at its present condition. This section provides a detailed analysis of the corridor in the following aspects:

## 1. Market Overview

### Demographic and Economic Assessment

The Study Area population in 2006 is estimated at 3,086, almost unchanged from 3,032 in 1990. Despite the Study Area’s restricted residential base, a relatively high number of people live in the surrounding neighborhoods. An estimated 72,620 persons live within the area that buffers the Simpson Road Corridor (“Corridor Neighborhood Area”-Figure 3.1). Among the three Activity Nodes (Westlake, Chappell/Beltline and Lowery), Westlake has the highest population density within a half-mile area.

**Table 3. 1 Simpson Area Population and Households 1990-2011**

| Geographic Area                   | 1990   | 2006 (estimates) | % change | 2011 (Forecast) | % change |
|-----------------------------------|--------|------------------|----------|-----------------|----------|
| <b>Study Area</b>                 |        |                  |          |                 |          |
| Population                        | 3,032  | 3,068            | 0.07%    | 3,171           | 0.68%    |
| Households                        | 1,216  | 1,153            | -0.32%   | 1,194           | 0.72%    |
| Avg. HH Size                      | 2.42   | 2.55             |          | 2.55            |          |
| <b>Corridor Neighborhood Area</b> |        |                  |          |                 |          |
| Population                        | 66,726 | 72,620           | 0.55%    | 75,348          | 0.76%    |
| Households                        | 21,959 | 23,605           | 0.47%    | 24,892          | 1.10%    |
| Avg. HH Size                      | 2.44   | 2.37             |          | 2.35            |          |

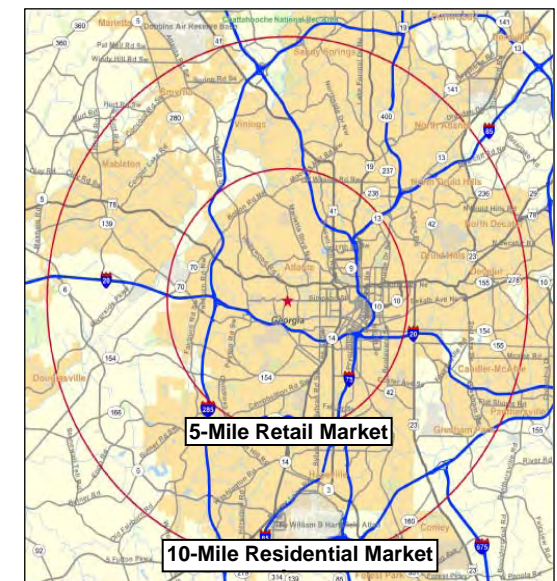
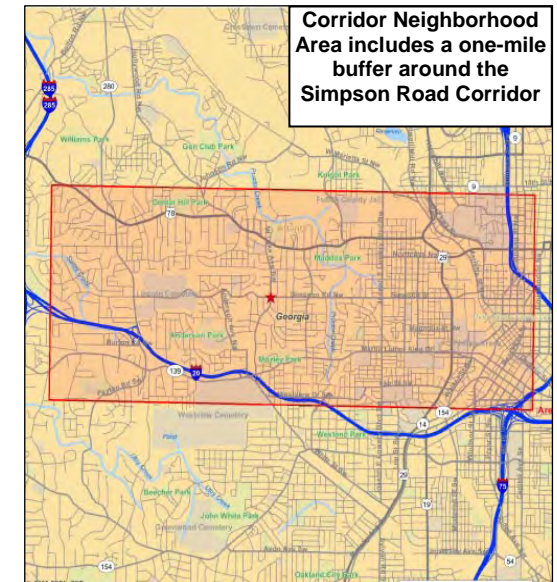
Retail and Residential Market Areas (Figure 3.1) delineated for this research are the geographic areas from which the large majority of potential retail customers and residents of new housing emanate. The Retail Market Area is a five-mile radius

from the intersection of Simpson Road and Westlake Avenue, the approximate center of the Study Area. The Residential Market Area is defined by a larger ten-mile area.

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. Population within the Retail Market Area in 2006 is estimated at 273,598, roughly one-third of the Residential Market Area population (831,024).

On the whole, Study Area and Corridor Neighborhood Area populations are younger and less affluent than City, Retail and Residential Market Area households. The 2006 estimated median income of

**Figure 3. 1 Market Study Areas Map**



Study Area households is only \$24,312, less than one-half (47%) of the national median. While estimated median household incomes within the City and Retail and Residential Market Areas are below MSA levels, they are generally closer to the national median: \$47,831 (93%), \$39,156 (76%) and \$53,811 (105%), respectively. A majority of Study Area, Corridor Neighborhood Area, City and Market Area residents are African American, accounting for 55% to 98% of all residents.

Market segmentation data reveals that households within and close to the Study Area are urban oriented, many with low to moderate incomes. Age groups are a mix of older residents, families with young children and those just starting out on their own. While restricted incomes generally limit purchases to necessities, expenditures often include children's clothes/products, trendy apparel and fast food. Moving beyond the Study Area, market segments within the Retail and Residential Market Areas are more affluent, particularly in the further out Residential Market Area. Core expenditures among the top market segments in the Retail Market Area include infant/children's products and clothing, entertainment (movies, live-music, dancing) and trendy clothing. In terms of housing preferences, primary Residential Market Area tapestry groups favor rental but there are also those who prefer ownership in established communities. Young, upwardly mobile young professionals (who are well represented in the Residential Market Area) would be an immediate target market for reasonably priced housing in a mixed-use setting.

According to the Atlanta Chamber of Commerce, there are eight businesses located in the Zip Codes immediately surrounding the Study Area (30313, 30314 and 30318) that employ more than 250 workers: Coca-Cola Company, Turner Entertainment, Cartoon Network, Custom Services, Inc., HJR Russell, Inland Seafood, Norfolk Southern and Pepsi Bottling. Downtown Atlanta anchors the eastern end of the Study Area and is one of the region's largest employment centers with approximately 137,000

employees. Directly east of the Study Area sits the Georgia World Congress Center, Georgia Dome and AmericasMart, all of which support Downtown's convention/visitor industry. Furthermore, Simpson Road is within a short drive of well-established industrial areas (Chattahoochee Industrial District and the Fulton Industrial District).

Business permit data issued by the City of Atlanta indicates that there are 206 businesses operating within the Study Area, a large share of which is convenience related. Almost 1,800 people work within one mile from the intersection of Simpson Road and Westlake Avenue; more than 9,700 people work within two miles; and more than 72,000 work within three miles. Nearby employees are a valuable market for new retail and housing development.

According to Atlanta Development Authority, the unemployment rate for Simpson Corridor and surrounding area was 6.7% at the end of year 2005, which was higher than the 4.6% City rate.

### ***Market Capacity***

Despite suffering from years of disinvestment resulting in an abundance of vacant/ unkempt lots, marginal retail uses and abandoned apartment communities, the Simpson Road Corridor lies in the shadow of renowned institutions/attractions and a growing number of successful intown redevelopment initiatives. Although Simpson Road has not yet been able to capitalize on potentially catalytic projects in the immediate vicinity, access to Downtown/MARTA/I-285/I-75/I-85/I-20, relatively affordable but increasing land prices and clear market voids are just some of the indicators of the area's potential.

### **Residential Market**

Although there are only an estimated 1,153 occupied housing units within the Study Area, there are almost 24,000 occupied units within one-mile indicating a sizable surrounding



neighborhood base. A key issue facing the redevelopment of the Study Area is the level of blight in some of the neighboring areas. Vacancy levels are high, ownership levels are low and household income is significantly below average. Despite these challenges, there are attractive, established communities that are commanding sales prices in the \$200,000s and higher.

Sales data for 2005 reveals that the competitive for-sale housing market is relatively affordable, with higher sale prices and greater development activity to the north of Simpson Road. A survey of newly developed for-sale projects within and close to the Study Area shows a wide spread in price points, from as low as \$159,000 for townhome units to over \$1 million at nearby Atlantic Station. Generally, however, prices are centered in the \$200,000s to the low \$300,000s.

While there is an abundance of apartment communities located within the Study Area, most are older and in poor condition. Newer communities can be found in close proximity to Simpson Road, especially in the Upper Westside/Atlantic Station area. Among the apartment communities surveyed for this research, value ratios range from \$0.64 to \$1.49 per square foot with a mix in occupancy rates ranging from the mid 80s to low 90s.

Over the next ten years an estimated 4,373 Residential Market Area households will annually be potential buyers of newly developed higher density, mixed-use market rate housing. An estimated 7,695 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/MARTA, 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 4,488 units of market rate for-sale and rental housing units could be absorbed in the Study Area

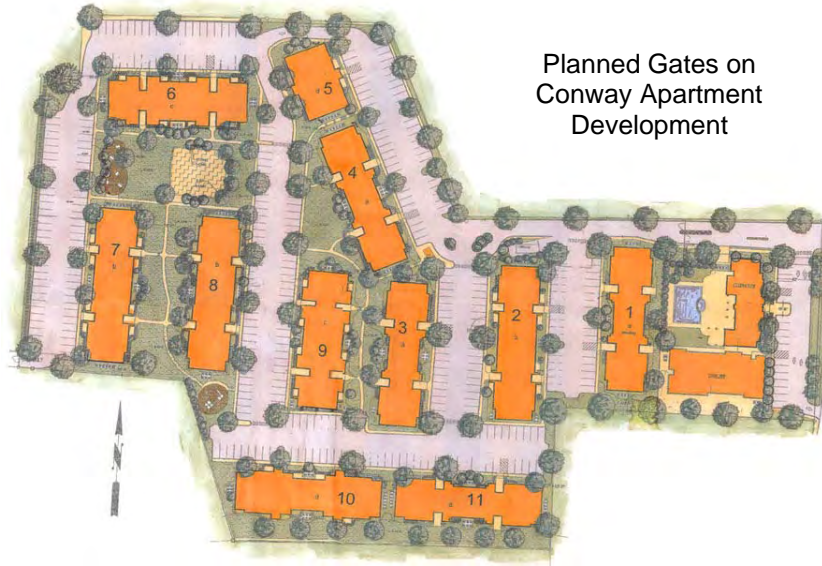
and adjoining neighborhoods over the next ten years: 1,487 units (33%) for-sale product and 3,001 units (67%) rental product.

Recent home sales in and close to the Study Area suggest that opening price points of condominium/loft units should range from \$150,000-\$200,000 with townhouses priced from \$180,000-\$250,000. Opening price points for single family detached infill housing in the Study Area's established neighborhoods should range from \$260,000-\$340,000. Current monthly rents at nearby market rate rental communities suggest that market rents in the range of \$950 to \$1,150 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 also be incorporated in the housing program. Ideally 20% of new housing developed will target low- to moderate-income households, some of whom many already live in the community.

Currently, there are a couple projects ongoing and under planning in the Study Area. Woodlawn Estates is a townhome development located at the intersection of Simpson Road and Woodlawn Avenue. It breaks ground in June and will add around 32 townhome units to the area in its first phase. Gates on Conway is a 250-unit apartment project under planning. It is the redevelopment of an old apartment complex off Simpson Street at Conway Place. Washington Heights is



a new single-family subdivision under construction along Mayson Turner Road south of Simpson Road close to MARTA rail. These developments are positive for the revitalization of the Simpson Corridor.



**Retail Market**

Aging strip centers containing mom ‘n’ pop businesses characterize much of the retail space within the Study Area. Storefront churches are increasing in number along Simpson Road, replacing former retail space. Auto related companies make up 7% of businesses and a significant portion of land in the Study Area is devoted to auto related uses. High vacancy rates are typical and several strip centers are in disrepair or completely vacant.

Despite the fact that a large share of existing businesses on Simpson Road are small grocery stores or food marts, the Study Area lacks a large national grocery store. National grocery retailers can be found at nearby shopping centers, most of which

were built within the last ten years and remain well-maintained and well-occupied. While some of these centers offer a greater variety of grocery/convenience shopping, few contain stores selling apparel, home furnishings or other retail goods. The limited supply of existing retail establishments in and immediately surrounding the Study Area indicate that the corridor is presently underserved by retail.

Estimates of potential market demand for retail uses are provided to gauge the appropriate level of commercial development in the Study Area. Assuming that a comprehensive retail strategy is implemented, Marketek estimates that over the next ten years the Study Area can capture 7% of the increase in potential retail expenditures by Retail Market Area residents, translating into 199,982 square feet of supportable retail space. In addition, Marketek estimates that there is an immediate demand for 64,582 square feet retail space in the Study Area due to a current undersupply of existing retail establishments in and immediately surrounding Simpson Road. Excluded from these estimates is demand generated by students enrolled at nearby colleges/universities, employees working nearby, residents of new housing developed in the Study Area and the development of the Beltline.

The following types of businesses are recommended for the Study Area based on demographic characteristics of Retail Market Area residents, retail spending activity, community input, the supply and quality of existing nearby retail establishments, physical constraints of the Study Area and retail trends: variety of apparel, one-of a kind restaurants (e.g., coffee, deli, southern, Tex-Mex, pizza, BBQ, etc.), entertainment (theater, music, dance clubs), jewelry, home furnishings/accessories, drugstore, specialty market/grocery store, video/DVD rental, bookstore/music/CD, childcare, health club/gym, bakery, electronic sales/repair, music/CDs, shoe repair, dry cleaner, mail/copy center, barber shop/salon, gardening supplies, film processing and gifts/cards.

### Office-Industrial Market

While not an established venue for office space development, the Simpson Road Corridor is immediately adjacent to the well-established Downtown Atlanta, the emerging Upper Westside and the I-20 West office submarkets. Simpson Road's proximity to the Georgia World Congress Center, Georgia Dome, AmericasMart and Downtown's inventory of more than 10,500 hotel rooms would support office uses related to Downtown Atlanta's convention and visitor industry. Combined with quick access to MARTA rapid rail and the metro area's interstate highway system, this location helps provide some opportunities for limited office space development over time.

In terms of existing industrial space, the Study Area lies to the south of the Chattahoochee Industrial District that contains just over 16.1 million square feet of space, most in the form of older office/warehouse/distribution facilities. A combination of convenient location and relatively low rents has historically been the main attraction of the Chattahoochee Industrial District for space users. More recently industrial space has been supplanted by other land uses within the boundaries of the district to accommodate residential and small-scale office/mixed-use projects. To the west of the Study Area, the I-20 West/Southwest industrial submarket is comprised of predominately bulk-warehouse users.

Growing residential populations to the north and east, the result of the steadily growing attractiveness of intown living, can be expected to add to the population of the corridor over time. A growing population would, in turn, generate demand for smaller-scale facilities for use by medical, dental, legal, insurance and other consumer-oriented users of office space. Much of this office space could effectively be developed as part of smaller-scale, mixed-use office/retail projects.

The potential for large-scale industrial development in the Simpson Road Corridor is extremely limited, if for no other

reason than there is an abundance of relatively inexpensive, much better-located warehouse and distribution product in the nearby Fulton Industrial District and a growing amount of new, state-of-the-art facilities further to the west along I-20. There may, however, be a potential for some development of small-scale distribution facilities within the Study Area. This kind of development could perhaps take the form of for-sale office/warehouse condominiums as described above; and perhaps some single-building projects on carefully selected sites.

Marketek estimates that over the next ten years, the Study Area could support an additional 60,000-80,000 square feet of office-industrial space.

### Conclusion

Despite many challenges currently facing Simpson Road, the potential for retail, residential and office-industrial development is strong. Immediate access to Downtown combined with an increasing number of successful redevelopment projects close to the Study Area is key factor that supports this conclusion. The table on the following page summarizes potential demand for residential, retail and office-industrial uses at five Redevelopment Nodes over the next ten years. The table also identifies key target markets for new development and outlines near-term steps in implementing a redevelopment program.

Table 3. 2 Simpson Area Projected Market Capacity Summary

|                                      | Residential  | Retail  | Office-Industrial   |
|--------------------------------------|--|---|---|
| Estimated 2006-2016 Potential Demand | 1,487 For-Sale Units<br>3,001 Renter Units<br>(20% or 898 affordable)  | 264,546 Square Feet   | 60,000-80,000 Square Feet   |
| West Lake Node Potential             | <ul style="list-style-type: none"> <li>25,000 Square Feet of Neighborhood Serving Retail; Up to 10,000 Square Feet of Professional/Office Space; 100 Housing Units (Single Family and Townhomes)</li> </ul>  |   |   |
| Chappell/Beltline Node Potential     | <ul style="list-style-type: none"> <li>100,000 Square Feet of Destination Retail/Restaurant/Entertainment; 30,000 Square Feet of Professional/Office Space; 2,500 Housing Units (Predominantly Multifamily with a Limited Number of Townhomes and Single Family)</li> </ul>  |   |   |
| Lowery Node Potential                | <ul style="list-style-type: none"> <li>50,000 Square Feet of Neighborhood Serving Retail and Entertainment/Restaurants; 20,000 Square Feet of Professional/Office Space; 300 Housing Units (Predominantly Multifamily and Townhomes)</li> </ul>  |   |   |
| New Jersey Node Potential            | <ul style="list-style-type: none"> <li>11,000 Square Feet of Neighborhood Serving Retail; 50 Housing Units (Townhomes, Live/Work)</li> </ul>   |   |   |
| Anderson Node Potential              | <ul style="list-style-type: none"> <li>19,000 Square Feet of Neighborhood Serving Retail; 50 Housing Units (Townhomes, Live/Work)</li> </ul>   |   |   |
| Remaining Area Potential             | <ul style="list-style-type: none"> <li>60,000 Square Feet of Retail; 1,500 Housing Units (Multifamily, Townhomes, Single Family, Live/Work); Up to 20,000 Square Feet of Professional/Office Space</li> </ul>  |   |   |
| Target Markets                       | <ul style="list-style-type: none"> <li>Entry-Level Professionals<br/>For-Sale: \$150,000-\$230,000<br/>Renter: \$800-\$1,000</li> <li>Higher-Level Professionals<br/>For-Sale: \$240,000+<br/>Renter: \$1,100-\$1,400</li> <li>Empty Nesters/Retirees<br/>For-Sale: \$200,000+<br/>Renter: \$950-\$1,200</li> <li>Parents/Students<br/>For-Sale: \$150,000-\$280,000<br/>Renter: \$750-\$1,200</li> <li>Creative/Professionals<br/>For-Sale: \$150,000+<br/>Renter: \$900+</li> <li>Workforce Housing<br/>Attractive, affordably priced for-sale and rental should be incorporated in the housing program</li> </ul> | <ul style="list-style-type: none"> <li>Community Residents<br/>Almost than 73,000 people live within the one-mile area buffering the Study Area</li> <li>Area Residents<br/>More than 273,000 people live within five miles of the center of the Study Area</li> <li>Employees<br/>Roughly 9,712 people work within two miles from the center of the Study Area; more than 72,000 work within three miles</li> <li>Students<br/>Approximately 25,000 students attend nearby Atlanta University Center and Georgia Tech</li> </ul> | <ul style="list-style-type: none"> <li>Small-Scale Light-Industrial Market: convention-visitor industry and downtown businesses</li> <li>Neighborhood Serving Office Market: medical, dental, legal, insurance and other consumer-oriented users</li> </ul> |

## 2. Land Use

### Existing Land Use

An existing land use analysis was performed along the length of the corridor based on a windshield survey supplemented by the Fulton County Tax Assessor’s records on the parcel level.

There are approximately a total of 447 acres of property fronting Simpson Street/Road in the primary Study Area, and a total of 1,431 acres of property within a half mile buffer along the corridor (within the area of influence) from H. E. Holmes Drive to Northside Drive.

In the primary Study Area, predominate land use is commercial, which takes about one third of the land fronting the corridor. Residential uses facing the corridor takes about one fourth of the land, and ranges from single-family residential to medium density apartments. The multifamily apartments are concentrated between Westlake Avenue and Temple Street on

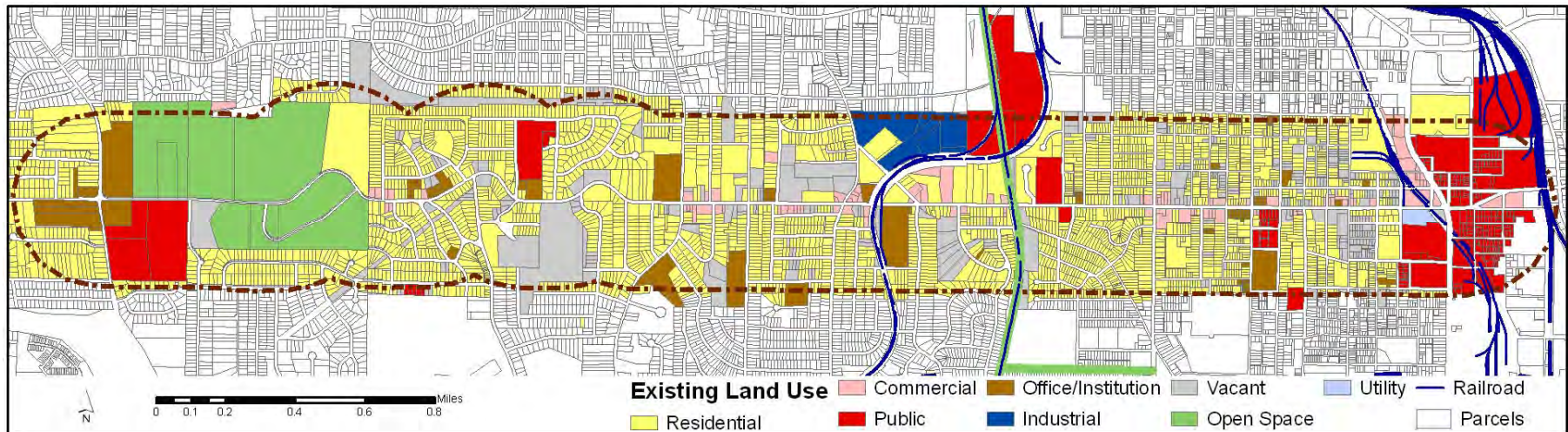
the north side of the corridor.

Existing commercial uses are primarily located at major street intersections along the corridor. There are smaller commercial areas located around intersection of New Jersey Avenue, Anderson Avenue, and Griffin Street. Larger concentrations of commercial space are around the intersections of Westlake Avenue, Chappell Road, Mason Turner Road, Joseph E. Lowery Boulevard, and Northside Drive.

There is also a significant percentage (around 11%) of vacant land scattered along the corridor, which includes both vacant properties and properties with vacant buildings on it. West of Westlake Avenue, most of the vacant land consists of undeveloped properties. East of Westlake Avenue, most of the vacant land consists of surface parking lots and/or vacant buildings.

There are many churches located along the Simpson Road corridor. The major ones include the Berean Seventh Day Adventist Church at the intersection of H. E. Holmes Drive, the

Figure 3. 2 Simpson Corridor Existing Land Use



Allen Temple Church at Westlake Avenue, and the Simpson Street Church of God at Griffin Street. These churches are actively involved in helping shape the physical environment of the Simpson Corridor.

The major public facilities along the corridor include several schools, a senior citizen center, and a fire station, which are categorized as “public” in the existing land use map (Figure 3.2). These facilities will be presented in detail in the public facilities section.

There are very few open spaces abutting the Simpson Corridor, except for the Lincoln Cemetery located on the western portion of the corridor close to H. E. Holmes Drive. There is currently a newly created open space in Vine City neighborhood around Vine Street. Although not within the study area, Maddox Park, Washington Park and Anderson Park are in close proximity to the north and south of the corridor.

There is no industrial land use abutting Simpson Street/Road and only a small portion of land south of Maddox Park in the area of influence is industrial use.

Expanding to the area of influence, the percentage of residential land use increases significantly with several single-family neighborhoods and some multi-family apartments added to the primary area. The other land use categories basically maintain the same land area.

### **15-Year Land Use**

The City of Atlanta utilizes a 15 year land use policy to guide the physical growth and development of the City. These policies, and corresponding maps, are intended to ensure that the land resources of the City accommodate economic development, natural and historic resources, community facilities, and housing; they also protect and promote the quality of life of the residents of Atlanta’s communities. The

land use policies set the stage and direction for zoning regulations.

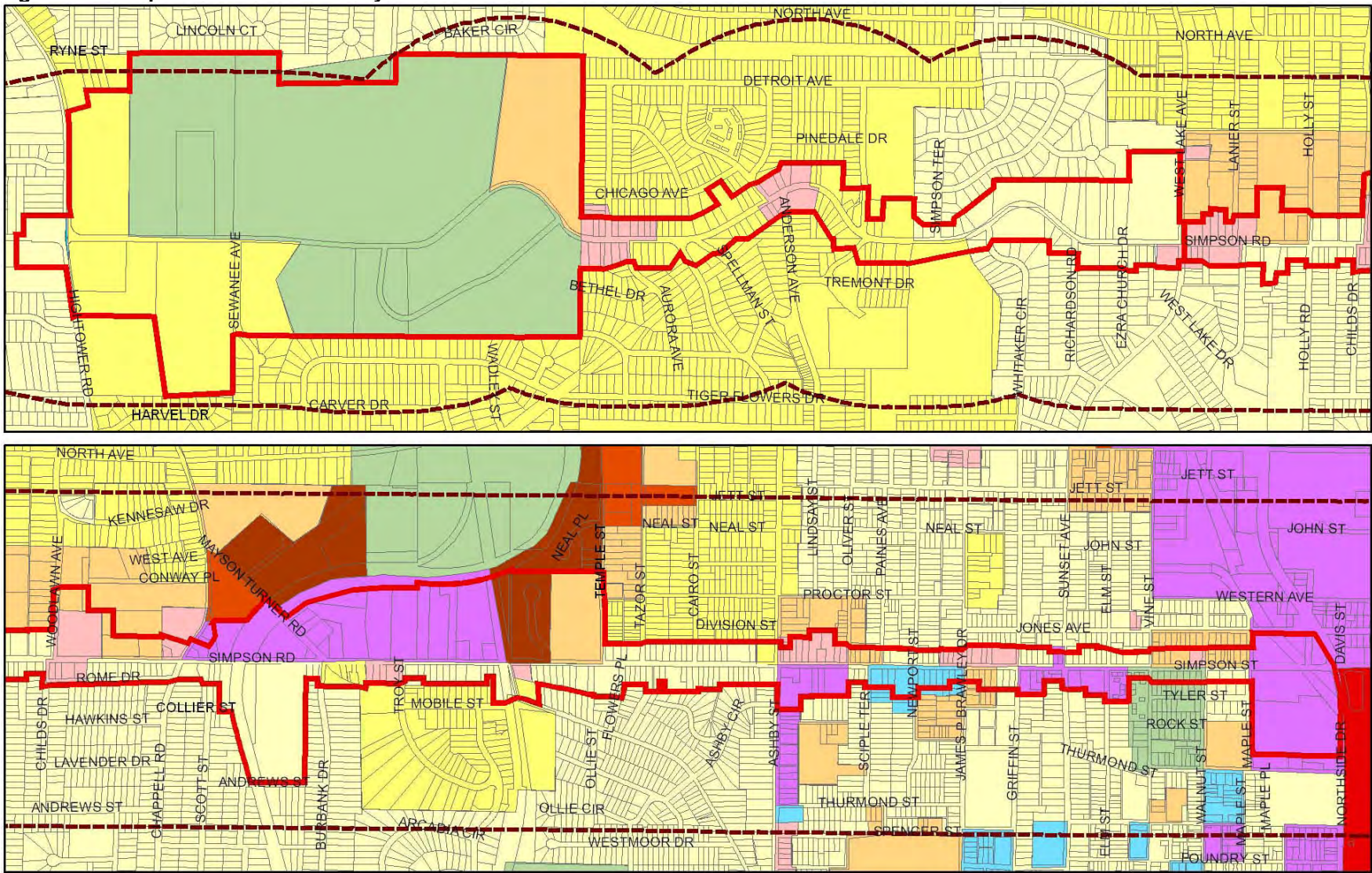
The current 15-year land use for the Simpson Corridor area is shown in Figure 3.3. The land uses along the Simpson Corridor include a variety of categories, forming a mixed-use pattern horizontally along the corridor. Low-density and single-family residential uses dominate the western portion of the corridor and a mixture of different uses make up the eastern part of the corridor.

## **3. Current Zoning**

A close correlation exists between the 15-year land use plan and the City’s zoning maps. Zoning districts must be consistent with land use designations. The area surrounding the corridor is mainly single-family residential zoned for R-4 and R-4A, especially in existing neighborhoods west of the MARTA rail line. Multifamily residential zoning (RG-3) are concentrated in the area between Westlake Avenue and Tazor Street on the north side of Simpson Road. There are also pockets of RG-3 and RG-2 multifamily residential zoning around New Jersey Avenue and Anderson Avenue. Low density commercial is scattered along the corridor reflecting the same pattern with land use. Although there is no industrial use along the corridor, some properties along the CSX railroad are zoned I-1 and I-2 industrial districts. There is one concentration of office institution zoning at the intersection of New Jersey Avenue serving the commercial uses.

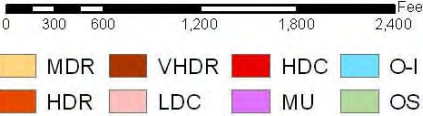
On the eastern portion of the corridor, Washington Park and Vine City neighborhoods south of Simpson Street are in the SPI-11 zoning district, which is a special public interest zoning tailored around the Ashby and Vine City MARTA stations. English Avenue neighborhood north of Simpson Street at this section is predominately zoned for single-family residential with scattered commercial and multifamily residential zoning pockets along Simpson (Figure 3.4).

Figure 3.3 Simpson Corridor CDP 15-year Land Use



**Legend**


  
 Area of Influence
   
 Primary Study Area

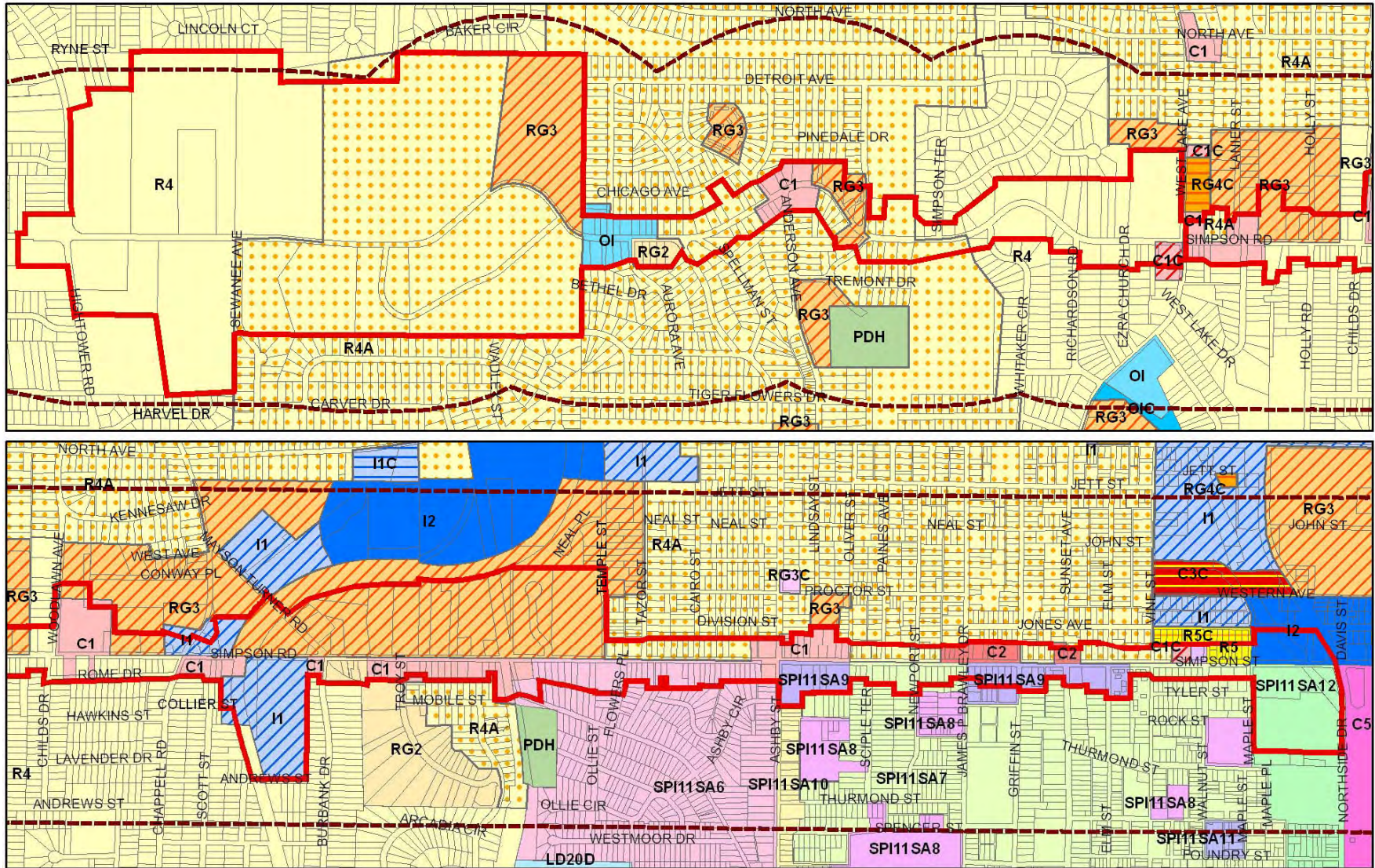


 SFR
   
 LDR
   
 MDR
   
 HDR
   
 VHDR
   
 LDC
   
 MU
   
 O-I
   
 OS

SFR: Single Family Residential  
 LDR: Low Density Residential  
 MDR: Medium Density Residential  
 HDR: High Density Residential  
 VHDR: Very High Density Residential

LDC: Low Density Commercial  
 HDC: High Density Commercial  
 MU: Mixed-Use  
 O-I: Office Institutional  
 OS: Open Space

Figure 3. 4 Simpson Corridor Existing Zoning



R-4: Single Family Residential  
 R-4A: Single-Family Residential  
 R-5: Single Family and Duplex  
 RG-2: Multifamily Residential

RG-3: Multifamily Residential  
 C-1: Community Business  
 C-2: Commercial Service  
 OI: Office Institution

I-1: Light Industrial  
 I-2: Heavy Industrial  
 PDH: Planned Development Housing  
 SPI11xxx: Special Public Interest Zone 11

  Area of Influence    
   Primary Study Area

0 300 600 1,200 1,800 2,400 Feet

N



Currently, there are some properties for which the zoning is inconsistent with the 15-year land use. For example, the industrial zoned properties abutting Simpson do not have industrial land use to support them. All the corridor parcels are examined in this study to check the discrepancies between land use and zoning. Recommendations are provided in the later chapter to correct these discrepancies.

evident moving from east to west, in approximately the historic direction of growth. In the eastern portion of the Study Area, which includes the historic urban neighborhoods of English Avenue, Vine City, and Washington Park, the character is compact and walkable. The streets have a fine grid pattern with good accessibility. Residential lots are relatively small with shallow front yards.

## 4. Urban Design and Historic Resources

### Urban Design

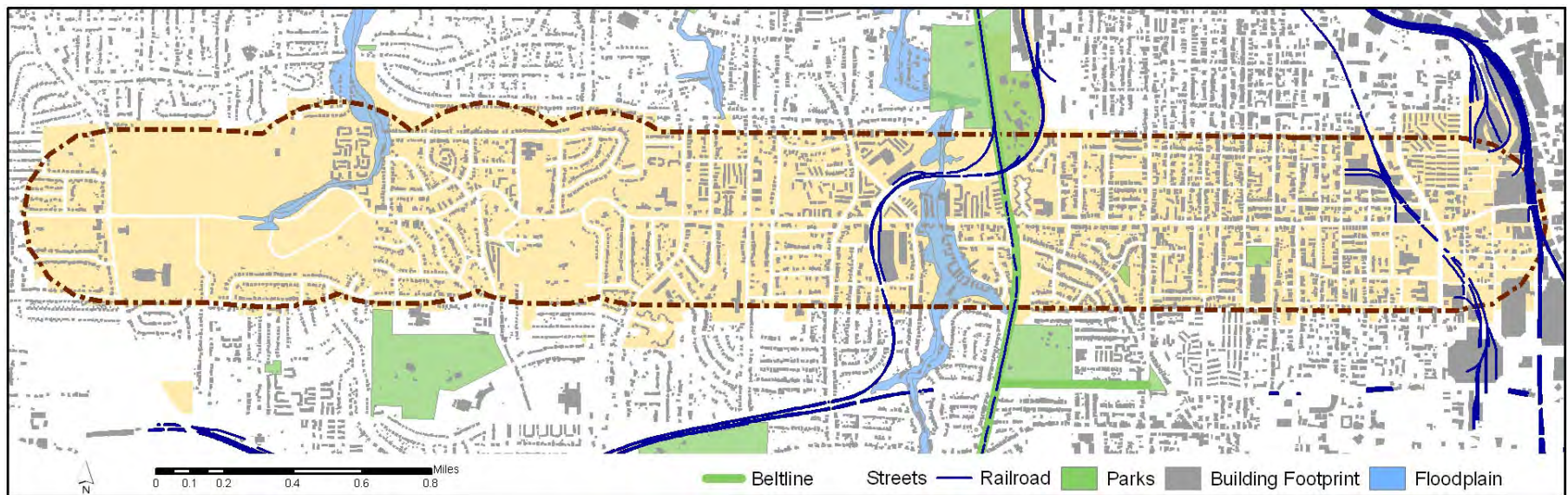
The Simpson Road Study Area exhibits a variety of urban design features along the length of the corridor. Since different parts of the corridor were developed at different times, it does not function as a single, cohesive place. Rather, each sector has a unique character that often reflects the neighborhoods abutting it.

The different characteristics along Simpson Street/Road are

Going toward the west past Temple Street, the area along the corridor becomes more auto oriented. The street network becomes disjointed with the intersecting of railroad tracks. Post World War II garden apartments built on large lots dominate this section of the corridor until Westlake Avenue.

The western portion of the corridor past Westlake Avenue reflects a suburban development pattern with a less connected street network. Homes and businesses become further from the street, lot sizes are larger, and houses appear more horizontal than vertical. There is significant amount of land that

Figure 3. 5 Simpson Corridor Figure Ground Pattern



is undeveloped with woods on it. The cemetery on the eastern end of the corridor also contributes to the suburban character of this section of the corridor.

What is consistent along the corridor is the general auto-oriented public realm cluttered with disjointed sidewalks, overhead utilities, billboards, signs and a lack of public/open spaces.

There are two floodplain areas that transect Simpson Road, one along the Creek by Collier Heights Apartments and the other along Proctor Creek. Both of the floodplain areas are disturbed by past development, which poses danger to the safety and welfare of the community.

**Historic Resources**

The Simpson Corridor Study Area has a rich historic and cultural heritage, part of which is reflected in its existing physical environment. Washington Park is one of the historic landmark neighborhoods designated by the City. Craftsman, Minimal Traditional, Ranch, and National Folk are major historic architectural styles in the Study Area neighborhoods.



Historic Church at 1029 Simpson Road

There are some historic commercial structures and churches located along Simpson Street/Road. Unfortunately, years of disinvestment and absentee land owners have compromised the condition of many of the historic structures. This plan evaluates these structures for potential adaptive reuse vs. redevelopment.

The Simpson Corridor's cultural heritage can also add to the area's historic resources. For example, design features, such as a sculpture or plaza, that celebrates the corridor's history and/or influential residents can provide attractive public spaces and enhance the corridor's sense of identity.



Craftsman Style House along Simpson



Historic brick building

## 5. Building Conditions

Based on the windshield survey, the buildings along the Simpson Street/Road are classified as being in one of the following 4 conditions:

- Standard: a building is in good condition and needs few, if any, repairs.
- Substandard: a building is in moderate condition and requires some general repair.
- Deteriorated: a building requires 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 will require both interior and exterior review.

Geographically, the degree of building deficiencies is found

scattered throughout the Study Area. However, there is a concentration of deteriorated and dilapidated buildings surrounding the Simpson Road and Chappell Road intersection. Parcels with no buildings are concentrated on the middle-western portion of the corridor (Figure 3.6-3.8).

Appendix E shows the inventory of addresses for structures that are in need of substantial repair or redevelopment. The City is expected to take corrective measures to address this issue once the plan is adopted.

There are also a significant amount of tax delinquent properties along the Simpson Corridor. A list of these properties can be seen in Appendix D.

Figure 3. 6 Simpson Corridor Building Conditions

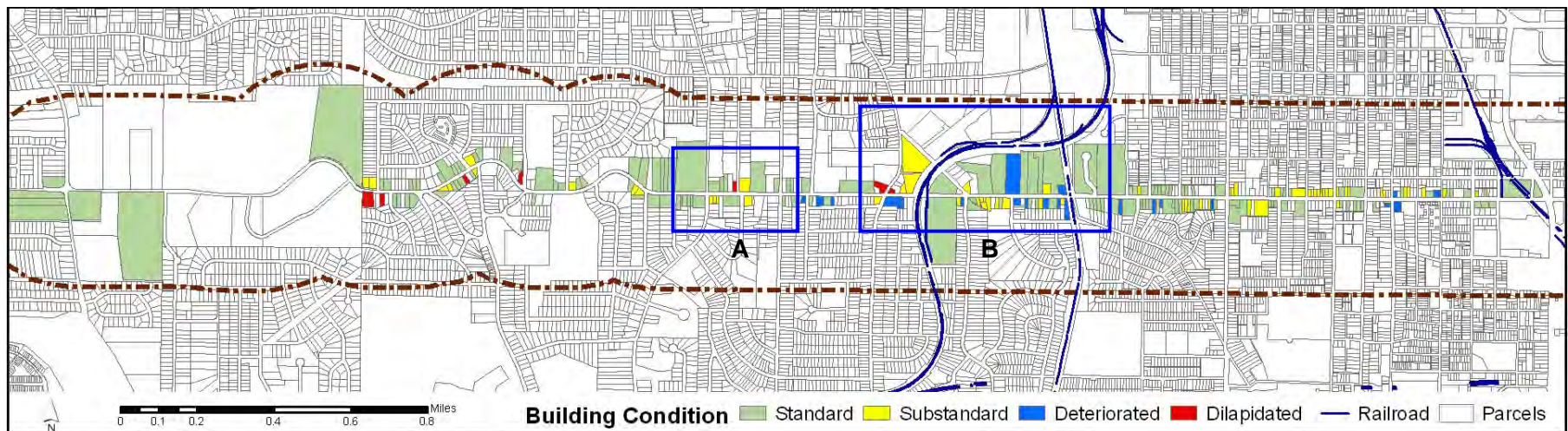


Figure 3. 7 Building Conditions at Westlake Node

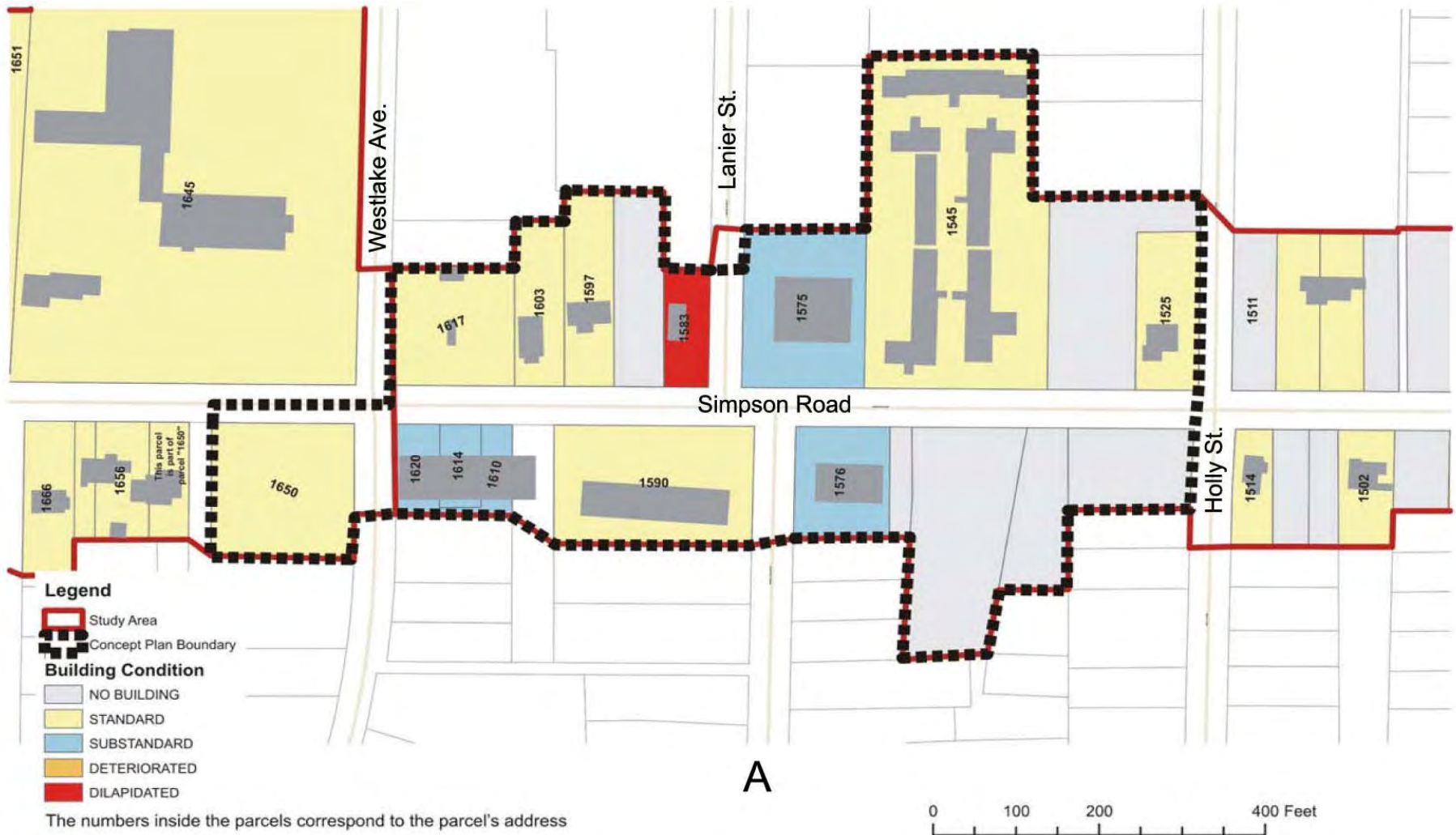
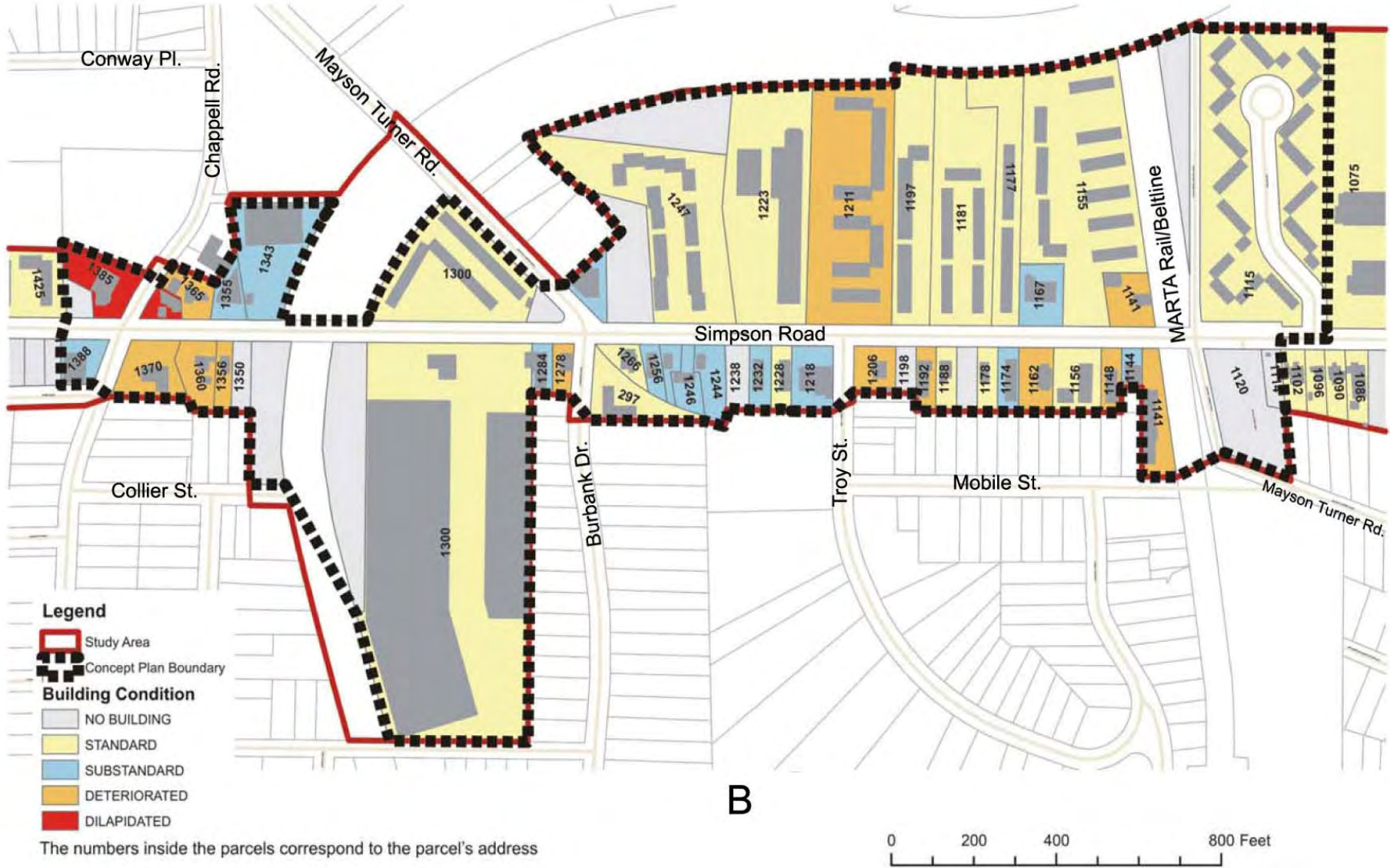


Figure 3. 8 Building Conditions at Beltline Node



B

## 6. Infrastructure

Infrastructure is the foundation upon which communities are built. Along with transportation infrastructure, water and sewer infrastructure is key for an area to evolve and develop. The Simpson Corridor is located within the Proctor Creek Basin, which is one of the sewer basins that do not have adequate capacity for development in the near term. However, this plan will set the foundation for coordination on future development happens in the area.

Based upon the market analysis and projected development capacity, a basic and rudimentary calculation is made using the City standards of sewer demand by development type. The following table provides the projected sewage capacity used by development types.

**Table 3. 3 Study Area Projected Sewer Capacity Needs**

|               | Activity Node Demand (GPD) |          |         | Total Study Area |
|---------------|----------------------------|----------|---------|------------------|
|               | Westlake                   | Beltline | Lowery  | Demand (GPD)     |
| Residential   | -                          | -        | -       | 1,077,120        |
| Single-family | 7,920                      | 28,320   | 180,000 | -                |
| Multi-family  | -                          | 571,200  | 180,000 | -                |
| Commercial    | 1,625                      | 6,500    | 5,850   | 17,195           |
| Office        | -                          | -        | -       | 14,000           |
| Total         | 9,545                      | 606,020  | 365,850 | 1,108,315        |

## 7. Public Facilities

One of the advantages of the Simpson Corridor is that it has many public facilities in and around the area that serve the neighborhoods and residents.

### Parks

Currently, the Simpson Corridor has three parks either partially or totally within the neighborhood area. The most notable and largest park is Maddox Park located between Bankhead Hwy and Simpson. This 51.5 acre park is one of the central points to the Beltline development and is programmed for expansion to facilitate the plans for the Beltline. The other two parks are Washington Park south of Simpson along the Beltline and Anderson Park south Simpson in the western portion of the corridor.

### Schools

The following five public schools and one charter school are in the Simpson Corridor neighborhood area.

**Table 3. 4 Simpson Area Schools**

| School Name                                  | Address                            |
|--|------------------------------------|
| Mary McLeod Bethune Elementary School        | 220 Northside Drive, N.W.          |
| Alonzo F. Herndon Elementary School          | 350 Temple St., NW                 |
| Walter F. White Elementary School            | 1890 Detroit Ave. NW               |
| J.F. Kennedy Middle School                   | 225 James P. Brawley Dr., N.W.     |
| Frederick Douglass High School               | 225 Hamilton E. Holmes Drive, N.W. |
| School for Integrated Academics/Technologies | 239 West Lake Avenue               |

### Other Facilities

The Georgia World Congress Center is located east of the Study Area on Northside Drive. The convention facility has 1.4 million square feet of exhibit space and provides employment to the surrounding neighborhood.

A senior citizen center is located at Simpson and Griffin Street. Fire Station #16 is located along the corridor at Temple Street.

City of Refuge is a facility located at 1300 Simpson Road that providing service and help to the community. It includes two warehouse buildings totaling 210,000 sf. of ware house space on eight acres of land. City of Refuge has renovated approximately 73,000 sf. to house its occupational training center, food storage, thrift store, warehouse gym, teen recreational area, two basketball gyms and office space. It plans to expand using available spaces for more programs in the future.

## 8. Social Profile

Safety and crime is an issue in the Simpson Corridor area. The corridor is located in Atlanta Police Zone 1, which experienced the third lowest crime rate of the six police precincts in the City in 2005 with 6,027 cases. While larceny incidents ranging from pocket picking to shoplifting reached 2,067, residential burglaries were the single highest crime incident with 1,114, followed by aggravated assault with 1,097. However, both larceny and residential burglaries saw a 7% to 2% reduction in incidents from 2004.

Overall, the crime statistics for Zone 1 for 2004 and 2005 are lower than three other precincts. Comprised of neighborhoods that are older with a large number of single family residences, the neighborhood character of the Simpson Road Corridor represents a more stabilized community that experienced a much lower number of larceny incidents than experienced by other neighborhoods located in four other police zones.

Recently, the City has started to use the Crime and Grime Program in northwest Atlanta to improve the social environment. Currently, the program is targeting the Vine City and English Avenue neighborhoods located along the eastern portion of the Simpson Corridor.

## 9. S.W.O.T. Analysis

Based on the information on land use, zoning, urban design and historic resources and building conditions, a S.W.O.T. analysis was conducted. The following strengths, weaknesses, opportunities, and threats were identified for the Simpson Corridor Study Area. The transportation S.W.O.T. will be identified separately.

### *Strengths*

- Mixture of different uses along the corridor with commercial and higher density uses developed in a nodal pattern.
- Redevelopment has just started to occur in the Study Area.
- Land in the Study Area is comparatively more affordable than land in other areas in the City of Atlanta.
- Historic resources and cultural heritage that can be utilized in the future improvement.
- SPI-11 and Washington Park Landmark District regulation protect historic structures and ensures quality development in affected neighborhoods.
- Good schools located in and around the Study Area.

### *Weaknesses*

- Significant underutilized and vacant properties and buildings with general run-down appearances.
- Perception of crime in the area.
- Concentrate of low income households and senior population.
- Land use patterns are incompatible at some locations.
- Insufficient amount of medium to high density residential development to support viable pedestrian-oriented commercial districts.
- Lack of open space and recreational facilities along the corridor.
- Lack of code enforcement and property maintenance.
- Auto oriented street frontage dominates the entire corridor.

- Some floodplain areas have been inappropriately developed.
- Lack of sewer capacity in the Study Area for development and redevelopment

**Opportunities**

- Development in the area benefits from proximity to amenities and employment centers.
- Great development opportunities for vacant and underutilized properties at activity nodes.
- Proposed Beltline alignment intersects Simpson and the Beltline/MARTA transit station will provide opportunities for transit oriented development.
- Available economic development incentives include TADs and Urban Enterprise Zones.
- Existing City of Atlanta Quality of Life zoning districts could support community desired building patterns.
- Distinct character of different sections of the Simpson Corridor could be enhanced.
- City efforts are concentrated on revitalization due to EDP designation.
- Potential to create open space or water detention pond around floodplain areas to serve new development.

**Threats**

- Lack of building code enforcement and public/private property maintenance could continue to encourage disinvestment in the area.
- Continuing negative perception of the Study Area is may prevent developers from investing in the area.
- Fear of change may prevent community members from supporting positive initiatives.

**10. Transportation**

**Roadway Network Overview**

The existing transportation system within the Simpson Study Area includes a network of state and local roadways serving residential, business and regional transportation needs. The roadway network is illustrated in Figure 3.9.

The spine of Simpson Corridor is actually known as Simpson Road west of the MARTA rail corridor and Simpson Street east of the corridor. The Simpson Street/Road corridor is characterized by three distinct roadway cross sections:

From H. E. Holmes Drive to Westlake Avenue, Simpson Road has an average width of approximately 24 feet from curb to curb with two travel lanes. With the exception of the intersection of H. E. Holmes Drive, there are no turn lanes, left or right, on this section of Simpson Road.

From Westlake Avenue to Joseph E. Lowery Boulevard, Simpson Road has an average width of approximately 34 feet from curb to curb with either two travel lanes and an alternating left turn lane, or with two westbound travel lanes and one eastbound travel lane.

From Joseph E. Lowery Boulevard to Northside Drive, Simpson Street has an average width of approximately 44 feet from curb to curb with two travel lanes in each direction and no turn lanes.

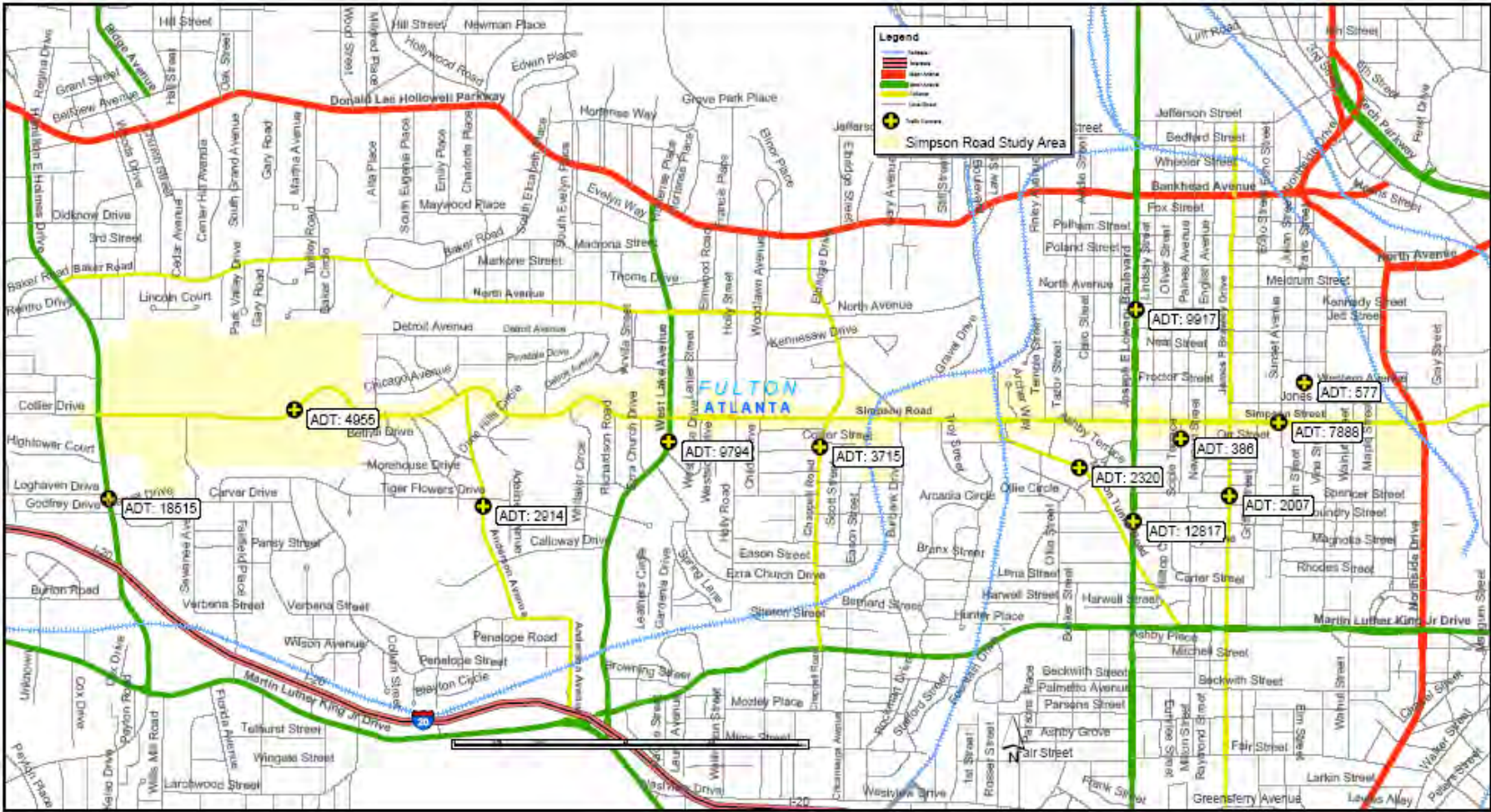
The road system is currently in fair condition, although many aspects of the Simpson Corridor do not comply with design and safety standards, including traffic controls, curb and curb gutter, and utility locations. Safety improvements are needed in particular at key intersections where there are a high number of vehicular and pedestrian accidents.



Several streets crossing the Simpson Corridor, particularly Newport Street, Sunset Street, Elm Street and Vine Street in the English Avenue Neighborhood, lack adequate width to provide safe vehicular operations in their current configuration.

The portion of Simpson Road west of Westlake Avenue is characterized by significant curves and changing grades, which creates problems with both vertical and horizontal lines of sight, contributing to decreased safety at some driveways, intersections, and crosswalks in this section of the corridor.

Figure 3. 9 Simpson Road Area Roadway Network



Simpson Road Area Roadway Network  
March 2006

With some exceptions, there is generally good north-to-south access across the corridor. The roadway network, which is essentially a rectilinear grid, is broken into two areas. Between Chappell and Joseph E. Lowery, several rail corridors break the continuity of the road network, limiting north-south accessibility. In the 1.4 mile long portion of the corridor between Westlake Avenue and H. E. Holmes Drive, there is no north-south access between Simpson Road and areas to the north of the corridor.

The Simpson Corridor functions as a de facto east-west thoroughfare, although with relatively low traffic volumes. As a thoroughfare, it is paralleled by three much higher functioning parallel thoroughfares: Donald L. Hollowell Pkwy to the north and Martin Luther King, Jr. Drive to the south, both are major arterials, and the Interstate 20 freeway to the south. Donald L. Hollowell Pkwy is currently programmed to be widened to a continuous four-lane road from Interstate 285 to Northside Drive and upgraded by GDOT. This will likely have the effect of making it a more attractive thoroughfare to east-west commuters, and thus lessen the relative attractiveness of Simpson Road as a thoroughfare and reduce traffic volumes.

### ***Roadway Functional Classifications***

Roadways within the Simpson Road Redevelopment Plan Study Area are classified by GDOT as follows:

#### ***Interstate Freeways:***

None in the Study Area, but Interstates 75 and 85 are 1 mile to the east of the Study Area and Interstate 20 is from ½ mile to 2 miles to the south.

#### ***Principal Arterials Streets:***

- Northside Drive (US19/41)
- Donald L. Hollowell Pkwy (US 78/278)

#### ***Minor Arterials Streets:***

- Joseph E. Lowery Boulevard
- Westlake Avenue
- H. E. Holmes Drive

#### ***Collector Streets:***

- Simpson Street/Road
- James P. Brawley Drive
- Mayson Turner Road (south of Simpson)
- Chappell Road
- Anderson Avenue

All other streets are local streets.

### ***Traffic Systems***

### **Traffic Volumes**

Historic Average Annual Daily Traffic (AADT) data for the Study Area was obtained from the Georgia Department of Transportation (GDOT) database for the time period from 1997 to 2004. AADT values were obtained from several count stations on all major roadways within the Study Area. These volumes can be seen graphically in figure 3.9. Detailed information can be seen in Appendix C.

### **Crash History**

Vehicular crashes in the Simpson Corridor Study Area were researched using GDOT crash records from 2000 through 2002. Crash volumes were calculated from all intersections in the study area. Table 3.5 shows the intersections with the highest numbers of crash incidents over the 2000-2002 periods. Figure 3.10 depict the results of the crash analysis.

The Statewide average crash rate for urban collector streets is 557 accidents per 100 million vehicle miles traveled. The crash rate for the Simpson Corridor is as follows:

|                                      |   |
|--------------------------------------|---|
| Average Daily Traffic:               | 6,861.5                                       |
| Corridor length:                     | 4.2 miles                                     |
| Hundred Million Miles Traveled/Year: | 0.1052  |
| Ave. Crashes per year (2000-2002):   | 185.67  |
| Crashes per MVM:                     | 1,765, or 3.19 times<br>the statewide average |

**Table 3. 5 Simpson Corridor Crash Statistics 2000-2002 Average**

| Street_1   | Street_2             | Ped. Crashes | Ped Fatalities |
|------------|----------------------|--------------|----------------|
| Simpson St | J E Lowery Blvd      | 1.67         | -              |
| Simpson St | JP Brawley Dr        | 1.33         | -              |
| Simpson St | Sunset Ave           | 1.33         | 0.33           |
| Simpson St | Temple/Tazor/Flowers | 1.33         | -              |
| Simpson Rd | Chappell Rd          | 1.00         | -              |
| Simpson St | Vine St              | 1.00         | 0.33           |
| Simpson Rd | Holly Rd             | 0.67         | -              |
| Simpson Rd | McAllister Rd        | 0.67         | -              |
| Simpson St | Griffin St           | 0.67         | -              |
| Simpson Rd | Troy St              | 0.67         | -              |
| Simpson St | Northside Dr         | 0.33         | -              |
| Simpson Rd | Dixie Hills Cir      | 0.33         | -              |
| Simpson Rd | Hamilton Holmes      | 0.33         | -              |
| Simpson Rd | West Lake Ave        | 0.33         | -              |
| Simpson Rd | Mayson Turner Rd (N) | 0.33         | -              |
| Simpson Rd | Lanier St            | 0.33         | -              |
| Simpson Rd | New Jersey/Aurora    | 0.33         | -              |
| Simpson Rd | Anderson Ave         | 0.33         | -              |
| Simpson Rd | Childs Dr            | 0.33         | -              |
| Simpson St | Newport St           | 0.33         | -              |
| Simpson Rd | Oliver St            | 0.33         | -              |

## Roadway Capacity

### Current 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 Simpson Corridor.

Figure 3.11 illustrates the estimated PM Peak Hour Volume-to-Capacity (V/C) Ratios and Levels-of-Service (LOS) for major roadways within and around the Simpson Corridor. The capacity analysis indicates that nearly all road segments within the Study Area are operating within acceptable Level-of-Service, which the City of Atlanta defines as Level-of-Service D or better. Simpson Road itself operates at LOS A throughout the corridor.

All cross streets east of Chappell Road operate at LOS C or better. Westlake Avenue and Hamilton Holmes Drive operate at LOS of E or F. This indicates that traffic volumes and roadway capacity are not currently a significant issue along the Simpson Road Corridor, while north-south accessibility is a concern in the western portion of the corridor.

### Future Capacity Analysis

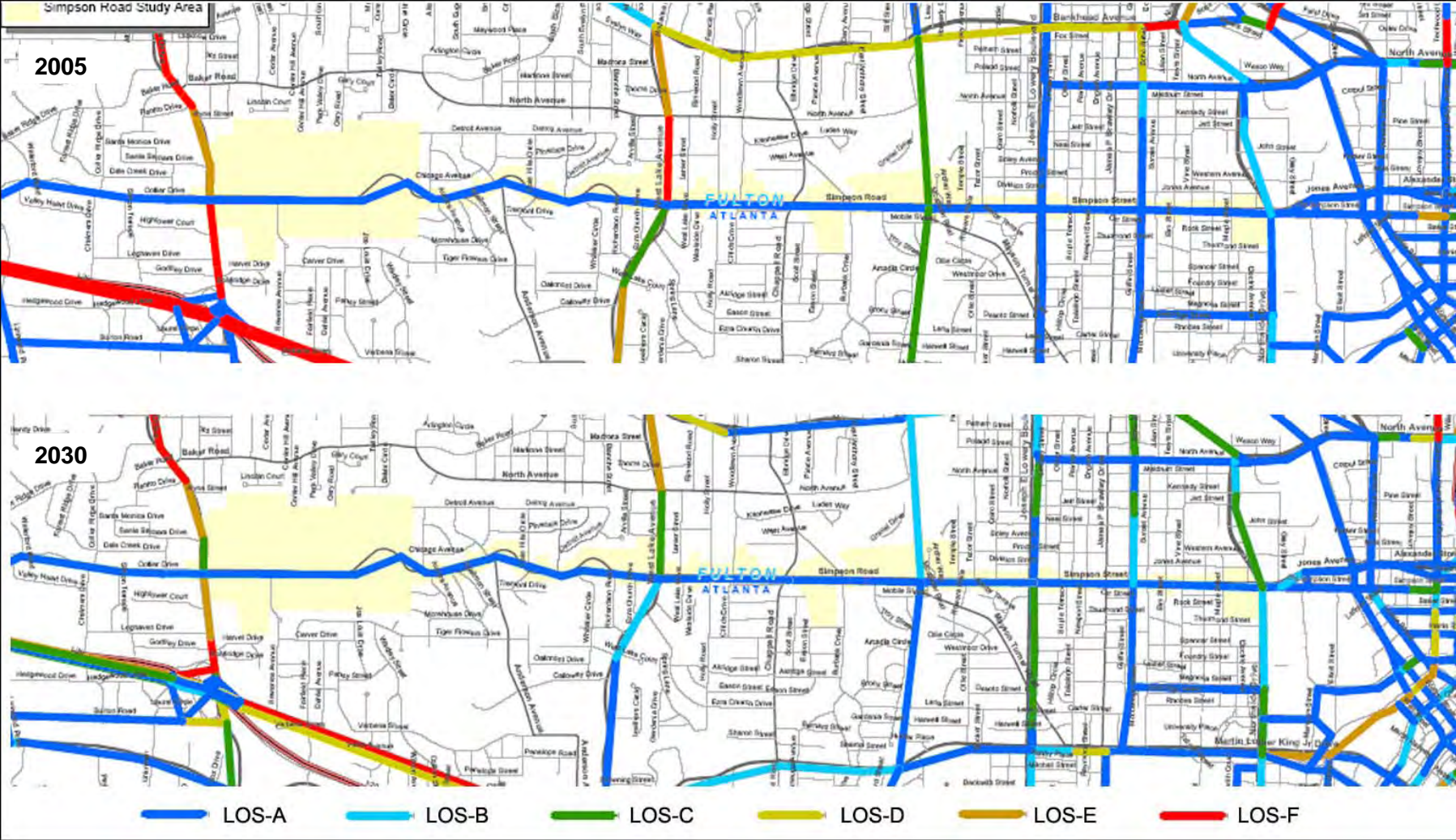
Capacity analysis was performed for the future year 2030 using the assignments from the ARC Travel Demand Model, which models the roadway LOS levels in the area. The 2030 LOS is illustrated in Figure 3.11.

In the 2030 travel demand model, the LOS values are similar to the 2005 values. Simpson Road itself operates at LOS A throughout the corridor. All cross streets east of Chappell Rd, operate at LOS C or better. Westlake Avenue and H. E. Holmes Drive still operate at LOS of E or F. While the ARC’s Regional Transportation Plan includes a project programmed for 2030 to widen Hamilton Holmes Drive from 2 to 4 lanes in adjacent to Simpson Road, the travel demand model forecasts that the volume on this segment is likely to increase by 90%,

Figure 3. 10 Average Crash per Year at Intersections, 2000-2002



Figure 3. 11 Existing and Future Roadway Level of Service



so, despite the increased capacity, there is little change in the projected level-of service conditions.

The capacity of the corridor needs to be reassessed when the characteristics of specific developments and land use recommendations are developed.

**Traffic Controls**

The Simpson Corridor contains 10 signalized intersections:

- H. E. Holmes Drive
- Westlake Avenue
- Holly Road
- Chappell Road
- Mason Turner Road
- Troy Street
- Tazor Street
- Joseph E. Lowery Boulevard
- Sunset Avenue
- Northside Drive

Among these intersections, Westlake Avenue, Chappell Road, and Joseph E. Lowery Boulevard need to improve or add left turn signals. Signage needs to be improved close to all intersections.

**Transit Facilities**

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

While there are no MARTA rail stations immediately within the Simpson Road Corridor, there are 10 stations within 1 mile of the corridor. The closest stations, by road-miles from the Simpson Road Corridor Study area are:

| <u>MARTALine</u> | <u>Station</u>   | <u>Distance</u> |
|------------------|------------------|-----------------|
| All              | Five Points      | 0.8 Miles       |
| East-West        | Georgia Dome     | 0.5 Miles       |
| East-West        | Vine City        | 0.4 Miles       |
| East-West        | Ashby            | 0.5 Miles       |
| Proctor Creek    | Bankhead         | 0.6 Miles       |
| East-West        | West Lake        | 0.7 Miles       |
| East-West        | Hamilton Holmes  | 0.6 Miles       |
| North-South      | Peachtree Center | 0.6 Miles       |
| North-South      | Civic Center     | 0.5 Miles       |
| North-South      | North Avenue     | 0.7 Miles       |

The Beltline Redevelopment Plan has recommended that a new infill MARTA rail station be built on the Proctor Creek Line at Simpson Road, which would be a transfer station with the proposed 22-mile Beltline transit system.

**Table 3. 6 MARTA Bus Operating Statistics (Source: MARTA)**

| Route                                  | Name                         | Weekday Peak | Frequency (Minutes) |            |            |
|--|------------------------------|--------------|---------------------|------------|------------|
|  |                              |              | Weekday Off-Peak    | Saturday   | Sunday     |
| 11                                     | English Avenue               | 25-40        | 45                  | 35         | 35         |
| 51                                     | Simpson / Atlanta University | 25           | 25                  | 30         | 40         |
| 52                                     | Knight Park / Kennedy Center | 40           | 40                  | 50-60      | 50-60      |
| 53                                     | Grove Park                   | 35-40        | 70                  | 60-70      | 60-70      |
| 58                                     | Bolton                       | 25           | 30                  | 30         | 60         |
| 59                                     | Maynard Court                | 31           | 62                  | 60         | No Service |
| 60                                     | Hightower / Moores Mill      | 15           | 30                  | 30         | 30         |
| 61                                     | Bowen Homes                  | 34           | 34                  | 30         | 30         |
| 69                                     | Dixie Hills                  | 20           | 40                  | 40         | 40         |
| 98                                     | West End / Arts Center       | 39           | 39                  | No Service | No Service |
| 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         |

The Simpson Road Study Area is served by 10 MARTA bus routes (Table 3.6). These routes and operations in the Simpson Road Corridor are generally feeder routes designed to connect riders in the area to MARTA rail stations. The benefit of this route structure is that most locations throughout the corridor are within a short walk of the nearest MARTA bus stop. The cost of this convenience however, is longer headways between buses, longer travel times and an increased likelihood of transfers for a typical transit trip. There is currently no MARTA bus route which provides direct or continuous service along the Simpson Road Corridor, to downtown Atlanta, or to any major activity center.

Bus stops in the Simpson Road Corridor generally lack amenities such as sidewalks, concrete pads, ramps, shelters and benches.

### ***Pedestrian Facilities***

The Simpson Road Corridor's sidewalk inventory is as follows:

- 1.9 linear miles, or 45% of the corridor currently has sidewalks consistently on both sides of the road.
- 1.8 linear miles, or 43% of the corridor currently has sidewalks consistently on one side of the road or sporadically on both sides of the road.
- 0.5 linear miles, or 12% of the corridor has no sidewalks.

Much of the existing sidewalk inventory is substandard in terms of width, pavement condition, the presence of impediments to accessibility, and ADA compliance.

West of Chappell Road, significant grade issues limit the amount of graded right-of-way, and any new sidewalks in this area are likely to require either space from the existing travel lane of additional grading and possible retaining walls.

All of these signalized intersections are equipped with pedestrian signal heads and painted crosswalks, and only one (Sunset Drive) lacks pedestrian crossing amenities across all legs of the intersection.

Much of the corridor's existing sidewalk inventory does not conform to current safety and accessibility standards due to limited sidewalk widths and the presence of utility poles within the sidewalk which inhibit pedestrian and wheelchair travel

Detailed illustration of pedestrian issues along the corridor, including a sidewalk inventory and the locations and frequencies of accidents involving pedestrians between 2000- and 2002, can be found in Appendix C Transportation Analysis Report.

### ***Bicycle Facilities***

There are currently no bicycle facilities within or near the Simpson Road Corridor Study Area, though several are planned. The recent reconstruction of Ivan Allen Boulevard includes on-street bicycle lanes which end just to the east of the Simpson Corridor, and connect to regional activity centers such as the Georgia Aquarium and Centennial Park.

The proposed Beltline greenway path, which will intersect with the Simpson Road Corridor, will tie the corridor in with an expansive regional network of bicycle and pedestrian paths. Proposed PATH foundation trails include the proposed West Side Multi-Use trail, which utilizes the existing CSX rail corridor as a greenway trail. Another proposed greenway would utilize the abandoned rail corridor to the north and east of the English Avenue neighborhood, crossing Simpson Street to the west of Northside Drive.

**Railway Access Crossings and Safety**

CSX operates an active railway line with two at-grade crossings in the Simpson Road Corridor Study Area.

One at-grade crossing, identified as 638643L is on Simpson Road between Chappell Road and Mayson Turner Road. Traffic control devices at this crossing include automatic gates, flashing lights and an audible alarm (bell). Federal Railroad Administration records indicate that up to 5 trains per day use this crossing at a typical speed of 1-20 miles per hour.

Federal Railroad Administration records report only 1 collision between a train and motor vehicle since 1996, with no injuries reported.

The grade level at the rail crossing is considerably higher than the adjacent roadway, creating a significant hump in the road which is a potential safety hazard to vehicles traveling on Simpson Road.

The other at-grade crossing in the study area, identified as 638644T, is on Mayson Turner Road between Simpson Road and Mayson Turner Road. Traffic control devices at this crossing include flashing lights and an audible alarm (bell). This crossing has no automatic gates. Federal Railroad Administration records indicate that up to 5 trains per day use this crossing at a typical speed of 1-20 miles per hour.

Federal Railroad Administration records report no collisions between a train and motor vehicle at this crossing since 1996.

**Existing and Planned Transportation Improvement Projects (CIP, TIP)**

The City of Atlanta has a number of transportation projects programmed in or near the English Avenue Study Area through

the Quality of Life Bond Program and the Capital Improvements Program. These projects are listed in Table 3.7 below.

The Simpson Road Streetscape project between Northside Drive and Westlake Avenue is currently in design. Proposed improvements include streetscape treatments including sidewalks and brick pavers between the curb and the sidewalk, pedestrian lighting and improved pedestrian crossings at intersections. The project is being funded through a combination of Federal Transportation Enhancement funds, through GDOT and City of Atlanta Quality of Life Bond funds.

**Table 3. 7 Quality of Life Bond and CIP Programmed Transportation Projects**

| Project Name  | Project # | Project Description   | Anticipated Construction Start |
|---|-----------|---|--------------------------------|
| Simpson Road  | 00GO-0898 | Streetscape Northside Dr. to Westlake Ave.  | In Eval./Design                |
| Lowery Blvd.and Simpson St.                                     | 00GO-0056 | Intersection improvement  | 2006                           |
| Simpson Road and Sunset Ave.                                    | 00GO-0897 | Intersection improvement  | 2006                           |
| J. P. Lowery Blvd. from DL Hollowell Pkwy. to RD Abernathy Road | 00GO-0054 | Resurfacing and Reconstruction  | Pre-Construction               |
| Traffic Calming Measures  | 00GO-0979 | Unspecified   | 2010                           |
| Intersection Signals  | 00GO-0504 | Unspecified   | 2008                           |
| Crosswalk Installation  | 00GO-0260 | Replace existing crosswalks with international crosswalks at arterial and collector streets (ongoing) | 2003                           |



Additional projects for the Study Area sponsored by the City of Atlanta, the Georgia Department of Transportation, and MARTA are listed in the Atlanta Regional Commission Transportation Improvement Program (TIP) and GDOT State Transportation Improvement Program (STIP). Projects listed in the Atlanta Regional Commission TIP as later than 2010 are included in the regional long range transportation plan *Mobility 2030* and do not have specific funding established; they are included for information only (Table 3.8).

**Transportation SWOT Analysis**

The following analysis reflects a SWOT analysis for transportation-related issues within the Simpson Road Corridor.

**Strengths:**

- Low traffic volumes in relation to roadway capacity.
- Proximity to Downtown Atlanta
- Well-connected roadway network
- Access to Interstates
- Access to MARTA Rail

**Weaknesses**

- Lack of direct transit routing
- Lack of north-south connectivity in western portion of corridor
- Condition of existing sidewalks
- Lack of complete sidewalk network
- Lack of bicycle facilities
- Lack of transit amenities
- 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

**Table 3. 8 TIP/STIP Programmed Transportation Projects**

| Project Name  | Project #                   | Project Description  | Anticipated Completion Date |
|---|-----------------------------|--|-----------------------------|
| Inner Core Transportation Corridor – Phase 1, Segment 4 – Multiuse Path   | AR-450D                     | Multiuse Path  | 2011 - 2020                 |
| Inner Core Transportation Corridor – Phase 2, Segment 4 – Transit Service   | AR-451D1                    | Fixed Guideway Transit Service   | 2030                        |
| Inner Core Transportation Corridor – Phase 2, Segment 4 – Transit Service   | AR-451D2                    | Fixed Guideway Transit Capital   | 2030                        |
| SR 280 (H.E. Holmes drive) from I-20 West to US 78/278 (D.L. Hollowell Parkway)                                       | AT-005                      | Roadway capacity – from 2 lane to 4 lane facility  | 2030                        |
| Jones Avenue /Simpson St. /Alexander Street (A.K.A. JSA Corridor) improvements from Luckie St. to US 41 Northside Dr. | AT-188B & C / GDOT 000695 2 | Project combines segments of Jones, Simpson and Alexander into a new road and reroutes traffic from segments that will be permanently closed. Project includes construction of a multi-use corridor. | 2009                        |
| West End Rail Multi-Use Trail from Simpson St. to Pryor Rd.   | AT-AR-BP098 / GDOT 762562   | Construction of a Multi-Use Bike/Ped. Facility   | 2008                        |

- Sub-standard roadway and sidewalk design
- Limited right-of-way, topography issues for sidewalk expansion
- At-grade rail crossings
- Broken street grid around rail corridors
- Horizontal and vertical line-of-sight issues

***Opportunities***

- Infill MARTA station
- Development that supports transportation and land-use goals
- Beltline transit & greenway
- Beltline TAD & redevelopment projects
- Planned greenway & bicycle network
- Funded & programmed projects
- Improvements to Northside Drive Corridor
- Georgia Tech and World Congress Center impacts
- Impact of improvements to D.L. Hollowell Parkway

***Threats***

- Development that does not support transportation and land-use goals
- Maintenance problems
- Georgia Tech and World Congress Center impacts



## Chapter Four Recommendations

Land Use and Zoning  
Urban Design & Historic Resources  
Transportation  
Public Facilities  
Environment  
Housing  
Economic Development

This section includes recommendations for Simpson corridor study areas. Based on the analysis of existing conditions and public input gathered through the public planning process, the recommendations set directions for the future character of the study area and provide policies and actions from both short and long term aspects. They also support the goals and objectives identified in chapter two.

The recommendations are the results of consensus building among residents, businesses, property owners, neighborhoods, City and other public agencies. They are a visionary yet achievable blueprint that reflects the study area's history, natural and social environment, neighborhood character, and development and redevelopment potential. Overall, the recommendations are sensitive to the interactive relationship between land use and transportation, and address the essential need for economic development in the study area through:

- Improving traffic operations within the context of surrounding City and regional traffic networks.
- Providing multiple choices of transportation modes based on existing and proposed initiatives including Beltline, and City-wide Bicycle and Trails plans.
- Balancing the need to protect sound single-family residential neighborhoods and to facilitate development and redevelopment at appropriate locations.
- Establishing different levels of mixed-use, pedestrian oriented activity nodes to serve the surrounding neighborhoods and a broader community in west Atlanta.
- Linking and providing the area with the basic tools and programs for economic development.

Since the eastern portion of the Simpson corridor has been essentially addressed in several recently adopted plans (Vine City Redevelopment Plan, Upper Westside LCI, and Northside Drive Corridor Study), this study will follow and make no changes to all the previous recommendations. Also, the English Avenue

neighborhood is conducting a redevelopment plan concurrently with the Simpson Plan update, so the eastern portion of Simpson located in the English Avenue neighborhood will not be addressed in this Plan update. However, land use recommendations from the ongoing English Ave Redevelopment Plan will be presented in the land use recommendation section as a reference.

The recommendations are organized in terms of Land Use and Zoning, Urban Design and Historic Resources, Transportation, Environmental, Economic Development, and Housing. These recommendations are further translated into projects and action items in Chapter 5 to guide implementation.

### 1. Land use and zoning recommendations

The whole stretch of Simpson Road/Street is bounded by stable historic neighborhoods which are dominated by single-family residences, although a significant amount of properties abutting the Simpson corridor are dilapidated or underdeveloped. From the west (H. E. Holmes Drive) to the east (Northside Drive), the character along the corridor transforms from a mostly single-used suburban outlook to a more urbanized mixed-use pattern. Land use recommendations are sensitive to this historic context and intend to preserve and enhance the character of the corridor.

#### *Land use policies*

- Protect the single-family residential neighborhood from the encroachment of high density and intensity development.
- Encourage appropriate infill development that respects the existing neighborhood characters.

These areas include the bedroom neighborhoods located on the backside of the Simpson Corridor and two major sections directly abutting the corridor – Most areas from

H.E. Holmes Drive to Westlake Avenue and from Temple Street to Joseph E. Lowery Boulevard.

- Cluster development at major activity nodes that serve the community at different levels.
- Promote mixed-use, pedestrian-oriented development at activity nodes:
  - Activity nodes that serve surrounding neighborhoods:
    - New Jersey Avenue
    - Anderson Avenue
    - James P. Brawley Drive (Identified in English Avenue Plan)
  - Activity nodes that serve the broader community:
    - H. E. Holmes Drive
    - Westlake Avenue
    - Joseph E. Lowery Blvd.
    - Northside Drive
  - Transit Oriented Development (TOD) node:
    - Beltline
- To facilitate redevelopment opportunities at different nodes and preserve the neighborhood character, the building height requirements are recommended as follows:
  - Limit building height to 40 feet (3 stories) at the following locations along the corridor:
    - Neighborhood commercial/residential at New Jersey Avenue and Anderson Avenue
    - Commercial/mixed-use/residential development at Westlake Avenue and Woodlawn Avenue
  - Limit building height to 52 feet (4 stories) at the following locations along the corridor:
    - Multifamily residential in Woodlawn Avenue area
    - Beltline redevelopment area which is on the south side of Simpson Road
    - Commercial/mixed use at northwestern corner of Joseph E. Lowery Blvd.

- Limit building height to 88 feet for the beltline redevelopment area north of Simpson Road, basically from Woodlawn Avenue to Temple Street.

- Reconcile the discrepancies between land use and zoning designations

The current 15-year land use and existing zoning code are not 100% consistent at time. At the same time that proposed changes are made, the discrepancies will be corrected.

Figures 4.1 to 4.3 illustrate the land use policy recommendations, which are translated into Land Use change recommendations shown in Figure 4.4.

Figure 4. 1 Land Use Policy – H. E. Holmes Drive to Anderson Avenue

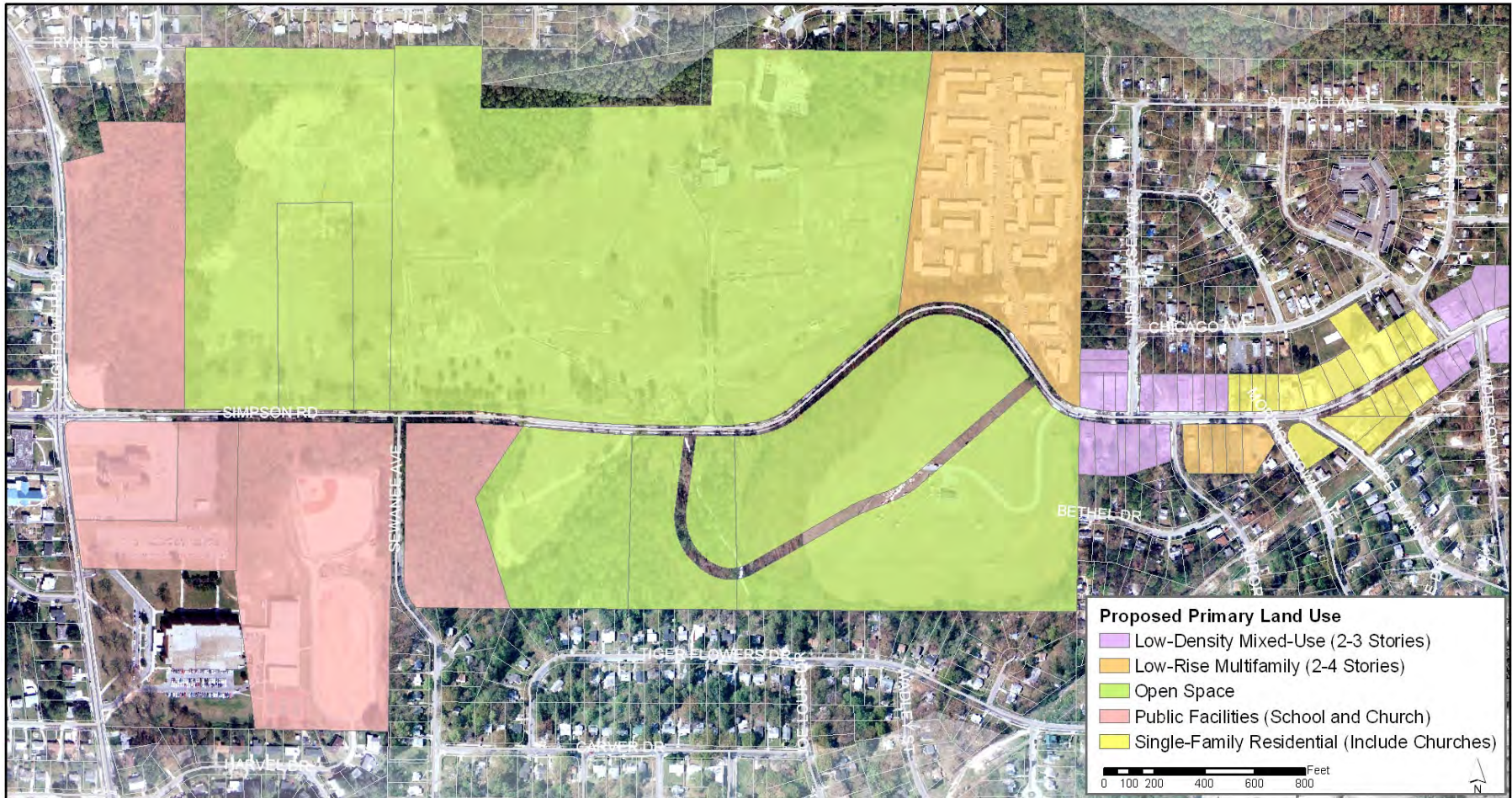


Figure 4. 2 Land Use Policy – Anderson Avenue to Woodlawn Avenue

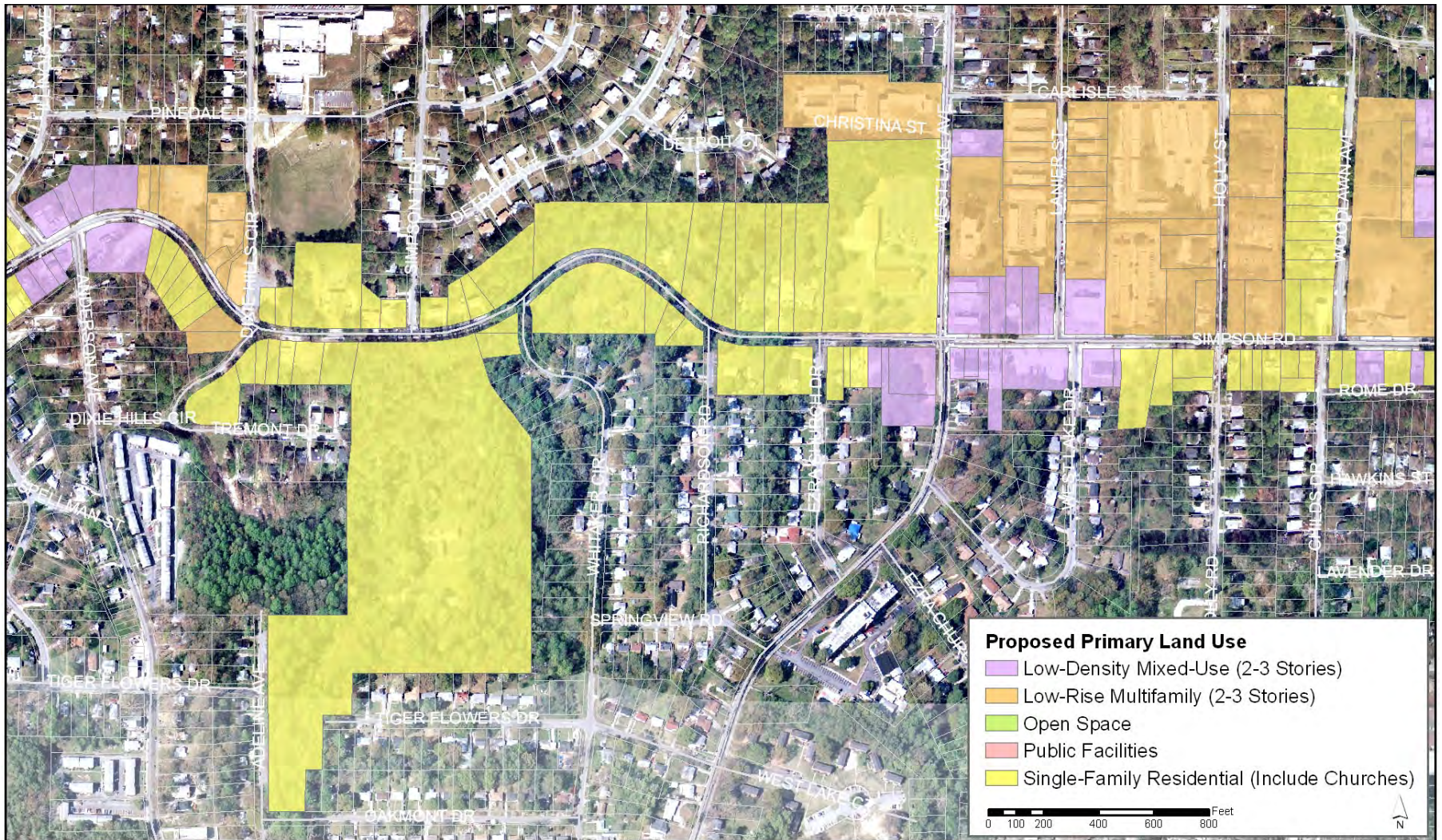


Figure 4.3 Land Use Policy – Woodlawn Avenue to Joseph E. Lowery Blvd.

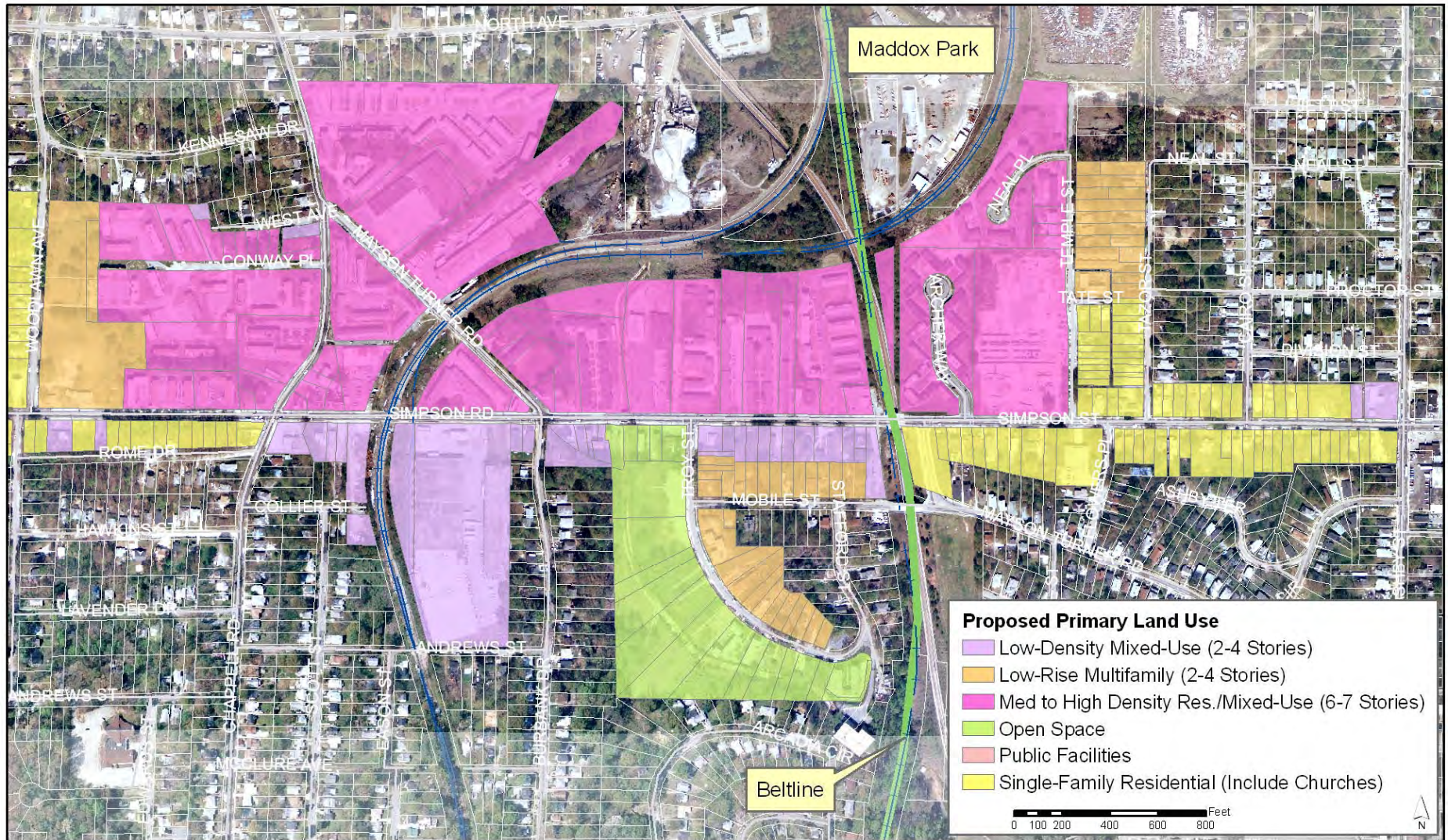
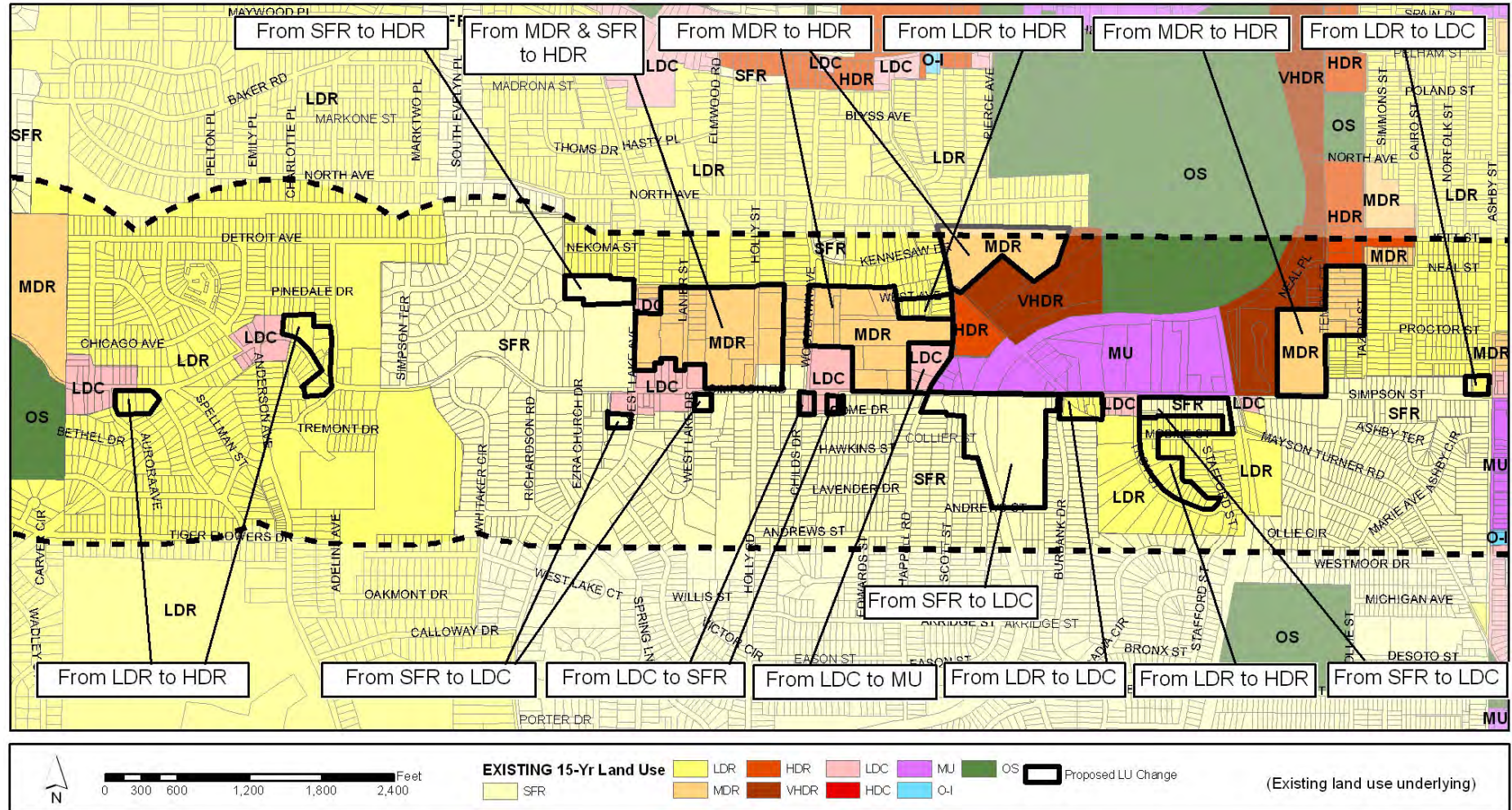




Figure 4. 4 Land Use Change Recommendations



**SFR:** Single-family Residential  
**MDR:** Medium Density Residential  
**HDR:** High Density Residential (No more than 4 stories for Simpson)  
**VHDR:** Very High Density Residential (No more than 7 Stories for Simpson)

**LDC:** Low Density Commercial  
**HDC:** High Density Commercial  
**MU:** Mixed Use  
**O-I:** Office Institution  
**OS:** Open Space

Land use sets the stage and direction for zoning regulations. Zoning regulations further outline and facilitate development opportunities.

**Zoning Policies:**

- Keep existing single-family residential zonings (R-4 and R-4A) to preserve single-family residential neighborhoods
- Use Quality of Life Zoning at activity nodes to promote development opportunities
- Reinforce streetscape, public and open space through the standards specified in the Quality of Life Zoning code
- Keep the SPI zoning in Vine City and incorporate the English Avenue Redevelopment Plan zoning recommendation for the eastern section

The Quality of Life zoning are specifically designed to encourage:

1. Pedestrian friendly development
2. Quality mixed-use and multi-family development
3. Redevelopment of underutilized commercial corridors
4. Concentration of development at activity nodes

The following QOL zoning districts are recommended to achieve land use goals:

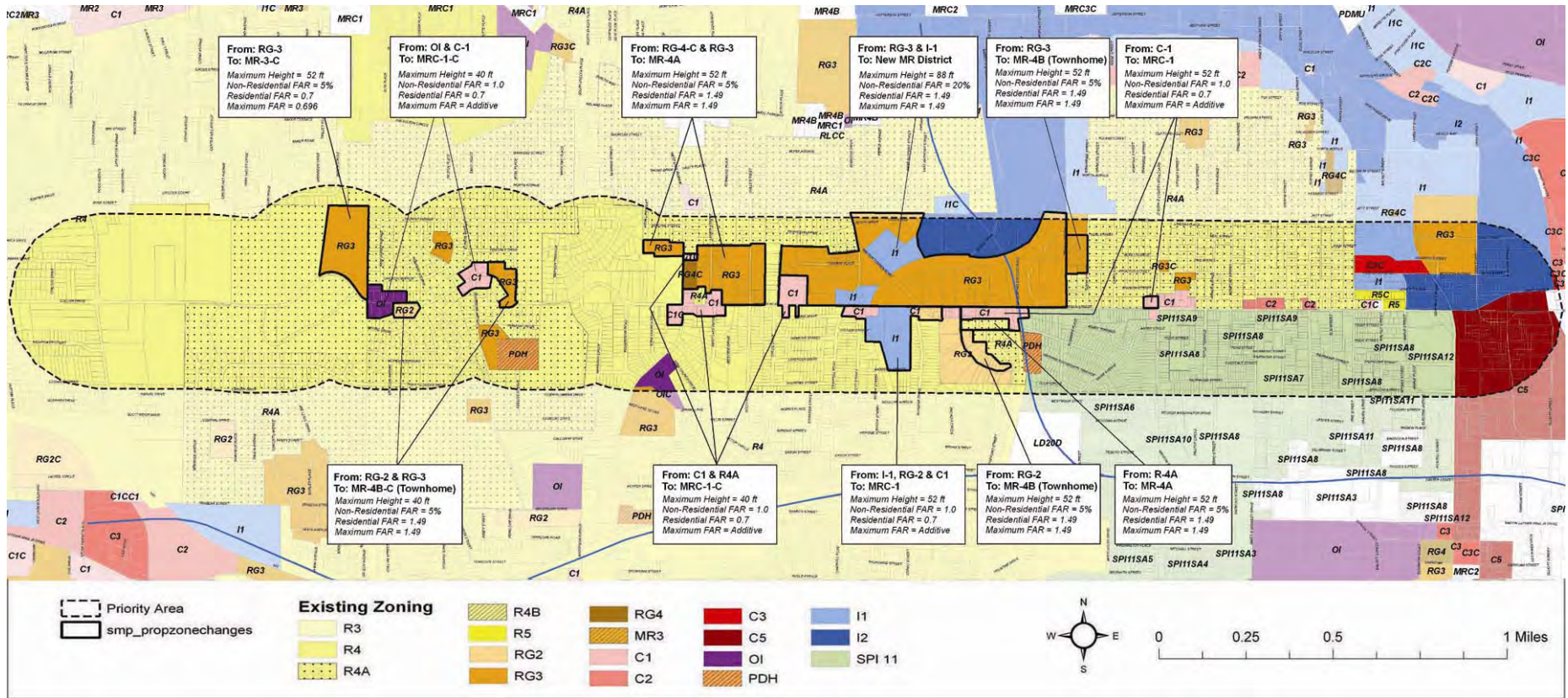
1. MRC-1: Mixed Residential Commercial District
2. MR-3: Multifamily residential District
3. MR-4B: Multifamily Residential District (Townhome District)
4. MR-4A: Multifamily Residential District
5. New MR District: Updated Multifamily Residential District that will facilitate redevelopment at Beltline. It will allow multi-story residential development with street level retail and commercial uses

Conditions are recommended to be added to some of the districts to further control the height and intensity of development. Figure 4.5 illustrates the zoning changes proposed with details on density and height proposed for each districts. A detailed map can be found in Chapter 5.

**Activity Nodes Concepts**

The long term future of the Simpson Corridor will require some physical restructuring. As stated earlier in this document, the String of Pearls principle must mature to become part of development fabric of the community. The Pearls along the corridor are catalysts for the revitalization of the entire corridor. Based on the ideas gathered and land use and zoning recommendations provided, concept plans are developed for several activity nodes to illustrate the urban design intent, principles, and guidelines. These concept plans represent only one possibility of the future and are for illustrative purposes only.

Figure 4. 5 Zoning Change Recommendations



**New MR District**

A New MR district is needed for portions of Simpson Road, and potentially other parts of the City. It should be primarily low-to-mid-rise residential (up to 88 feet in height), with a maximum residential FAR of 3.196.

Non-residential uses should be restricted to 20% of residential floor area and restricted to the first floor. These uses should also be restricted in size to neighborhood-serving businesses. Certain non-

residential uses, such as truck stops, automobile service stations, funeral homes, car washes, and similar uses should be prohibited.

**Transitional Height Plane Adjacent to “R” districts**

All proposed MR and MRC districts will be subject to the Transitional Height Plane requirements adjacent to R (Single-family) zoning districts. This will ensure a set-down in building scale and prevent the blockage of light to single-family homes.

**Beltline Area**

This area is the focal point of the entire Simpson Corridor and serves as a major component of the Beltline. It is within the boundary of the Beltline Tax Allocation District. The Beltline Redevelopment Plan has dedicated a stop at Simpson Road and developed a preliminary TOD concept plan for the area accordingly.

Based upon the Beltline Redevelopment Plan, this Simpson Redevelopment Plan update further analyzed the preliminary concept and revised it to better address the area need within its context.

The market analysis indicated that this area has capacity for 2,500 residential units, 100,000 square feet of retail/restaurant/entertainment, and 30,000 square feet of professional/office development.

Figure 4.6 illustrates how to create a mixed-use, transit-oriented development stretching along Simpson Road from Chappell Road to Temple Street. As home to a proposed new MARTA station and Beltline stop, it is critical that the area is developed with active, transit-supportive land uses, including housing, retail, office and services.

The concept plan includes a 35,000 square foot grocery store and 15,000 square feet of other retail/service along Simpson Road close to the proposed Beltline Alignment. They will be located on the ground floor of the multifamily residential buildings to provide a mixed-use environment. The concept also includes a variety of housing types, ranging from townhomes, to multifamily residential (including senior housing) from Chappell Road to the east of the MARTA rail line/Beltline alignment. Townhomes and multifamily residential located on the south side of Simpson Road are envisioned to be three to four stories, and multifamily residential on the north side is

envisioned to be six to seven stories. Of the total residential units developed at this area, 20% is recommended to be workforce housing units to help create a mixed-income community. Senior housing is also envisioned to be part of the redevelopment.

City of Refuge will continue to renovate the warehouse spaces available on site to expand more short term and long term programs and services to help the community with job training, after school programs, and food/clothing distribution, etc.

Surrounding these new housing and retail uses, the concept plan envisions an enriched public realm, including new open space along Proctor Creek, a pocket park at the intersection of Chappell Road and Mason Turner Road, a transit plaza at the proposed Beltline/MARTA station, and linear greenway/path to connect this area with Maddox Park to the north and Washington Park to the south.

The new development is encouraged to have a grid of streets and block pattern so as to create a pleasant pedestrian environment. The new development will respect urban public spaces by having buildings close to the sidewalk with direct access from the sidewalk. Parking should be located behind the buildings or have active uses on the ground floor if located adjacent to a street.

**Figure 4. 6 Beltline Area Development Concept**

Townhomes: 88 units; Multifamily units: 2,330 units; Retail/Commercial: 100,000 square feet.



This Plan represents just one possibility for the future of the Simpson Road BeltLine intersection area and is for illustrative purposes only.

Bird view of Beltline area development concept



## Westlake Avenue

This area has the potential to become an activity node by having low density commercial/mixed-use development at the intersection and surrounding residential development. Residential development can take the form of small-lot single-family or 3-4 story multifamily residences.

According to the market analysis, the node can accommodate roughly 25,000 square feet of neighborhood-serving retail space, up to 10,000 square feet of professional/office space, and 100 units of residential (single-family and townhomes) development.

The concept plan shown in Figure 4.7 includes new and adaptive reuse of the historic building as neighborhood commercial, a pocket park at the intersection of Simpson and Westlake, new townhomes and single-family residences, and a parking area serving all uses at this node. The existing apartments north of Simpson can be preserved in the near future and redeveloped into four to five story multifamily residential in the long term.



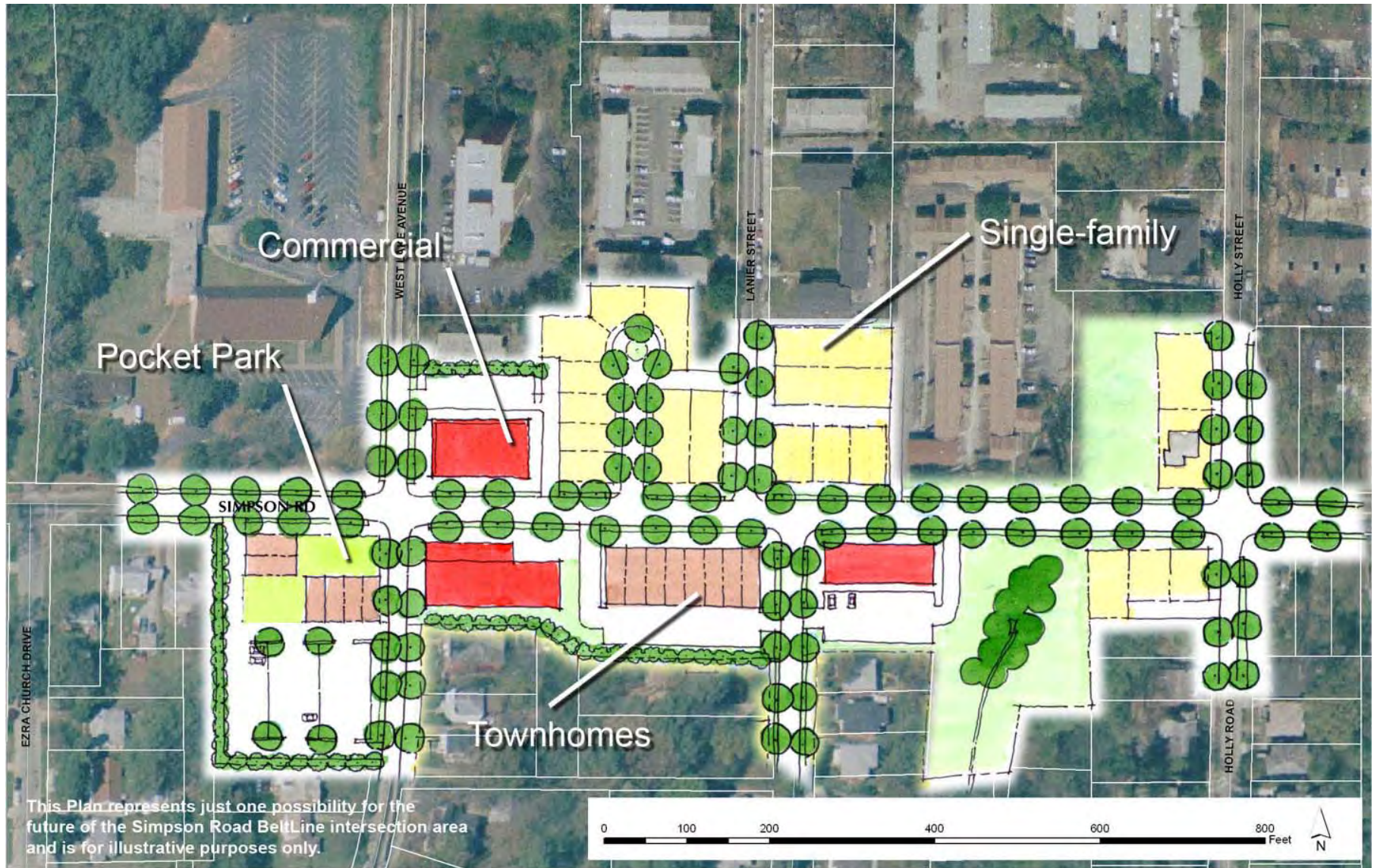
Existing condition at Westlake Avenue



Potential look in the future

Figure 4. 7 WestLake Ave. at Simpson Development Concept

Townhomes: 14 units; Single-family: 18 units; Commercial/Retail: 15,000 square feet.





### New Jersey Avenue and Anderson Avenue

These two intersections can serve as neighborhood commercial nodes based on the redevelopment of existing commercial and multifamily residential properties. They can sustain low-density mixed-use development that is no more than 3 stories high. The multifamily residences are envisioned to be no more than 3-story townhomes and/or senior residences with the style and layout that would make an appropriate neighbor to the adjacent single-family neighborhood. For example, the townhomes can be designed to look like single-family houses. The new development will have improved streetscapes and link to the surrounding neighborhood with pedestrian-friendly sidewalks.

According to the market analysis, these two nodes can accommodate 100 units of residential and 30,000 square feet of neighborhood retail space.

Figure 4.8 illustrates the concept plan for these two nodes.

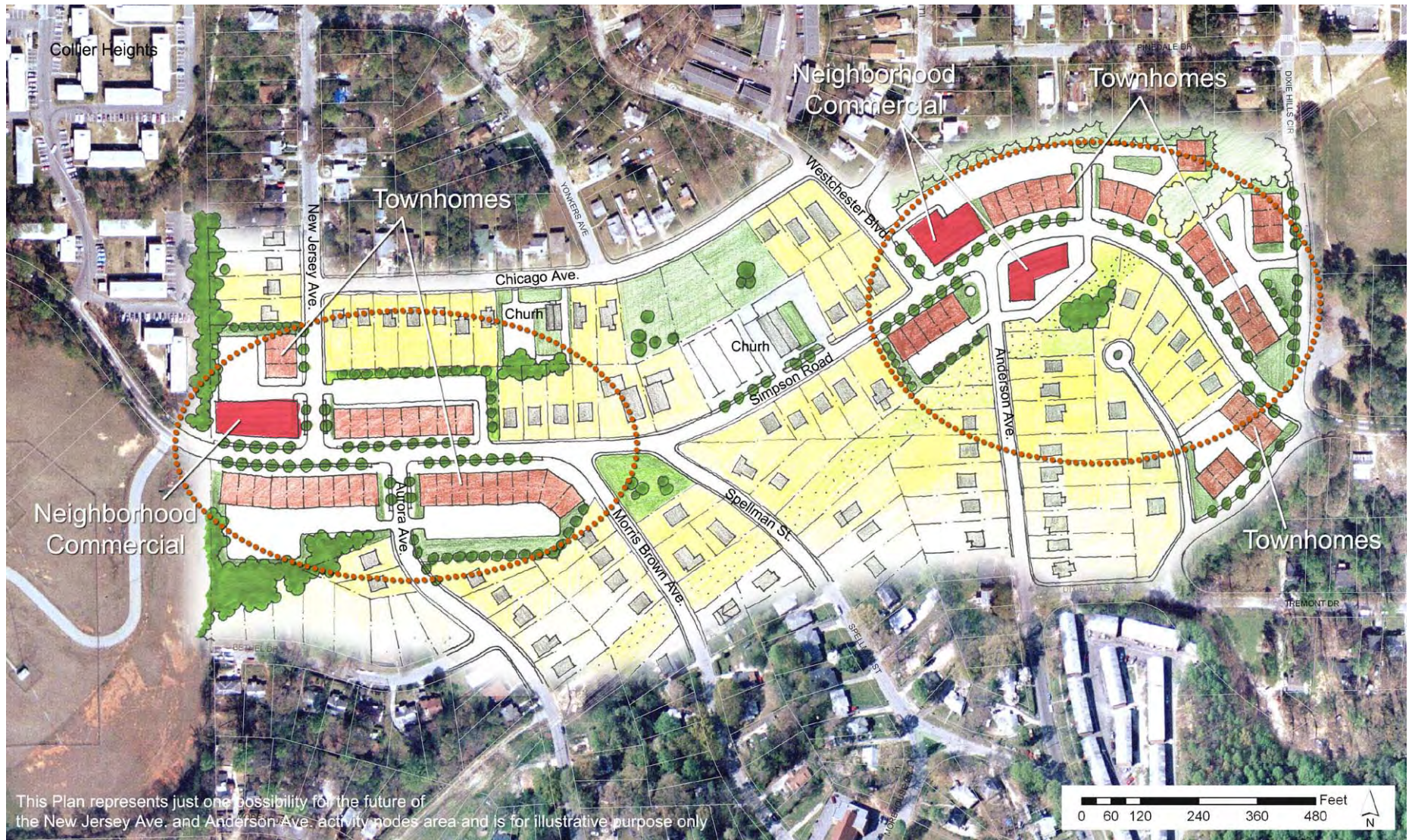


Existing commercial at New Jersey Ave.



Potential look after redevelopment in the future

Figure 4. 8 New Jersey/Anderson Avenue Development Concept



Retail/Commercial Space: 29,800 square feet  
Townhome: 65 units (include 20% workforce units)

Single-family infill is encouraged in surrounding neighborhood.

**English Avenue Redevelopment Plan Recommendations**

Figure 4.9 illustrates the framework of the English Avenue Redevelopment Plan adjacent to Simpson Street. The following projects are programmed as indicated in the figure:

Project 6: New Jerusalem Baptist Church and Single-Family infill.

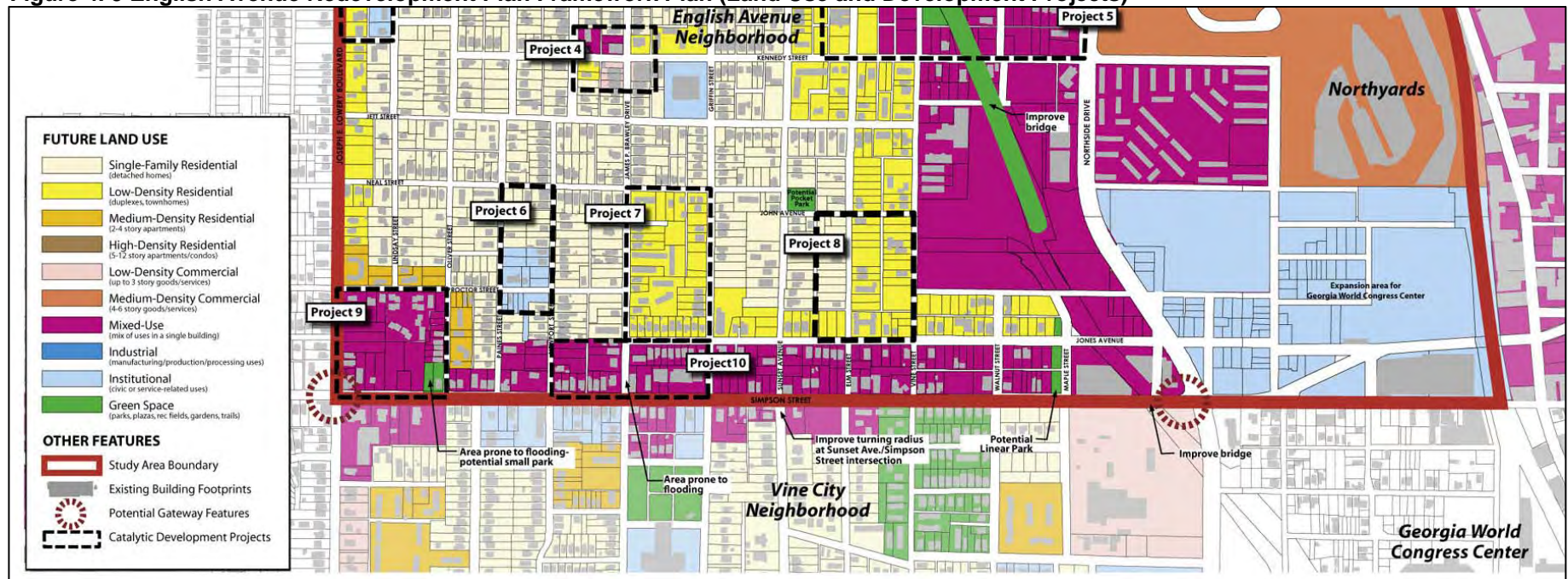
Project 7: Multifamily Renovation, Townhomes and Single Family.

Project 8: Low-Density Residential and Single-Family Infill

Project 9: Proctor Village. Short and long term plans to develop townhomes, mixed-use buildings, and a pocket park by phase.

Project 10: Small Scale Simpson Mixed-Use. New ground floor retail with possible residential or office above.

**Figure 4.9 English Avenue Redevelopment Plan Framework Plan (Land Use and Development Projects)**



## 2. Urban Design and Historic Resources Recommendations

The Simpson Corridor area has a rich history which is reflected in its diverse character from west to east and the historic architectural character embedded in the single-family residential neighborhoods. The goal of urban design and historic resources recommendations are to enhance the character of the corridor, maintain the cultural heritage, and enhance public realms in terms of parks, open space and plazas.

### Urban design policies

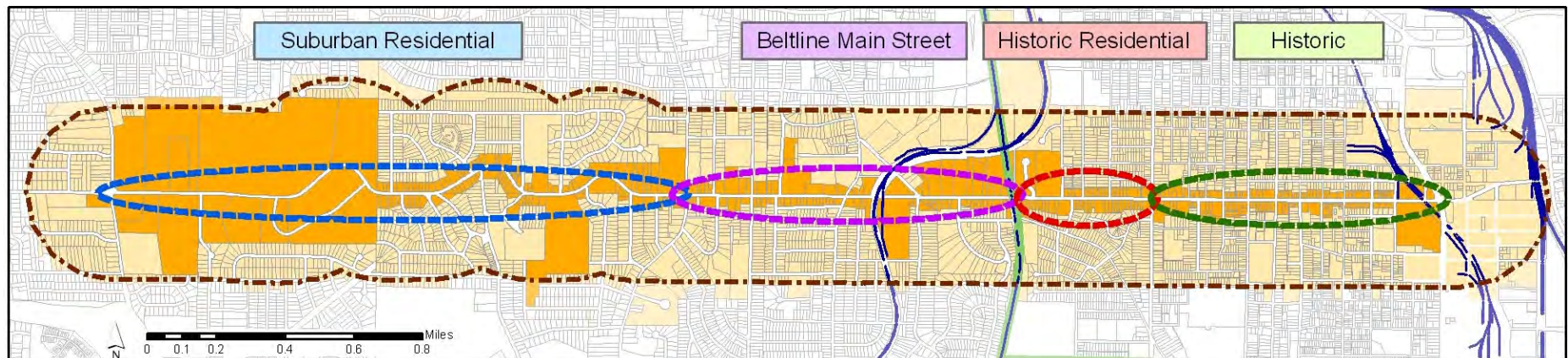
- Establish a clearly defined sense-of-place for the study area.
- Enhance the sense of place along Simpson by establishing unique character areas along it.

From a design point of view, the diverse character of

different parts of Simpson corridor should be preserved and enhanced. Based on the historic context and existing conditions, four character sections are recommended (Figure 4.10):

- Suburban residential sector
  - Historic residential sector
  - Beltline main street sector
  - Historic mixed-use neighborhood sector
- Integrate the different character areas along the corridor through consistent streetscape treatment.
  - Apply Quality of Life zoning design requirements to all development/redevelopment projects.
  - Encourage area residents to participate in citywide efforts to establish standards for neighborhood infill development. There is currently an on-going discussion in the City on the scale and character of neighborhood infill development. It is critical that the study area residents, neighborhoods and NPU representatives involve themselves in this decision-making process.

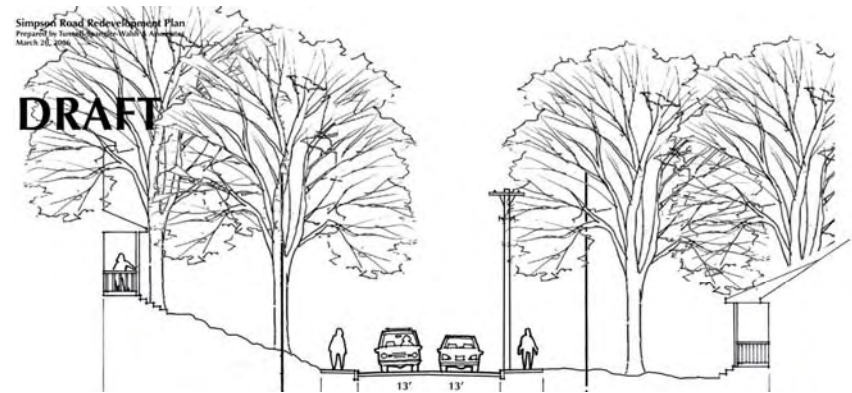
Figure 4. 10 Simpson Character Areas



### Suburban Residential Sector

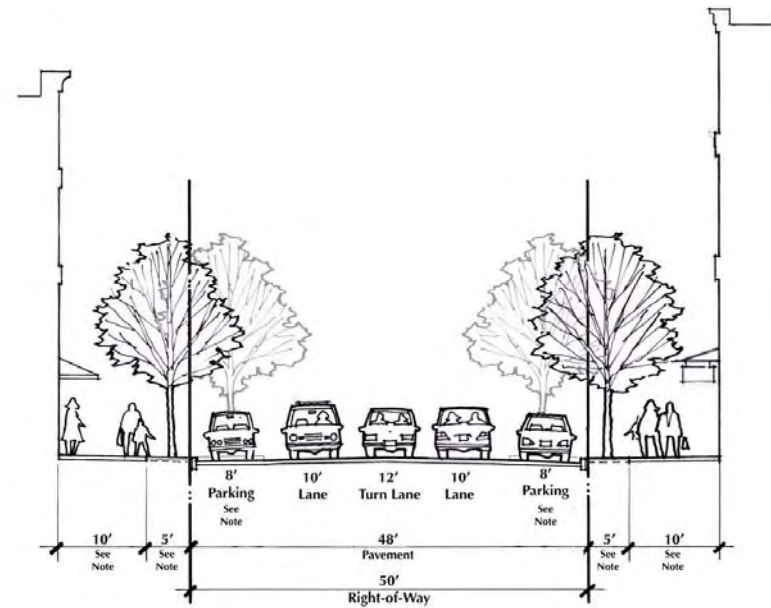
From H. E. Holmes Drive to Westlake Avenue, maintain most of the corridor area in its more original suburban state. Provide sidewalks on both sides of the street. Encourage single family infill development to have similar site layout and architectural treatment with existing structures.

New Jersey and Anderson Avenue will serve as neighborhood activity nodes in this stretch by providing housing and retail /services in a pedestrian-friendly environment.



### Beltline “Main Street” Sector

From Westlake Avenue to the proposed Beltline alignment, develop an active main street activity center along Simpson that provides a mixture of residential, commercial, retail, and recreational uses with pedestrian-friendly environment. On-street parking, buried utilities, and widened sidewalks (on private property) will be created as new development occurs. Until that time, existing conditions will remain in place.

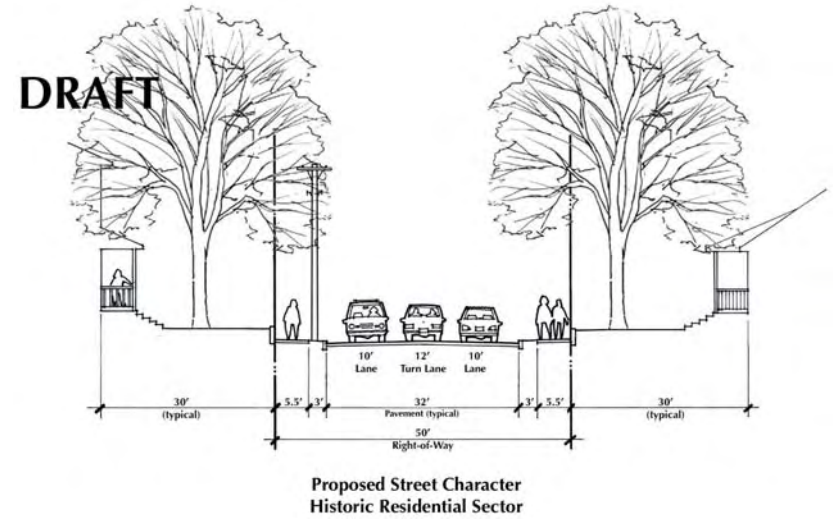


Proposed Street Character  
BeltLine “Main Street” Sector

### Historic Residential Sector

From the Beltline alignment to Joseph E. Lowery Boulevard, the historic character of this portion of the neighborhood favors maintaining the existing land use patterns. Preserving the bungalow style housing in this area can ensure the stabilization of this portion of the corridor.

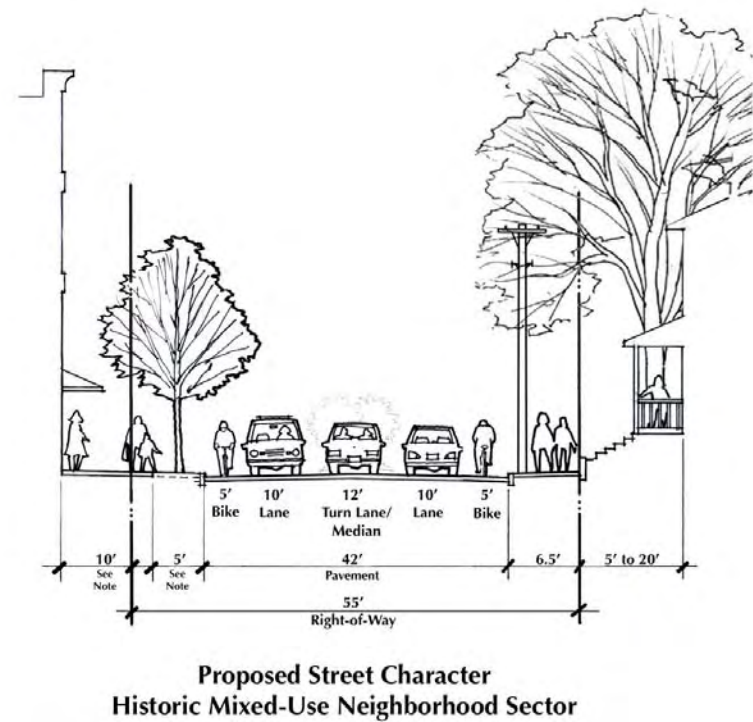
As a result of keeping the more traditional and original development profile requires preserving 5' -6' sidewalks. The existing right-of-way will consist of 2 travel lanes and 2 bike lanes on either side of the street. The bike lanes will connect the Beltline with Downtown bike paths/routes.



### Historic Mixed-Use Neighborhood Sector

Coupled with Vine City and English Avenue Redevelopments, the section of Simpson from Joseph E. Lowery Boulevard to Northside Drive will serve as a mixed use corridor with a couple of activity nodes in between. This mixed-use character will be supported by two travel lanes and a center turn lane in the middle, two bike lanes on either side of the street, and wide sidewalk that serves the proposed redevelopment.

The rationale of the street configuration at this sector will be explained in detail in the following transportation recommendation section.



- Incorporate Crime Prevention Through Environmental Design (CPTED) Principles in the redevelopment of Simpson Corridor.  
The basic CPTED principles include:
  - Limited 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 creating gated communities
  - Ensuring proper maintenance of buildings and landscaping
  - Providing adequate lighting
- Provide building heights that do not overwhelm the street or adjacent neighborhoods.
- Ensure that new buildings respect the pedestrian and sense of place.
  - Require buildings to define the public street
  - Ensure that balconies, porches, etc. provide articulation but not destroy the delineation of the street
  - Prohibit parking and blank walls adjacent to the street



- In all commercial or mixed-use areas:
  - Provide roofs that appear horizontal from the street
  - Encourage continuous sidewalk-fronting storefronts
  - Prohibit clapboard, vinyl or hardiplank siding facing streets

*Horizontal Roof      Rear Parking      Brick with Storefronts      Continuous Buildings*



- Ensure that new developments are coordinated to form a single “place”, rather than a collection of isolated developments

**Historic Resources Policies**

- Encourage the retention and reuse of historic structures like churches, brick commercial buildings and historic neighborhoods

- Utilize historic architectural styles and materials that reflect the historic context of the corridor in new development
- Target Simpson for Owner-Occupied Rehabilitation Program as a means of preserving historic homes
  - For homeowners
  - For “substandard” and “deteriorated” structures
  - For major code violations (HVAC, plumbing, electric, structure)
- Encourage owners of historic income-producing properties (businesses and apartments) to use existing historic preservation incentives
  - Property Tax Abatement (may not be used in TAD area)
  - State Income Tax Credit
  - Federal Rehabilitation Tax Credit

**Urban Design and Historic Preservation Projects**

Please refer to environmental section for parks, open space and plaza projects.

- Implement a historic marker program for Simpson Road (O-6).
- Perform a historic building inventory study for Dixie Hills neighborhood to gauge its potential for future designation as a local historic district (O-7).

Before and after photos from Edonton, SC  
 Courtesy  
 Preservation North Carolina



Historic Marker Program



### 3. Transportation 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 the Simpson Corridor Redevelopment Plan.

#### **Roadway Operation**

##### **Roadway Operation Policies**

- Street profiles: Maintain unified and consistent street profiles that balance the corridor's transportation and safety needs with land use and neighborhood character objectives.

The study has identified four distinct sectors within the Simpson Street/Road Corridor and developed a recommended profile for each that can be accommodated almost exclusively using existing public right-of-way. Future development and transportation projects should support these profiles whenever possible.

- Signal system and communication: 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 with mast arm signals.
- Traffic controls: Ensure that all traffic controls, including signage, striping, and pavement markings are consistent with current MUTCD (Manual of Uniform Traffic Control Devices) Standards.
- Utility relocation or upgrade: Encourage utilities and other impediments including utility poles, sign posts, and fire-

hydrants, within sidewalk and in roadway clear-zones to be relocated in accordance with GDOT and ADA standards.

- Curb and Gutter: Install, repair, or replace standard curb and gutter throughout corridor to improve safety, drainage and aesthetics.
- Access Management: Develop policies to reduce curbcut and vehicular access across sidewalks and pedestrian areas, particularly in the proximity of intersections. Encourage inter-parcel access for vehicles and pedestrians.
- Railroad crossing: Re-grade Simpson Road at CSX crossing to reduce grade differential. Install safety devices to improve safety at crossing for bicyclists and pedestrians.

##### **Roadway Operation Projects**

According to the recommended policies, the following roadway operation projects are recommended:

- S-1, S-2, S-3: Roadway Operation for Beltline "Main Street" Sector, Historic Residential Sector, and Historic Mixed-Use Neighborhood Sector (Figure 4.11).

Project S-3 recommends modifying the cross-section of the road between Northside Drive and Lowery Boulevard from 4 through lanes to a 3 lane facility with bike lanes. This recommendation improves safety and operations for vehicles and pedestrians, and allows continuity in bike lanes from downtown Atlanta to the future Beltline development node along Simpson Road and the programmed Westside Multi-Use Path in the same area.

The background rationale for this project is as follow: Simpson Road in this location is currently a 4 lane road with 2 travel lanes in either direction. It is functionally classified

as an Urban Collector. Current average daily traffic (ADT) on Simpson Road is less than 8,000 vehicles per day (GDOT data for traffic counts 2003 and 2004). 2030 future estimated ADT on Simpson Road is less than 10,000. The future year ADT estimates include the projected impacts of development of a Beltline node along Simpson Road about 0.4 miles west of this location.

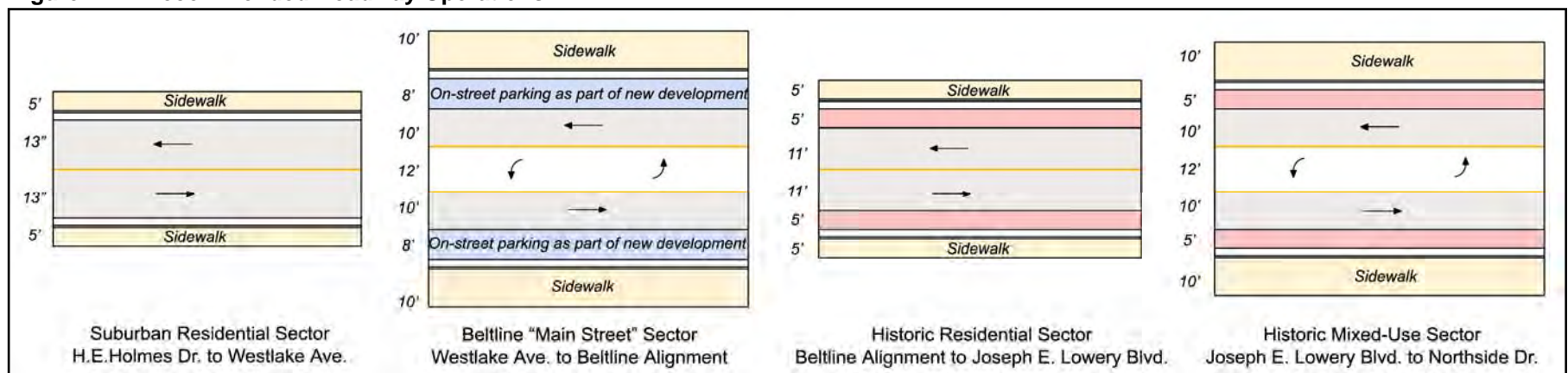
These ADT volumes are relatively low for a 4 lane urban collector facility. Georgia Department of Transportation (GDOT) guidance suggests that increasing capacity of a roadway from 2 lanes may be warranted when the design hour volume is greater than 800 vehicles per hour (VPH) in either direction. Current peak hour counts on Simpson at Lowery are significantly less than this threshold in the p.m. peak (522 westbound, 280 eastbound) and the a.m. peak period (211 westbound, 379 eastbound) according to traffic counts taken in March of 2006 for the Simpson Road Corridor Plan.

There are many successful instances of low volume 4 lane roadways being converted to 3 lane facilities, with one travel lane in either direction and a center turn lane.

Generally these conversions are undertaken to improve the neighborhood feel of an area and to allow implementation of bike lanes, additional on street parking, transit accommodation, wider sidewalks and streetscape, or some mixture of these elements. The GDOT Context Sensitive Design Guidance, April, 2006, states, “Designers are generally more open to exceptions on routes of lower functional classification. Collectors and local streets carry lower volumes of travel over shorter distances and typically have more familiar users.”

The Simpson Road Corridor functions as a de facto east west thoroughfare, although with relatively low traffic volumes. As a thoroughfare, it is paralleled by three much higher functioning thoroughfares: Donald L. Hollowell Parkway to the north, and Martin Luther King Boulevard to the south, both major arterials, and the Interstate 20 freeway to the south. Donald L. Hollowell Parkway is currently programmed to be widened to a continuous four lane road from Interstate 285 to Northside Drive, and upgraded by GDOT, which is likely to have the effect of making it a more attractive thoroughfare to east-west commuters, and thus lessening the relative attractiveness

**Figure 4. 11 Recommended Roadway Operations**



of Simpson Road as a thoroughfare and reducing traffic volumes. In addition, all of these parallel routes avoid the at-grade rail crossing on Simpson Road.

Conversion of Simpson Road to a 3 lane cross-section allows for use of 10' of the existing road surface to be converted into bicycle lanes; one 5' bike lane on either side of Simpson Road. Bike lanes in this location, and along Simpson Road to the west of Lowery Boulevard to the Beltline, allow connection to bike lanes currently being constructed along Ivan Allen Boulevard to the east of Northside Drive and to the programmed Westside Multi-Use Trail to be constructed along the Beltline. This connectivity provides continuous bike lanes into downtown Atlanta, and to a major off road trail, and begins to develop a bike network system on Atlanta's west side.

Conversion of Simpson Road to a 3 lane cross-section also benefits pedestrian safety by reducing the number of traffic lanes they have to cross to get across Simpson Road. The center turn lane can include raised medians in selected locations to provide access management for offset intersections, reducing conflict points, and providing the opportunity to create pedestrian refuge islands that reduce the potential for conflict with vehicles and allow crossing the through lanes in stages. It also improves the pedestrian environment by further separating travel lanes from pedestrians on adjacent sidewalks.

At several intersections along Simpson Road with limited sight distance and tight turning radii, the separation of the through lanes from the corner provided by the bike lanes may also help to smooth turn movements and improve safety. The center turn lane should better delineate where left turns by vehicles should be made and accommodate the anticipated level of turning traffic.

Simpson Road to the west of Lowery Boulevard is already a 3 lane street, with 2 westbound through lanes and one eastbound through lane. This section is proposed to be converted to a 2 lane section with bike lanes, allowing for continuation of the bike lanes but also improved lane continuity for motor vehicles. A detailed traffic engineering analysis undertaken at this location indicates that the intersection level of service will still be acceptable, and that overall through put will not be adversely impacted, both for current and future year projected traffic volumes.

In addition, at a national level, there are some studies that suggest decreased accident rates and improved operations for emergency response vehicles on arterial roads converted from 4 lanes to 3 lanes, as shown in table 4.1:

**Table 4. 1 Previous Examples of Roadway Conversions**  
Changes in Traffic Volume and Collisions After Roadways Changed from Four Lanes to Two Lanes plus TWLTL (Seattle, Wash.)

| ROADWAY SECTION   | DATE CHANGE   | ADT (BEFORE) | ADT (AFTER) | CHANGE   | COLLISION REDUCTION |
|---|---------------|--------------|-------------|--|---------------------|
| Greenwood Ave. N, from N 80 <sup>th</sup> St. to N 50 <sup>th</sup> St.           | April 1995    | 11872        | 12427       | 4 lanes to 2 lanes plus TWLTL plus bike lanes                      | 24 to 10<br>58%     |
| N 45 <sup>th</sup> Street in Wallingford Area                                     | December 1972 | 19421        | 20274       | 4 lanes to 2 lanes plus TWLTL                                      | 45 to 23<br>49%     |
| 8 <sup>th</sup> Ave. NW in Ballard Area   | January 1994  | 10549        | 11858       | 4 lanes to 2 lanes plus planted median with turn pockets as needed | 18 to 7<br>61%      |
| Martin Luther King Jr. Way, north of I-90   | January 1994  | 12336        | 13161       | 4 lanes to 2 lanes plus TWLTL plus bike lanes                      | 15 to 6<br>60%      |
| Dexter Ave. N, East side of Queen Anne Area                                       | June 1991     | 13606        | 14949       | 4 lanes to 2 lanes plus TWLTL plus bike lanes                      | 19 to 16<br>59%     |
| 24 <sup>th</sup> Ave. NW, from NW 85 <sup>th</sup> St. to NW 65 <sup>th</sup> St. | October 1995  | 9727         | 9754        | 4 lanes to 2 lanes plus TWLTL                                      | 14 to 10<br>28%     |
| Madison St., from 7 <sup>th</sup> Ave. to Broadway                                | July 1994     | 16969        | 18075       | 4 lanes to 2 lanes plus TWLTL                                      | 28 to 28<br>0%      |
| W Government Way/Gilman Ave. W, from W Ruffner St. to 31 <sup>st</sup> Ave. W     | June 1991     | 12916        | 14286       | 4 lanes to 2 lanes plus TWLTL plus bike lanes                      | 6 to 6<br>0%        |
| 12 <sup>th</sup> Ave., from Yesler Way to John St.                                | March 1995    | 11751        | 12557       | 4 lanes to 2 lanes plus TWLTL plus bike lanes                      | 16 to 16<br>0%      |
| Total   |               |              |             |  | 185 to 122<br>34%   |

Source: The Conversion of Four-Lane Undivided Urban Roadways to Three-Lane Facilities; Thomas M. Welch, Director, Office of Transportation Safety; Engineering Division, Iowa Department of Transportation

- S-16, S-17: Install pedestrian refuge and raised median in center turn lane of Simpson Street to improve pedestrian safety and traffic operations on Simpson Street near Griffin Street and between Sciple Terrace and Paines Avenue. The traffic operations and safety analysis indicates high rates of pedestrian and vehicular crashes in this area, most likely due to the offset alignments of the local streets and high rates of mid-block pedestrian crossings. These conditions support the construction of a pedestrian refuge and median to limit conflicting traffic operations and provide enhanced pedestrian crossing safety.
- S-27: Regrade Simpson Road at CSX crossing. Currently programmed as part of Simpson Road Streetscape Improvements, but in need of additional funding. This project also include coordinate with CSX railroad to get schedule of trains running across Simpson Road if applicable.
- S-28: Install “Signal Ahead” advanced warning signs 125’ from the stop bar, on the following approaches:
  - Eastbound approach to the intersection of Simpson Street and Joseph E. Lowery Boulevard
  - Northbound approach to the intersection of Simpson Street and Joseph E. Lowery Boulevard
  - Eastbound approach to the intersection of Simpson Road and Chappell Road
  - Northbound approach to the intersection of Simpson Road and Chappell Road
  - Southbound approach to the intersection of Simpson Road and Westlake Avenue

- S-23: Conduct further study to evaluate safety of current two-way operations on narrow streets north of Simpson Street between Joseph E. Lowery Boulevard and Northside Drive. Evaluate feasibility of widening roadways, parking restrictions, or restricting operations to one way travel.
- S-29: Signal warrant review. Several intersections along the Simpson Corridor should be reviewed to determine if they warrant the installation or removal of traffic signals based on pedestrian safety, vehicular operations and adjacent land use.
  - Mayson Turner Avenue: It is likely that this intersection currently does, or soon will, warrant a traffic signal based on existing development plans.
  - Tazor Street and Troy Street: Due to the proximity of Herndon Elementary School to the intersection of Simpson Street and Temple Street, it is recommended that additional study should be carried out to determine whether the existing signal at Tazor Street should be removed and a new signal be created at Temple Street.

### ***Intersection Improvements***

### **Intersection Improvement Policies**

- Joseph E. Lowery Blvd, Chappell Road, and Westlake Avenue:
  - Reconfigure three study area intersections to improve vehicular and pedestrian safety at intersections.
  - Increase the corner radii based on AASHTO design standards for the three study intersections to accommodate transit, school buses and trucks.

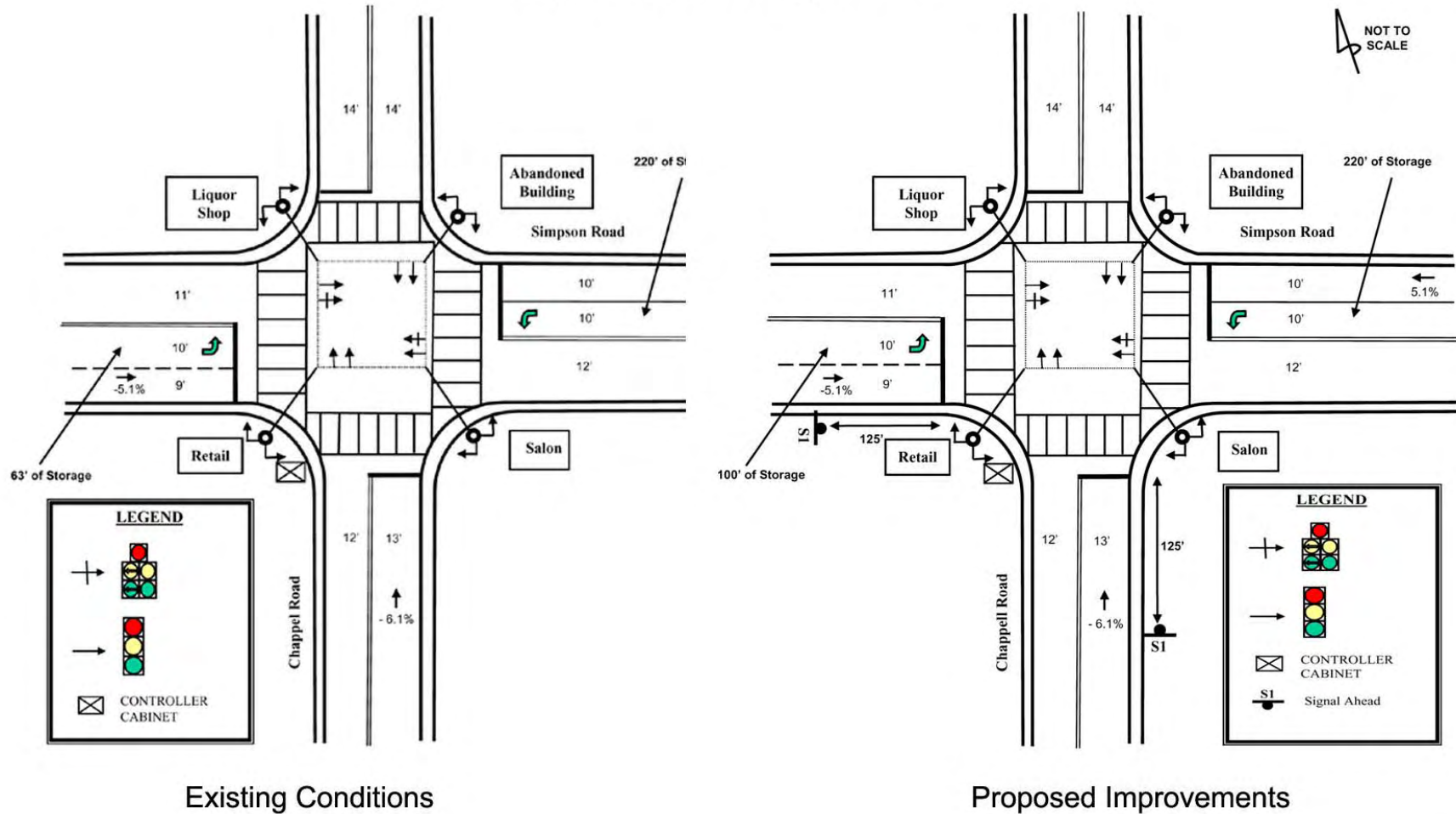
- Improve or add left turn lanes to increase storage capacity at intersections and reduce the number of vehicles blocking the through lanes while positioning to turn.
- Implement traffic signal coordination and optimization for the study intersections:
  - Intersection splits
  - Intersection cycle length
  - Intersection offset
  - Network cycle lengths
  - Network offsets
- Install a “Signal Ahead” advanced warning sign, 125’ from the stop bar, on the following approaches:
  - Eastbound approach to the intersection of Simpson Road and Joseph E. Lowery Boulevard.
  - Northbound approach to the intersection of Simpson Road and Joseph E. Lowery Boulevard.
  - Eastbound approach to the intersection of Simpson Road and Chappell Road.
  - Northbound approach to the intersection of Simpson Road and Chappell Road.
  - Southbound approach to the intersection of Simpson Road and Westlake Avenue.
- Conduct safety assessment and improvement for other intersections



- S-11: Simpson Road at Chappell Road (Figure 4.13)  
Increase the eastbound left-turn storage length from 63 feet to 100 feet.

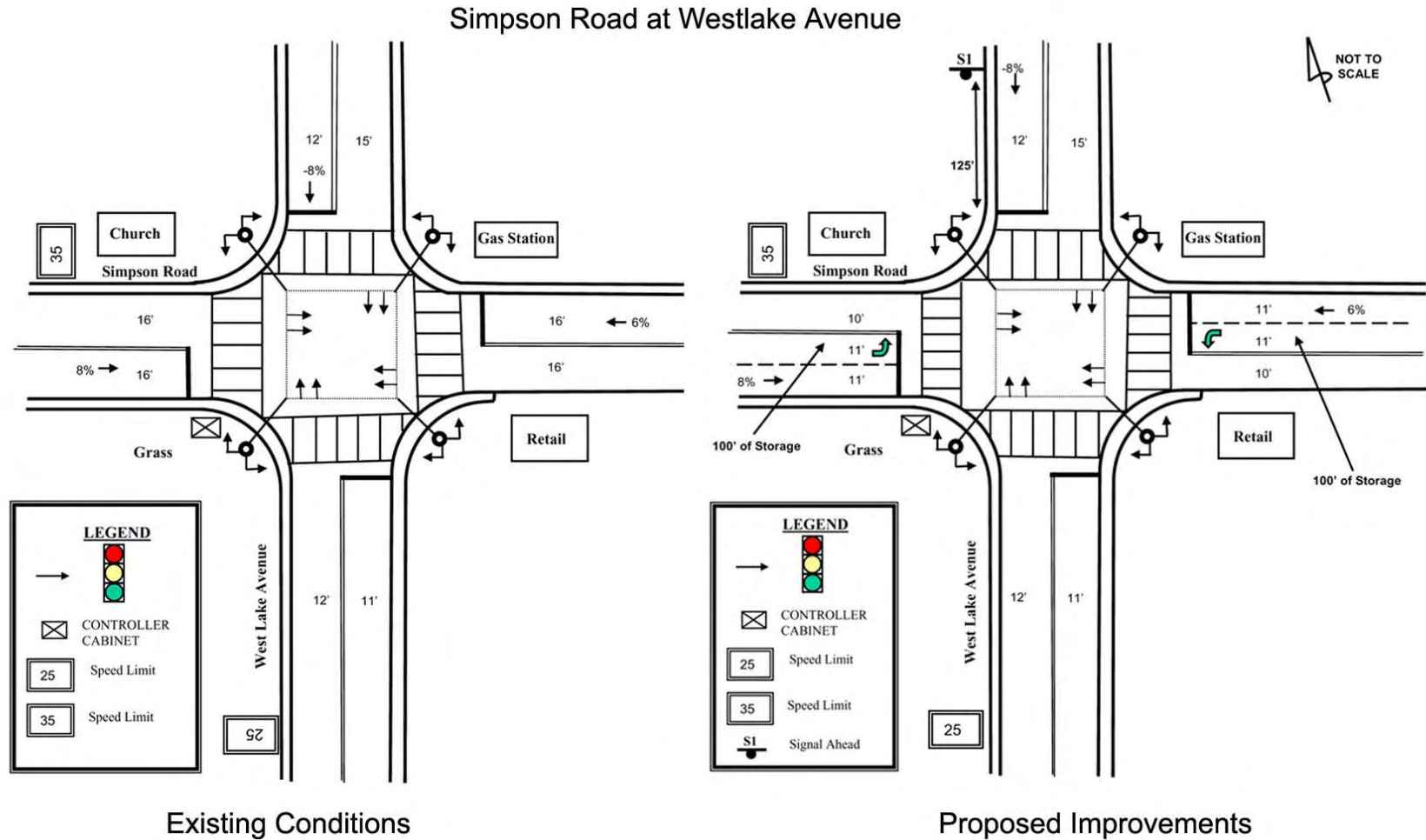
Figure 4. 13 Intersection Improvement at Simpson Road and Chappell Road

Simpson Road at Chappell Road



- S-12: Simpson Road and Westlake Avenue (Figure 4.14)  
Install 10-foot left turn lanes on eastbound and westbound approaches with 100-foot storage at the intersection.

Figure 4. 14 Intersection Improvement at Simpson Road and Westlake Avenue





- S-13: Safety assessment and improvements for Intersection at Simpson Road and Mayson Turner Avenue (North segment)  
Mayson Turner Avenue intersects Simpson Road at a skewed angle from the north, making northbound left turns and westbound right turns more difficult than a right angle intersection. Bus operations from eastbound Simpson Road to southbound Burbank Drive have difficulty making the turn due to the tight turning radius. Driveways of adjacent businesses on the north side of Simpson Road are close to the intersection and not well defined.
- S-14: Safety assessment and improvements for the intersection at Chappell Road and Mayson Turner Avenue. Chappell Road intersects Simpson Road at a skewed angle on both the north and south sides of the intersection, making some turning movements elongated and more difficult. Commercial business driveways are adjacent and relatively close to the intersection in all quadrants and are generally not well defined.
- S-15: Safety assessment and improvements for the intersection at Simpson Road and H. E. Holmes Drive. Traffic on H. E. Holmes Drive approaches the Simpson Road intersection at a relatively high speed. There may be some sight distance issues with turning traffic in this location.

### ***Pedestrian Improvements***

#### **Pedestrian Improvement Policies**

The entire Simpson Corridor should ultimately have acceptable sidewalks on both sides of the road throughout the corridor. To prioritize potential projects, it is recommended that the following standards are applied:

#### ***Standards for new sidewalks:***

- All new sidewalks should be 5' minimum, ADA-compliant.
- All new sidewalks in mixed-use and multifamily residential areas and should be 10' minimum with landscape buffer, ADA-compliant.
- All intersection improvements 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.

#### ***Highest Priority Pedestrian Improvements:***

- Install sidewalks on at least one side of all roads 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 Tier Pedestrian Improvements:***

- Sidewalks on both sides of all roads classified as collector or higher.

#### **Pedestrian Improvement Projects**

Based upon the above standards and priority for the development of sidewalks along the corridor, the following

projects are recommended to improve pedestrian safety and mobility:

- S-4: New 5' sidewalk on north side of Simpson Road from H. E. Holmes Drive to New Jersey Avenue.
- S-5: New 5' sidewalk on south side of Simpson Road from Sewanee Avenue to New Jersey Avenue.
- S-6: New 5' sidewalk on south side of Simpson Road from New Jersey Avenue to Westlake Avenue.
- S-27: Simpson Road Streetscape Project Additional Funding.  
The Simpson Road Streetscape project currently underway will address a significant share of pedestrian issues and needs along the Simpson Road corridor. There is currently not enough funding programmed for the project to complete all of its elements. Additional funding should be secured to implement the project as planned and designed.
- S-7: Review and improve traffic controls, signage and striping corridor-wide. This project includes safety improvements at crosswalks adjacent to Herndon Elementary school and near Dixie Hill Circle.
- New or upgraded sidewalks near MARTA bus stops more than 200' from a signalized intersection. (Included in project S-24: Corridor wide transit amenities).

### ***Bicycle Improvements***

The Simpson Road reconfiguration projects (S-1 and S-2) recommended 5' bike lanes to be incorporated on both sides of Simpson from Northside Drive to the Beltline. It is in support of other City and regional bicycle and greenway initiatives by connecting the future Beltline to Downtown. These initiatives

include the Atlanta Beltline Redevelopment Plan, English Avenue greenway proposal and planned PATH Westside Multi-Use Trail.

### ***Transit Routes and Facilities***

### **Transit Policy Recommendations**

- MARTA Bus Route Alterations  
The current route structure of the MARTA system concentrates primarily on serving MARTA transit stations to the south of the Simpson Road corridor, without providing adequate service along the corridor or to activity centers in Midtown and Downtown Atlanta. The goals of the Simpson Corridor Redevelopment Plan would best be met with direct transit service along the corridor with direct connections to Midtown and Downtown Atlanta, and other major arterials such as Northside Drive and H. E. Holmes Drive. It is recommended MARTA review its route structure and consider a direct route along Simpson and connecting thoroughfares.
- MARTA/Beltline Transit Station  
This Plan supports the proposed new and infill transit station that would connect the Atlanta Beltline and MARTA at Simpson Road.
- Atlanta Beltline  
Support the Atlanta Beltline proposal as a vital key to improving the quality of life along the Simpson Road Corridor and to provide economic development incentives.

### **Transit Improvement Projects**

- S-24: Corridor-wide transit amenities. Ensure that all transit stops are safe, paved, and equipped with safe and adequate sidewalks and pedestrian crossings.

- S-25: Activity center enhanced transit amenities. Ensure that all bus stops near schools and activity centers are equipped with transit shelters, seating, lighting, and trash receptacles.
- S-26: MARTA bus route structure alterations. Implement revised direct transit service along the Simpson Corridor providing an east/west direct route to Downtown Atlanta.

### **Local and Regional Connectivity**

The following projects will improve local connectivity by linking neighborhoods, schools, and activity centers in areas where the street grid is currently discontinuous.

- S-18: White Elementary new connection. A new 2 lane road linking Detroit Avenue and North Avenue or Baker Road in the vicinity of White Elementary School and businesses along Simpson Road will increase mobility and accessibility, especially for pedestrians and bicyclists, and reduce vehicle-miles-traveled and emissions for school related trips. Currently, the trip from the intersection of North Avenue to White Elementary School is 1.6 miles, which is beyond a comfortable range for walking. Depending on its alignment, a new road connection could reduce the trip to as little as 0.13 miles.

The following projects restore roadway connections that are disrupted by the confluence of the MARTA rail line and CSX rail corridors. They will provide enhanced mobility and accessibility to proposed mixed-use redevelopment projects along Simpson Road near the Beltline and to the proposed expansion of Maddox Park.

- S-19 Troy Street new connection. New 0.32-mile roadway to reconnect street grid near Beltline redevelopment and provide access to Maddox expansion.
- S-20: North Avenue new connection. New 0.27-mile roadway to reconnect street grid near Beltline redevelopment and provide access to Maddox expansion.
- S-21: Temple Street new connection. New 0.12-mile roadway to reconnect street grid near Beltline redevelopment and provide access to Maddox expansion.
- S-22: Jett Street new connection. New 0.36-mile roadway to reconnect street grid near Beltline redevelopment and provide access to Maddox expansion.

## **4. Public Facilities Recommendations**

The overall goals for the Simpson Road corridor include ensuring adequate infrastructure to support future development, creating a safe environment, and increasing green space.

### **Public Facility Policies**

- Require new development to bury utilities, unless economically prohibitive.
- Require that new pedestrian streetscape projects remove utilities out of the sidewalk.
- Encourage the use of pervious asphalt, porous pavement, “grass-crete” or similar materials in new or rebuilt parking lots.
- Work with Department of Watershed and Clean Water Atlanta to improve sewer system for existing structures.
- Require the Bureau of Planning to submit demand allocations to Clean Water Atlanta for new sewer connections within the Mayor’s six priority economic development areas, including Simpson Road Study Area.

- Work with the Department of Police to evaluate the need of creating a mini police precinct at the Simpson Corridor.
- Make the City's Green Plan (currently underway) aware the need of public recreation facilities along Simpson Corridor. E.g. library, recreation center, parks.
- Make Fulton County and related agencies aware the need of health facilities in the Simpson Road Study Area.

- Study the feasibility of creating a storm water utility in the Proposed Beltline transit area.  
A storm water detention pond could be created in and around the floodplain area to serve new development and provide amenities as the same time.

## 5. Environmental Recommendations

### Environmental Policies

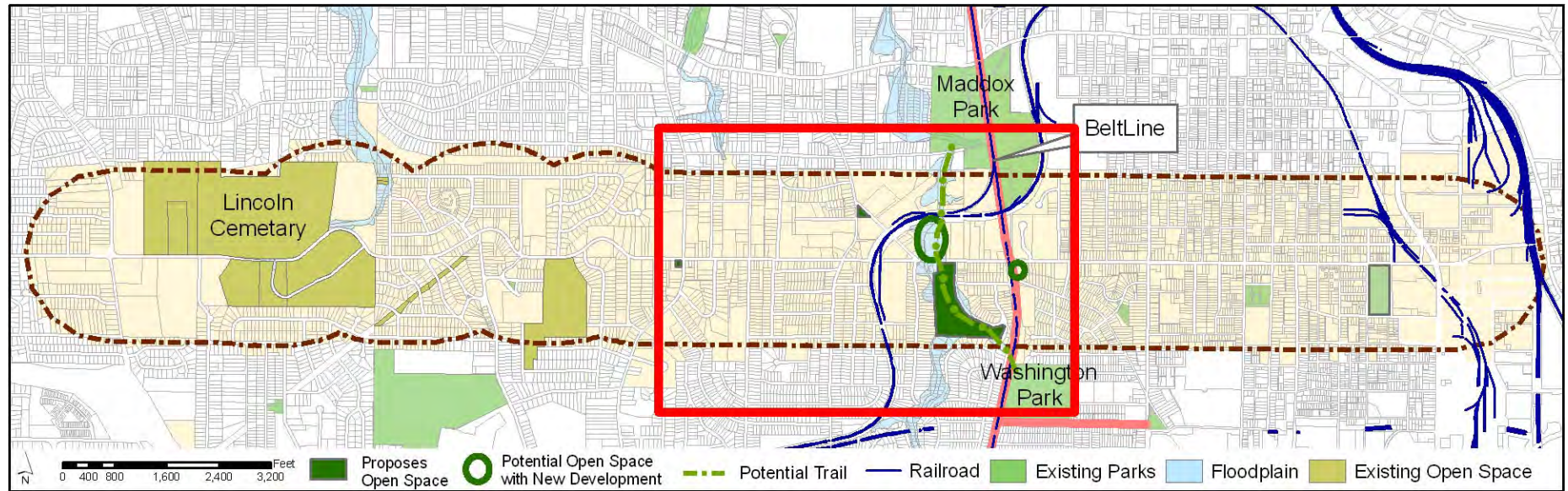
- Continue to support the City efforts to acquire open space along the length of Proctor Creek, especially the floodplain area south of Simpson Road.
- Discourage development and redevelopment in the floodplain areas along Simpson.
- Encourage the creation of parks and open space along the

### Environmental Recommendations

The following parks/open space recommendations are made based on policies (Figure 4.15 and 4.16):

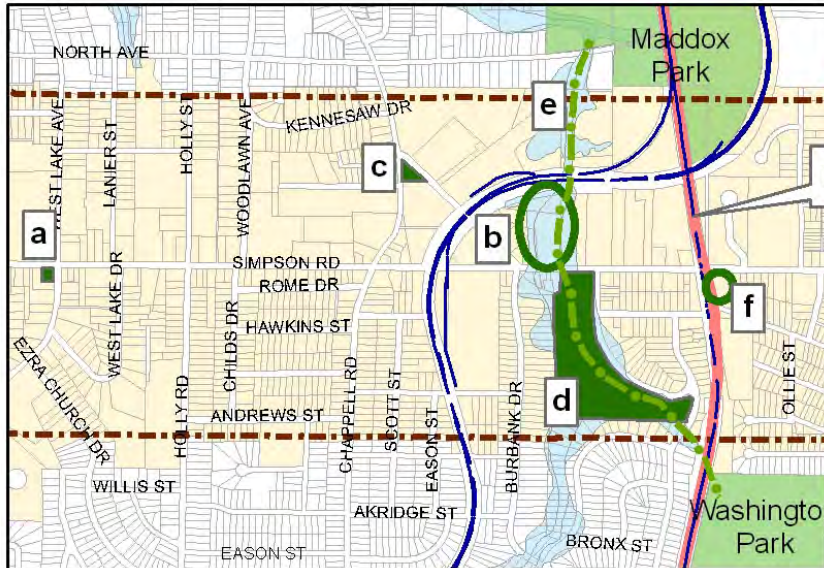
- Create a pocket park (about 0.25 acres) at the south west corner of Simpson and Westlake Avenue (O-1).
- Create open space associated with new development at the Proctor Creek floodplain area north of Simpson Road.
- Create a pocket park through realignment of Chappell and Mayson Turner Roads (O-3).
- Acquire properties in the Proctor Creek floodplain area

**Figure 4. 15 Environmental/Open Space Recommendations**



- south of Simpson Road for open space (around 7 acres, O-4).
- e. Create greenway trails to connect the Simpson Beltline area with Maddox Park and Washington Park (O-4).
- f. Create Beltline Transit Plaza (about 0.25 acres) at the proposed Beltline station at Simpson (O-2).

Figure 4. 16 Open Space Recommendations



- Housing Urban Enterprise Zones (UEZ)
- Beltline and Westside Tax Allocation Districts (TADs) – ensure funding for workforce housing
- Urban Residential Finance Authority (URFA)
- Strive for 20% workforce housing in all projects through the UEZ and TAD programs.
- Update the City Zoning code to incorporate requirement or incentives for providing workforce housing.
- Encourage housing rehabilitation and renovation by making existing Bureau of Housing programs available for study area residents and potential investors.
  - Owner-occupied Rehabilitation Program: Target qualified home owners in the study area for this program.
  - Multifamily Housing Program: Target the Simpson corridor as qualified area to apply for low-interest loans for rehabilitation and construction of affordable multifamily housing development.
- Increase all Homestead Exemptions for the elderly by 15% and increase the annual net household income eligibility from \$40,000 to \$45,000 for all exemptions.
- Encourage development of senior housing (around 10% of total housing) along the Corridor within or near activity nodes. Encourage churches to partner with developers to provide mixed-use senior housing/senior facilities.

## 6. Housing Recommendations

The redevelopment of the Simpson Corridor area should provide a variety of housing choices for existing and future residents. Emphasis should be put on providing workforce housing and senior housing.

### Housing Policies

- Promote development of workforce and senior housing through utilizing available tools and programs:

### Housing Projects:

- Marketing available housing programs and making them available for Simpson Corridor residents and stakeholders (O-8).

## 7. Economic Development Recommendations

- The major economic development policy for the Simpson Corridor area is to utilize existing or potential economic

development programs/tools available from the City and other agencies.

**Financing Tools**

**Tax Allocation Districts**

The Simpson Street/Road falls into two Tax Allocation Districts (Figure 4.17)

**Westside TAD:** English Avenue and Vine City is located in the Westside TAD area. They are eligible to apply for the TAD neighborhood fund for neighborhood redevelopment. The neighborhood fund is 20% of the TAD increment in the entire Westside TAD area.

**Beltline TAD:** According to the Beltline Redevelopment Plan, the Beltline TAD will issue 14% of the bond for affordable housing incentives and 4% of the bond for development incentives during the TAD lifetime. The Simpson and Maddox Park area has been identified as one of the six priority areas identified in the draft Beltline work plan for concentration of economic development.

**New Market Tax Credit**

The NMTC Program is a federal initiative designed to leverage up to \$15 billion of private investment in America's most impoverished urban and rural communities from allocations of NMTC's. The City of Atlanta should work on utilizing this program in Economic Development Priority Areas.

**Small Business Loans**

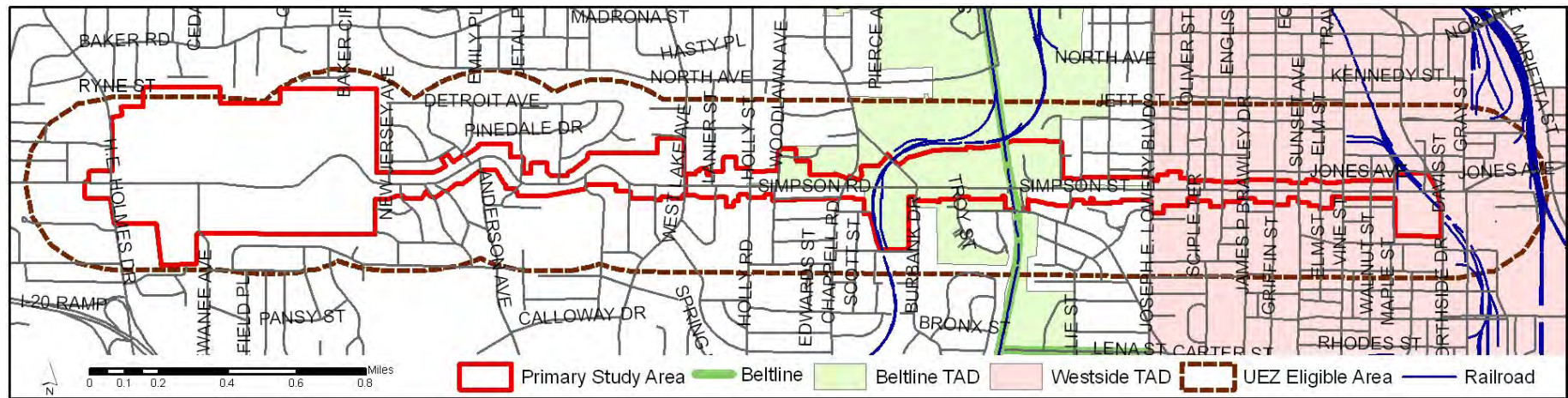
The following types of loans are available for business development in the Simpson Corridor area.

**Businesses Improvement Loan Fund (BILF):** Provide loans up to \$50,000 to encourage business revitalization

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

**Small Business Administration (SBA) 504 Debenture:** ADA facilitates this program to finance small, minority and

Figure 4. 17 Simpson Area & TADs



female-owned businesses to expand and/or relocate in the City.

**Tax Abatements**

**Urban Enterprise Zones**

According to SB 334, the Simpson Corridor area is pre-qualified for Urban Enterprise Zone (UEZ) designation. The UEZ will provide property tax abatement for a 10-year period for private development and redevelopment ranging from housing, to commercial to mixed-use which provide a certain percentage of affordable housing or add new employment.

**Atlanta Renewal Community**

The Renewal Community (RC) program provides tax deductions, job tax credits and capital gains for business development in the RC area (Figure 4.18).

**Commercial Revitalization Deduction**

This program provides tax deductions for property owners

who substantially renovate an existing building or develop a new building for commercial use within the Renewal Community.

**Environmental Cleanup Cost Deduction**

This program provides tax deductions for environmental cleanup in businesses development. The property does not necessarily have to be an EPA brownfield site.

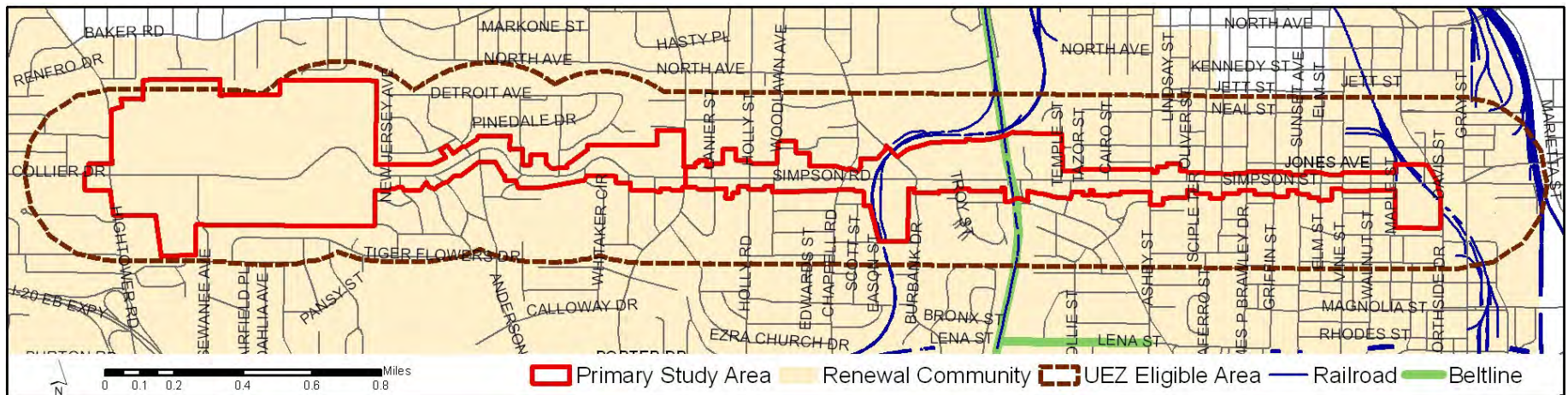
**Renewal Community Wage Credit**

Credit against Federal taxes up to \$1,500 for each year of RC designation for every employee (existing and new hire) who lives and works in the RC area. Tax credit for 15% of the first \$10,000 in wages per employee may be taken annually through 2009. Unused credits can be carried back one year or forward for up to 20 years

**Capital Gains Exclusion**

Allows a 0% capital gains rate for RC assets held for a minimum of 5 years. An asset could include tangible property in the RC, stock, capital interests or profit interests in a RC Business acquired for cash.

Figure 4. 18 Simpson Area and Renewal Community



Besides utilizing existing programs, the following policies are also recommended:

- Local Initiative Support Corporation (LISC) is a success example around the nation that helps revitalize commercial districts. ADA can serve as the LISC in Atlanta to revitalize needed commercial districts including areas along Simpson.
- Work with Atlanta Workforce Development Agency (AWDA) to provide new jobs to the Simpson Corridor residents. TAD and UEZ can require projects providing jobs to have a certain percentage of their jobs filled by AWDA, and AWDA will train the area residents for the jobs.
- Provide consulting and technical assistance for businesses through ADA's partnership with local universities (Georgia Tech, Georgia State, and Clark Atlanta University).
- Apply Crime and Grime Initiative including code enforcement in the Simpson Corridor area to improve social environment.

The strategies for economic development are presented in more details in Chapter 5.

***Economic Development Projects***

- Apply Crime and Grime Initiative along Simpson Road Corridor (O-9).  
It will start from the activity node areas including the Beltline area, Westlake Avenue, New Jersey Avenue, and Anderson Avenue area.
- Marketing economic development tools and making them more accessible for Simpson Corridor residents, businesses and stakeholders (O-10).





## Chapter Five Implementation Programs

Land Use and Zoning Changes  
Economic Development Strategies  
Transportation and Other Projects and  
Funding

This section outlines the next steps after adoption of this plan by the City of Atlanta. It includes action items for implementing the land use and zoning change, transportation, and economic development recommendations.

plan. Figure 5.1 to 5.8 illustrate in detail the land use and zoning changes recommended.

## 1. Land Use and Zoning Changes

Land use changes will be implemented after the plan is completed and approved by the communities. It will be part of the Plan adoption into the City's Comprehensive Development Plan (CDP).

Zoning changes will take place once the City completes its first phase update of the Quality of Life Zoning Ordinance, which will provide the needed zoning districts as recommended in this

**Figure 5. 1 Land Use Change Maps Outline (Showing Existing 15-year Land Use)**

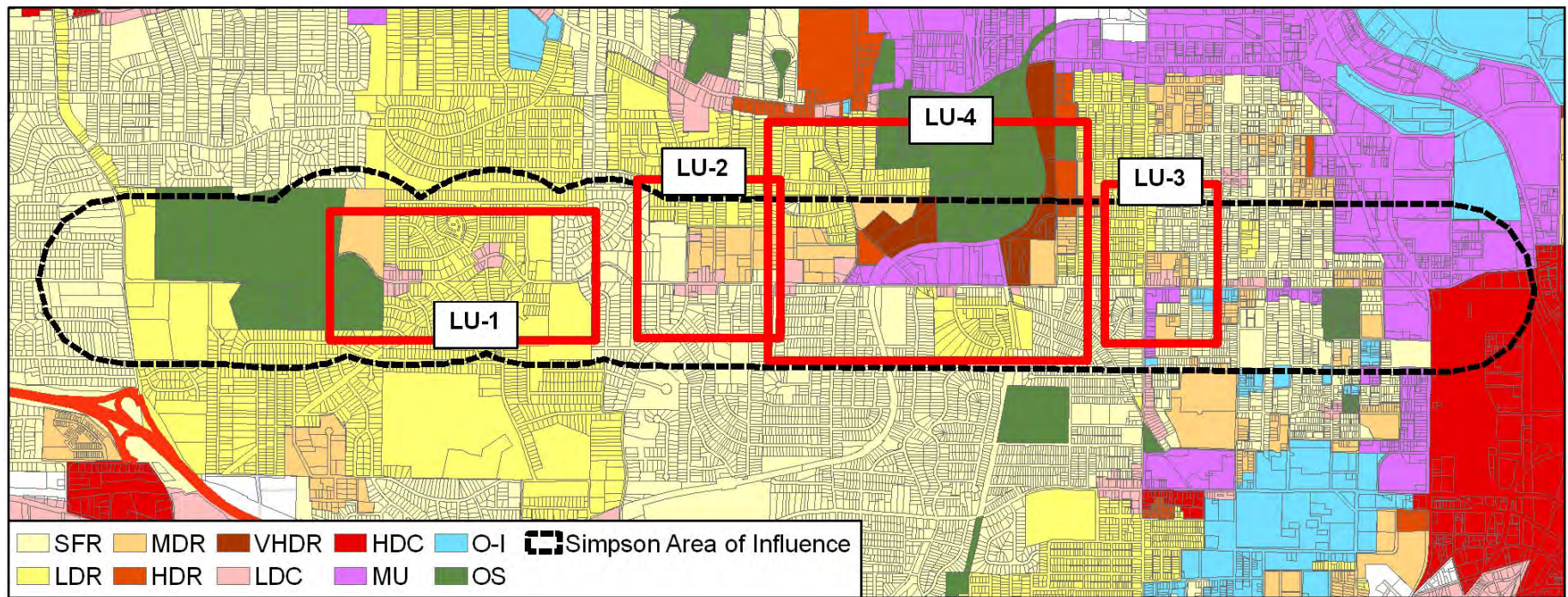


Figure 5. 2 Land Use Change Map 1

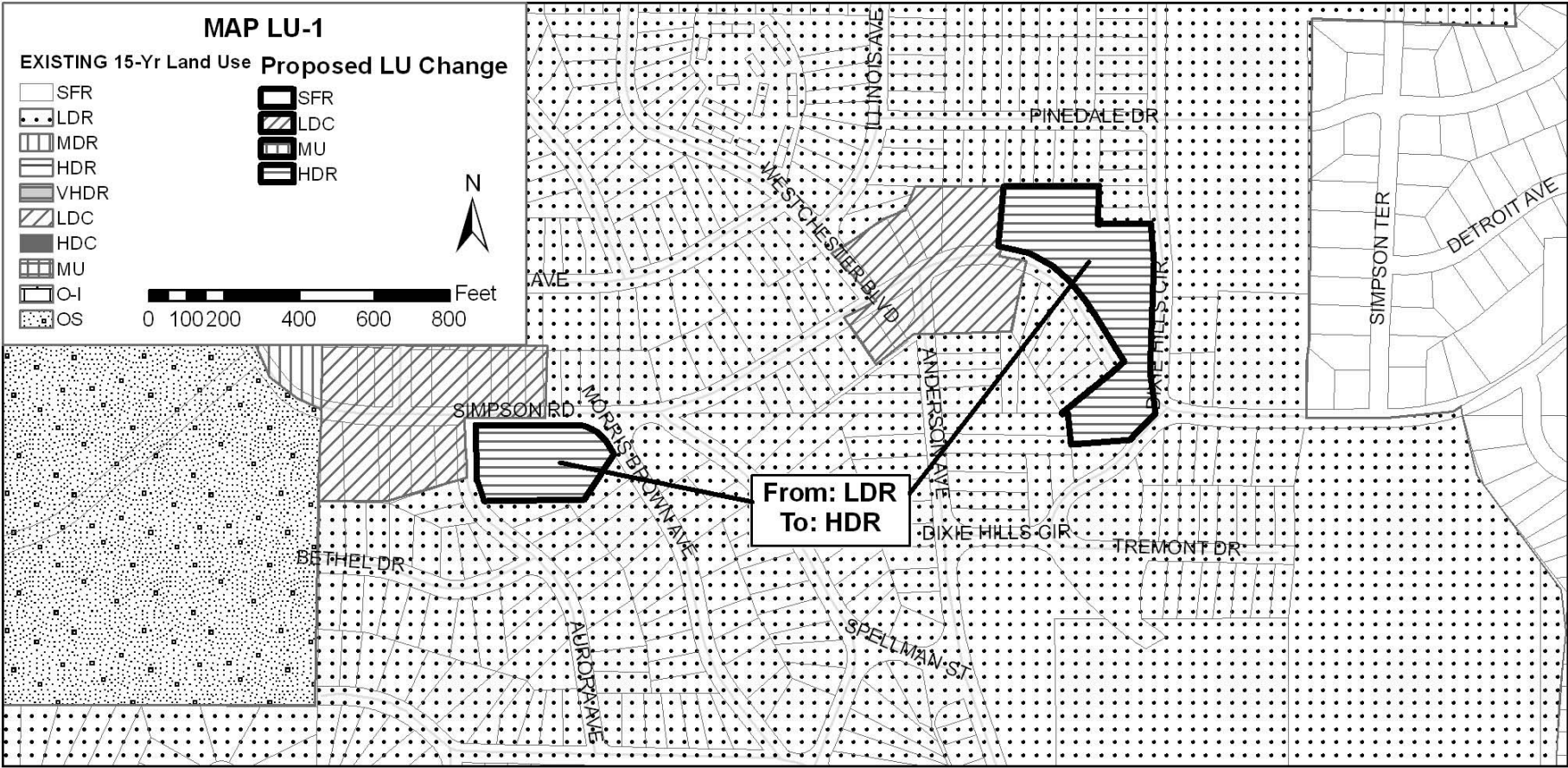


Figure 5. 3 Land Use Change Map 2 and 3

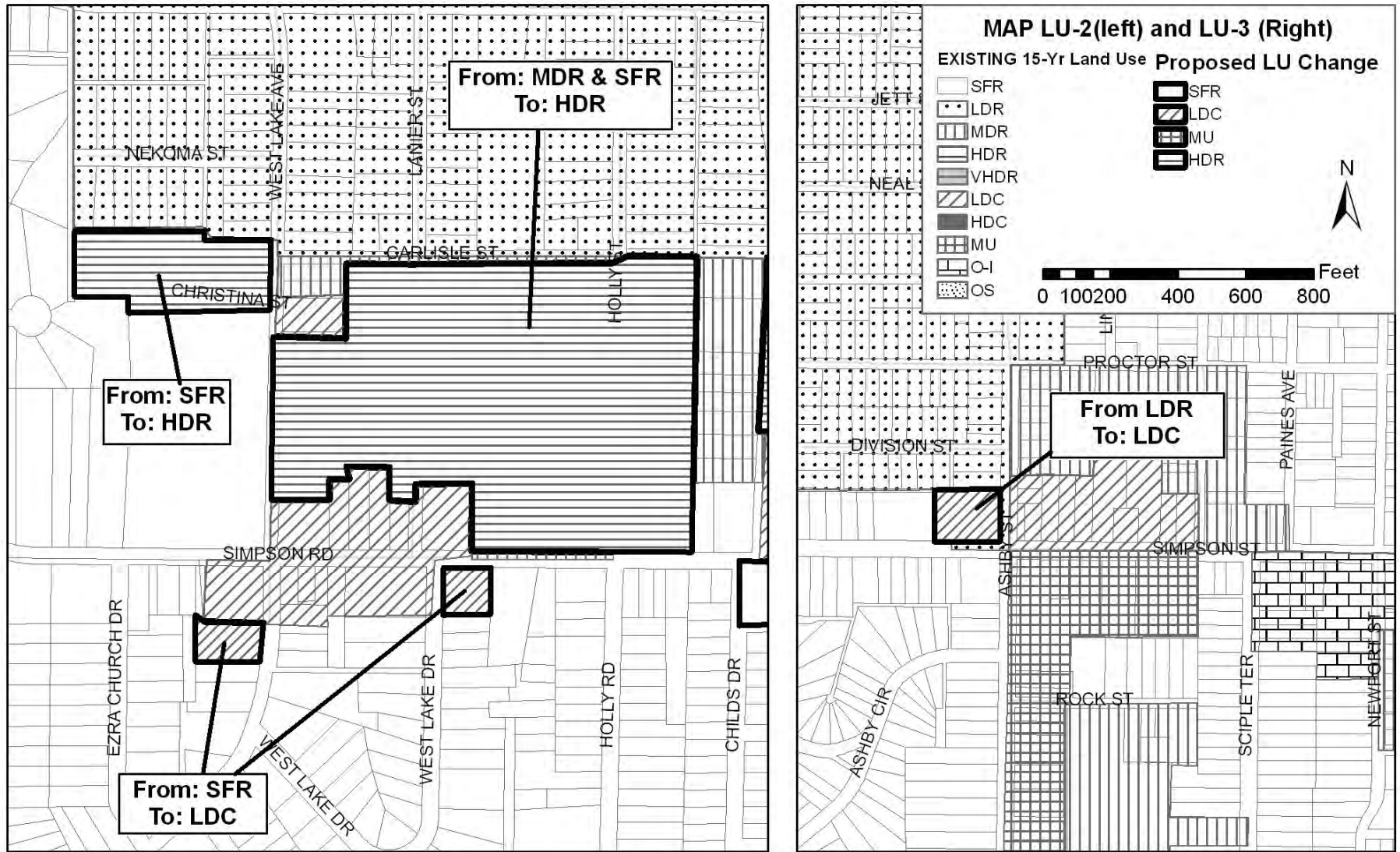


Figure 5. 4 Land Use Change Map 4

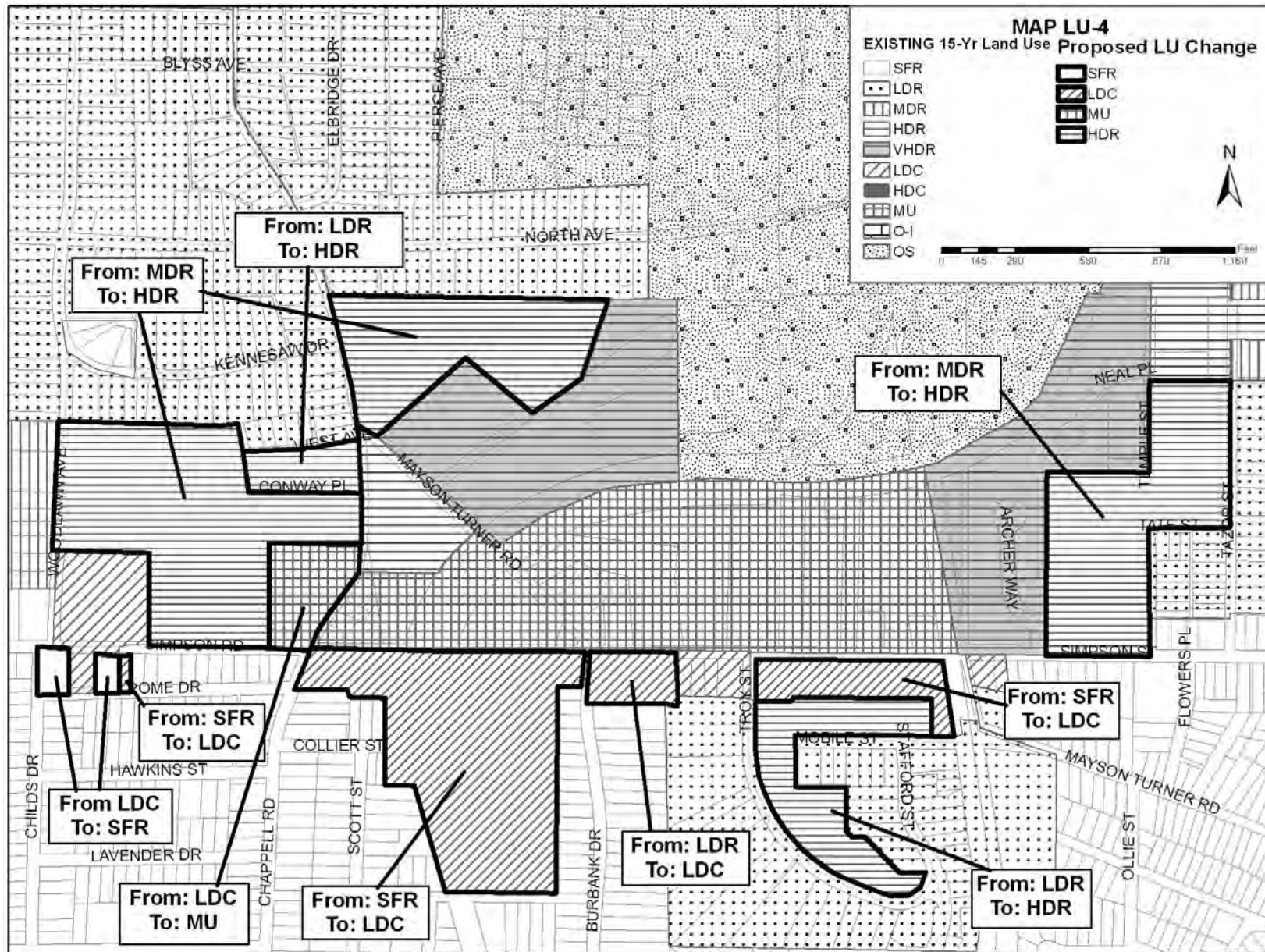


Figure 5. 5 Zoning Change Maps Outline

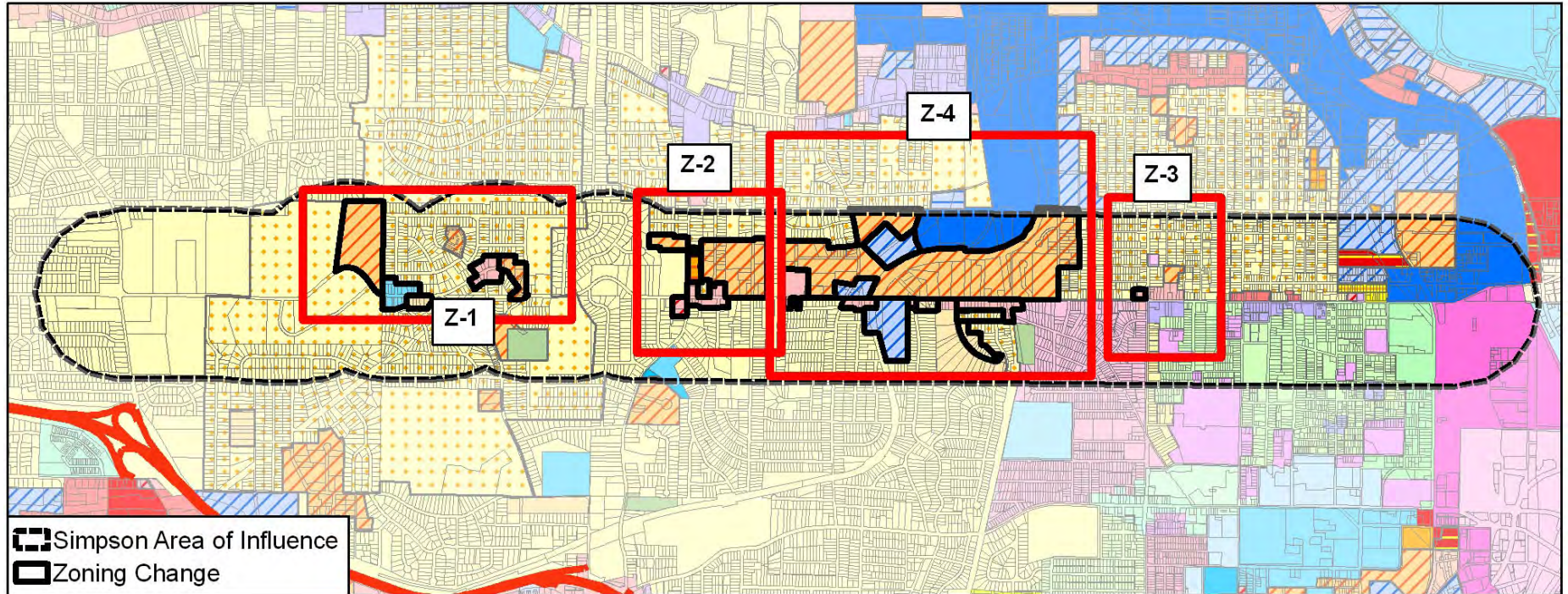
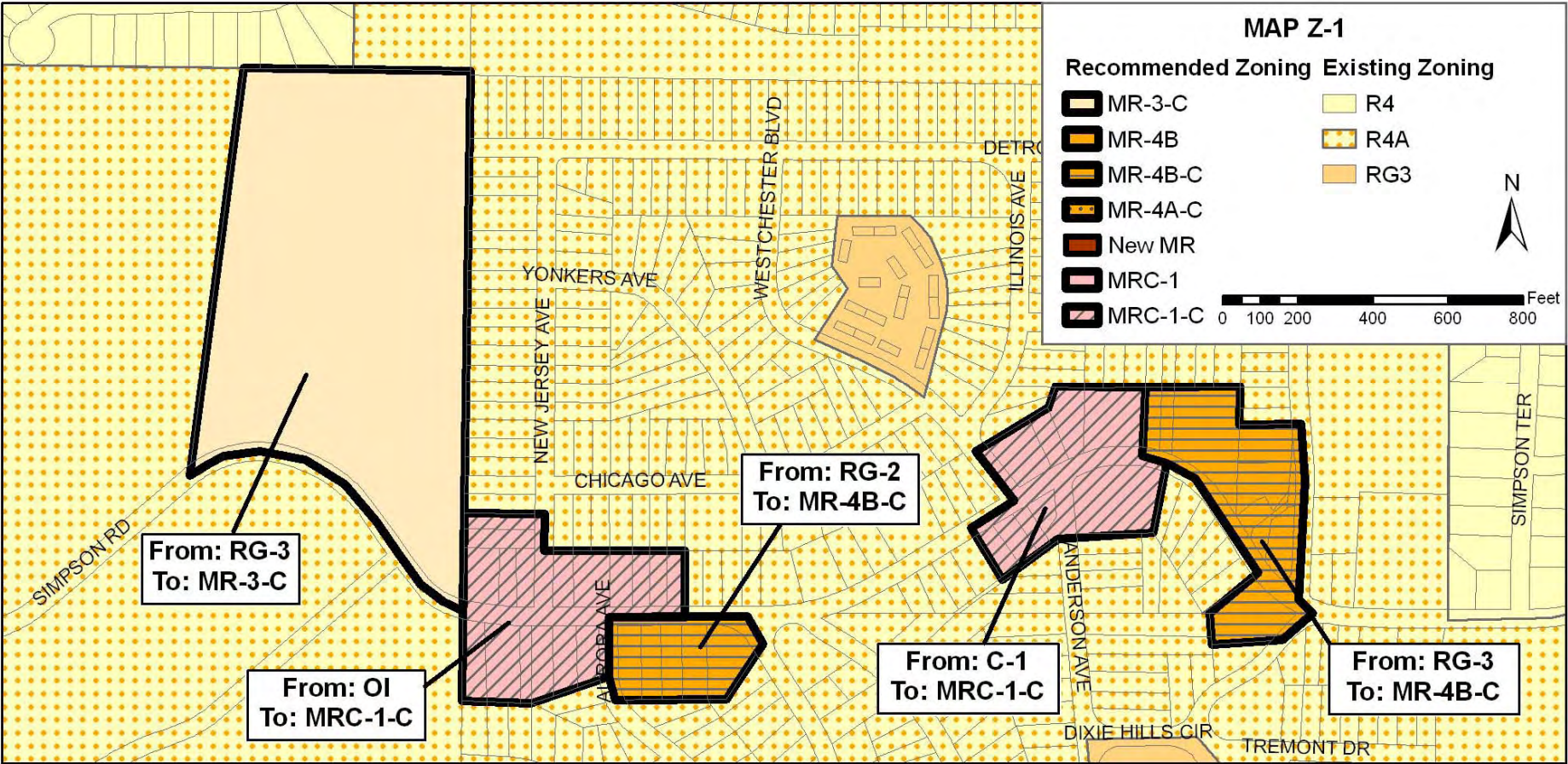


Figure 5. 6 Zoning Change Map 1

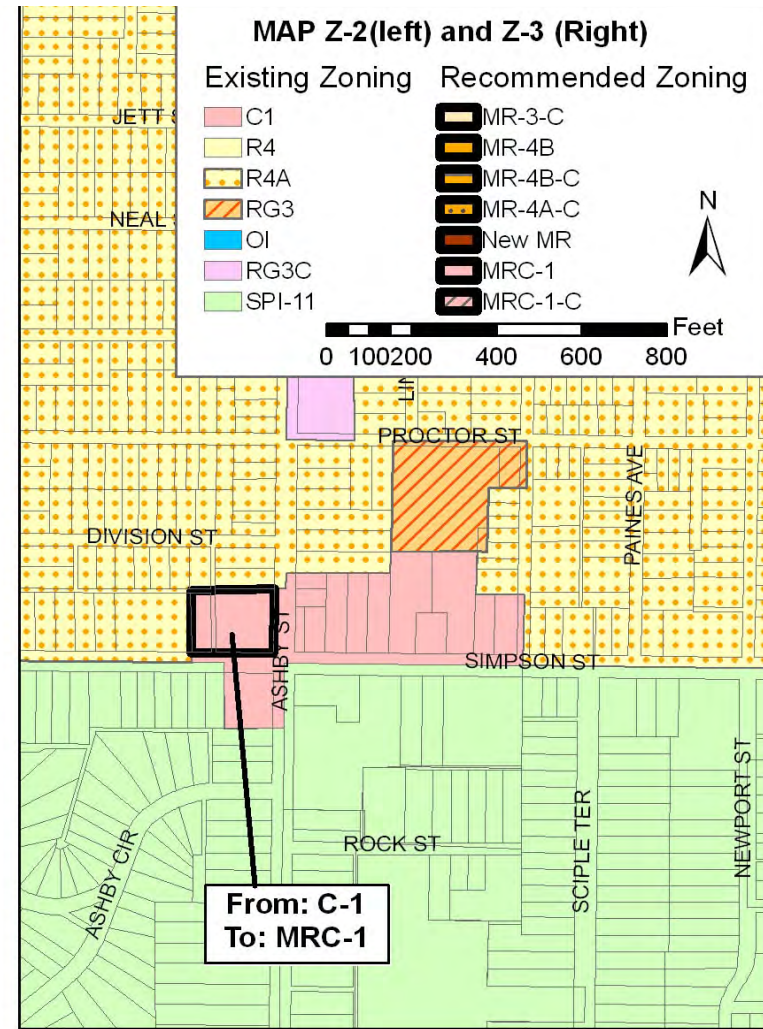
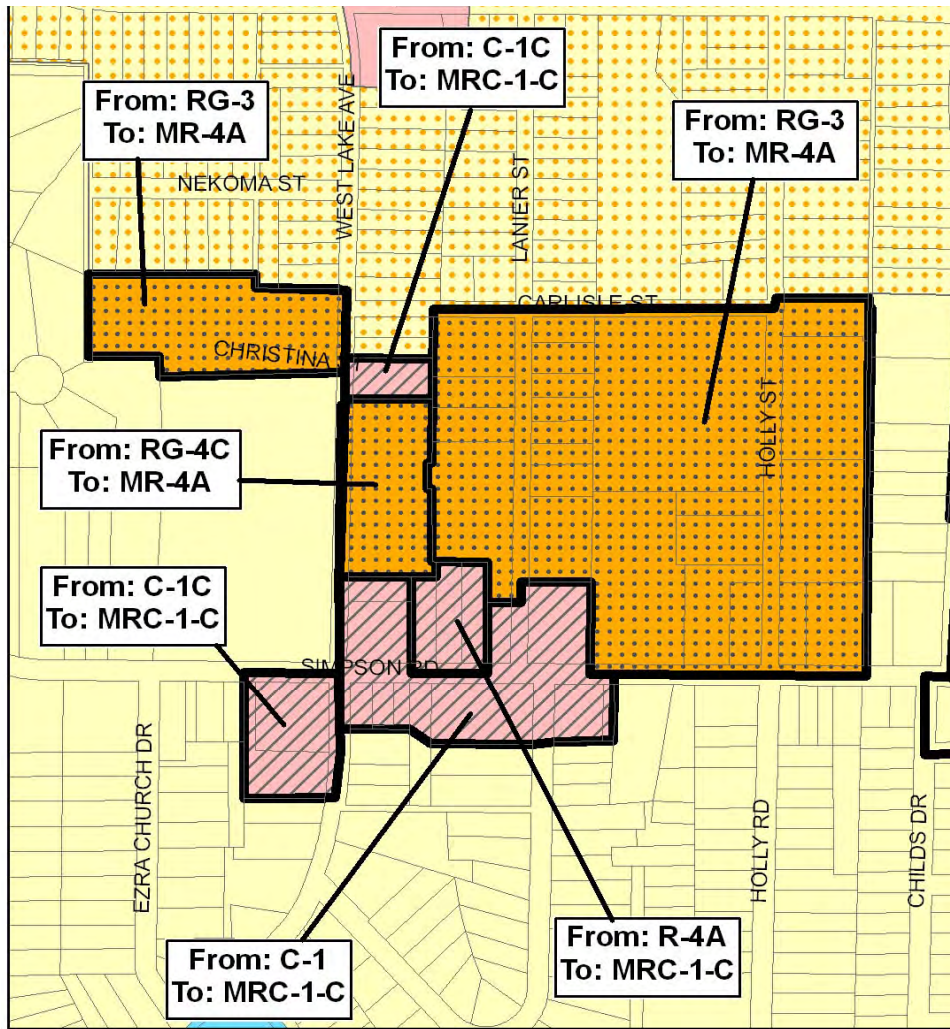


**MR-3-C:**  
 Maximum Height: 52 feet  
 Non-Residential FAR: 5% of total  
 Residential FAR: 0.7  
 Maximum FAR: 0.7

**MRC-1-C:**  
 Maximum Height: 40 feet  
 Non-Residential FAR: 1  
 Residential FAR: 0.7  
 Maximum FAR: Additive

**MR-4B-C:**  
 Maximum Height: 40 feet  
 Non-Residential FAR: 5% of total  
 Residential FAR: 1.49  
 Maximum FAR: 1.49

Figure 5. 7 Zoning Change Map 2 and 3



**MR-4A:**  
 Maximum Height: 52 feet  
 Non-Residential FAR: 5% of total  
 Residential FAR: 1.49  
 Maximum FAR: 1.49

**MRC-1-C:**  
 Maximum Height: 40 feet  
 Non-Residential FAR: 1  
 Residential FAR: 0.7  
 Maximum FAR: 1.7

**MRC-1:**  
 Maximum Height: 52 feet  
 Non-Residential FAR: 1  
 Residential FAR: 0.7  
 Maximum FAR: 1.7



**MR-4A:**  
 Maximum Height:  
 52 feet  
 Non-Residential FAR:  
 5% of total  
 Residential FAR: 1.49  
 Maximum FAR: 1.49

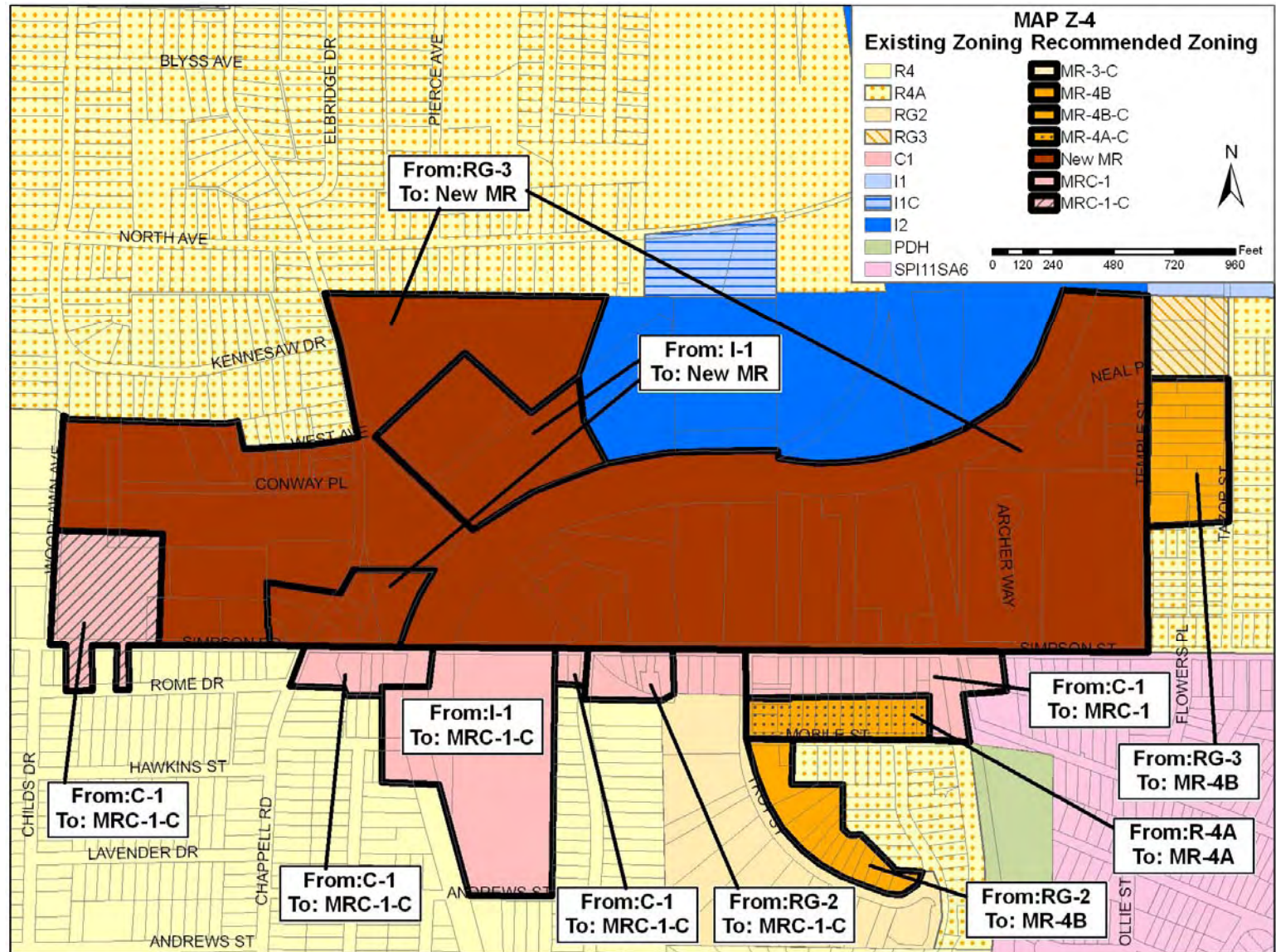
**MR-4B (Townhome):**  
 Maximum Height:  
 52 feet  
 Non-Residential FAR:  
 5% of total  
 Residential FAR: 1.49  
 Maximum FAR: 1.49

**NEW MR:**  
 Maximum Height:  
 88 feet  
 Non-Residential FAR:  
 20% of total  
 Residential FAR: 1.49  
 Maximum FAR: 1.49

**MRC-1-C:**  
 Maximum Height:  
 40 feet  
 Non-Residential FAR: 1  
 Residential FAR: 0.7  
 Maximum FAR: 1.7

**MRC-1:**  
 Maximum Height:  
 52 feet  
 Non-Residential FAR: 1  
 Residential FAR: 0.7  
 Maximum FAR: 1.7

Figure 5. 8 Zoning Change Map 4



## 2. Economic Development Strategies

The economic development of the Simpson Study Area could take the following steps:

### *Real Estate*

- Conduct a review of existing sites, buildings and underutilized/vacant lots for redevelopment and prepare a property inventory that includes property specifications and condition, ownership, the terms of the sale/lease.
- Rank sites/buildings according to their potential for development or location importance, categorizing them as short-term or long-term potential initiatives.
- Concentrate on Redevelopment Nodes, building on existing anchors and recreating 'fabric' where none exists. Expand lot depth and breadth at these sites to create parcels large enough to make a meaningful impact.
- Offer relocation assistance to inappropriate businesses/uses within the Redevelopment Nodes and, perhaps, businesses between the Nodes that are incompatible with redevelopment activity and/or aesthetically undesirable.

### *Targeting*

- Create a brand identity for the Study Area that separates the Simpson Road Corridor from its competitors. The brand identity should be the foundation upon which all redevelopment initiatives are based – e.g., logo, urban design, signage, advertising, marketing collateral, website, business recruitment, etc.
- Create a Corridor-wide business development team and target businesses based on the findings of the market study and rank them as near-term and long-term prospects.
- Develop a cluster plan that unifies the Redevelopment Nodes with complementary businesses and uses that

benefit from each other's sales, customers and markets. Work with realtors to steer developers and prospective businesses to appropriate locations.

- Look into possible tax incentives to help "home-grown" businesses locate and stay in the area. Consider forming an Entrepreneurship Association that includes training, mentoring, technical assistance, a business incubator and support for home-based businesses.
- Investigate existing and/or develop specific incentives to entice investors: e.g., assembling and contributing land; long term no-cost lease in exchange for training and hiring local residents; density bonuses; expedited plan review; and other strategies used by urban redevelopment agencies.

### *Image*

- Institute a community wide "clean-up" program, with emphasis on high traffic areas. The Study Area must recreate itself as a vibrant, clean and safe business district in the eyes of prospective businesses and target markets.
- Conduct an aggressive public relations campaign to educate area residents, workers, students and visitors of opportunities and activities in and near Simpson Road.
- Develop collaborative marketing initiatives with other Westside business districts.
- Host an Economic Development Summit/Visioning Session; showcase existing neighborhood businesses, conduct an Asset Building Community Development workshop to identify entrepreneurial assets and resources and to provide encouragement to the local community for positive change.
- Develop collateral marketing materials (i.e., CD-ROMs, market opportunity fact sheets, prospect packages, etc.) specifying potential redevelopment opportunities in the Study Area.
- Invest in developing a website specific to the Study Area that communicates its identity to existing and prospective

businesses, residents and customers. Use the website to post development progress, business listings, residential and commercial real estate information, special events, development incentives, etc.

- Work to overcome widespread fear about the Simpson Road Corridor. A weekend farmers market is an example of a “community invitation” to check out the district. Leverage that into other special events that will widen the interest and the audience.

**Recruitment**

- Create and maintain referral networks with area brokers, economic development agencies, developers, etc. and educate them regarding the types of businesses, housing and activities most appropriate for the Study Area
- Enable developers and prospective businesses to access downloadable recruitment material and applications
- Ensure that resources are set-aside on an annual basis to maintain ongoing recruitment and marketing initiatives

**3. Transportation and Other Projects and Funding**

**Funding Sources**

Transportation projects may be funded through the following funding sources for the Simpson Corridor Redevelopment Plan area:

- Federal funding administrated through ARC and GDOT (e.g. Transportation Enhancement funds, Congestion Mitigation Air Quality funds).
- City of Atlanta funding including Quality of Life Bond, Local Impact Fees, etc.
- Tax Allocation District Funding for capital improvement projects in TAD areas.

- Other sources that funds ‘special interest’ projects. For example, the PATH Foundation funds multi-use greenway trails, while Trust for Public Land and Blank Foundation sometimes fund park/open space projects.

**Cost Assumptions**

As with any macro-level planning process, it is impossible to perfectly assign costs to future transportation projects. However it is possible to estimate based on standard cost assumptions.

The following assumptions are used in the Implementation Plan Matrices found on the following pages. These costs include demolition and installation of transportation facilities only. They do not include decorative or accessory elements that are not directly related to the transportation facilities, such as landscaping, trees, and street furniture. These prices are also exclusive or right-of-way, which is estimated separately in the implementation plan matrices.

**Sidewalks**

|                           |               |
|---------------------------|---------------|
| Sidewalks                 | \$5.50 / sf   |
| Curb repair and resetting | \$7.50 / lf   |
| Duratherm Crosswalks      | \$4,500/leg   |
| ADA Ramps                 | \$8,000/ int. |

**Bicycle Facilities**

|                              |                 |
|------------------------------|-----------------|
| Bike Path Striping & Signage | \$50,000 / mile |
| Multi-Use Trail:             | \$5.50 / sf     |

**Signal Improvements**

|                            |                 |
|----------------------------|-----------------|
| Mast Arm Signal Upgrade    | \$125,000/ int. |
| Signal Timing              | \$4,500/ int.   |
| Fiber Optic Communications | \$24,000 / mile |

**Medians**

|          |              |
|----------|--------------|
| Concrete | \$5.50 / sf  |
| Planted  | \$5.00 / sf  |
| Curb     | \$15.00 / lf |

Turn radius modifications  
 Measures to address poor sight distance  
 Addition, removal, or modification of turn lanes  
 Alterations to traffic controls  
 Access Management

**Operational Improvements**

|                            |                 |
|----------------------------|-----------------|
| Striping & Signage         | \$50,000 / mile |
| Intersection Modification* | \$675,000/ int. |
| Curb repair and resetting  | \$7.50 / lf     |

Cost estimates for individual intersection modification projects may be adjusted based on engineering judgment to account for variations in the extent and complexity of potential modifications.

**Capacity Enhancements**

|                                |                    |
|--------------------------------|--------------------|
| Widen 2 lanes to 4             | \$3,700,000 / mile |
| Widen 4 lanes to 6             | \$4,180,000 / mile |
| New 2 Lane Road with Sidewalks | \$4,138,000 / mile |
| New 4 Lane Road with Sidewalks | \$5,024,000 / mile |

Note: For the recommended streetscape elements of the Simpson Road Corridor we used Transportation Enhancement Project Cost Estimates provided by Long Engineering for the City of Atlanta and presumed consistent streetscape elements throughout the corridor.

**Pedestrian Lighting:**

|                                    |                          |
|------------------------------------|--------------------------|
| Atlanta Type “B” Pedestrian Lights | \$2,600 each, 2 per 100’ |
|------------------------------------|--------------------------|

**Right of Way Cost**

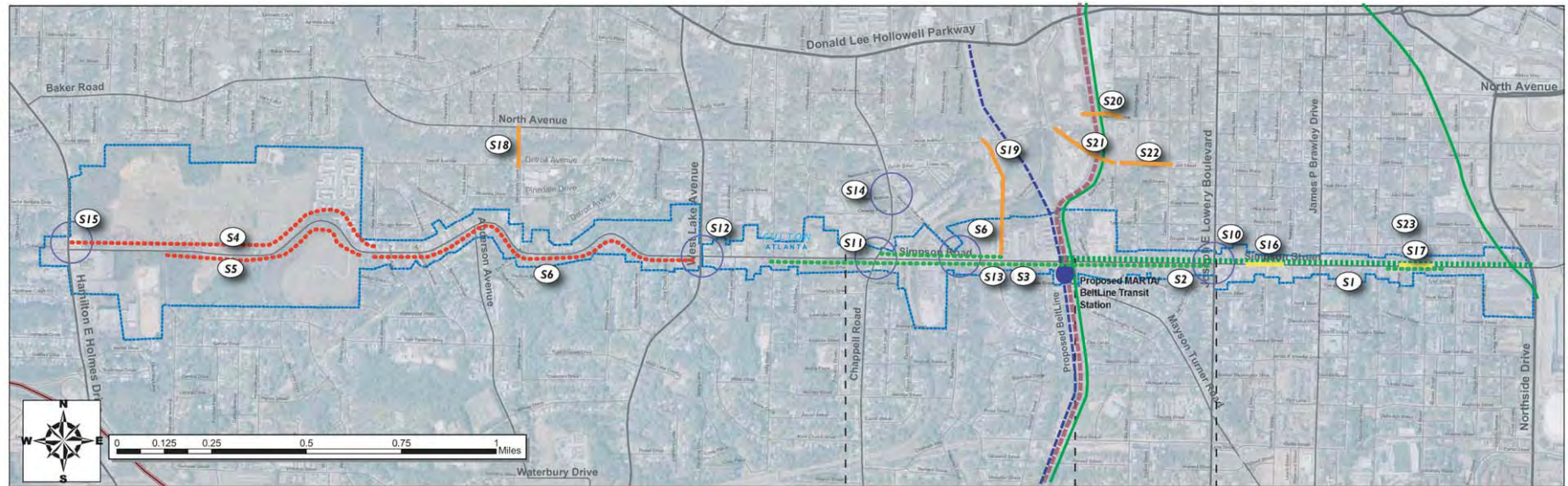
|           |                |
|-----------|----------------|
| Primary   | \$400,000/acre |
| Secondary | \$320,000/acre |

Land costs are estimated based on 2004 values reported by the Fulton County Tax Assessor. Land costs are increased by 30% to account for inflation. Primary right-of-way refers to commercial real estate on a major thoroughfare. Secondary right-of-way refers to all other properties.

\* The cost estimates for a standard intersection improvement are based on a typical four-way intersection with the following modifications:

- Pedestrian Improvements
- Curb & Gutter
- ADA Compliance

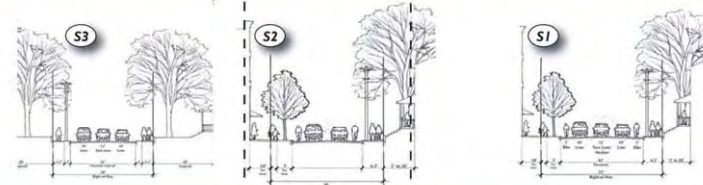
Figure 5. 9 Transportation Projects Map



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Recommended Typical Road Profiles



**Legend**

- Multi-Use Path
- - - - - On-Street Bike Lane
- · - · - On-Street Bike Route (Share the road)
- - - - - MARTA Rail
- - - - - Proposed BeltLine
- · - · - Programmed Sidewalk
- · - · - Recommended Sidewalk
- New Road
- Intersection Projects
- Interstate Freeway
- Major Arterial
- Minor Arterial
- Collector
- Local Street
- Simpson Road Study Area

Transportation Improvement Recommendations

|   |  |  |   |   |
|---|--|--|---|---|
| <b>S1</b> "Historic Mixed Use" Profile Reconfiguration: 3 lanes with Bike Lanes                                       | <b>S7</b> Review Striping, Marking and Signage for MUTCD compliance  | <b>S13</b> Safety Assessment and Improvements: Simpson Rd. at Mayson Turner Road | <b>S19</b> New Road Connection: Troy Street across BeltLine                                   | <b>S25</b> Activity Center Enhanced Transit Amenities: Lighting, seating, shelters, trash receptacles                           |
| <b>S2</b> "Historic Residential" Profile Reconfiguration: 2 lanes with Bike Lanes                                     | <b>S8</b> Utility Safety Improvements: Relocate signs utility poles  | <b>S14</b> Safety Assessment and Improvements: Mayson Turner Rd at Chappell Rd   | <b>S20</b> New Road Connection: North Avenue across BeltLine                                  | <b>S26</b> Transit Operations Modifications: Provide direct bus service along corridor  |
| <b>S3</b> "BeltLine Main Street" Profile Reconfigurations: Pursuant to Proposed Development and BeltLine Master Plan. | <b>S9</b> Signal System Upgrade  | <b>S15</b> Safety Assessment and Improvements: H.E. Holmes at Simpson Rd         | <b>S21</b> New Road Connection: Temple Street across BeltLine                                 | <b>S27</b> Simpson Road Streetscape Project Additional Funding: Make up gap in funding for existing Simpson Streetscape Project |
| <b>S4</b> New Sidewalk: H.E. Holmes Dr to New Jersey Ave.   | <b>S10</b> Intersection Reconfiguration: Simpson St and J.E. Lowery Blvd. Turn Lanes, Geometric Improvements | <b>S16</b> Pedestrian Refuge and Median: Simpson St. near Sciple Terrace         | <b>S22</b> New Road Connection: Jett Street across BeltLine                                   | <b>S28</b> Install "Signal Ahead" Advanced Warning Signs: Various Intersections   |
| <b>S5</b> New Sidewalk: Sewanee Ave to New Jersey Ave.  | <b>S11</b> Intersection Reconfiguration: Simpson Road and Chappell St. Turn Lanes, Geometric Improvements    | <b>S17</b> Pedestrian Refuge and Median: Simpson St. near Griffin Street         | <b>S23</b> Additional Study: English Avenue/Vine City local traffic operations                | <b>S29</b> Signal Warrant Analysis Study: Signal Warrant Analysis for 3 Intersections   |
| <b>S6</b> New Sidewalk: New Jersey Ave to West Lake Ave   | <b>S12</b> Intersection Reconfiguration: Simpson St and West Lake Blvd. Turn Lanes, Geometric Improvements   | <b>S18</b> New Road Connection: Near White Elementary School                     | <b>S24</b> Corridor Wide Transit Amenities: Sidewalk and concrete pad, adequate safe crossing |   |

Table 5. 1 Transportation Projects

| Prj ID | Project Name  | Description  | Type of Imp.            | Eng. Year | Eng. Cost | ROW Year | ROW Cost   | Const. Year | Const. Cost | Total Project Cost | Res. Party | Funding Source    | Local Source Match & Amount |
|--------|---|--|-------------------------|-----------|-----------|----------|------------|-------------|-------------|--------------------|------------|-------------------|-----------------------------|
| S1     | Northside Dr. To JE Lowery Blvd "Historic Mixed Use Sector"             | Reconfigure to 3 lanes with Bike Lanes, Curb & Gutter Upgrade  | Road, Bike, Streetscape | 2007      | \$ 11,290 |          | \$ -       | 2008        | \$ 75,264   | \$ 87,000          | COA        | Westside TAD, QOL | \$ 87,000                   |
| S2     | JE Lowery to Beltline "Historic Residential Sector"                     | Reconfigure to 2 lanes with Bike Lanes, Curb & Gutter Upgrade  | Road, Bike, Streetscape | 2007      | \$ 5,645  |          | \$ -       | 2008        | \$ 37,632   | \$ 43,000          | COA        | BeltLine TAD, QOL | \$ 43,000                   |
| S3     | Beltline to Chappell Rd "BeltLine Main Street Sector"                   | Improvements pursuant to Proposed Development and Beltline Master Plan,  | Road, Bike, Streetscape | 2009      | TBD       |          | \$ -       | 2010        | TBD         | TBD                | COA        | BeltLine TAD, QOL | TBD                         |
| S4     | New Sidewalk, HE Holmes Dr to New Jersey Ave                            | 5' Sidewalk, North Side with additional engineering considerations at creek                                      | Pedestrian              | 2007      | \$ 37,586 | 2008     | \$ 198,206 | 2009        | \$ 250,574  | \$486,000          | COA        | TE, CMAQ, QOL     | \$97,200                    |
| S5     | New Sidewalk, Sewanee Ave to New Jersey Ave                             | 5' Sidewalk, South Side with additional engineering due to grade   | Pedestrian              | 2009      | \$ 29,490 | 2010     | \$ 187,345 | 2011        | \$ 196,603  | \$413,000          | COA        | TE, CMAQ, QOL     | \$82,600                    |
| S6     | New Sidewalk, New Jersey Ave to West Lake Ave, South Side               | 5' Sidewalk, South Side with additional engineering due to grade   | Pedestrian              | 2009      | \$ 39,593 | 2010     | \$ 244,364 | 2011        | \$ 263,952  | \$548,000          | COA        | TE, QOL           | \$109,600                   |
| S7     | Review striping, marking and signage for MUTCD compliance               | Applies to Segments without recommended reconfiguration (Chappell to HE Holmes)                                  | Safety                  | 2007      | \$ 12,000 |          | \$ -       | 2008        | \$ 80,000   | \$ 92,000          | COA        | QOL               | \$92,000                    |
| S8     | Simpson Road Corridor Safety and Pedestrian Utility Safety Improvements | Relocate signs utility poles in sidewalk ROW or divert sidewalk around utility poles to maintain adequate width. | Safety                  | 2007      | TBD       |          | \$ -       | 2008        | TBD         | TBD                | COA        | TE, QOL           | TBD                         |

| Prj ID | Project Name   | Description  | Type of Imp.            | Eng. Year | Eng. Cost  | ROW Year | ROW Cost  | Const. Year | Const. Cost | Total Project Cost | Res. Party | Funding Source                  | Local Source Match & Amount |
|--------|--|--|-------------------------|-----------|------------|----------|-----------|-------------|-------------|--------------------|------------|---------------------------------|-----------------------------|
| S9     | Signal System Upgrade  | 10 Signals to Mast Arms, Controllers, Coordination & Timing, Fiber Optc Communications | Road, Bike, Streetscape | 2008      | \$ 209,370 |          | \$ -      | 2009        | \$1,395,800 | \$1,605,000        | COA        | QOL,ST P,CMAQ (Q23,24)          | \$321,000                   |
| S10    | Simpson St and J. E. Lowery Blvd: Intersection reconfiguration     | Turn Lanes, Geometric Improvments  | Safety, Road            | 2007      | \$ 101,250 | 2008     | \$ 57,332 | 2009        | \$ 675,000  | \$ 834,000         | COA        | Westside TAD, BeltLine TAD, QOL | \$ 834,000                  |
| S11    | Simpson Road and Chappell St: Intersection reconfiguration         | Turn Lanes, Geometric Improvments  | Safety, Road            | 2010      | \$ 101,250 | 2011     | \$ 28,666 | 2012        | \$ 675,000  | \$ 805,000         | COA        | BeltLine TAD, QOL               | \$ 805,000                  |
| S12    | Simpson St and West Lake Blvd: Intersection reconfiguration        | Turn Lanes, Geometric Improvments  | Safety, Road            | 2010      | \$ 101,250 | 2011     | \$ 57,332 | 2012        | \$ 675,000  | \$ 834,000         | COA        | QOL                             | \$ 834,000                  |
| S13    | Mayson Turner Rd at Simpson Rd: Safety Assesment and Improvements  | Assess safety issues at intersection and implement improvements                        | Safety, Road            | 2008      | \$ 101,250 | 2009     | \$ 57,332 | 2010        | \$ 675,000  | \$ 834,000         | COA        | QOL                             | \$ 834,000                  |
| S14    | Mayson Turner Rd at Chappell Rd: Safety Assesment and Improvements | Assess safety issues at intersection and implement improvements                        | Safety, Road            | 2008      | \$ 101,250 | 2009     | \$ 57,332 | 2009        | \$ 675,000  | \$ 834,000         | COA        | QOL                             | \$ 834,000                  |
| S15    | HE Holmes at Simpson Rd: Safety Assesment and Improvements         | Assess safety issues at intersection and implement improvements                        | Safety, Road            | 2011      | \$ 101,250 | 2012     | \$ -      | 2013        | \$ 675,000  | \$ 776,000         | GDOT       | Safety                          | \$ -                        |

**Chapter Five: Implementation Programs**

| Prj ID | Project Name   | Description   | Type of Imp. | Eng. Year  | Eng. Cost  | ROW Year | ROW Cost   | Const. Year | Const. Cost  | Total Project Cost | Res. Party | Funding Source          | Local Source Match & Amount |
|--------|--|---|--------------|------------|------------|----------|------------|-------------|--------------|--------------------|------------|-------------------------|-----------------------------|
| S16    | Pedestrian Refuge Median on Simpson St near Sciple Ter     | Install 400' Raised Median With Ped Treatements at Crossings to address pedestrian and operational safety                 | Safety, Road | 2008       | \$ 5,098   | 2012     | \$ -       | 2009        | \$ 33,988    | \$ 39,000          | COA        | Westside TAD, CMAQ, QOL | \$ 39,000                   |
| S17    | Pedestrian Refuge Median on Simpson St near Griffin Street | Install 400' Raised Median With Ped Treatements at Crossings to address pedestrian and operational safety                 | Safety, Road | 2008       | \$ 5,098   | 2012     | \$ -       | 2009        | \$ 33,988    | \$ 39,000          | COA        | Westside TAD, CMAQ, QOL | \$ 39,000                   |
| S18    | White Elementary School New Connection                     | New .1 mile Roadway to increase N/S connectiviey near White Elem. School  | Pedestrian   | 2009       | \$ 62,070  | 2010     | \$193,939  | 2010        | \$ 413,800   | \$ 670,000         | COA        | QOL                     | \$ 670,000                  |
| S19    | Troy Street New Connection                                 | New .32 mile Roadway to reconnect street grid near Beltline redevelopment and provide access to new Maddox Park Extension | Road         | Long Range | \$198,624  |          | \$ 620,606 |             | \$ 1,324,160 | \$2,143,000        | COA        | BeltLine TAD, QOL       | \$ 2,143,000                |
| S20    | North Avenue: New Connection                               | New .27 mile Roadway to reconnect street grid near Beltline redevelopment and provide access to new Maddox Park Extension | Road         | Long Range | \$ 257,589 |          | \$ 523,636 |             | \$ 1,717,260 | \$ 2,498,000       | COA        | BeltLine TAD, QOL       | \$ 2,498,000                |
| S21    | Temple Street: New Connection                              | New .12 mile Roadway to reconnect street grid near Beltline redevelopment and provide access to new Maddox Park Extension | Road         | Long Range | \$ 164,484 |          | \$ 232,727 |             | \$ 1,096,560 | \$ 1,494,000       | COA        | BeltLine TAD, QOL       | \$ 1,494,000                |
| S22    | Jett Street: New Connection                                | New .36 mile Roadway to reconnect street grid near Beltline redevelopment and provide access to new Maddox Park Extension | Road         | Long Range | \$ 313,452 |          | \$ 698,182 |             | \$ 2,089,680 | \$ 3,101,000       | COA        | BeltLine TAD, QOL       | \$ 3,101,000                |



| Prj ID | Project Name   | Description  | Type of Imp.       | Eng. Year | Eng. Cost | ROW Year | ROW Cost | Const. Year | Const. Cost  | Total Project Cost | Res. Party              | Funding Source  | Local Source Match & Amount |
|--------|--|--|--------------------|-----------|-----------|----------|----------|-------------|--------------|--------------------|-------------------------|---|-----------------------------|
| S23    | Additional Study-English Avenue/Vine City Local traffic operations                                       | Evaluate safety of current two-way operations on narrow streets North and south of Simpson Street between J.E. Lowery Boulevard and Northside Drive. Evaluate feasibility of widening roadways or restricting operations to one-way travel | Road               | 2008      | \$ 50,000 |          | \$ -     | 2009        |              | \$ 50,000          | COA                     | QOL   | \$ 50,000                   |
| S24    | Corridor Wide Transit Amenities  | All stops: sidewalk and concrete pad, adequate safe crossing   | Transit            | 2007      | \$ 37,530 |          | \$ -     | 2008        | \$ 250,200   | \$ 288,000         | COA<br>MARTA<br>Private | QOL,<br>MARTA,<br>BeltLine<br>TAD,<br>Westside<br>TAD | TBD                         |
| S25    | Activity Center Enhanced Transit Amenities   | Activity centers, Middle & High Schools: Lighting, shelters, trash receptacles   | Transit            | 2008      | \$ 12,000 |          | \$ -     | 2009        | \$ 80,000    | \$ 92,000          | COA<br>MARTA<br>Private | QOL,<br>MARTA,<br>BeltLine<br>TAD,<br>Westside<br>TAD | TBD                         |
| S26    | Transit Operations Modifications   | Provide direct bus service along corridor (may be able to realign existing routes)   | Transit            | 2008      | TBD       |          | \$ -     | 2009        | TBD          | TBD                | MARTA                   | MARTA,<br>CMAQ  | TBD                         |
| S27    | Simpson Road Streetscape Project Additional Funding  | Make up gap in funding for existing Simpson Streetscape Project  | Pedestrian, Safety | 2006      | \$ -      |          | \$ -     | 2008        | \$ 1,853,710 | \$ 1,853,710       | COA                     | QOL,<br>BeltLine<br>TAD,<br>Westside<br>TAD           | \$ 1,853,710                |
|        | Individual Project elements:<br>(Figures from Project Preliminary Cost Estimate, 4/19/2006, exclusive of | Holly Road to Chappell Road  |                    |           |           |          |          |             | \$ 451,979   |                    |                         |   |                             |
|        |  | Mayson Turner to Bridge Culvert  |                    |           |           |          |          |             | \$ 116,752   |                    |                         |   |                             |
|        |  | Bridge Culvert Widening  |                    |           |           |          |          |             | \$ 98,108    |                    |                         |   |                             |

**Chapter Five: Implementation Programs**

| Prj ID | Project Name                                    | Description                                 | Type of Imp. | Eng. Year | Eng. Cost | ROW Year | ROW Cost | Const. Year | Const. Cost | Total Project Cost | Res. Party | Funding Source | Local Source Match & Amount |
|--------|---|---|--------------|-----------|-----------|----------|----------|-------------|-------------|--------------------|------------|----------------|-----------------------------|
|        | funded elements)                                |   |              |           |           |          |          |             |             |                    |            |                |                             |
|        |   | Bridge Culvert to MARTA Bridge              |              |           |           |          |          |             | \$ 131,894  |                    |            |                |                             |
|        |   | JP Brawley Dr to Sunset Ave.                |              |           |           |          |          |             | \$ 318,193  |                    |            |                |                             |
|        |   | Vine Street                                 |              |           |           |          |          |             | \$ 97,115   |                    |            |                |                             |
|        |   | Edwards St. to Northside Dr.                |              |           |           |          |          |             | \$ 182,778  |                    |            |                |                             |
|        |   | ADA Ramps and Crosswalks                    |              |           |           |          |          |             | \$ 141,892  |                    |            |                |                             |
|        |   | Replace Strain Poles for ADA Ramps          |              |           |           |          |          |             | \$ 90,000   |                    |            |                |                             |
|        |   | Ped. Signals at Mid-block Crossings         |              |           |           |          |          |             | \$ 225,000  |                    |            |                |                             |
| S 28   | Install a "Signal Ahead" advanced warning signs | Three Intersections, 5 Signs                | Safety       | 2006      | \$ -      |          | \$ -     | 2008        | \$ 5,000    | \$ 5,000           | COA        | QOL            | \$ 5,000                    |
| S 29   | Signal Warrant Analysis Study                   | Signal Warrant Analysis for 3 Intersections | Safety       | 2006      | \$ 15,000 | 0        | \$ -     | 2008        | \$ -        | \$ 15,000          | COA        | QOL            | \$ 15,000                   |

**4. Other Projects**

| ID   | Description  | Type of Improvement | Eng. Year | Eng. Costs | ROW Year | ROW Costs   | Const. Year | Construction Costs | Total Project Costs | Responsible Party      | Funding Source |
|------|--|---------------------|-----------|------------|----------|-------------|-------------|--------------------|---------------------|------------------------|----------------|
| O-1  | Pocket park at the southwest corner of Westlake Avenue (0.25 acre) | Parks               | 2009      | \$8,438    | 2007     | \$81,250    | 2009        | \$56,250           | \$137,500           | COA                    | COA            |
| O-2  | Plaza at the Beltline transit station (0.25 acre)                  | Parks               | 2009      | \$8,438    | 2007     | \$81,250    | 2009        | \$56,250           | \$137,500           | COA                    | COA            |
| O-3  | Park at the realignment of Chappell and Mayson Turner Roads (0.25) | Parks               | 2009      | \$8,438    | 2007     | \$81,250    | 2009        | \$56,250           | \$137,500           | COA                    | COA            |
| O-4  | Proctor Creek Greenway   | Parks               | 2010      | \$426,997  | 2008     | \$1,573,800 | 2011        | \$2,846,646        | \$4,847,443         | COA, TPL, Blank Found. | Private, COA   |
| O-4a | 1218 Simpson Rd - 0.35 ac. (PIN: 14 01420011033)                   | Parks               | 2010      | \$11,435   | 2008     | \$156,500   | 2011        | \$76,230           | \$244,165           | COA, TPL, Blank Found. | Private, COA   |

| ID   | Description  | Type of Improvement | Eng. Year | Eng. Costs | ROW Year | ROW Costs | Const. Year | Construction Costs | Total Project Costs | Responsible Party      | Funding Source                  |
|------|--|---------------------|-----------|------------|----------|-----------|-------------|--------------------|---------------------|------------------------|---------------------------------|
| O-4b | 1228 Simpson Rd - 017 ac. (PIN: 14 01420011036)  | Parks               | 2010      | \$5,554    | 2008     | \$113,100 | 2011        | \$37,026           | \$155,680           | COA, TPL, Blank Found. | Private, COA                    |
| O-4c | 1232 Simpson Rd - 0.18 ac. (PIN: 14 01420011035)   | Parks               | 2010      | \$5,881    | 2008     | \$113,100 | 2011        | \$39,204           | \$158,185           | COA, TPL, Blank Found. | Private, COA                    |
| O-4d | 1238 Simpson Rd - 0.20 ac. (PIN: 14 01420011001)   | Parks               | 2010      | \$6,534    | 2008     | \$11,500  | 2011        | \$43,560           | \$61,594            | COA, TPL, Blank Found. | Private, COA                    |
| O-4e | 1244 Simpson Rd - 0.27 ac. (PIN: 14 01420003041)   | Parks               | 2010      | \$8,821    | 2008     | \$90,900  | 2011        | \$58,806           | \$158,527           | COA, TPL, Blank Found. | Private, COA                    |
| O-4f | 176 Troy St - 0.69 ac. (PIN: 14 01420011037)   | Parks               | 2010      | \$22,542   | 2008     | \$135,500 | 2011        | \$150,282          | \$308,324           | COA, TPL, Blank Found. | Private, COA                    |
| O-4g | 188 Troy St - 0.25 ac. (PIN: 14 01420011019)   | Parks               | 2010      | \$8,168    | 2008     | \$32,300  | 2011        | \$54,450           | \$94,918            | COA, TPL, Blank Found. | Private, COA                    |
| O-4h | 192 Troy St - 0.39 ac. (PIN: 14 01420011041)   | Parks               | 2010      | \$12,741   | 2008     | \$177,000 | 2011        | \$84,942           | \$274,683           | COA, TPL, Blank Found. | Private, COA                    |
| O-4i | 200 Troy St. - 0.27 ac. (PIN: 14 01420011027)  | Parks               | 2010      | \$8,821    | 2008     | \$8,600   | 2011        | \$58,806           | \$76,227            | COA, TPL, Blank Found. | Private, COA                    |
| O-4j | 216 Troy St. - 0.54 ac. (PIN: 14 01420011026)  | Parks               | 2010      | \$17,642   | 2008     | \$227,600 | 2011        | \$117,612          | \$362,854           | COA, TPL, Blank Found. | Private, COA                    |
| O-4k | 220 Troy St. - 0.49 ac. (PIN: 14 01420011042)  | Parks               | 2010      | \$16,008   | 2008     | \$73,000  | 2011        | \$106,722          | \$195,730           | COA, TPL, Blank Found. | Private, COA                    |
| O-4l | 228 Troy St. - 1.25 ac. (PIN: 14 01420011015)  | Parks               | 2010      | \$40,838   | 2008     | \$128,100 | 2011        | \$272,250          | \$441,188           | COA, TPL, Blank Found. | Private, COA                    |
| O-4m | 234 Troy St. - 1.65 ac. (PIN: 14 01420011014)  | Parks               | 2010      | \$53,906   | 2008     | \$61,000  | 2011        | \$359,370          | \$474,276           | COA, TPL, Blank Found. | Private, COA                    |
| O-4n | 242 Troy St. - 1.59 ac. (PIN: 14 01420011013)  | Parks               | 2010      | \$51,945   | 2008     | \$60,100  | 2011        | \$346,302          | \$458,347           | COA, TPL, Blank Found. | Private, COA                    |
| O-4o | 246 Troy St. - 1.19 ac. (PIN: 14 01420011038)  | Parks               | 2010      | \$38,877   | 2008     | \$24,700  | 2011        | \$259,182          | \$322,759           | COA, TPL, Blank Found. | Private, COA                    |
| O-4p | 250 Troy St. - 0.48 ac. (PIN: 14 01420011011)  | Parks               | 2010      | \$15,682   | 2008     | \$37,100  | 2011        | \$104,544          | \$157,326           | COA, TPL, Blank Found. | Private, COA                    |
| O-4q | 270 Troy St. - 1.49 ac. (PIN: 14 01420011032)  | Parks               | 2010      | \$48,678   | 2008     | \$54,400  | 2011        | \$324,522          | \$427,600           | COA, TPL, Blank Found. | Private, COA                    |
| O-4r | 276 Troy St. - 1.62 ac. (PIN: 14 01420011028)  | Parks               | 2010      | \$52,925   | 2008     | \$69,300  | 2011        | \$352,836          | \$475,061           | COA, TPL, Blank Found. | Private, COA                    |
| O-5  | Apply Quality of Life Zoning design requirements to all development/redevelopment projects | Land Use            | N/A       | N/A        | N/A      | N/A       | 2007        | Staff Time         | Staff Time          | COA                    | COA                             |
| O-6  | Historic Marker Program (10 markers)   | Historic Resources  | N/A       | N/A        | N/A      | N/A       | 2008        | \$25,000           | \$25,000            | Private, GA Hist. Soc. | 50 % Private, 50% GA Hist. Soc. |

**Chapter Five: Implementation Programs**

| ID   | Description  | Type of Improvement  | Eng. Year | Eng. Costs | ROW Year | ROW Costs | Const. Year | Construction Costs | Total Project Costs | Responsible Party | Funding Source                 |
|------|--|----------------------|-----------|------------|----------|-----------|-------------|--------------------|---------------------|-------------------|--------------------------------|
| O-7  | Dixie Hills Historic Inventory   | Historic Resources   | N/A       | N/A        | N/A      | N/A       | 2007        | N/A                | \$50,000            | City (AUDC)       | 40% City, Private, 60% GA DNR* |
| O-8  | Marketing available housing programs and making them available for Simpson Corridor residents and stakeholders                   | Housing              | N/A       | N/A        | N/A      | N/A       | 2006        | Staff Time         | Staff Time          | ADA/COA           | N/A                            |
| O-9  | Apply Crime and Grime Initiative along Simpson Road Corridor   | Economic Development | N/A       | N/A        | N/A      | N/A       | 2006        | Staff Time         | Staff Time          | COA               | N/A                            |
| O-10 | Marketing Economic development tools and making them more accessible for Simpson Corridor residents, businesses and stakeholders | Economic Development | N/A       | N/A        | N/A      | N/A       | 2006        | Staff Time         | Staff Time          | ADA               | N/A                            |

|               |  |  |  |                  |  |  |  |                    |  |                    |                     |
|---------------|--|--|--|------------------|--|--|--|--------------------|--|--------------------|---------------------|
| <b>Totals</b> |  |  |  | <b>\$879,306</b> |  |  |  | <b>\$3,391,350</b> |  | <b>\$5,887,042</b> | <b>\$10,182,386</b> |
|---------------|--|--|--|------------------|--|--|--|--------------------|--|--------------------|---------------------|

NOTES

N/A: Not Applicable

\*Grants awarded by Georgia Department of Natural Resources Historic Preservation Division

Land Cost (Acre)                      \$325,000  
 Park Improvements (Acre)        \$225,000

## 5. 25-year Population and Employment Projections

It is projected that the built out Concept Plan in 25 years for the Simpson Corridor area will add jobs and population to the Study Area as follows:

|                   | 2006         | 2011         | 2016         | 2021         | 2026         | 2031         | 2006-2031<br>Change |
|-------------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------------|
| <b>Population</b> | <b>3,068</b> | <b>4,046</b> | <b>5,676</b> | <b>7,306</b> | <b>8,275</b> | <b>9,588</b> | <b>6,520</b>        |
| Single Family     | 1,097        | 1,106        | 1,120        | 1,134        | 1,134        | 1,155        | 58                  |
| Townhomes         | 91           | 163          | 283          | 403          | 475          | 571          | 480                 |
| Multifamily       | 1,880        | 2,777        | 4,273        | 5,768        | 6,666        | 7,862        | 5,983               |
| <b>Employment</b> | <b>1,442</b> | <b>1,544</b> | <b>1,713</b> | <b>1,882</b> | <b>1,984</b> | <b>2,119</b> | <b>677</b>          |

Note: The above 25-year projection is based on land use capacity and estimated market potential. Population projections assume the development of 2,608 new housing units with an average of 2.5 persons per unit. Employment projections are based on the addition of 125,000 square feet of commercial space and 60,000 square feet of office-industrial space in the Study Area over the next 25 years. These projections should be updated on an annual basis to reflect actual development activity.

The Study Area falls within eight Census tracts (22, 23, 24, 25, 26, 83.01, 83.02 and 84) that extend beyond the boundary of the Study Area. The Atlanta Regional Commission projects that between 2006 and 2030, employment within the eight tract area will increase by 2,737 from 3,912 to 6,649. The Atlanta Regional Commission also projects population to increase by 7,182 persons in this area, from an estimated 22,284 persons in 2006 to 29,466 persons in 2030. While the boundary of the eight tract area is larger than the Study Area (hence undergoing significantly greater population and employment growth than the Study Area), the projections provide some idea of anticipated growth in and immediately surrounding the Simpson Road Corridor.

**Appendix:**

- A. Map Appendix
- B. Market Analysis Report
- C. Transportation Analysis Report
- D. Tax Delinquent Properties List
- E. List of Properties Need Code Enforcement Effort
- F. Public Participation Materials

Note: Appendices can be acquired separately from Bureau of Planning