

# **NORTHWEST ATLANTA FRAMEWORK PLAN**

*Prepared by the*

**CITY OF ATLANTA  
DEPARTMENT OF PLANNING, DEVELOPMENT  
AND NEIGHBORHOOD CONSERVATION**

**BUREAU OF PLANNING**

*In conjunction with  
study area focus groups:*

**BANKHEAD HIGHWAY  
BOLTON ROAD/MARIETTA BOULEVARD  
PERRY BOULEVARD/HOLLYWOOD ROAD  
CHATTAHOOCHEE AVENUE AREA BUSINESSES**

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DEPARTMENT OF PLANNING, DEVELOPMENT  
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## 1.0 INTRODUCTION

The Northwest Atlanta Framework plan presents a collective vision and plan for the redevelopment of the Northwest community. This framework plan encompasses an area of approximately 16 square miles, roughly bounded by Peachtree Creek, I-85, Howell Mill Rd., Bankhead Highway, and the Chattahoochee River. The subject area is located north of I-20, northwest of downtown, southwest of Buckhead, east of Cobb County, and west of Midtown. The study focuses on the following major corridors: Bankhead Highway, Bolton Road, Marietta Boulevard, Perry Boulevard and Hollywood Road, the Chattahoochee Avenue area, and surrounding uses/areas that are potentially impacted by these corridors.

Railroad lines cross the area from the northwest to the southeast and divide the study area into two distinct development areas. The area northeast of the tracks and west of Bolton Road is primarily industrial, with housing located near Defoors Avenue, Defoors Ferry, and Collier Roads. Large amounts of vacant or underutilized land characterize the area southwest of the railroads with housing concentrated near Bankhead Highway and Hollywood Road.

### ***Purpose***

The purpose of this study is to develop a vision for these corridors, to establish a framework for guiding growth, to improve corridors access, provide opportunities for retail, and to stimulate development. Recommendations will guide residential infill development, stimulate commercial revitalization, stabilize industrial development locations, enhance access to commercial opportunities, and improve the overall connectivity within the study area.

### ***Process***

Public participation has been the driving force in developing all aspects of this study. The City has completed a series of workshops, council district meetings, and focus group sessions.

Four focus groups were formed with residents/property owners from the Bankhead Highway, Hollywood Road/Perry Boulevard, Bolton Road/Marietta Boulevard corridors, and business and property owners from the Chattahoochee area corridor. The study area includes all/or parts of Neighborhood Planning units C, D, G, J, H, and I. NPU members participated in the process. Developers were also invited to participate in the framework plan.

The first neighborhood workshop generated a vision and goals for each corridor. Focus groups met with staff as well as on their own. The result of the Northwest Framework Plan is the product of months of collaboration among concerned residents, businesses and property owners, City of Atlanta staff and later, marketing consultant Robert Charles Lesser and Company and Traffic and Transportation consultant PBS&J.

## ***Northwest Atlanta Framework Plan***

Prepared by: City of Atlanta, Bureau of Planning

## **Goals**

These goals were presented and accepted in various workshops:

- Create appropriate linkages and support between the commercial corridors and the neighborhoods.
- Create entryways to define, unify and establish a distinct identity for the area.
- Improve image.
- Improve transportation and circulation patterns in key locations.
- Promote infill-housing opportunities.
- Promote reinvestment and new housing construction.
- Target specific commercial nodes for rehabilitation.
- Promote reutilization of abandoned or underutilized industrial and commercial buildings and maintain live/work opportunities.
- Improve public safety.
- Encourage preservation of natural resources.

## **Study Outline**

Following Part 1 "Introduction," this plan is divided into two distinct sections. Part 2 "Existing Conditions" is a study area wide overview of existing conditions: demographics, assets, challenges and opportunities for the variety of different land uses: residential, commercial, industrial, parks, open space and community facilities, environment and natural resources and traffic and transportation. Part 3 "Major Corridors" includes a detailed section on each corridor, including specific recommendations and description of projects. Part 4 "Implementation" outlines the next steps in the process following adoption of the plan. It includes a list of projects, time lines and funding sources.

## **2.0 STUDY AREA**

### **2.1 *Existing Conditions***

#### **2.1.1 History**

The railroad lines that cross the area from the northwest to the southeast divide the study area and have given the area its predominantly industrial character. The Norfolk Southern Inman Yards and CSX terminals in the heart of the area became a location for heavy industry and warehousing which developed close to the railroad tracks. This community was primarily the industrial support area for the city and the region. Some of the industrial buildings have become functionally obsolete, as the need for outside warehousing has changed over the years. The Whittier Mill is a local reminder of a period of great importance to the history of Atlanta and the Southeast.

As the new south emerged from the ruin and chaos of civil war and reconstruction, Atlanta became a regional symbol and center for economic rejuvenation. The increasing railroads tied the Southeast to Atlanta, and both the region and the City to a national market economy, as industries developed along the rail lines and near labor supplies.

Bankhead Highway, one of the major corridors, was in its splendor during the 1960's, and the area was stable until the early 1970's when suburban growth began to drain the area's vitality. As a result, many longtime businesses closed and were replaced by low-rent businesses; and as population decreased the area began to deteriorate. In fact, over the last 30 years, the entire study area witnessed a steady decline in population, property conditions and the local economy.

However, these conditions in the study area have changed in the last two years as the current trend towards in-town living gains popularity. Neighborhoods throughout the City and especially Northwest Atlanta are experiencing a resurgence of development including new infill residential units and subdivisions as well as major renovations.

#### **2.1.2 Demographic Profile**

Current trends show new development is changing the demographic profile of the area as younger families with higher incomes are buying into these neighborhoods. Communities are getting more diverse and attracting families from various income ranges. This is a significant change from the 1990 census data and subsequent projections. Total population of the study area was approximately 40,000 (15,000 households) at the time of the census, and projections based on past trends indicated that there would be a slight decrease in population from 1990 to 1999. These numbers do not reflect the current development activity in the area.

Overall, the area's racial mix is about 22% white and 78% "non-white." Over half of the 15,000 households in the area were in the \$0-\$20,000 income bracket and a quarter were in the \$20,000-\$40,000 bracket

### ***Northwest Atlanta Framework Plan***

according to the 1990 Census. The 1990 census reported that just over 60% of households were renter occupied. This data is changing as more people with higher incomes are buying homes in various neighborhoods in Northwest Atlanta.

The unemployment rate in the study area was 5.9 percent based on 1990 census. The area provides approximately 28,000 jobs based on 1997 data. There are over 1,500 licensed businesses in the study area. Manufacturing and Wholesaling provide 60 percent of the area's jobs. Service and Retail make up another 30 percent.

Major employers in the study area include:

- ISS Cleaning Service Group-800 employees- Marietta Boulevard
- ZEP Manufacturing Company -465 employees- Seaboard Industrial
- Pepsi Cola Bottlers of Atlanta-420 employees-Chattahoochee Avenue
- General Wholesale Company-300 employees- Tacoma Drive
- Buckhead Beef Company -260 employees- Marietta Boulevard

### **2.1.3 Study Area Assets/Challenges/Opportunities**

#### **Area Assets**

- Located in close proximity to Downtown, Midtown and Buckhead.
- Accessibility to the study area is provided by I-285, I-75, I-20, and multiple arterials.
- Proximity to two MARTA transit stations, Bankhead and H. E. Holmes stations are located within 1 and 1.5 miles of the study area boundaries.
- Pressures of development are spilling over the study area as in-town areas become more desirable to live and do business. Development is already occurring in or near the study area.
- Land in the study area is becoming more desirable, especially as the area has some of the most relatively affordable land in town, as land becomes scarcer in other areas.
- The area is a recognized industrial area and is known for the outlet/warehouse commercial/retail shopping districts near the Chattahoochee Avenue area.
- Proctor Creek located in the heart of the study area provides opportunities for parks, recreational areas, trails, and open space.
- The Chattahoochee River front and corridor.

#### **Area Challenges**

- Significantly underutilized and vacant properties, and buildings of generally run-down appearance.
- Perception of crime in the area.
- Conflict among residential, commercial and industrial land uses.
- Conflict among residential and commercial/industrial traffic.

#### **Area Opportunities**

- Redevelopment within the study area represents a great opportunity because of its excellent location and current level of activity. Development in the area benefits from proximity to amenities and employment centers.
- Limited land available in other areas.

## *Northwest Atlanta Framework Plan*

- There is a growing recognition of the area as a good place for development.
- Provides office price alternative to other in-town areas.
- Unique opportunity to create a critical mass for development due to the large number of vacant properties and buildings.
- Proximity to the Chattahoochee River and the Proctor Creek provides a great opportunity for recreational activities with the implementation of the Greenway Acquisition Project.

#### **2.1.4 Existing Land Use/Zoning**

The Northwest study area comprises a total of 16 square miles. Northwest Atlanta is an older, established area of the City having distinct residential and industrial districts. Since about equal amounts of the quadrant's total land areas are devoted to residential and industrial uses, significant challenges are presented in allowing them to coexist while maintaining their individual character. Two large railroad freight yards are located in the center of the study area, between Marietta Road and Perry Boulevard. One serves CSX Railroad freight and the other serves Norfolk Southern freight. Another CSX freight yard is located in the Chattahoochee Avenue Business Park. The quantity of natural open space in the study area represents a significant resource for recreational purposes.

The predominant residential land use within Northwest Atlanta is single-family residential. The study area includes many distinct neighborhoods, which are separated by the major corridors, undeveloped land or industrial uses. Two of the neighborhoods, Whittier Mill and Blandtown were developed originally as workers' housing for the respective mills: Whittier at the Chattahoochee River, and Winkel Mill on Foster Street, which is a landmark historic building. Other neighborhoods such as Riverside and Grove Park were developed as planned subdivisions.

The study area also has pockets of multifamily units in major corridors. Currently there are 4,700 acres devoted to multi-family development. The study area has a mixture of older, not well-maintained complexes (clustered near Bankhead, Hollywood, and James Jackson triangle and newer, better-maintained complexes (near the NE boundary of the area).

Existing commercial uses within the Northwest Atlanta area are primarily distributed along Bankhead Highway, Howell Mill Road, and various commercial retail nodes. These nodes include James Jackson Parkway at Bankhead Highway and Bolton/Marietta Boulevard, Moores Mill Shopping Center and smaller nodes along various corridors. The area also has a destination retail located near Howell Mill and Chattahoochee Avenue characterized by outlets and warehouses that have regional draw.

There is a large concentration of industrial development in two major sections of the study area: west of Bolton Road to the edge of the study area developed near I-285, Fulton Industrial Boulevard District and the areas developed around the railroad trucks in the Chattahoochee industrial area. There is a large percentage of vacant land in the study area, varying from small to large parcels.

Proctor Creek which crosses the study area and branches into Center Hill Creek; Peachtree Creek, on the north, which branches into Woodall Creek and Whetstone Creek and Sandy Creek, on the south, offer opportunities for recreational areas and open space.

### **Residential Development Assets**

- Tap into increasing trend for in-town housing.
- Development pressure is spilling over into the study area. Residential development is already occurring. Infill development being built, proposed or planned is medium density, mixed-use, condominium/townhouse or TND. Examples of development are:
  - Adams Crossing
    - 150 homes on 32 acres
    - \$200,000 to \$250,000
  - Perry Homes Redevelopment
    - 750-unit, mixed-use/mixed income
    - Village Center
- Area offers a variety of housing types as well as housing price ranges. There is a large amount of affordable housing in various sections of the study area. This situation is evolving as development pressure increases.

### **Residential Development Challenges**

- Assembling land into tracts large enough for development.
- Perception that the City's permitting process is lengthy and difficult.
- Existing regulations do not provide for mix of housing options for a broad range of ages and incomes within a single neighborhood.
- Major corridors have an insufficient amount of medium to high-density residential development to support a viable pedestrian oriented commercial district.
- Residential uses next to industrial uses without any transitional use or buffers.
- Keep affordable housing available; as residential development is being built or renovated, housing values have started to escalate.

### **Residential Development Opportunities**

- Relatively affordable land creates the opportunity to develop affordable housing, mixed-income, and mixed-use development. This situation is changing.
- Opportunity for medium to high-density residential development in the section of Bankhead Highway between Hollywood Road and James Jackson Boulevard.
- Opportunity for mixed-use development along Howell Mill Road and Huff Road.
- New construction on Bolton and Marietta roads has spurred development in the vicinity.
- Loft housing along Marietta Road, taking advantage of loft conversion pressure coming from downtown.
- Perry Home revitalization will spur development in Perry Boulevard corridor.

- Study area has the potential to capture approximately 250 for-sale units of housing annually. Additionally, there is an estimated annual demand for 145 to 415 apartment units, according to market analysis.
- Projected population for the study area is 35,000.
- Proctor Creek area- 1200 to 1500 new housing units in the next couple of years resulting in population increase of 2700 to 3500. If projects in the planning stage are considered the total increase could be 2500 units with a projected increase in population of 5500.
- Marietta Blvd/Huff Blvd/Howell Mill Road will add 650 new units in the next three years with a projected population increase of 1,500.

### **Commercial Development Assets**

- A small, but thriving factory outlet district near Chattahoochee Avenue has regional draw as destination retail.
- Thirteen nodes in various corridors and 2 major nodes at Bankhead Highway and James Jackson Parkway and another at Bolton Road and Marietta Boulevard.

### **Commercial Development Challenges**

- Lack of appropriate retail mix in major corridors.
- Cleaning up and improving the aesthetics of corridors.
- Most establishments tend to be single-occupancy buildings.
- Corridors lack connectivity to the neighborhoods they serve.
- Many of the existing commercial areas are in need of major repair and may be outdated.
- Many commercial districts along corridors have vacant buildings.
- Existing regulations do not provide for pedestrian and neighborhood oriented commercial districts.

### **Commercial Development Opportunities**

- Expand the existing outlet presence in the Chattahoochee Avenue Industrial District.
- Improve image and connectivity of discount shopping area in industrial zone.
- Strengthen retail development in two major commercial nodes.
- Lack of adequate retail services for area residents provides the estimated demand of 61 new stores or 260,000 additional square feet of commercial space in the study area, according to market study.

### **Industrial Development Assets**

- Provide economic base for the City and the region.
- The area has two major concentrations of industrial use: north of Perry Boulevard and between Bolton Road and the Chattahoochee River.
- Chattahoochee Industrial District has various recognized industrial parks and districts.
- The Chattahoochee area is undergoing a change in tenant pattern providing opportunities for other uses. Small buildings are attractive to small start-up businesses.

### **Industrial Development Challenges**

- Older, outdated buildings.
- Brownfields -former industrial sites in need of clean up before they can be redeveloped as community assets.
- Inadequate arterial transportation corridors within the study area.
- Large amounts of land zone industrial (4000 acres).
- Establish and maintain environmental standards and controls that permit compatibility with adjacent mixed-use areas as well as with the Chattahoochee River and Proctor Creek.

### **Industrial Development Opportunities**

- Opportunities to re-use and re-adapt some of the older buildings to alternative uses.
- New financing tools to clean up abandoned industrial sites provide opportunity for redevelopment.
- Improving transportation access within the area would allow for more distribution-type facilities and warehouses.
- Fulton County's Charlie Brown Airport and planned expansion provide opportunities for industrial development in the area.
- The study area has the potential to accommodate up to 140,000 square feet of industrial demand annually, according to market study.
- Establish boundaries and buffers to protect industrial development.

### **Parks, Recreation and Open Space, and Community Facilities Assets**

- Study area consists of three spring fed creek valleys:
- Proctor Creek, branching into Center Hill Creek, Peachtree Creek branching into Woodall Creek and Whetstone Creek, and Sandy Creek leading to 4.5 miles of riverfront coastline.
- Proctor Creek runs through the center of the area.
- 13 existing and or planned parks totaling 156 acres, some in need of improvements. There are three facilities serving the study area, Maddox Park, Grove Park and Chattahoochee River National Recreation Area.
- Five public school facilities, four of these are elementary schools (Blalock, Boyd, Pitts, Scott and Williams) with a combined estimated enrollment of 1670 students. West Fulton is the only middle school with an estimated enrollment of 974 students. There is no high school facility in the area.

### **Parks, Recreation and Open Space, and Community Facilities Challenges**

- Accommodating the needs of the existing and forecast population within a balanced framework of natural resources, recreational and civic open space.
- Inadequate and insufficient parks and recreational facilities.
- Maintenance.
- Insufficient places for community meetings.



- Some parks are underutilized because they are not centrally located or have poor visibility from surrounding residential streets.
- Land acquisition to satisfy present and future population growth. With the anticipated growth of new residential and commercial development in the study area, vacant land for open space purposes will begin to diminish.
- Community uses and functions in local schools remains a concern to be addressed by the Built Smart Project.

### **Parks, Recreation and Open Space, and Community Facilities Opportunities**

- Identify network of trail ways to connect green spaces to street networks.
- Acquire land for parks and open space.
- Opportunity to develop 4.5 miles of the Chattahoochee Corridor as an exciting riverfront encompassing recreational as well as conservation activities.
- The State funded Open Space Acquisition Program provides an opportunity to expand the Northwest system of recreational and conservation areas (ideally 20 percent of the NW area).
- Create ways to acquire and maintain parks and recreational facilities.
- Re-use closed school facilities. The Board of Education is preparing a master plan. This plan will determine the disposition of all school facilities. The study area has five public schools that have closed in the last fifteen years. No additional schools are to be closed in the study area.
- Provide for additional school facilities.
- Preliminary analysis indicates that three new schools may be built in the study area. A new middle school to relieve the overcrowding of the West Fulton Middle School and a new elementary school to replace Pitts Elementary which is currently housed in the former Archer High School facility. The former Chattahoochee school is being considered as the site for a new elementary school.
- Provide for community uses and functions in local schools.
- Current work by the planning team shows that strategic alliances are being pursued as follows: Atlanta Parks and Recreation for community, arts and recreation programs; Atlanta/Fulton Public Library for community library sites; YMCA, Inc. for recreation sites; Boys and Girls Club for recreation sites; and Head Start Program for pre-K sites.

### **Traffic and Transportation Assets**

- Existing road system supports the different traffic demand, although with conflicts.
- Inman Yards and Southern Railroad are regional intermodal facilities.
- Atlanta is a major distribution center for tracking and intermodal rail. It is a connection point for the delivery of goods to the region. Norfolk Southern moves more than 1 million cars annually through Atlanta, mostly through Inman Yards. This number includes trains bringing rail cars to and from Atlanta as well as intermodal shipments arriving by truck and transferred to rail cars. Intermodal service is defined as freight moving via at least two different modes

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of transport, and generally involves the shipment of containers and trailers by rail, truck.

- Bankhead Highway and H.E. Holmes MARTA stations are in close proximity to the study area.
- Existing bus service.

### **Traffic and Transportation Challenges**

- Use of neighborhood streets by industrial truck traffic.
- The presence of big trucks passing through primarily residential areas is the most pressing transportation challenge affecting residents and the opportunities for new development and redevelopment in the Northwest Atlanta area. The presence of large trucks on Northwest Atlanta's street system is not a new phenomenon. Recent changes in the marketplace and technological advancements have resulted in a shifting of modes in the freight shipping industry that support resident's perception of the problem. Demand for intermodal freight shipped by rail, truck and sometimes ship is rising at rapid rate.
- Deterioration of street and sidewalk infrastructure by heavy trucks.
- Congestion caused by truck traffic during peak hours.
- The heaviest daily truck volumes occur on sections of two corridors: Bankhead Highway immediately east of the I-285 interchange. Many of these trucks are traveling between I-285 and Petro Truck Shop. The other section with heavy daily truck volume is Marietta Road in the vicinity of Norfolk Southern Intermodal Freight Terminal in Inman Yard. There are other surface streets carrying unusually high daily truck volumes. They include: Howell Mill Road close to I-75; Marietta Boulevard north of the intersection with Chattahoochee Avenue; Bolton Road from I-285 to Marietta Boulevard; and Marietta Boulevard/Perry Boulevard southeast of Marietta Road.
- Sidewalks are in poor condition and non-existent in some corridors.
- Traffic congestion.
- There is no traffic congestion in the residential streets of the study area. On the periphery, however, traffic conditions change. Many of the roads leading in and out of Northwest Atlanta on the western, northern and eastern borders are capacity deficient. Two roads contain particularly long sections that are capacity-deficient are: Bolton Road and Moores Mill Road, and Howell Mill Road.
- Bolton Road and Howell Mill Road in combination form one of the longest contiguous sections of roadway that is capacity deficient. Much of Bolton Road southeast of Marietta Boulevard is currently designated as a rural two-lane facility. Lane widths through this area are typically narrower than 2 feet. In addition, intersection configurations were not designated to accommodate the large trucks that turn on and off of Bolton R at Marietta Road, Hollywood Road and other side streets. Howell Mill Road is also capacity deficient for a long portion stretching from Northside Drive (US41) to Collier Road north of I-75.
- There are several roads having shorter sections that are capacity deficient: Bankhead Highway east of I-285. Bankhead Highway is a short four-lane cross-section between I-285 and the Petro Truck Stop driveway at Harwell Road. Marietta Boulevard, north of Bolton Road has traffic volumes that are at or near capacity. North of the intersection, Marietta Boulevard has only a 2-lane cross-section,

which forms a bottleneck. Southeast of this intersection the traffic conditions are exacerbated by the busy intersection at Bolton Road. The bottleneck at the east end of the study area on Howell Mill Road is so critical that it blocks traffic trying to get out of the Chattahoochee Avenue Business Area in the afternoon and evening hours. The segment of Chattahoochee Avenue that intersects with Howell Mill is capacity deficient, although the bottleneck is on Howell Mill. Other roads with congested conditions are Huff Road, Collier Road and Bankhead Highway east of Ashby Street.

- Some intersections are not efficiently designed.
- Seventeen problem intersection locations and 23-problem segment locations have been identified.
- Designated truck routes not being used.
- Big trucks passing through primarily residential areas is the most pressing transportation challenge affecting residents and the opportunities for new development and redevelopment in the Northwest Atlanta area.

### **Traffic and Transportation Opportunities**

- Improve transportation system by improving problem intersections and segments of major corridors, including signalization at major intersections.
- Improve transportation system by promoting different transportation modes.
- Improve transportation system by creating alternative truck road.
- Pursue MARTA rail system to serve community.
- Reduce trips by promoting nodal development (live/work/play).

### **Environment and Natural Resources Assets**

- Unlike many neighborhoods located closer to the heart of the City, the Northwest area is endowed not only with numerous spring fed streams, but also with proximity to 4.5 miles of riverfront for the Chattahoochee River. These streams flow through valleys containing wetlands, floodplains westward to the Chattahoochee, bringing million gallons per day of spring water into the Chattahoochee River.
- There is currently a river protection corridor varying in width from 2000 feet to 100 feet.
- Study area consists of three spring fed creek valleys: Proctor Creek, Peachtree Creek and Sandy Creek which lead to 4.5 miles of riverfront coastline:
- On the north, the 13,000 foot Peachtree Creek valley, with branches into the 11,000-foot Woodall Creek Valley, and the 6000-foot Whetstone Creek Valley.
- On the south, 7500 foot Sandy Creek Valley.
- Bisecting the study area midway, the 24000-foot Proctor Creek valley, branching into the 14000 foot Center Hill valley.
- The City is forecasting a system of bikeway and greenway paths to follow the following routes:
  - Center Hill Valley.
  - Bolton Road Ridge between Whetstone valley and the Chattahoochee floodplain.
  - The Chattahoochee Riverfront.
  - Chattahoochee National Recreation Park.

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- Howell Mill ponds.

### **Environment and Natural Resources Challenges**

- Distributing the needed additional recreational open space park areas and greenways in an ecologically balanced approach to the watershed system of floodplains and riverfronts.
- Prohibiting new development in environmentally sensitive areas (on steep slopes, in rocky terrain, where soil erosion has occurred, and along flood-prone stream banks).
- Restricting certain types and sizes of new developments in water supply watersheds, floodplains, and freshwater wetlands.
- Regulating new development projects that are located along stream banks and near the Chattahoochee river water intake point for buffers, septic tanks, hazardous wastes, soil erosion, and storm water runoff.
- Access to natural settings, recreational activities is an important quality of life issue.
- Regulating commercial waste disposal practices.
- Establishing watershed management plans and development controls by Creek valley.
- Establishing floodplain protection zones.
- Establishing a system of conservation parks and nature preserves protecting headwater springs and hundreds of acres of floodplains bordering the riverfront and stream way corridors.

### **Environment and Natural Resources Opportunities**

- Prepare a river corridor protection plan for the section of the Chattahoochee that is located south of Peachtree Creek.
- Establish a system of interconnected greenways to protect natural resources.
- Adopt regulations to prohibit development in floodplains, and require the installation of storm water retention facilities to prevent flooding.
- Develop and implement measures to preserve and enhance plant and wildlife habitats, wetlands, floodplains and forests.
- Allow only compatible uses in environmentally sensitive areas.
- Provide urban forest protection of landscape buffers to reduce storm water runoff.
- Provide development standards and patterns which:
- Identify watershed resource systems, the headwater springs, stream way corridors, wetlands and floodplains.
- Prevent alteration of the size and shape of natural floodplains as well as natural stream courses.
- Protect significant wetland and stream way resources, both on public and private land.
- Cooperate with EPA-terrestrial and riparian systems inventory and analysis.
- Develop policy initiatives which respond to the fact that, since there is no river bordering the east side of the City, the northwest area also bears the water resource management issues for the entire City-both water supply, via intake pipes from the Chattahoochee River, and

sewage treatment, which returns treated waste water to the River, for DeKalb County as well as for the City.

- Greenways Acquisition Plan Initiative.
- Implement the sanitary sewerage and storm water drainage projects that were recommended by the Proctor Creek and Peachtree creek Basin studies.

## **2.2 Study Area Recommendations**

### **2.2.1 Residential Uses**

The area has a total of 4,700 acres designated for residential use. Currently, there are approximately 1,250 acres undeveloped or vacant. Recommendations include promoting smart growth and livable communities by creating smart growth strategies:

1. Increase residential density in various sections of major corridors to support a variety of retail and services.
  - a. Encourage medium to high-density residential development between the intersections of Bankhead Highway and Hollywood Road and Bankhead Highway and James Jackson Parkway, when appropriate.
  - b. Encourage medium density residential in the vicinity of the Perry Boulevard/Kerry node.
  - c. Encourage medium density residential development in various sections of Bolton Road and Hollywood Road.
  - d. Rockdale properties south of Johnson Road and east of the Proctor Creek should be developed as low-medium density residential uses.
2. Support the preservation of stable single-family neighborhoods. Stable neighborhoods provide the stable fabric of community. Consideration of neighborhood preservation works together with the corridor redevelopment policy to promote increased density in certain corridors where services are available/planned to be attracted by increased residential densities.
3. Promote in-fill housing in already-developed communities. Encourage renovation of houses/buildings and development of vacant lots.
4. Encourage mixed-density housing and a variety of housing types. Promote residential development such as: single family houses, condominium, town houses, apartments, loft conversions, housing for seniors, to ensure a balance community.
5. Provide for mixed-use development on various development nodes/sectors at major transportation corridors.
  - a. Bankhead Highway and James Jackson Parkway
  - b. Marietta Boulevard and Bolton Road
  - c. Sections of Marietta Boulevard, Huff Road and Howell Mill Road

6. Adapt re-use off vacant industrial lots/buildings for appropriate uses, including residential.
7. Encourage Traditional Neighborhood Development (TND). Emphasize pedestrian accessibility and the orientation of houses toward narrower tree-lined, grid or integrated streets.
8. Encourage sustainable, affordable housing.
  - a. Provide affordable housing in the Northwest area in perpetuity base on data provided by the 2000 census (base year).
  - b. The 20 percent affordable portion of housing enterprise zone units should remain affordable for the total life of the zone. Legislation should be amended to ensure this occurs.
  - c. Renovation loans to seniors or low-income owner occupied should be returned to the City on sale of the property if new owner does not meet the guidelines.
  - d. Community Development Impact Area (CDIA) should be reconsidered and provision of legislation should apply to the affordable housing component of development.

### **2.2.2 Commercial/Retail Uses**

The study area has a total of 338 acres designated for commercial use. Most of these designated areas are scarcely developed. Recommendations are to concentrate development on various types of nodes and to redevelop vacant and undeveloped buildings/shopping centers, when appropriate. There is demand for 61 new stores or 260,000 square feet of commercial space. The area could support up to 1 million square feet of retail space.

Mixed-Use Development Nodes: These nodes will provide for retail/office and residential uses.

1. Encourage the expansion/redevelopment of activity nodes. Major nodes: Bankhead Highway and James Jackson Parkway, and Moores Mill Shopping Center.
  - a. Bankhead Highway and James Jackson Parkway Node: Demand for 99,200 square feet of retail, including 18 stores.
  - b. Marietta Boulevard/Bolton Road Node: Demand for 73,000 square feet of retail, including 8 stores
2. Encourage the redevelopment of specific nodes into small scale, pedestrian friendly nodes. Minor Nodes: Bankhead Highway and Hollywood Road; Hollywood Road and Perry Boulevard; Bolton Road/Hollywood Road and Main Street; Perry Boulevard and Kerry Street.
  - a. Bankhead Highway and Hollywood Road Node: Potential for 5 stores with a total of 16,700 square feet.
  - b. Hollywood Road and Perry Boulevard Node: Potential for 3.5 stores with a total of 23,600 square feet.
  - c. Bolton Road, Hollywood Road and Main Street Node: Potential for 10 stores with a total of 25,900 square feet.

- d. Perry Homes and Kerry Road: Potential for 50,000 square feet of retail space.
  - e. Bolton Road and Marietta Road.
3. Enhance Specialty Nodes: Chattahoochee Avenue Area
- a. Chattahoochee Avenue Area: Recognized destination retail/warehouse district. The warehouse-type retail should be encouraged.
  - b. Three distinct emerging areas:
    - 1. **Howell Mill Road** near the intersection of Huff Road. This area links very well to the loft conversions occurring on Marietta Street.
    - 2. **Foster Road** has great potential. The Mill and the surrounding land could feature housing, live/work space, retail space or restaurants. The mill is in need of rehabilitation, but currently has live and workplace for artists. The mill is surrounded by approximately 35 acres of vacant land, making it very attractive for development. It is near the lofts being constructed on Marietta Road.
    - 3. **Huff Road**, where galleries and warehouses are springing, with little linkage to the other areas or to each other. There is a significant amount of vacant land along Huff Road that is attractive for development.
4. Encourage office/commercial development in specific sections of various corridors.
- Encourage commercial development in the section of Bankhead Highway between James Jackson Parkway and I-285 when appropriate.
5. Redevelop vacant and undeveloped buildings/shopping centers/corner stores.

### 2.2.3 Industrial Uses

The study area has a total of 4,150 acres designated for industrial land use. Out of this total 1,000 acres are vacant. It is the intent of the City to preserve the active industrial sites within the study area. Recommendations for preservation of viable industrial businesses are as follows: to preserve development in two major areas, to convert industrial vacant or underutilized to best uses when appropriate.

- 1. Preservation of Industrial development. The study area could accommodate up to 140,000 square feet of industrial demand annually. Two major areas have been identified for concentration of development. These areas were chosen based upon current land use and zoning patterns, minimum impact between land uses, rail lines and access issues.
- 2. Areas for preservation of industrial development include:

- a. Chattahoochee Area - The area bounded by Perry Boulevard, Marietta Street, Howell Mill Road, Chattahoochee Avenue, Marietta Boulevard, and Bolton Road.
  - b. Bolton Area - The area west of Bolton Road to the edge of the study area should be the main focus, as it is separated from the residential and other land uses by I-285 and located near Fulton Industrial Boulevard. The existing Atlanta Industrial Park is fully occupied, if land is available, this would be an excellent location for another industrial park.
  - c. Encourage industrial development and related commercial uses in the portion of Bankhead Highway between I-285 and the Chattahoochee River.
3. Conversion of industrial use areas:
    - a. From industrial use to mixed-use: portions of Huff Road, Marietta Boulevard and Howell Mill Road.
    - b. From industrial use to residential use.
  4. Re-use of vacant industrial land/buildings.
  5. Provide for design standards.

#### **2.2.4 Parks/Open Space and Recreational Facilities/Community Facilities**

The study area has a shortage of parks, recreation and open space for current population, as population grows this issue will become critical. The area has various assets, the Chattahoochee River the Proctor Creek, and is located close to Nancy Creek and Peachtree Creek, which need to be incorporated to the existing and proposed parks, open space linkages and recreational facilities. Proposed actions include:

1. Connect existing parks/open spaces through expansion of the greenways, multi-use paths, bike routes and streetscapes.
2. Rehabilitate and in some cases expand neighborhood parks. Improve amenities access to existing parks.
3. Conduct a parks master plan study to determine the quantity and location of new open space, parks and recreational facilities to be acquired to meet the current deficiency.
4. Promote the development of recreational facilities and preservation of sensitive areas along the Proctor Creek corridors as a fundamental part of residential development in NPU G.
5. Include open spaces as part of the retail destination district in the Chattahoochee Avenue area.
6. Expand the Northwest system of recreational and conservation areas, ideally to 20 percent of the NW area to be consistent with



State legislation; and to take advantage of the State funded Open Space Acquisition Program.

7. Support the redevelopment of the Chattahoochee River Corridor as a riverfront park encompassing recreational as well as conservation activities.
8. Support the implementation of the Chattahoochee riverfront trail. The Trust for Public Land is currently negotiating trail easements with abutting property owners. The Chattahoochee River Park is proposed to link the National Recreation Area at the northern City limits, with Sweet Water Creek State Park on Camp Creek Parkway, four miles south of the Fulton County Airport and the southern city limits.
9. Reopen the Gun Club Park. This park has been incorporated into the layout of the Perry Homes redevelopment.
10. Re-use closed school facilities. The Board of Education Smart Growth Facilities Plan is preparing a Master Plan. The Plan will determine the disposition of all school facilities.
11. Provide for additional school facilities. Preliminary analysis indicates that three new schools may be built. A new middle school to relieve the overcrowding of West Fulton Middle School, a new elementary school to replace Pitts elementary. The former Chattahoochee School is being studied for a new elementary school.
12. Provide for community uses and functions in local schools. Current work by the team show that strategic alliances are being pursued as follows: Atlanta Parks and Recreation for community, arts and recreation programs; Atlanta/Fulton Public Library for community library sites; YMCA, Inc. for recreation sites; Boys and Girls Club for recreation sites; and Head Start Program for pre-K sites.
13. Propose passive recreational uses for the closed Gun Club Landfill such as trails to take advantage of the height as a viewpoint, provide interpretative information about landfills and provide connection to Proctor Creek and surrounding neighborhoods.
14. Complete the Whittier Mill Park - second phase. The City has applied for funds to complete this project.
15. Consider lease/purchase options for the Agape Center as a suitable place for a community center.
16. Construct new fire stations in the study area: Hollywood Road-#22, and Howell Road-#23. Find location for new fire station to replace one located on Main Street- # 28.

### **2.2.5 Traffic and Transportation**

The transportation plan addresses transportation issues, including growth and the large truck issue. Summary of major recommended transportation improvements include:

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1. Intersection improvements at Marietta Boulevard and Bolton Road.
2. Intersection Improvements at Bankhead Highway and James Jackson Parkway.
3. Exploring the opportunity for enhanced public transit service such as express bus, dedicated bus lanes or light-rail on Marietta Boulevard.
4. Provide traffic-calming measures; enhance pedestrian crosswalks and implement bike lanes and sidewalk improvements.
  - Sections of roads are targeted to have sidewalks by the year 2005. These include: Bankhead Highway, Bolton Road, Northwest Road, and Hollywood Road.
  - Roads schedule to have improvements in the long-term are: Perry Boulevard and Defoors Road.
5. Truck routing plan.
6. Major reconstruction of Bankhead Highway.
7. Elimination of two-lane bottleneck on Marietta Boulevard north of Bolton Road.
8. Opportunity to relocate Spink Street storage property to a better location.
9. Reconstruct Huff Road.
10. Additional northbound lane on Howell Mill Road between Chattahoochee Avenue and Bellemeade Avenue.
11. Operational and safety improvements on Bolton Road.
12. Explore the feasibility of creating a Tax Allocation District to help finance major infrastructure improvements.

Recommendations are balanced in that travel within and through Northwest Atlanta will be distributed across different modes of transportation. Highway, transit and non-motorized types of transportation improvements are recommended to take advantage of the enhancements that each form offers as well as to be consistent with the City of Atlanta and Regional Transportation Plan. See Tables 2.1 and 2.2 for short-term and long-term traffic and transportation recommendations.

### **Long-Range Truck Route Plan**

There are six significant differences between the preferred truck route (see graphic) and existing conditions that would make the truck route plan effective:

1. A new northbound lane on Howell Mill Road between Chattahoochee Avenue and Defoors Avenue (short term).
2. Improved intersection between Bolton Road and Marietta Boulevard (short term).

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3. Relocation of the CSX Spink Street container-storage facility.
4. Conversion of the CSX's Tilford Yard access into a public road that would connect Marietta Road to Marietta Boulevard.
5. A major reconstruction of Bankhead Highway between Harwell Road and Northside Drive (US 41), from its current four-lane design to a higher standard, four-lane design including wider lanes.
6. Widening the short section of Marietta Boulevard between Bolton Road and Cobb County to a 4-lane cross-section.

**Table 2.1**

Traffic and Transportation Recommendations:  
Short-Term

<b>Corridor</b>	<b>Strategy/Recommendation</b>
<b>Bankhead Highway</b>	Collaborate with Ga. DOT in design and construction of improvements to the interchange with I-285.
	Collaborate with Ga. DOT in design and construction of operating, safety and bridge rehabilitation improvements for a one-mile section of Bankhead Highway by Maddox Park.
	Design and construction of a new or re-designed intersection with the Marietta Blvd. Extension to facilitate large truck movements in the future as part of the Maddox Park project.
	Improve operating conditions on Bankhead Highway between I-285 and James Jackson Parkway. (Planning, design & construction).
	Make improvements to improve operations at the intersection between Bankhead Highway and James Jackson Parkway. (1)
	Advocate a major reconstruction of Bankhead Highway to include a raised median and bike lanes between James Jackson Parkway and Northside Drive (US 41).
	Add westbound right turn lane on the east leg of the intersection between Bankhead Highway and Hollywood Road.

Corridor	Strategy/Recommendation
	Make operational and safety improvements for motorists who want to travel between residential areas on Hollywood Road (north of Bankhead) to Bankhead Highway west of the Hollywood Road intersection. This would entail making minor intersection improvements at either Mildred Place or Eugenia Street.
	Provide facilities for safe pedestrian crossings along Bankhead Highway west of Fulton Industrial Boulevard around the Bankhead Courts apartments and Blalock Elementary School.
<b>Marietta Boulevard</b>	Make safety and operating improvements at the intersection of Bolton Road and Marietta Boulevard. (1)
	Investigate feasibility of constructing a new connector road that would link Marietta Rd. to Marietta Blvd. south of Carroll Rd. and north of the CSX tracks.
	Prepare a streetscape plan for contiguous sidewalks, pedestrian crossings, and access management in both travel directions on the south leg of the intersection with Bolton Road (Bolton Rd. to Coronet Way).
	Participate in regional transit planning process for new transit service in the Marietta Boulevard Corridor.
<b>Bolton Road/ Moore's Mill Corridor</b>	Plan and design project to improve safety and operating conditions for motorists using Bolton Road as well as sidewalks and pedestrian crossings between Marietta Boulevard and I-285. Project may require widening of existing lanes or adding up to two new through lanes.
	Work with the Ga. DOT, as part of the I-285 interchange improvement at Bankhead Highway or the Bolton Road corridor improvement, to reconfigure access to and from I-285 at the Bolton Road interchange.
	Redesign the Bolton Road intersection with Hollywood Road. (1)
	Plan and design streetscape enhancement for the Main Street/Bolton Road/Hollywood Road commercial node.
	Construct right turn lane with channel island from Paul Street to westbound Bolton Road in cooperation with Blue Circle Cement.
	Investigate feasibility of relocating the CSX's Spink Street container-freight terminal.

Corridor	Strategy/Recommendation
<b>Perry Boulevard</b>	Design access management, pedestrian crossings, and streetscape enhancement on Bolton Road between Moores Mill Road and Marietta Boulevard.
	Plan and design road reconstruction to narrow existing pavement widths where warranted, improve sight distances from intersecting cross streets, extend planned sidewalks to Perry Homes Re-development and Perry Boulevard in front of the Perry Homes Re-development.
	Consider a request for a station stop on the proposed Atlanta to Bremen commuter rail line.
<b>Marietta Road</b>	Establish working group that includes a representative from CSX Transportation and Norfolk Southern Railway to discuss mutual concerns.
	Begin planning and design of improvements to other City thoroughfares with intention of re-directing trucks generated by Norfolk Southern's Inman Yards Intermodal terminal as well as other commercial cut-through traffic.
	Consider implementing traffic calming measures on Carroll, Chattahoochee Avenue (west of Marietta Blvd.) and LaDawn in conjunction with the intersection improvement to Bolton Road and Marietta Boulevard.
<b>Huff Road</b>	Plan and design reconstruction of Huff Road from Howell Mill Road to Marietta Boulevard that would improve the sight distance and ease of maneuverability for motorists. (1)
	Investigate feasibility of connecting Fairmont Ave. to Huber St.
<b>Chattahoochee Avenue</b>	Plan and design Howell Mill Road improvement that would include a new northbound lane between Chattahoochee Avenue and Bellemeade Avenue. (1)
<b>Howell Mill Road</b>	Study feasibility of standardizing the cross-sectional design over the entire length of the corridor from Northside Drive (US 41) to I-75.
	Investigate and adjust the timing of traffic signals at I-75 ramp termini.
	Improve intersection at Marietta St. to allow easier turns from southbound Howell Mill Road to westbound Marietta St. and the corresponding left turns from Marietta St.

<b>Corridor</b>	<b>Strategy/Recommendation</b>
<b>Miscellaneous</b>	Investigate funding opportunities available to City.
	Inspect pavement conditions, inventory shoulder conditions and review suitability of the planned bike network.
	Monitor plan periodically in light of policy changes, major transportation improvements outside of the study area and major developments inside the City.

**Table 2.2**

Traffic and Transportation Recommendations:  
Long-Term

<b>Corridor</b>	<b>Strategy/Recommendation</b>
<b>Bankhead Highway</b>	Reconstruct Bankhead Highway from James Jackson Parkway to Northside Drive (US41) to a 4-lane, median divided arterial with bike lanes. It also requires strategic connectivity to the Marietta Boulevard Extension to make truck movements easier.
<b>Marietta Boulevard</b>	Eliminate 2-lane bottleneck between Bolton Road and Chattahoochee River Bridge (Make contingent upon regional commute options available to Cobb County commuters)
	Monitor need for operational improvements and connectivity to other thoroughfares (Huff Rd./14 <sup>th</sup> Street) as new developments are built and planned in the Midtown area and in the Northwest Atlanta study area.
	Continue participation in regional plans to construct transit line from Arts Center Station to Cobb County as well as proposed commuter rail service connecting downtown with Mableton, Austell and Bremen.
<b>Bolton Road/Moores Mill Road</b>	Reconstruct Bolton Road in accordance with the City's corridor plan (I-285 to Moores Mill Road). Scale of project should depend on feasibility of implementing the preferred truck route plan.
	Reconstruct the I-285 ramp termini along with the reconstruction of Bolton Road, if not done earlier as part of the I-285 and Bankhead Highway interchange reconstruction project.
<b>Perry Boulevard</b>	Monitor need for traffic calming at northwest end of facility.
	Construct bypass around redeveloped Perry Homes.
<b>Marietta Road</b>	Monitor need for traffic calming strategies if cut-through traffic continues to be a problem and other, alternative routes are made available to trucks.

<b>Huff Road</b>	Study possibility of additional accessibility between Ga. Tech/Atlantic Steel area of Midtown and Northwest Atlanta using Marietta Boulevard Corridor.
	Construct new road connecting Fairmont Ave. to Huber St. .
<b>Chattahoochee Avenue</b>	Design intersection improvements, enhanced streetscape, and better pedestrian access in the corridor between Howell Mill and Marietta Boulevard.
<b>Howell Mill Road</b>	Widen to uniform 4-lane cross-section between Marietta Street and to I-75.

### 2.2.6 Environment and Natural Resources

It is the vision of this plan that the corridors bordering the Chattahoochee River and its tributary streams be restored to vibrant recreational and natural resource management areas. Employing state of the art management techniques, these areas should provide model restored wildlife habitats for selected flora and fauna as well as accommodate recreational and educational activities for neighborhood residents and visitors. The framework of natural resources should be skillfully interrelated with the framework of recreational open space and civic open space.

1. Continue to support the Citizen Stream Monitoring Program and the City's Adopt-a- Stream program to encourage education of citizen and businesses in prevention of non-point source pollution of surface water.
2. Adopt and implement a funding alternative to proceed with a comprehensive drainage improvement program.
3. Determine and implement best management practices with regard to watershed, floodplains and wetlands protection.
4. Develop and implement an inventory, to include geographical information system (GIS) data of Atlanta's natural resources, in coordination with local, state, regional and federal agencies and in conjunction with the Atlanta Environmental Priorities Project.
5. Promote sustainable development, balance between economic growth and protection of the natural environment.
6. Amend the subdivision ordinance to allow for more environmentally friendly subdivisions.
7. Maintain mandatory erosion control devices.
8. Evaluate the use of performance standards in the city-zoning ordinance to address impacts of commercial and industrial uses in the environment.

9. Support and promote opportunities for establishing conservation easements.
10. Optimize educational opportunities related to natural resources protection.
11. Headwater and Spring Zones: Development Controls
  - a. Designate a system of spring conservation zones with appropriate signage and designation (where possible) as public conservation park/squares.
  - b. Establish development controls and management guidelines for spring conservation zones (whether publicly or privately owned).
  - c. Establish guidelines for design and maintenance of public ornamentation in spring conservation parks (such as signs, fountains, statues, wall mural, etc).
12. Conservation Parks. Need to establish a series of conservation parks along the floodplains of each of the major stream way valleys, incorporating the boundaries of the Consent Agreement acquisition areas.
13. Riverfront Zones - South of Peachtree Creek
  - a. Expand riverfront protection corridor to align with flood plain boundaries.
  - b. Width of natural vegetative buffer:
    - Minimum 50 feet
    - Align with floodplain boundaries
    - Continue with policy to retain buffer where currently undisturbed.
  - c. Setback for impervious surfaces:
    - Minimum 150 feet
    - Continue policy to minimize clearing and impervious surfaces as much as possible.
14. Revise Urban Enterprise Legislation to create Riverfront Enterprise Zone. Provide property tax exemption for that portion of property within floodplain allowing public recreation and natural resource preservation.
15. Prepare watershed drainage master plans to assess potential effects of future development activity on adjacent properties and downstream locations.



### 2.2.7 Economic Development

The area provides approximately 28,000 jobs based on 1997 data. There are over 1,500 licensed businesses in the study area. Manufacturing and Wholesaling provide 60 percent of the area's employment. Service and Retail make up 30 percent. The area has a regional draw-destination retail/factory outlet district near Chattahoochee Avenue. It also has numerous industrial/commercial/retail districts and residential neighborhoods. Inman Yards and Southern Railroad located in the heart of the area are regional intermodal facilities. Atlanta is a major distribution center for tracking and intermodal rail. It is a connection point for the delivery of goods to the region.

The economic development recommendations focus on:

- Promoting redevelopment and reconnecting neighborhood commercial centers to its communities;
  - Fostering business growth and retention;
  - Providing employment opportunities and job training;
  - Implementing plans, programs and projects to promote growth and development while building a strong tax base.
1. Promote the redevelopment and reconnection of neighborhood commercial centers to their communities to make them more livable.
    - a. Increase residential density in various sections/nodes of major corridors to support a variety of retail and services:
      - Bankhead Highway/James Jackson Parkway
      - Marietta Boulevard/Bolton Road/Moores Mill Road
      - Section of Bankhead Highway from Hollywood Road to James Jackson Parkway
      - Vicinity of Perry Boulevard and Kerry node
      - Various sections on Hollywood road and Bolton road
      - Rockdale properties, south of Johnson Road and east of Proctor Creek.
    - b. Provide for mixed-use development on various development nodes/sectors at major transportation corridors:
      - Bankhead Highway and James Jackson Parkway
      - Marietta Boulevard and Bolton Road
      - Sections of Marietta Boulevard, Huff road and Howell Mill Road
    - c. Create activity/mixed-use development nodes incorporating retail, office, community, open space and residential uses.
      - Bankhead Highway and James Jackson Parkway and
      - Marietta Boulevard, Bolton Road and Moores Mill Road
    - d. Encourage the redevelopment of specific nodes into small scale, pedestrian friendly nodes.
      - Bankhead Highway and Hollywood Road
      - Bolton Road, Hollywood Road, and Main Street
      - Bolton Road and Marietta Street
      - Hollywood Road and Perry Boulevard

- Perry Boulevard and Hollywood Road
  - Perry Boulevard and Kerry Road
- e. Enhance specialty nodes
    - Chattahoochee Avenue area destination retail/warehouse District.
    - Emerging Nodes: Howell Mill Road, Howell Road and Huff Road, and Foster Road.
  - f. Preserve Development
    - Chattahoochee area
    - Bolton area
  - g. Convert industrial use areas to mixed-use:
    - From industrial use to mixed-use portions of Marietta Boulevard, Howell Mill Road and Huff Road.
  - h. Re-use of vacant industrial land/buildings to appropriate uses
2. Foster business growth and retention
    - a. Study the possibility to create an incubator in the NW area.
    - b. Establish a retail demonstration project at Bankhead Highway and James Jackson Parkway.
    - c. Create a Retail Incentive tax Zone in the Bankhead Corridor
    - d. Create/work with a Community Business Development Organization in the Bankhead corridor.
    - e. Study the possibility to create a Community Development Corporation for the Bankhead Hwy/Hollywood Rd/Perry Blvd. corridors.
    - f. Create community improvement districts for Bankhead Highway and the Chattahoochee Ave. Area.
    - g. Create a Business Association in the Chattahoochee Ave Area.
  3. Provide employment opportunities and job training
    - a. Provide technical assistance to small businesses and entrepreneurs through One Capital Shop and GRASP
    - b. Coordinate with other local and state agencies that provide technical assistance.
    - c. Participate in the Job Access and Reverse Commute Program. Include routes and job placement activities in the NW area for 2001 calendar year.
  4. Implement plans, programs and projects to promote growth and development

- a. Study the possibility to create a Tax Increment Finance District in the study area.
- b. Create Community Improvement District in the Chattahoochee Ave. Area.
- c. Implement the Facade Improvement Program in the Bankhead, Hollywood, and Perry Boulevard corridors.
- d. Implement a Property Maintenance Program
- e. Implement and Adopt-a-Street Program for tree and landscape maintenance.
- f. Increase monitoring of code compliance-zoning and building codes.
- g. Prepare a redevelopment plan for Bankhead Highway.
- h. Develop gateways at the following activity/mixed use nodes:
  - Major Gateways:**
    - Bankhead Hwy and James Jackson Parkway
    - Marietta Boulevard and Bolton Road
    - Marietta Boulevard and Huff Road
  - Minor Gateways:**
    - Bankhead Highway and Hollywood Road
    - Bolton Road and Hollywood Road
    - Huff Road and Railroad
    - Marietta Boulevard Chattahoochee Avenue
    - Howell Mill Road and Chattahoochee Avenue
- i. Plan and design streetscape enhancements for major corridors with concentration in development nodes.

Map 1: Northwest Atlanta Study Area

Map 2: Northwest Atlanta Neighborhoods

Map 3: Northwest Atlanta Existing Land Use

Map 4: Northwest Atlanta 15-Year Land Use Plan

Map 5: Northwest Atlanta Current Zoning



Map 6: Northwest Atlanta Commercial Nodes

Map 7: Northwest Atlanta Open Space

Map 8: Northwest Atlanta Floodplains

Map 9: Northwest Atlanta Vacant Parcels

Map 10: Northwest Atlanta Development Concept



## 3.0 MAJOR CORRIDORS

### 3.1 ***BANKHEAD HIGHWAY CORRIDOR***

Bankhead Highway (US Hwy 278), and now known as Donald Lee Hollowell Parkway, is a 6-mile linear commercial corridor within the City of Atlanta, 4 miles of which are within the Northwest study area, from Elizabeth Street to the Chattahoochee River. Bankhead Highway represents a major east/west corridor, which traverses the southern portion of Northwest Atlanta and is a major entry point into the city's central core from the west.

#### 3.1.1 Assessment

- Bankhead Highway is the gateway into predominantly residential areas but has no connectivity to these neighborhoods. The Bankhead corridor lacks gateway treatments that define the area and its surrounding neighborhoods. Gateways are entryways to a community that define, unify, and establish a distinct identity for the area. The Bankhead corridor has several opportunities for gateways at various points.
- The area close to Elizabeth Street, the eastern part of Bankhead Highway is basically single family residential. To the west some of the houses are being used for commercial purposes. There are small commercial businesses. Retail in the corridor tends to be single-occupancy buildings.
- Most of the neighborhoods located adjacent to Bankhead corridor are characterized by small-detached single-family dwelling units, which are for the most part in a good state of repair and well maintained. However, there are some units that need renovation. Some of the neighborhoods have buildings of historical significance and has the potential for historic designation. There are also two Atlanta Housing Authority developments fronting Bankhead Highway. Bowen Homes located east of Fields Road in a predominantly commercial area, and Bankhead Courts located west of Bolton Road, in a predominantly industrial district.
- The corridor features a wide range of commercial businesses, with a large concentration of industrial uses at the west end closer to the interstate I285 and Fulton Industrial Boulevard. These have a locational advantage, with proximity to the Fulton Industrial Boulevard District and the Charlie Brown Airport and its support uses. The Atlanta Industrial Park is also located in this vicinity.
- There are two parks fronting Bankhead Highway: Center Hill, a 36 acre-community park and activity center, and English Park, a 9-acre neighborhood park. These parks are part of the ten parks and recreational facilities serving the northwest Atlanta area.
- Near the intersection of Bankhead Highway and Hollywood Road there is a new library and the West Fulton Middle School, the only

middle school in the study area, with an estimated enrollment of 975 students. Preliminary analysis indicates the school is overcrowded, which presents an opportunity to build a new school.

- BFI- a closed landfill- is located at Bankhead Highway between Watts Road and Fields Road.
- Existing retail establishments do not provide adequate goods and services for the residents of the surrounding neighborhoods. Residents have to drive elsewhere to obtain basic goods and services. Residential uses provide a captive market for potential retailers, provide security, and provide an increased pedestrian base to support pedestrian-oriented retail options. Due to this untapped demand, there is opportunity to attract more residential development and various retailers.
- Most of the buildings located along Bankhead Highway appear to be in need of repair, have obsolete designs and are underutilized. Their unkempt appearance and lack of property maintenance has contributed to the physical deterioration of the corridor. There is also a large concentration of vacant buildings. As a result the corridor appears to be unsafe.
- Code enforcement was identified as one of the primary issues that must be addressed to improve the appearance of Bankhead Highway. Many property owners, particularly absentee landlords fail to comply with City codes.
- Some of the vacant abandoned sites had former industrial uses. Need to assess contamination issues.
- Bankhead Highway is a state highway and a part of the designated truck route system. For the most part, Bankhead Highway is a 2 -lane arterial through the area. There is however, a short four-lane cross-section between I-285 and the Petro Truck Stop driveway at Harwell Road.
- Daily traffic volume along Bankhead Highway appears to be adequate along Bankhead Highway for a collector road. Only the intersection of Bankhead Highway and I-285 falls into the 30,000-40,000 vehicle per day range. This section is also capacity deficient. Contributing to the deficiency is the heavy truck volume. Traffic conditions are exacerbated on the four-lane section by an especially high volume of large trucks entering and exiting the Petro Truck Stop.
- Even though the traffic volume is not excessive along most of Bankhead Highway, the speed appears to be very fast. As a result pedestrians complain that they not feel safe walking on the narrow sidewalks.
- Sidewalks and crosswalks throughout the corridor are inadequate for pedestrian use. Some sidewalks are too narrow and some areas do not have sidewalks at all. On the eastern part of the corridor the sidewalk is as narrow as 2 1/2 feet and in all cases the sidewalk are



located immediately adjacent to the road pavement with no buffers. The City is currently constructing new sidewalks in various sections of the corridor and sidewalk repairs will take place on both sides of the section of Bankhead Highway from the Chattahoochee River to Northside Drive.

- Bankhead Highway is part of the designated truck route system. Truck traffic contributes to the congestion of the corridor because there is not appropriate infrastructure of roads and sidewalks to accommodate truck traffic. This is especially true in the vicinity of the Petro Truck Stop. This corridor requires improvements to accommodate trucks.
- One of the sections with the heaviest daily truck volume is the short section of Bankhead Highway immediately east of the I-285 interchange, where there are approximately 6,000 trucks per day. Many of these trucks are traveling between I-285 and the Truck Stop. There are other truck generators in this vicinity, like the Browning Ferris Industries property, which provides storage for its fleet of trucks.
- MARTA bus service is currently available along Bankhead Highway providing connections to both, Bankhead and H.E. Holmes stations. The corridor however does not have appropriate bus shelters. Opportunities exist to designate bus shelter areas in the corridor.
- Locations where traffic and safety issues affect residents and businesses are spread across the Northwest Atlanta study area. Bankhead Highway has intersection conflicts and segment conflicts as follows:

**Problem Intersection Locations:**

- Bankhead Highway/Harwell/Petro: Access to/from Petro Truck Stop. Big Trucks. Bottleneck.
- Bankhead Highway/James Jackson Parkway: Operationally deficient. Bottleneck.
- Bankhead Highway/Hollywood Road: Operationally deficient.
- Bankhead Highway/Mildred Place: Operationally deficient.

**Problem Segment Locations:**

- Bankhead Highway (from Fulton Industrial Boulevard to Cobb County Border): Lack of adequate pedestrian facilities connecting residential areas to school area.
- Bankhead Highway (I-285 to James Jackson Parkway): Operationally deficient. Bottleneck. GA DOT planning operational improvements for this section.
- Bankhead Highway (Northside Drive to James Jackson Parkway): Operational deficiencies at inter-section. Narrow lane widths. Need contiguous pedestrian facilities. GA DOT has project in their short-term range work program to make operational and safety improvements along 1-mile segment between Bankhead MARTA Station and Proctor Creek.
- The area has adequate sewer capacity for development.

### 3.1.2 Opportunities

- The area has potential for redevelopment. There are obsolete/underutilize/vacant buildings and vacant parcels of land. The corridor has affordable land and building inventory. Bankhead Highway is mostly built-out with scattered small vacant parcels and underutilized lots with rehabilitation potential. There are few large vacant tracts suitable for new development.
- Large parcels of land occupied by BFI landfill from Watts Road to Fields Road could be used as permanent open space when the landfill closure process is complete.
- Bankhead Transit Station is located on Bankhead Highway between Gary Street near Maddox Park. Even though the station is not in the study area, it is 1-1/4 miles east of the boundary. It is important to recognize the station as a future catalyst for concentrated development that will impact other proposed development in the study area. This station offers opportunities for higher intensity mixed-use development on the large parcels of vacant land.
- H.E. Holmes MARTA Station is located on Hightower Road, outside the study area, but important to the development plan because is 1-1/4 miles from the study area and 1-3/4 miles from Bankhead Highway. This station will also be a catalyst for concentrated development. It has large parcels of land that are currently being considered for development.
- The residents and business owners want to improve the sidewalk system by constructing new, wider sidewalks and ensuring future maintenance. Residents would also like sidewalks go down adjacent residential streets connecting to the surrounding neighborhoods in the future.
- Crosswalks should also be considered to improve pedestrian safety in crossing the street. Where ever possible there should a boulevard between the pavement and the sidewalk as a buffer.
- The corridor has capacity for additional development without initial impact on road capacity. On the long term this street would have to be improved to 4 lanes.
- Opportunity exists to provide for additional middle school facility to relieve the overcrowding of West Fulton Middle School and to provide for community uses at schools.
- Trailer Park site located at Bankhead Highway provides an opportunity for medium to high-density residential development.
- Adequate sewer capacity provides opportunity for additional development.

### 3.1.3 Bankhead Highway Vision (as stated by the corridor group)

The vision for this corridor is to develop an active Bankhead Community, which encompasses residential, commercial and light industrial usage. It should be a community with housing and high quality businesses where a family-oriented environment can be cherished and enjoyed.

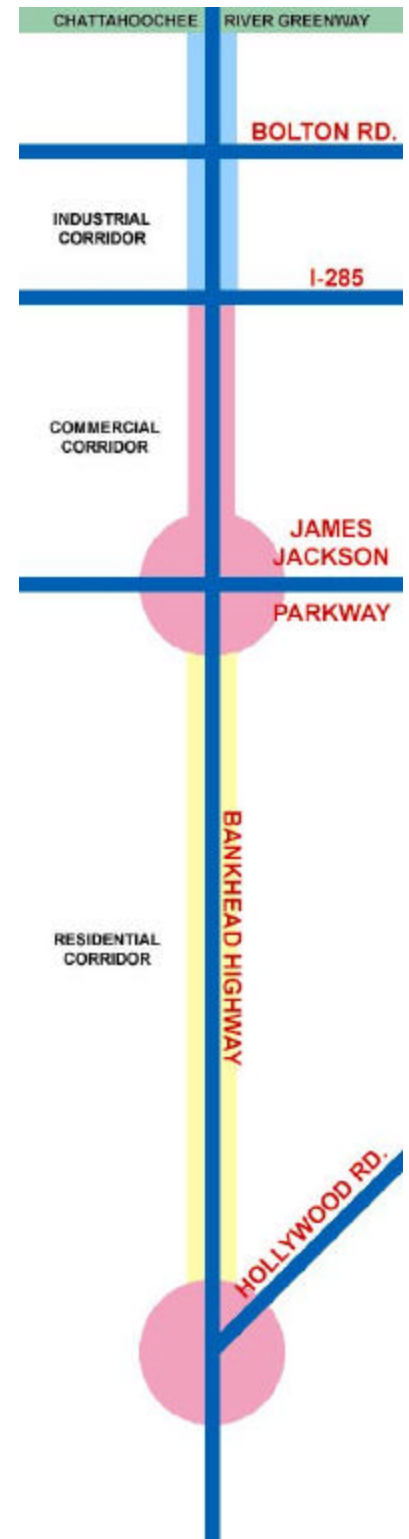
### 3.1.4 Development Concept

The concept is to identify strategies to promote concentrated commercial development, minimize encroachment on residential uses, provide opportunities for additional retail and support services, provide opportunities for infill housing in appropriate locations which will encourage development and reinvestment.

The development concept would require the widening of the right-of-way and streetscape upgrades. The right-of-way would include improvements such as: sidewalks, bike trails, pedestrian lighting, seating and street tree planting to ultimately transform this street into a major east/-west Parkway; a transportation corridor shared by pedestrians, bicyclists, trucks and cars and connecting a mix of uses, industrial, commercial, residential, parks and open space, and transit nodes.

The concept for this linear commercial corridor is as follows:

- Concentrate development within two nodes, one major node and one minor node in appropriate areas, discouraging commercial development outside the nodes.
- Encourage medium to high-density residential development between these nodes, section of Bankhead between Hollywood Road and James Jackson Parkway, where appropriate.
- These nodes will provide mixed-use development (retail/office/residential uses). Encourage mixed-use development up to three to five stories with commercial uses at the street level and residential and office uses above.
- Increase residential density, in appropriate areas, along Bankhead Highway to create the critical mass to support a wider range of retail uses and support services.
- Encourage commercial development in the section of Bankhead Highway between James Jackson Parkway and I-285.
- Encourage industrial development and related commercial uses in the portion of Bankhead Highway between I-285 and the Chattahoochee River.
- To create a sustainable community it is necessary to establish specific design standards and development criteria.
- Parcels may require reclassification from various zoning classifications to other classification to achieve the goals.



### 3.1.5 Recommendations for Implementation

To accomplish this concept the following recommendations are being proposed based on collaborative efforts.

1. Create a redevelopment plan for the Bankhead corridor to provide specific development and design criteria and project areas.
2. Establish two mixed-use development nodes in the corridor: one major node at James Jackson Parkway and Bankhead Highway and a minor node at Bankhead Highway and Hollywood Rd.
  - The Bankhead Highway/James Jackson Parkway is proposed to be a neighborhood-service node. This node has a potential for 18 new stores totaling 99,000 square feet of retail space. Potential retailers could include the following: a grocery store, gardening center, hardware store, four restaurants, apparel stores, a music/record store, and general merchandise stores. One large cluster of apparel and accessories stores could be supported. The plan also envisions the potential for residential/office uses.
  - The Bankhead Highway/Hollywood Road is proposed for a smaller -neighborhood scale retail-center buildings, and a more service-oriented node which could be developed in the existing buildings. This area has potential for 5 stores and approximately 17,000 square feet of retail use. Potential stores could include: general merchandise store, consumer electronic stores and appliance store, and a restaurant. The plan also includes residential development in appropriate areas.
3. Establish a retail demonstration project at Bankhead Highway and James Jackson Parkway. Network developers with resources to facilitate appropriate urban design standards for retail centers. Strongly encourage developers to work with Atlanta Development Authority (ADA) in pursuing viable retail centers.
4. Encourage mixed-use development (retail/office/residential uses) at the following intersections: Bankhead Highway and James Jackson Parkway and Bankhead Highway and Hollywood Road to create the critical mass to support a wider range of uses. Encourage mixed-use development to be developed at four to five stories with commercial uses at the street level and residential and office uses above.
5. Encourage medium density residential development at various intersections, sites and/or sections of the Bankhead corridor.
  - a. The 20-acre Mason school site at Fairburn Road and Bankhead Highway.
  - b. Old K-Mart site at Bankhead
  - c. Along Bolton Road south of Bankhead Highway.
  - d. Redevelop the trailer park site.
6. Encourage commercial development at various sections of Bankhead Highway
7. Section of Bankhead Highway between James Jackson Parkway and I-285, when appropriate.
8. Encourage retail development at various nodes

9. Encourage a small retail node at Bolton Road and Bankhead Highway to provide amenities for residential development in the vicinity.
10. Maintain the area west of Bolton Road to the edge of the study area as one of the two major areas for concentration of industrial development. This area is ideal for industrial expansion based on its proximity to other industrial uses near Fulton Industrial Boulevard and transportation access including I-285 and the Fulton County Airport/Charlie Brown Field.
11. Create a Retail Incentive Tax Zone (RITZ) in the Bankhead Highway corridor to provide business and occupation tax exemption for street level business retailers, primary in the area east of Fields Road.
12. Keep the area clean and attractive.
  - Implement an adopt-a-street program for tree and landscape maintenance.
  - Create a Community Improvement District (CID). Implement a property maintenance program managed by the CID. Businesses fronting Bankhead Highway and major employers in the area could contribute to a fund for property maintenance.
13. Increase enforcement of zoning and building codes.
14. Continuous monitoring of code compliance needs to involve various groups: Bankhead Business Association, the City of Atlanta Neighborhood Deputy Program and the neighborhood planning units H, I, J, G to organize a Code Enforcement Task Force to identify code violations along the corridor and file them with the City in a regular basis.
15. Implement the facade improvement program with low interest loans to enhance the appearance of storefronts.
16. Develop major gateway at Bankhead Hwy and James Jackson Parkway and a minor gateway at Hollywood Road. Establish a Gateway Task Force to determine the character for different elements. Consider neighborhood identification signs along Bankhead Highway as well
17. Create a Conservation District at the residential pocket located at Edwin Place.
18. Provide bus shelters at certain locations with bus schedules posted. Incorporate MARTA bus stops into the sidewalk design. Require new multifamily/mixed use developments to provide bus shelters on their property adjacent to public sidewalks. Create a Bus Shelter Task Force with members of the community, city staff and MARTA.
19. Create/work with a Community Business Development Organization. Promote economic development activities and coordinate with One Stop Capital Shop to provide technical assistance to small businesses.

20. Study the possibility to create a Community Development Corporation that would play a major role in local neighborhood development efforts.
21. Encourage developers to review the development and investment opportunities for the corridor.
22. Stabilize the residential communities by minimizing commercial encroachments.
23. Connect Center Hill Park to the trail system. Ensure that community facilities as part of the park improvements are adequate to satisfy needs of community.
24. Identify brownfield sites located on the Bankhead Highway corridor/vicinity. Possibility exists to include these sites in the Atlanta Brownfields Plan.
25. Rezone portions of this corridor in accordance with the development concept.
  - Rezone sections of Bankhead Highway between Hollywood Road and James Jackson Parkway from various zoning classifications to multifamily residential. Density should be based on the characteristics of lot depth and surrounding uses.
  - Amend zoning ordinance to allow retail uses facing the street as a permitted use in multifamily zones.
26. Improve Bankhead Highway/Harwell/Petro. Petro is a heavily utilized stop for tractor-trailer trucks. Due to the extremely high volume of trucks entering and exiting Petro from I-285, there are frequent bottleneck conditions along this quarter mile section of Bankhead Highway. In addition traffic wanting to get into and out of Harwell Road is oftentimes blocked. A primary concept consists of constructing a new loop road connecting the northbound I-285 exit ramp and the Petro Truck Stop. It was located south of Bankhead Highway and use the Harwell Road alignment for a short distance. The intent of this concept was to eliminate all the left turning trucks from eastbound Bankhead Highway, that were going into
27. Petro from the direction of I-285. Instead they would enter Petro from the west on a new loop road crossing Bankhead Highway perpendicularly.
28. Improve operations at the intersection between Bankhead Hwy. and James Jackson Parkway. This intersection is currently under-designed with respect to the amount of traffic passing through it. Existing configuration is unsatisfactory with respect to current volumes and turning movements. No left turns are permitted on the westbound and eastbound Bankhead Hwy. approaches to the intersection. The improvement means adding turn lanes to help with the overall capacity of the intersection and also enable motorists to make some turning movements that are not currently permitted. Its effect on vehicular and pedestrian safety, however, is less than certain. There are busy commercial driveways located at each leg of the intersection.

29. The improvement concept consists of adding three new turn lanes. Two would be on the eastbound Bankhead Highway approach. One of these would be for left-turning vehicles, exclusively. The other would be share through and right-turn lane. The third additional turn lane would be constructed on the westbound Bankhead Highway approach.

#### **Short-Term Recommendations (2001-2006)**

30. Add westbound right turn lane on the east leg of the intersection between Bankhead Hwy. and Hollywood Rd.
31. Make operational and safety improvements for motorists who want to travel between residential areas on Hollywood Rd. (north of Bankhead) to places on Bankhead Highway west of the Hollywood Rd. intersection. This would entail making minor intersection improvements at either Mildred or Eugenia.
32. Provide facilities for safe pedestrian crossings along Bankhead Highway west of Fulton Industrial Boulevard around the Bankhead Courts complex and Blalock elementary school.
33. Provide input and work with GA DOT in design and construction of improvements to the interchange with I-285.
34. Provide input and work with GA DOT in design and construction of operating, safety and bridge rehabilitation improvements for one-mile section of Bankhead by Maddox Park.
35. Consider asking the GA DOT to include design and construction of a new or re-designed intersection with the Marietta Boulevard extension to facilitate large trucks movements in the future as part of the Maddox Park project.
36. Support the GA DOT in planning, design and construction of a future project to improve operating conditions on Bankhead Highway between I-285 and James Jackson Parkway.
37. Make improvements to operations at the intersection between Bankhead Highway and James Jackson Parkway (Improvement concept described before).
38. Advocate a major reconstruction and widening of Bankhead Highway, between James Jackson and Northside Drive (US41).

#### **Long-Term Projects (2007-2015)**

39. There are key transportation improvements and feasibility studies in the short-term plan that will be important in determining the scale of improvements that will be needed in the long-range plan.
40. Reconstruct Bankhead Highway from James Jackson Parkway to Northside Drive (US41) to a higher arterial design and with strategic connectivity to the Marietta Boulevard. Extension to make truck movements easier.

41. Implement the long-range truck route plan. There are six significant differences between the preferred truck route (see graphic) and existing conditions that would make the truck route plan effective:

- A new northbound lane on Howell Mill Road between Chattahoochee Avenue and Defoors Avenue (short term).
- Improved intersection between Bolton Road and Marietta Boulevard (short term).
- Relocation of the CSX Spink Street container-storage facility.
- Conversion of the CSX's Tilford Yard access into a public road that would connect Marietta Road to Marietta Boulevard.
- A major reconstruction of Bankhead Highway between Harwell Road and Northside Drive (US41) from its current four-lane design to a higher standard, four-lane design including wider lanes.
- Widening the short section of Marietta Boulevard between Bolton Road and Cobb County to a 4-lane cross-section.



Map 11: Bankhead Highway Corridor – Existing Land Use

Map 12: Bankhead Highway Corridor - 15-Year Land Use Plan

Map 13: Bankhead Highway Corridor - Development Concept

Map 14: Bankhead Highway /I-285 Improvement Concept  
(source: PBS&J)

Map 15: Bankhead Hwy./James Jackson Pkwy. Intersection  
Improvement Concept  
(source: PBS&J)

### **3.2 HOLLYWOOD ROAD/PERRY BOULEVARD CORRIDORS**

Concepts for Hollywood Road and Perry Boulevard are studied together because these two roads and Johnson Road define a specific area within the northwest study area. Each corridor with its own character, challenges and opportunities would contribute to the overall character and improvement of this central portion of the study area.

Hollywood Road/Perry Boulevard Vision: (as stated by the corridor group)

A community based neighborhood focus on regaining its image as a beautifully landscaped residential community with viable businesses.

#### **HOLLYWOOD ROAD**

Hollywood Road connects Bankhead Highway with Bolton Road and spans just over three miles. It is a two-lane, rural road.

##### **3.2.1 Assessment**

- Many apartment complexes, convenience food stores, and churches characterize this roadway.
- There is a commercial node at Bankhead Highway, on the south end of Hollywood Road. At the north end is a node formed at Bolton Road and Main Street. Between these two nodes are several small, scattered commercial uses, the largest of which is a dilapidated shopping center at the intersection of Perry Boulevard.
- The corridor has some vacant buildings. Several of the vacant buildings are former commercial uses such as Grove Plaza located at Hollywood Road and Margaret Street.
- Daily traffic volume appears to be adequate along Hollywood Road. Congestion is not a problem on this road, however there are several intersection conflicts.
- Problem Intersection Locations:
  - Bolton Road/Hollywood Road- Two roads meet at an obtuse angle. Difficult left turn for northbound Hollywood Road motorists.
  - Perry Boulevard/Hollywood- Operationally deficient in terms of turning radii.
  - Hollywood Road/Main-Cut through to Bolton. Commercial.
- Area residents did not have critical comments about MARTA's transit service. Their major concerns pertain to accessibility of transit stops.

### 3.2.2 Opportunities

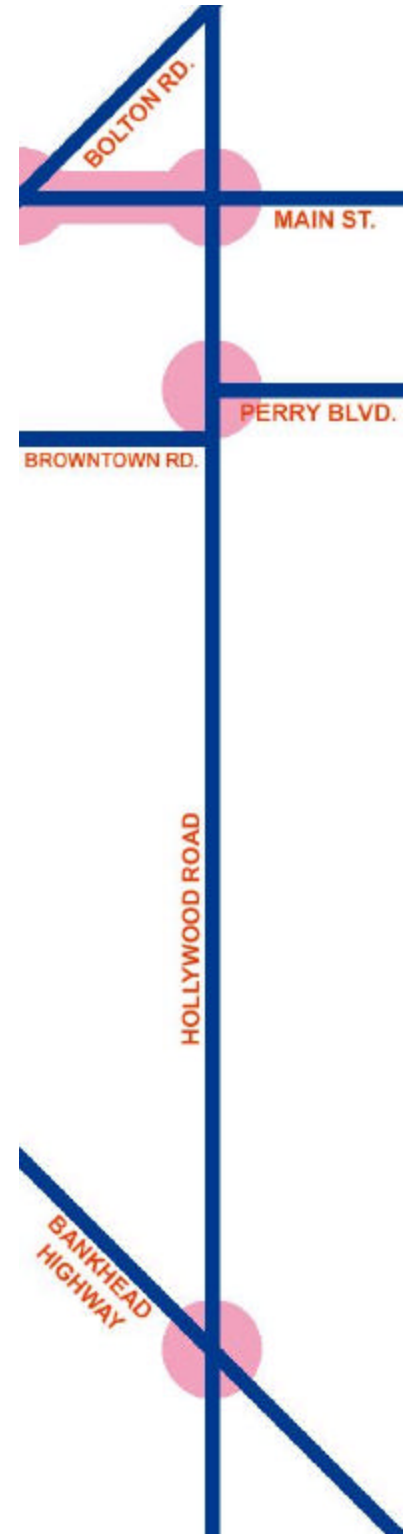
- The Grove Park Plaza site has been suggested as an ideal site for restaurant uses with outdoor seating. This site is considered part of the Hollywood Road Bankhead Highway development.
- Main Street between Hollywood Road and Bolton Road should remain as a retail node. This area could be rehabilitated to serve as a retail area with façade improvements, sidewalks, street trees and other aesthetic enhancements.
- Several houses situated on the north side of Main Street between Bolton and Hollywood are currently undergoing renovation. These buildings could coexist with limited commercial uses, maintaining the historic character of the street.
- Residents would like to see more sidewalks along bus routes, better maintained bus shelters, and more lighting along sidewalks and bus stops.
- The Proctor Creek could be an opportunity for greenways.

### 3.2.3 Hollywood Road Vision (as stated by the corridor group)

A community based neighborhood focus on regaining its image as a beautifully landscaped residential community with viable businesses.

### 3.2.4 Development Concept

- The concept is to identify strategies to promote a mixture of housing types in terms of density and income with balanced commercial development, retail and support services concentrated in specific nodes, provide for adequate community facilities, provide for infill housing in appropriate locations, all of which will encourage development and reinvestment and a more stable community.
- The development concept will require streetscape upgrades. The right of way will include improvement such as sidewalks and bike trails and would also include pedestrian lighting and street tree planting. Gateway treatment at the intersection of Hollywood Road and Bolton Road will contribute to improve the overall image of the corridor.
- The concept for this corridor is as follows:
  - Concentrate retail development within three nodes: one major at the intersection of Bankhead Highway and Hollywood Road, intersection of Hollywood Road, Bolton road and Main Street, and one minor at Perry Boulevard and Hollywood Road.
  - Encourage a range of densities on various sections of Hollywood Road.



- Encourage a wide range of retail/support services in the Hollywood Road retail nodes.

### 3.2.5 Recommendations for Implementation

1. Establish a mixed-use development node in the corridor at the intersection of Hollywood Road and Bankhead Highway.

The Hollywood Road/Bankhead Highway node is proposed for smaller-neighborhood scale retail-center buildings, and a more service-oriented node, which could be developed in the existing buildings. This area has potential for 5 stores and 17,000 square feet of retail use. Potential retailers could include the following: general merchandise store, consumer electronic stores and appliances store, and a restaurant. The plan also includes residential/office uses.

2. Establish two smaller neighborhood nodes: one at the intersection of Hollywood Road, Bolton Road and Main Street and another at the intersection of Hollywood Road and Perry Boulevard.
  - a. Hollywood Road/Perry Boulevard Node is proposed for smaller neighborhood serving retail center in the existing strip center. This area has potential for 24,000 square feet of retail. Potential stores could include the following: small convenience/food store, general merchandise stores, restaurants and services. The existing center has an excellent location in terms of layout and parking. The parking lot needs to be cleaned up. Any stores included in the redevelopment of this corridor should take into account the retail shops that are located or will be located at Perry Homes.
  - b. Hollywood Road/Bolton Road/Main Street Node is proposed for a smaller neighborhood retail node with unique shops and restaurants in the existing structures. Need to add sidewalks, trees, and better pedestrian orientation. This area has potential for 26,000 square feet of retail. Potential stores could include but are not limited to the following: unique apparel and accessory shops, a variety of general merchandise shops, and outdoor cafes and restaurants.
3. Encourage mixed-use development (retail/office/residential uses) at Hollywood Road and Bankhead Highway intersection. To create the critical mass to support a wider range of uses. Encourage mixed-use development to be developed at four or five stories with commercial uses at the street level and residential and office uses above.
4. Develop a minor gateway at Hollywood Road and Bankhead Highway. Establish a Gateway Task Force to determine character of different elements.
5. Re-use the Grove Plaza building for a restaurant.
6. Ensure that various traffic and transportation projects get implemented:

## *Northwest Atlanta Framework Plan*



- a. Bike lanes for Hollywood Road and Perry Boulevard.
  - b. Sidewalk improvements for a section of Perry Boulevard from Mary George Avenue to Hollywood Road.
  - c. Improve Bolton Road/Hollywood Road intersection. A consequence of this intersection configuration is that many motorists currently use Main Street, a local street, instead of this intersection to travel between Hollywood Road and Main Street. The concept presented to address the problem would eliminate the existing Bolton Rd./Hollywood Rd. intersection by making a cul-de-sac at the northernmost tip of Hollywood Road. A short distance south, Hollywood Road would be redirected to swing west and connect to with Bolton Road at a right angle that would be aligned with Spink Road on the north side of Bolton Road.
7. Provide bus shelters at certain locations with bus schedules posted. Incorporate MARTA bus stops into the sidewalk design. Require new multifamily/mixed use development to provide bus shelters on their property adjacent to public sidewalks. Create a Bus Shelter Taskforce.
  8. Encourage developers to review the development and investment opportunities for the corridor.
  9. Coordinate with One Stop Capital Shop to provide technical assistance to small businesses.

### ***PERRY BOULEVARD***

Perry Boulevard is located north of Hollywood Road. Its north end is the intersection with Hollywood Road and its south end is at West Marietta Road. Perry Boulevard is located at the center of the study area.

#### **3.2.6 Assessment**

- Limited retail available in the area, available retail is run-down and or not well maintained or vacant.
- Large amount of vacant or abandoned buildings.
- Loiterers make the existing retail and residential appear unsafe.
- Lack of basic services such as medical, dental, banking, and daycare.
- Major land uses along Perry Boulevard are medium-high density residential developments mixed with immense open spaces to the south of the road. There are also some industrial and commercial related uses to the north of the road along with the railroad tracts.
- The Perry Homes Project was one of the major developments in Perry Boulevard until demolition of this project started.

- Concentration of a very high number of low-income housing units within the Perry Homes Project has contributed to socio-economic problems. An imbalance in the types of housing, predominantly low-income, has contributed to a stigmatization of the area.
- A great deal of vacant land exists within the Rockdale area.
- The floodplain and rough topographical constrains of some of the areas discourage development. However the natural park-like quality of the area should be preserved. Development plans for the area must consider the implications of these constrains.
- The corridor does not have a large volume of large trucks. It is however, used by a high volume of medium and light duty commercial vehicles.
- Circulation deficiency exists with the circulation network orientation. For the most part there are no southwest-northwest major streets, which cross through or over the industrial railroad. Only one street, Bolton Road, has such orientation, but it is located too far to the west and north.
- Gun Club Landfill - The City is currently completing all construction and design activity to complete closure of landfill. These activities are required to fulfill Environmental Protection Department requirements for a closure certificate. The City will be responsible for maintaining the site for a minimum of 30 years. This includes environmental inventory. Long-term options for the site are under review.

### **3.2.7 Opportunities**

- Opportunity exists to re-use the commercial property across from Perry Homes as a town center to serve the new community at Perry Homes and the surrounding area.
- There exists an opportunity to develop an income mix in housing types along Perry Boulevard.
- There is an opportunity to attract additional industrial employment close to railroad truck areas.
- There is an opportunity to take advantage of the catalyst generated by the planned Perry Homes mixed-use development.
- Renovating and restoring the existing housing stock to increase the quality of life for existing residents.
- Opportunity exists to demolish some obsolescent apartment complexes on the north side of Perry Boulevard and built new residential development.

### **3.2.8 Perry Boulevard Vision (as stated by the corridor group)**

A community based neighborhood focus on regaining its image as a beautifully landscaped residential community with viable businesses.

### **3.2.9 Development Concept**

The concept is to identify strategies to promoted the mixture of housing types in terms of density and income with a balanced commercial development, retail and support services concentrated in specific nodes, maintain industrial development uses in appropriate areas of the corridor, provide for adequate community facilities, provide for infill housing in appropriate locations all of which will encourage development and reinvestment and a more balanced community.

The development concept will require streetscape upgrades. The right of way will include improvement such as sidewalks and bike trails and would also include pedestrian lighting and street tree planting. Gateway treatment at the south end of Perry Boulevard will contribute to improve the overall image of the corridor.

The concept for this corridor is as follows:

- Concentrate retail development within two nodes: one major at Perry Boulevard and Kerry and one minor at Perry Boulevard and Hollywood Road.
- Encourage a range of densities in the vicinity of the Perry Boulevard/Kerry node: medium to high density residential.
- Encourage a wide range of retail/support services in the Perry Boulevard Kerry retail node.

### **3.2.10 Recommendations for Implementation**

1. Two nodes are considered along Perry Boulevard one at the intersection of Hollywood Road and another at Kerry Street.
  - a. Hollywood Road/Perry Boulevard Node is proposed for smaller neighborhood serving retail center in the existing strip center. This area has potential for 24,000 square feet of retail. Potential stores could include the following: small convenience/food store, general merchandise stores, restaurants and services. The existing center has an excellent location in terms of layout and parking. The adjacent city park property needs to be cleaned up and public space/park needs to be incorporated into the overall concept.
  - b. Perry Boulevard/Kerry Street Node is proposed as a neighborhood commercial node. This area has potential for 50,000 square feet of retail. Potential stores include a small food store, sandwich shop or restaurant, bank branch, laundry and other services> This area should be programmed in

consideration with the potential retail development at the intersection of Perry Boulevard and Hollywood Road.

2. Provide a pedestrian/bike trail system to connect the neighborhoods with the open space network. Plans are to provide bike lanes along Perry Boulevard.
3. Promote street connections between neighborhoods and services.
4. Preserve and rehabilitate existing viable housing development and rebuild functional obsolete structures in and around the corridor.
5. Integrate residential areas with community facilities and services required such as extension of roads, Clarissa between Perry Homes, 2000 Perry, Carver Hills and also Alvin Drive between Hollywood Road, Gun Club Park and Perry Homes.
6. Preserve and enhance the natural aesthetics of landscape and topographical features of the corridors during future development.
7. Encourage a variety of housing units and density patterns within the corridors residential districts to maintain affordable housing in existing and proposed developments.
8. The City owned Rockdale properties south of Johnson Road and east of the Proctor Creek should be developed as clustered low-medium density residential use.
9. Remove Hollywood from the truck route system.
10. Ensure that various traffic and transportation projects get implemented:
  - a. Bridge replacement at Johnson Road and Proctor Creek.
  - b. Bike lanes for Hollywood Road and Perry Boulevard.
  - c. Sidewalk improvements for a section of Perry Boulevard from Mary George Avenue to Hollywood Road.
  - d. Sidewalk improvements from Bolton Road to Bankhead Highway.
11. Proposed passive recreational use for the closed Gun Club Landfill such as trails to take advantage of the height as a viewpoint, provide interpretive information about landfills and provide connection to Proctor Creek and surrounding neighborhoods.
12. Develop design standards for architecture in new developments that is appropriate to maintaining the character of the community.
13. Ensure that various traffic and transportation projects get implemented:
  - a. Bike lanes for Perry Boulevard.
  - b. Sidewalk improvements for a section of Perry Boulevard from Mary George Avenue to Hollywood Road.

Map 16: Hollywood/Perry Corridor – Existing Land Use

Map 17: Hollywood/Perry Corridor – 15-Year Land Use Plan

Map 18: Hollywood/Perry Corridor – Development Concept

### **3.3            *BOLTON ROAD CORRIDOR***

Bolton Road is a two-lane arterial with a rural cross section that serves as the major access road for the east side of the Chattahoochee River. As such, it is a primary truck access between the rail yards and Fulton Industrial Parkway or I-285 at Bankhead Highway. This area has great regional accessibility from I-285 at South Atlanta Road (James Jackson Parkway).

#### **3.3.1            *Assessment***

- The aging Moores Mill Shopping Center at the north end of Bolton Road is the major commercial district along this corridor. Located at the intersection of Bolton Road/Marietta Boulevard/Moores Mill, it is the only neighborhood service retail center in the northern part of the study area.
- There are as small amounts of commercial/retail uses at the intersection of Bolton Road and Marietta Road, including an old hardware store, a commercial print shop, a new lumberyard, and a strip of storefronts. Bolton neighborhood is adjacent to this retail node.
- There are some interesting older commercial buildings in the Bolton Road/Hollywood Road/Main Street, which are mostly under-utilized. Main Street, between Hollywood and Bolton Roads, seems a natural place to develop/revitalize a "Main Street" type commercial district. It is in the heart of the Riverside community.
- Most of the neighborhoods located along Bolton Road are characterized by small-to medium single-family dwellings, which are for the most part in a good state of repair and well maintained. However there are some units that need renovation. Some of these neighborhoods have buildings of historical significance and Whittier Mill Village neighborhood has historic designation.
- The intersection of Bolton Road and Marietta Boulevard also includes Adams Road and Plant Drive. When the angles and grade changes are considered, this intersection needs to be redesigned. The bridge across the Chattahoochee River needs to be expanded from two to four lanes, eliminating the bottleneck of traffic on Marietta Boulevard.
- Bolton Road does not have any sidewalks at either side of the road.
- Transportation conflicts exist between commuters and large trucks.
- Bolton Road has intersection and conflicts and segment conflicts as follows:

Intersection Conflicts:



- Bolton Road/I-285 entrance/exit ramps -Sight distance/Channelization/Partial access to Freeway.
- Bolton Road/Marietta Boulevard -Currently six-legged intersection. Major legs meet at obtuse angles.
- Limited sight distance for several of the turning movements. Limited accessibility to/from Moores Mill shopping plaza.
- Bolton Road/Hollywood Road -Operationally deficient in terms of turning radii.
- Bolton Road/Paul Street - Blue Circle Cement- ROW for right turn into Bolton Road.
- Bolton Road/Main - Cut through Hollywood Road.

Segment Conflicts:

- Bolton Road (Marietta Boulevard to I-285 - Capacity deficient. Big -trucks. Accessibility problems exist from side streets. Bordered by residential neighborhoods.
- Fragmented land, difficulty to assemble as one large parcel.
- There is a noted lack of available meeting spaces for the communities of Northwest Atlanta. The Agape Center, just northeast of the Marietta Road intersection is an existing building that would be suitable for use as a community center. The former hospital is a two-story building run by a non-profit agency run by CHP. This is one of the few buildings in this part of the study area that is available to the community on a regular basis for meetings. The CHP only uses the first floor of the building and has no money to renovate the second floor, which was previously a doctor's office.
- There are a few public schools in the area that have been closed and could serve as potential community centers.
- One of the largest concentrations of industrial uses in the study area is west of Bolton Road, backing on to the Chattahoochee River. These are generally heavy industrial uses such as: Chattahoochee Brick, Blue Circle and Sunoco that generate a lot of truck traffic. There are also vacant and underutilized properties such as: Georgia Power lands and the former City incinerator.

### 3.3.2a Opportunities

- Opportunity to strength the Bolton Road/Marietta Road retail node as a small node of neighborhood service establishments.
- Opportunity to strengthen the Bolton Road/Hollywood Road/Main Street retail node as a neighborhood serving retail area with façade improvements, sidewalks and other streetscapes This area with its "Main Street" architecture could house smaller unique businesses.
- In most parts of the study area, there is a need for streetscape improvements- especially those geared towards improving pedestrian safety and accessibility.

- Opportunity to expand/consolidate the industrial areas located west of Bolton Road, especially around the Atlanta Industrial Park. This area has the locational advantage of proximity to the Fulton Industrial Boulevard Industrial District and the Charlie Brown Airport and support uses.
- The new Whittier Mill Park will play a major role in providing recreation opportunities for all the neighborhoods adjacent to Bolton Road.

### 3.3.2b Development Opportunities

There are a variety of infill development opportunities such as:

- The Whittier Mill Village Neighborhood. Its location, near the Chattahoochee River and the new Whittier Mill Park, makes this area very attractive for residential infill development.
- Riverside Neighborhood adjacent to James Jackson Parkway.
- The area between Bolton Road and James Jackson south of the former Chattahoochee school site.
- The area southeast of Bolton Road and Northwest Drive.

### 3.3.3 Bolton Road Vision (as stated by the corridor group)

Revitalize the community where residential, commercial and industrial establishments co-exist in a mutually beneficial arrangement.

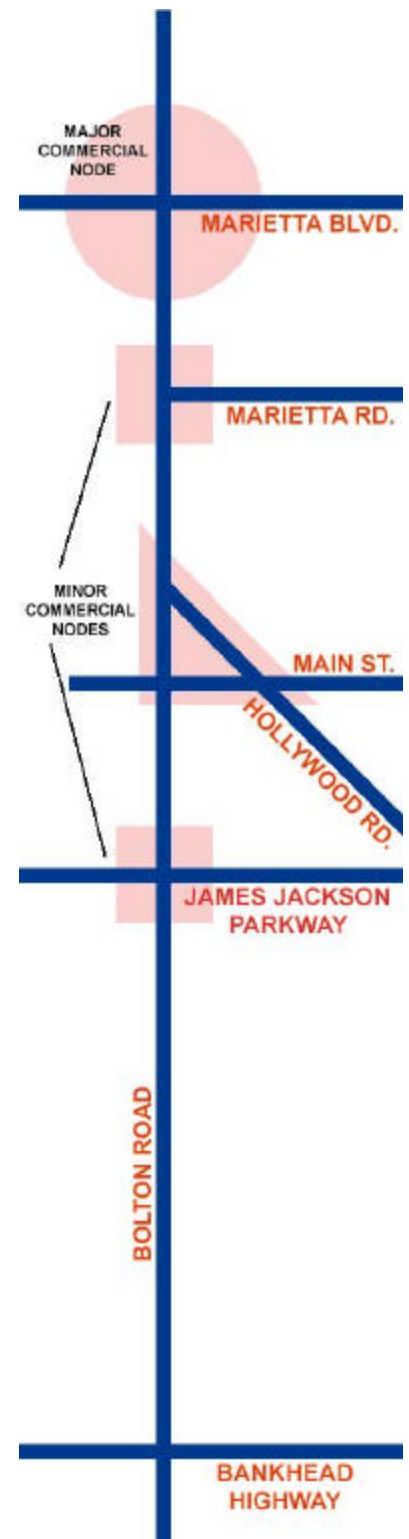
### 3.3.4 Development Concept

The concept is to identify strategies to promote commercial development, consolidate industrial uses, minimizing encroachment on residential uses, provide opportunities for additional retail and support services, provide opportunities for infill housing in appropriate locations all of which will provide incentives for development and reinvestment.

The development concept would require improvements to the right-of-way and streetscapes upgrades. The right-of-way would include improvements such as: sidewalks, bike trails, pedestrian lighting, and street tree planting. Pedestrians, bicyclists, trucks and cars, connecting a mix of uses, commercial, industrial, residential, parks and open space, will share this transportation corridor.

The concept for this corridor is as follows:

- Concentrate development within three nodes: one major mixed-use node at the intersection of Bolton Road/Marietta Boulevard/Moore's Mill Road, two smaller neighborhood nodes at Bolton



Road/Hollywood Road/Main Street and at Bolton Road and Marietta Road.

- Encourage mixed-use development at the major node (Bolton Road/Marietta Boulevard/Moores Mill Road. Encourage mixed-use development of three to five stories with commercial uses at street level and residential and office uses above. The increased densities would create the critical mass to support a wider range of retail uses and services.
- Promote residential development of various densities and types.
- Promote infill development in the surrounding neighborhoods.
- Maintain/expand and consolidate industrial uses west of Bolton Road and south of the Norfolk Southern rail line.
- Provide recreational opportunities by improving connectivity between the various parks and the trail system.

### 3.3.5 Recommendations

1. Establish three nodes in the Bolton Road Corridor: One major activity node at Bolton Road/Marietta Boulevard/Moores Mill Road and two minor retail nodes, one located at Bolton Road/Hollywood Road/Main Street and another smaller one at Bolton Road and Marietta Road.
  - a. The Marietta Boulevard/Bolton Road node is proposed to be a mixed-use community- service node. This node has the current potential for 8 new stores and 73,000 square feet of retail space. Potential retailers could include the following: a grocery store, hardware store, ice cream shop, full service restaurant, used book store, card shop and video store. Uses that should be considered are: public green space, outdoor space for eating, bank branch, and services. This plan also envisions the potential for residential/offices uses and ultimate expansion of the retail square footage.
  - b. Hollywood Road/Bolton Road/Main Street Node is proposed for smaller neighborhood retail node with unique shops and restaurants in the existing structures. Need to add sidewalks, trees, and improved pedestrian orientation. This area has potential for 26,000 square feet of retail. Potential stores could include but not limited to the following: unique apparel and accessory shops, a variety of general merchandise shops, and outdoor cafes and restaurants.
  - c. Bolton Road/Marietta Road node has potential for re-use of key buildings. Could be used as a mixture of service type offices (medical, dental, insurance).
2. Encourage mixed-use development (retail/office/residential uses) at the intersection of Bolton Road and Marietta Boulevard to create the

critical mass to support a wider range of uses. Encourage mixed-use development to be developed at four to five stories with commercial uses at the street level and residential and offices uses above.

3. Maintain the area west of Bolton Rd. and south of the Norfolk Southern rail line as a major area for concentration of industrial development. This area (with the exception of the Bankhead Courts area is separated from conflicting land uses by 285 and it is located near Fulton Industrial Blvd. and the Fulton County Airport/Charlie Brown Field.
  - a. Expand/consolidate the Atlanta Industrial Part to include area east/west of Bolton Road.
  - b. Maintain the industrial uses in area located east of Bolton Road between I-285 and James Jackson Boulevard.
4. Provide bus shelters at certain locations with bus schedules posted. Incorporate MARTA bus stops into the sidewalk design. Require new multifamily.
5. Improve the Bolton Road right-of-way to include pedestrian separation from traffic and improve safety and operating conditions for motorists. This should include sidewalks and pedestrian crossings between Marietta Boulevard and I-285.
6. Continue to work with DOT on I-285 interchange improvements at Bankhead Highway and Bolton Road corridor improvements, to reconfigure access to and from I-285 at the Bolton Road interchange.
7. Redesign the Bolton Road intersection with Hollywood Road where the two roads meet at obtuse angle resulting in a difficult left turn for northbound Hollywood Road motorists. Review the proposed alternative presented to address this problem, which would eliminate the existing Bolton Road intersection with Hollywood Road by making a cul-de-sac at the northernmost tip of Hollywood Road. A short distance south, Hollywood Road would be redirected to swing west and connect with Bolton Road at a right angle that would align with Spink Road on the north side of Bolton Road. The proposed estimated cost \$315,000 does not include right-of-way acquisition.
8. Review the commercial use at this intersection and replace with a green space as a gateway to Riverside Neighborhood.
9. Plan and design the streetscape enhancement for the Main Street/Bolton Road/Hollywood Road commercial node.
10. Construct a turn lane with a channel island from Paul Street to westbound Bolton Road in cooperation with Blue Circle Cement to improve the turning radius for truck traffic entering Bolton Road.
11. Investigate feasibility of relocating the CSX Spink Street container-freight terminal.
12. Design access management, pedestrian crossings, and streetscape enhancement on Bolton Road between Moores Mill Road and Marietta Road.

13. Consider implementing traffic calming measures on Carroll, Chattahoochee Avenue, (west of Marietta Boulevard) and LaDawn in conjunction with the intersection improvement to Bolton Road and Marietta Boulevard.
14. Establish a working group that includes a representative from CSX Transportation and Norfolk Southern Railway to discuss mutual concerns including investigating the feasibility of relocating access to the CSX Spink Street container-freight terminal from Spink Street to Marietta Road.
15. In addition, there are long -range recommendations:
  - a. Reconstruct Bolton Road in accordance with the City's corridor's plan (I-285 to Moores Mill Road). Scale of project should depend on feasibility of implementing the preferred truck route.
  - b. Reconstruct the I-285 ramp termini, if not done as part of Bankhead Highway interchange reconstruction project.
16. Ensure that various traffic and transportation projects get implemented:
  - a. Sidewalks along Bolton Road.
  - b. Bike lanes along Bolton Road. Bike lanes between James Jackson Boulevard and Marietta Boulevard are short-term improvements. The City plans to make a bicycle path along Bolton Road as part of its citywide network of bicycle lanes.
  - c. Just north of where Bolton crosses I-285, Proctor Creek flows through Whittier Mill. There are plans to create a trail along this creek, joining several parks in Northwest Atlanta.
17. Consider lease/purchase options for the Agape
18. Center as a suitable place for a community center.

Map 19: Bolton Road Corridor – Existing Land Use and Zoning

Map 20: Bolton Road Corridor – 15-Year Land Use Plan

Map 21: Bolton Road Corridor – Development Concept



Map 22: Hollywood/Bolton Rd. Intersection Improvement Concept 1  
(source: PBS&J)

### **3.4 MARIETTA BOULEVARD CORRIDOR**

Marietta Boulevard serves a major transportation artery between downtown Atlanta and Cobb County. This corridor begins in Downtown Atlanta and continues northwest into Cobb County where the name changes to Atlanta Road. Marietta Boulevard is a prime transportation link in the study area specifically providing links to I-285 north, Cobb County on the west and into the Chattahoochee Industrial Park to the east.

#### **3.4.1 Assessment**

- Predominant type of land use fronting onto Marietta Blvd. is industrial, except for the large Crestlawn Cemetery and the residential and commercial land uses close to Bolton Road and Moores Mill Road.
- A considerable number of existing industrial buildings along this road are currently vacant, but interest has recently small office businesses have expressed interest in occupying them.
- Improvement of the overall area is needed. Need to address issues such as green space, sidewalks, bike trails, security, truck traffic and adequate retail and services.
- Of primary importance is pedestrian safety, lack of sidewalks and pedestrian crossing areas.
- Future growth in the City and in the County will bring new transportation challenges. The Marietta Boulevard Corridor will be susceptible to increasing traffic volume in the future with the following anticipated conditions:
  - Existing congestion on I-75 in Northwest Atlanta is anticipated to worsen.
  - There is a substantial amount of new development occurring and in planning stages such as: Atlantic Steel, Knight Park, Howell Mill Corridor and Marietta around the eastern edge of the NW study area.
  - There will be better linkages from Austell, Mableton and western Cobb County that connect to I-285 and Atlanta Rd. north of the study area that will be completed soon.
  - Implementation of a regional transit system that would include a premium service in the Marietta Boulevard/I-75 corridor.
  - Development of a light rail corridor between MARTA Art Center Station and the Town Center in Cobb County provides various opportunities for the area. As future Local Bus and Express Bus service is expanded in the area, connections will be provided to rail extensions. Potential stations include Howell Mill and Moores Mill among others.

- Marietta Boulevard is a 4-lane arterial road and a part of the City's designated truck route system.
- A section of Marietta Boulevard immediately southeast of Bolton Road carries approximately 3,500 vehicles per day.
- The section with the most intense daily truck volume is Marietta Road in the vicinity of Norfolk Southern's Intermodal Freight Terminal in Inman Yard. Daily truck volumes at this end of Marietta Road are around 5,000. There are several surface streets carrying unusually high daily truck volumes in the 3,000 to 4,000 trucks per day range. These include: Marietta Boulevard north of the intersection with Chattahoochee Avenue; Bolton Road from I-285 to Marietta Boulevard and Marietta Street/Perry Boulevard southeast of Marietta Road.
- There is cut-through traffic on local streets serving residential areas between Marietta Boulevard and Marietta Road. Much of this traffic is commercial and ranges in size from small trucks to large trucks, creating a major conflict between residential and industrial uses.
- Most of the truck traffic using Marietta Road to reach Bolton Road, but not all of it, hauls intermodal container freight generated by Norfolk Southern Inman Yard at the southeast end of the study area. All of the truck traffic on Spink Street is involved in shipping container freight on the CSX rail system.
- Bolton Road and Moores Mill Road, in combination form one of the longest contiguous sections that are capacity deficient. Much of the Bolton Road intersection's configurations were not designated to accommodate the large trucks that turn on and off Bolton Road at Marietta Road and other side streets. Frequent turning movements from big trucks contribute to the delays experienced along Bolton Road. There is one-mile section of Bolton Road between I-285 and James Jackson Boulevard that is not congested because of a 4 to 5-lane cross-section configuration.
- Marietta Boulevard north of Bolton Road has traffic volumes that are at or near capacity. North of the intersection, Marietta Boulevard has only a 2-lane cross section, which forms a bottleneck.
- Marietta Boulevard and the Marietta Boulevard Extension south of Perry Boulevard should be included as a truck route. Truck routes including Chattahoochee Avenue, Huff Road, and Bolton Road terminate at Marietta Boulevard.

### 3.4.2 Opportunities

- In most parts of the study area, there is a need for streetscape improvements; especially those geared toward improving pedestrian safety and accessibility.
- Opportunity to strengthen the Bolton Road/Marietta Boulevard/Moores Mill Road development node as a mixed-use development node.
- Improve transportation access within the area, reducing pedestrian, vehicular and truck traffic conflicts.
- Opportunity to re-use and re-adapt some of the older industrial buildings to other uses.

### 3.4.3 Marietta Road Vision (as stated by the corridor group)

Revitalize the community where residential, commercial and industrial establishments co-exist in a mutually beneficial arrangement.

### 3.4.4 Development Concept

The concept plan for Marietta Boulevard is as follows:

- Provides for medium to high-density development along this road.
- Keeps some industrial development pockets.
- Establishes some areas for mixed used development on various sections of the road.
- This plan also suggests an activity center at the intersection of Marietta Boulevard and Bolton Road. One of the major components of this proposed activity node includes the Moores Mill shopping center. This activity center would be within a 1/4 mile of Cobb County boundaries. This center has the potential to encourage a wider range of mixed-uses, a more balanced ratio of jobs and residential units, a higher order of civic space and community identity.
- Marietta Boulevard will continue to be a major transportation corridor, continuing as a truck route and introducing rapid bus transit from Cobb County to Downtown or the Arts Center MARTA stations.
- Changes to the Marietta corridor will occur over 5-10 years, as various blocks of industrial uses transition to mixed-use development.

- It is quite conceivable that some light industrial uses may remain coexisting with other development.

### **3.4.5 Recommendations for Implementation**

To accomplish this concept the following recommendations are being proposed based on collaborative efforts.

1. Establish a major development node at the intersection of Marietta Blvd and Bolton Rd. where the Moores Mill shopping center is located. The retail portion of this node has potential for 8 stores and a total of 73,000 square feet of retail. Potential stores include the following: a grocery store, hardware store, ice cream shop, full service restaurants, used book store, card shop and video store. Uses that should also be considered are: public green space, outdoor space for eating, bank branch and services. The area includes residential and office uses.
2. Marietta Boulevard will continue to be a major transportation corridor, continuing as a truck route and introducing rapid bus transit from Cobb County to Downtown or the Arts Center MARTA stations.
3. Keep industrial development in various pockets. See map.
4. Encourage mixed-use development (retail/office/residential uses) at the intersection of Bolton Road and Marietta Boulevard. To create the critical mass to support a wider range of uses. Encourage mixed-use development to be developed at four to five stories with commercial uses at the street level and residential and offices uses above.
5. Ensure that various traffic and transportation projects get implemented:
  - a. Marietta Boulevard Bridge- Reconstruction.
  - b. Moores Mill Road at Peachtree Creek - Bridge replacement
6. Make safety and operating improvements at the intersection between Marietta Blvd. and Bolton Rd.
7. Investigate feasibility of constructing a new connector road that would link Marietta Rd. to Marietta Blvd. south of Carroll Rd. and north of CSX rail lines.
8. Prepare a streetscape plan for contiguous sidewalks, pedestrian crossings, and access management in both travel directions on the south leg of the intersection with Bolton Rd. (Bolton Rd. to Coronet).
9. Participate in regional transit planning process for new transit service in the Marietta Boulevard Corridor.

10. Eliminate 2-lane bottleneck between Bolton Rd. and Chattahoochee River Bridge (make it contingent upon regional commute options available to Cobb County commuters).
11. Monitor need for operational improvements and connectivity to other thoroughfares (Huff Rd/14 St.) as new developments are built and planned in the Midtown Area and in the Northwest Atlanta study area.
12. Continue participation in regional plans to construct transit line from Arts Center MARTA Station to Cobb County as well as proposed commuter rail service connecting downtown with Mableton, Austell and Bremen.
13. Ensure implementation of the following projects:
  - a. Reconstruction of Marietta Boulevard Bridge over the Chattahoochee River.
  - b. Marietta Boulevard Bike lane improvement.
14. Plan and design project to improve safety and operating conditions for motorists using Bolton Road as well as install sidewalks and pedestrian crossings between Marietta Boulevard and I -285.
15. Design access management, pedestrian crossings, and streetscape enhancement on Bolton Road between Moores Mill Road and Marietta Road.
16. Consider implementing traffic calming measures on Carroll, Chattahoochee Avenue, (west of Marietta Boulevard) and LaDawn in conjunction with the intersection improvements to Bolton Road and Marietta Boulevard.
17. Establish a working group that includes a representative from CSX Transportation and Norfolk Southern Railway to discuss mutual concerns.
18. Implement the long-range truck route plan. There are six significant differences between the preferred truck route (see graphic) and existing conditions that would make the truck route plan effective:
  - a. A new northbound lane on Howell Mill Road between Chattahoochee Avenue and Defoors Avenue (short term).
  - b. Improve intersection between Bolton Road and Marietta Boulevard (short term).
  - c. Relocation of the CSX Spink Street container-storage facility.
  - d. Conversion of the CSX's Tilford Yard access into a public road that would connect Marietta Road to Marietta Boulevard.
  - e. A major reconstruction of Bankhead Highway between Harwell Road and Northside Drive (US 41) from its current four-lane

design to a higher standard, four-lane design including wider lanes.

- f. Widening the short section of Marietta Boulevard between Bolton Road and Cobb County to a 4 -lane cross-section.
19. Encourage developers to review the development and investment opportunities for the area.
  20. Rezone portions of the area in accordance with the development concept.

Map 23: Marietta Boulevard Corridor – Existing Land Use and Zoning



Map 24: Marietta Boulevard Corridor – 15-Year Land Use Plan

Map 25: Marietta Boulevard Corridor – Development Concept

Map 26: Marietta Blvd./Bolton Rd. Intersection Improvement Concept 1  
(source: PBS&J)

Map 27: Marietta Blvd./Bolton Rd. Intersection Improvement Concept 2  
(source: PBS&J)

### 3.5 CHATTAHOOCHEE AVENUE AREA

Marietta Boulevard, Chattahoochee Avenue, Norfolk Southern railways and Howell Mill Road generally bound this area. It is a recognized retail/industrial district.

#### 3.5.1 Assessment

- Area is attracting people from outside the study area and is known as a good location to buy a variety of retail and wholesale apparel items.
- Area features some well-known restaurants and specialty stores.
- The area has a mixture of commercial uses, including retail, industrial uses and residential uses.
- Truck traffic is an issue; Chattahoochee Avenue, Ellsworth Industrial Boulevard, Huff Road, Fairmont Road are current truck routes. The Norfolk Southern railroad borders the southern portion of the Chattahoochee area and the CSX freight yard is located in the Chattahoochee Avenue business park.
- There are several streets carrying high daily truck volumes in the 3000-4000 trucks per day range. They include: Howell Mill Road close to I-75, Marietta Boulevard north of the intersection with Chattahoochee Avenue. Relatively high truck volumes occur on Chattahoochee Avenue, Ellsworth Industrial, Howell Mill Road south of Chattahoochee Avenue and Huff road.
- Sections of various roads are capacity deficient: The bottleneck at the east end of the study area on Howell Mill Road is critical. It blocks traffic trying to get out of the Chattahoochee Avenue business area in the afternoon and evening hours. The segment of Chattahoochee Avenue that intersects Howell Mill Road is capacity deficient, although the bottleneck is on Howell Mill. There is only one northbound lane on Howell Mill Road between Chattahoochee Avenue and Bellemeade Avenue. Motorist also experience congested conditions at Huff Road.
- Locations of the traffic and safety issues are spread across the NW study area. The Chattahoochee Area has intersection conflicts and section conflicts as follows:

##### Problem Intersection Locations:

- Howell Mill Road/Defoors/Bellemeade -Operationally deficient. Bottleneck.
- Howell Mill/Chattahoochee Avenue - Operationally deficient. Bottleneck
- Huff Road/Ellsworth Industrial - Operationally deficient.
- Howell Mil/I-75 entrance and exit ramps -Operationally deficient.

##### Problem Segment Locations:

- Howell Mill (Traveling to Chattahoochee Avenue) lacks uniform cross sections.
- Howell Mill (Chattahoochee Avenue to Defoors/Bellemeade) - Operationally deficient

- Howell Mill (Defoors/Bellemeade to I-75) - Operationally deficient.
- Huff Road (Howell Mill to Marietta Boulevard) - Hilly, curvy, rural design characteristics, inconsistent with volume and mix of traffic using the road.
- Blandtown connectivity - Access into and out of the Fairmont Avenue industrial area is unnecessarily circuitous.
- Chattahoochee Avenue (Howell Mill Road to Marietta Boulevard) - Narrow lane widths and operational improvements.
- Sidewalks and crosswalks through the area are inadequate for pedestrian use. Some areas do not have sidewalks at all. Area is not pedestrian friendly.
- Area has various recognized industrial parks and districts.
- Most of the area is disjointed with minimal linkages between the different stores/uses.
- The Chattahoochee area is undergoing a change in tenant pattern providing opportunities for other uses. Small buildings are attractive to small startup businesses.
- There is an emerging area at Huff Rd. (off Howell Mill Rd.) that is both similar in nature and close to the Chattahoochee Avenue warehouse area. This area is becoming a destination for fabric stores, antique galleries and furniture stores for designers and the public. This area has three distinct pockets: along Howell Mill Rd., at Foster Rd. and along Huff Rd.
- Foster Street cluster is not visible from the main road and is not readily apparent to people unfamiliar with the area. The area suffers from lack of parking, difficult access, and is not pedestrian friendly. The Murray Mill, located at the end of the street, is in need of rehabilitation. It currently has live and workspace for artists. The mill is surrounded for approximately 35 vacant acres, making it very attractive for development.
- More galleries and warehouses are springing up along Huff Road, with minimal linkage to the other areas and to each other. A narrow road and no sidewalks impede the present connection.

### **3.5.2 Opportunities**

- Opportunity to strength and consolidate the retail destination district.
- Tenant pattern changes are providing opportunity for other uses.
- Improve transportation access within the area, reducing pedestrian, vehicular and truck traffic conflicts.

- Opportunity to re-use and re-adapt some of the older industrial buildings to other uses.
- Strengthen the emerging district at Huff Road/Howell Mill Road/Foster Street. Significant amount of land along Huff Road makes it attractive area for development.
- Foster Road has great potential, not only in the existing viable businesses, but also in the old mill located at the end of the street. The mill is surrounded for approximately 35 vacant acres, making it very attractive for development.
- Encourage warehouse type retail. This enhances the area as a specialty node.
- Improve the streetscape in the area
- Provide linkages or buffers, as appropriate, among the different uses.
- Provide linkages among the different stores located on various districts.
- Facilitate the area's growth into a unique mixed-use environment. It could become a destination not only for shoppers interested in household goods, but people looking for a unique atmosphere with an opportunity to browse and dine in a special destination.
- Include open spaces as part of the plan.
- Adequate sewer capacity provides opportunity for additional development.

### 3.5.3 Development Concept

The concept is to identify strategies to promote concentrated mixed-use development, maintain industrial development, provide opportunities for retail and support services, provide opportunities for infill housing in appropriate locations which will encourage development and reinvestment.

The development concept would require widening of some right-of-ways, streetscape upgrades. The right-of-way would include improvements such as: sidewalks, bike trails, pedestrian lighting, seating and street tree planting to ultimately transform this area into a unique and cohesive district shared by pedestrians, bicyclists, trucks and cars and connecting a mix of uses, industrial, commercial, residential, parks and open space.

The concept for this area is as follows:

- Consolidate the existing warehouse-type Retail District as a destination place to buy shoes and apparel items.
- Encourage mixed-use development in the Howell Mill/Huff Rd. corridors and in sections of Marietta Boulevard,

- Maintain/preserve sections of the Chattahoochee Ave. industrial area for industrial use.
- Keep the Blandtown area part of the warehouse/retail area that offers small warehouses in the 3000 to 5000 square foot range.
- The Huff Rd. mixed-use corridor will be a continuation of the existing Marietta Street/Howell Mill Rd. mixed-use loft-housing corridor.

A key component of the Huff Rd./Howell Mill corridor is the mixed-use development opportunities offered off of Foster St. The old mill is surrounded by approximately 35 acres of developable area with magnificent views of the Atlanta skyline.

Redevelopment of the site should include restoration of the mill buildings similar to the Fulton Bag Mill. The mill and the surrounding land could feature housing, live/workspace, and retail space or restaurants like Studioplex in the Auburn Avenue area.

### **3.5.4 Recommendations for Implementation**

1. To accomplish this concept the following recommendations based on collaborative efforts are being proposed.
2. Encourage the warehouse-type retail development.
3. Create a Community Improvement District for the Chattahoochee Area to finance improvements that directly enhance area property values, by allowing property owners to determine how funds are expended in their area. CID funds could be used to leverage additional public and private funds at a ratio of 4 to 1.
4. Start a business association with the retailers to ensure they are open the same hours, and are working together to attract customers.
5. Help with marketing the area. Work with the Hotel District and the Atlanta Conventions Bureau to make this area part of the different tour destinations.
6. Maintain the character of the residential neighborhoods behind the corridors-Bolton, Hills Park and Underwood Hills.
7. Establish specific design criteria for this area to create a distinct sustainable community. -Improve the streetscape with sidewalks, uniform signage, and trees. This would help to increase cohesion of the area and establish it as a destination.
8. Develop major gateway in the intersections of Marietta Boulevard with Huff Road and a minor gateway at the intersection of Huff Road and the Railroad and another gateway at Marietta Boulevard and Chattahoochee Avenue, Howell Mill Road and Chattahoochee.
9. Include public spaces as part of the plan.



10. Provide bus shelters at certain locations with bus schedules posted. Incorporate MARTA bus stops into the sidewalk design.
11. Plan and design reconstruction of Huff Rd from Howell Mill Rd. to Marietta Blvd. that would improve the sight distance and ease of maneuverability for motorists. See Concept Plan.
12. Investigate feasibility of connecting Fairburn Avenue to Huber Street.
13. Plan and design Howell Mill Rd. improvement that would include a new northbound lane between Chattahoochee Ave. and Bellemeade Ave.
14. Study feasibility of standardizing the cross-sectional design over the entire length of Howell Mill Road from Northside Drive (US 41) to I-75.
15. Investigate and adjust the timing of traffic signals at I-75 ramp.
16. Improve intersection at Marietta Street to allow easier turns from southbound Howell Road to westbound Marietta Street and the corresponding left turns from Marietta Street.
17. Study possibility of additional accessibility between GA Tech/Atlanta Steel Area of Midtown and Northwest Atlanta using Marietta Blvd. Corridor.
18. Construct new road connecting Fairmont to Huber Street.
19. Design intersection improvements; enhance streetscaping and better pedestrian access in the corridor between Howell Mill and Marietta Blvd.
20. Widen Howell Mill Rd. to uniform 4-lane cross section between Marietta Street and I-75.
21. Remove Huff Road from the designated truck route system.
22. Implement the long-range truck route plan. There are six significant differences between the preferred truck route (see graphic) and existing conditions that would make the truck route plan effective:
  - a. A new northbound lane on Howell Mill Road between Chattahoochee Avenue and Defoors Avenue (short term).
  - b. Improved intersection between Bolton Road and Marietta Boulevard (short term).
  - c. Relocation of the CSX Spink Street container-storage facility.
  - d. Conversion of the CSX's Tilford Yard access into a public road that would connect Marietta Road to Marietta Boulevard.

- e. A major reconstruction of Bankhead Highway between Harwell Road and Northside Drive (US41) from its current four-lane design to a higher standard, four-lane design including wider lanes.
  - f. Widening the short section of Marietta Boulevard between Bolton Road and Cobb County to a 4 -lane cross-section.
23. Encourage developers to review the development and investment opportunities for the area.
24. Rezone portions of the area in accordance with the development concept.
- a. Rezone sections of Huff Road from Marietta Boulevard to Howell Mill Road from industrial to mixed-use.
  - b. Rezone sections of Marietta Boulevard from industrial use to mixed-use.

Map 28: Howell Mill Road Improvement Concept  
(source: PBS&J)

Map 29: Huff Road Improvement Concept  
(source: PBS&J)

## **4.0 IMPLEMENTATION/ACTION PLAN**

### **4.1 Strategy**

"Implementation" outlines the next steps in the process after adoption of the plan. It includes a list of strategies, policies, programs and projects, time lines and responsible parties. Most important, this plan is attempting to address conflict among different land uses, growth and traffic, including truck traffic while providing livable communities, places where people can live/work and enjoy, balancing economic growth while preserving natural resources and overall improving the quality of life of the residents the area.

The reconstruction and widening of Bankhead Highway is vital not only to the northwest area but also to the surrounding growth areas. Growth and development in Downtown, Midtown, intown neighborhoods and sections of Cobb County close to the area will generate the need for additional transportation services. While MARTA and other transit services will absorb some of these trips, the City's road system will be further stressed. The Bankhead Highway project could play a key role in the City's strategy to provide sufficient infrastructure to accommodate the anticipated level of growth.

The Northwest area is centrally located within the region; have 4.5 mile of the Chattahoochee riverfront; is bounded by I-285, I-75 and Bankhead Highway, a State road. The Chattahoochee Avenue industrial district is located within it. The NW area has impact in the Atlanta Region and at such coordination with adjacent governmental jurisdictions will be necessary

Policy, program and project recommendations form the basis for the Northwest Framework Plan. Community benefits, however, can only be fully realized when recommended policies are officially implemented and coordinated on both legislative and administrative level. At the legislative levels, the NW Framework Plan needs to be adopted as an official Plan, thus serving to guide decisions regarding the future development of the Northwest. This includes the adoption of legislation directed toward implementing policies as well.

At the administrative level, planning activities in the NW should be related to the NW Framework Plan and coordinated with all other local, state and federal departments and agencies as well as with private development efforts. See Implementation Tables---

## **4.2 Funding Sources**

### **Transportation Projects**

To secure funding for implementation of transportation projects listed in the short-term and long-range plans, the City will need to supply at least 20% of the total project cost from its own source of revenue. These local sources may include: the City's General Fund development impact fees for roads, a bond program backed by the City's general fund or other reliable revenue source, donations of land from individual property owners; and engineering work that would be provided by the City.

### **Truck Routing Plan/Intermodal Freight**

Transportation improvements that pertain to the NW long-range truck routing plan may be eligible to receive special funding considerations from the Atlanta Regional Commission (ARC) and the Georgia Department of Transportation (GDOT) since the projects that comprise the plan accomplish the following:

- Make the movement of freight more efficient (specially intermodal freight);
- Improve safety; preserves the existing transportation system;
- Improve the quality of life of neighborhoods near industrial areas.

Funding policies at the U.S. Department of Transportation strongly encourage the ARC and the GDOT to place emphasis on planning and implementing transportation improvements that accomplish the above.

### **Sidewalk and Streetscape Improvements**

Obtain grants from the U.S. Department of Transportation TEA-21 Enhancement Program to support the City's effort to bring more and better forms of non-motorized transportation to NW Atlanta.

### **Activity Nodes/Smart Growth**

Obtain grants from the Livable Centers Initiative (LCI) Program that provides funding for planning, designing and implementing mixed-use re-development/development nodes (town centers, villages) that include smart growth features like sidewalks, bicycle facilities, streetscaping and connections to transit, increasing the opportunities for walking, biking and using transit.

### **Green space**

Obtain funds from the Governor's Open Space Acquisition Program. City of Atlanta will be allotted \$2.7 million from Fulton County for the first year. Allotted funds are based on the City's percent of total population.

As a result of the Consent Decree, the City of Atlanta will invest \$2.5 million before 2007 in the acquisition of property along selected portions of streams that flow into the Chattahoochee River and South Rivers. Portions of Proctor Creek, Sandy Creek and Peachtree Creek are included in this Greenway Acquisition Project.

The City's Park Impact Fees cover the cost of acquiring land and development of land (non-structural)

Georgia Department of Transportation Wetland Mitigation Banking Program may be used to restore unstable stream reaches and wetland areas.

The Department of Parks and Recreation is appropriated moneys from the Park Improvement Fund on an annual basis to fund park capital improvements, which can include land acquisition.

Transportation Enhancement monies can be used for trails associated landscaping, and property acquisition.

Foundations and non-profits such as PATH Foundation, The Trust for Public Land, The Nature Conservancy, and Park Pride may provide funding for property acquisitions and development.

### **Economic Development**

Community Development Block grants provide funding to improve economic opportunities, principally for Atlanta residents with low-moderate income. Eligible activities include housing, economic development; job training, social services, among others.

### 4.3 Action Plan

**Table 4.1 Residential Development**

Strategy/Policy/Program/Project	Completion Date			Responsible Party
	1-5	6-10	11-15	
Increase residential density in various sections of major corridors to support a variety of retail and services.	X	X	X	DPDNC
Encourage medium to high-density residential development at the intersections of Bankhead Highway and James Jackson Parkway and Bankhead Highway and Hollywood Road.	X	X	X	DPDNC
Encourage medium density residential in the vicinity of the Perry Boulevard/Kerry node.	X	X	X	DPDNC
Encourage medium density residential in various sections of Bolton Road and Hollywood Road.	X	X	X	DPDNC
Develop low-to medium density residential at Rockdale properties south of Johnson Road and east of Proctor Creek.	X			DPDNC
Support the preservation of stable single-family neighborhoods.	X			DPDNC
Promote infill housing in already-developed communities. Encourage renovation of houses/buildings and development of vacant lots.	X	X	X	DPDNC
Encourage mixed-density housing and a variety of housing types. Promote residential development such as: single-family houses, condominium, townhouses, apartments, loft conversions, housing for seniors to ensure a balanced community.	X	X	X	DPDNC
Provide for mixed-use development on various development nodes/sectors at major transportation corridors.	X			DPDNC
Mixed-use development at Bankhead highway and James Jackson Parkway.	X			DPDNC
Mixed-use development at Marietta Boulevard and Bolton Road	X			DPDNC
Mixed—use development at section of Marietta Boulevard, Huff road and Howell Mill Road.	X			DPDNC
Promote and adapt re-use of vacant buildings industrial lots/buildings for appropriate uses, including residential.	X			DPDNC
Encourage Traditional Neighborhood Development (TND)	X			DPDNC
Encourage sustainable, affordable housing	X			DPDNC
Provide affordable housing in the Northwest area in perpetuity based on data provided by the 2000 census (base year).	X			DPDNC
The 20 % affordable portion of the housing enterprise zone units should remain affordable for the total life of the zone. Legislation should be amended to ensure this occurs.	X			DPDNC
Renovation loans to seniors or low-income owner occupied should be returned to the City on sale of the property if new owner does not meet the guidelines.	X			DPDNC
Community Development Impact Area (CDIA) should be reconsidered and provision of legislation should apply to the affordable housing component of development.	X			



**Table 4.2 Commercial Development**

Strategy/Policy/Program/Project	Completion Date			Responsible Party
	1-5	6-10	11-15	
Encourage the expansion/redevelopment of activity nodes. Major Nodes:	X	X	X	DPDNC
Bankhead Highway and James Jackson Parkway	X			DPDNC
Marietta Boulevard Bolton Road	X			DPDNC
Encourage the redevelopment of specific nodes into small scale, pedestrian friendly nodes. Minor Nodes:	X	X	X	DPDNC
Bankhead Highway and Hollywood Road	X			
Hollywood Road and Perry Boulevard	X			
Bolton Road, Hollywood Road and Main Street	X			
Perry Boulevard and Kerry Road	X			
Bolton Road and Marietta Road	X			
Enhance Specialty Nodes in the Chattahoochee Avenue Area	X			
Chattahoochee Avenue Area: Encourage warehouse-type retail in the recognized destination retail/warehouse district.	X			
Encourage consolidation of commercial/specialty node at the intersection of Howell Mill and Howell Road.	X			
Encourage consolidation of specialty retail at Foster Road.	X			
Encourage redevelopment of Mill at Foster Road as mixed-use development, including 35 acres of vacant land.	X			
Encourage office/commercial development in specific sections of various corridors.	X			DPDNC
Encourage commercial development in the section of Bankhead Highway between James Jackson Parkway and I -285 when appropriate.	X			DPDNC
Redevelop vacant and undeveloped buildings/shopping centers/corner stores.	X			DPDNC
Explore the possibility of creating a Tax Allocation District to help finance major infrastructure improvements.	X			DPDNC/ADA

**Table 4.3 Industrial Development**

Corridor	Strategy/Policy/Program/Project	Completion Date			Responsible Party
		1-5	6-10	11-15	
	Preservation of industrial development	X			DPDNC
	Chattahoochee Area: Area bounded by Perry Boulevard, Marietta Street, Howell Mill Road, Chattahoochee Avenue, Marietta Boulevard, and Bolton Road.	X			DPDNC
	Bolton Area: The area west of Bolton Road to the edge of the study area. This area should be the focus as it is separated from the residential and other land uses by I -285 and located near Fulton Industrial Boulevard.	X			DPDNC
	Conversion of industrial use areas	X			DPDNC
	From industrial use to mixed-use portions of Huff Road, Marietta Boulevard, and Howell Mill Road.	X			DPDNC
	From industrial to residential use	X			DPDNC
	Re-use of vacant industrial land/buildings to appropriate uses.	X			DPDNC
	Provide for design standards	X			DPDNC

**Table 4.4 Parks, Recreation and Open Space, and Community Facilities**

Strategy/Policy/Program/Project	Completion Date			Responsible Party
	1-5	6-10	11-15	
Expand the Northwest system of recreational and conservation areas, ideally to 20 percent of the NW area to be consistent with State legislation; and to take advantage of the State funded Open Space Acquisition Program.	X			DPDNC
Support the redevelopment of the Chattahoochee River corridor as a riverfront park encompassing recreational as well as conservation activities.	X			DPDNC
Support the implementation of the Chattahoochee River Corridor.	X			DPDNC
Conduct a parks master plan to determine the quantity and location of new open space, parks and recreational facilities to be acquired to improve the current deficiency.	X			DPDNC
Promote the development of recreational facilities and preservation of sensitive areas along the Proctor Creek corridor as a fundamental part of residential development in NPU G.	X			DPDNC
Long-term option for the closed Gun Club landfill would be to provide passive recreation such as trail to take advantage of the height as a viewpoint, provide interpretive information about landfills, and provide connection to Proctor Creek and surrounding neighborhoods.	X			DPDNC
Reopen the Gun Club Park. The park is being incorporated into the lay out of the new Perry Homes development.	X			DPDNC
Proposed a green space as a gateway at the intersection of Bolton Road and Hollywood Road.	X			DPDNC
Include open spaces as part of the retail destination district in the Chattahoochee Avenue Area.	X			DPDNC
Complete the Whittier Mill Park-second phase	X			
Connect Center Hill Park to the trail system. Ensure that community facilities as part of the park improvements are adequate to satisfy needs of the community.	X			DPDNC
Re-use closed school facilities based on Smart Growth Facilities Plan. This plan determines the disposition of all school facilities.	X			BOE, DPDNC, developers
Provide for additional school facilities. Preliminary analysis indicates that three new schools may be built. A new middle school and new elementary school. The former Chattahoochee School is being studied for a new elementary school.	X			DPDNC
Provide for community uses and functions in local schools.	X			
Consider lease/purchase options for The Agape Center.	X			
Construct new fire stations in the study area. Hollywood Road- # 22 and Howell Road #23.	X			
Find location for new fire station to replace one located on Main Street #28.	X			

**Table 4.5 Traffic and Transportation**

Corridor	Strategy/Policy/Program/Project	Completion Date			Responsible Party
		1-5	6-10	11-15	
<b>Bankhead Highway</b>	Collaborate with Ga. DOT in design and construction of improvements to the interchange with I-285.	X	X		Ga. DOT
	Collaborate with Ga. DOT in design and construction of operating, safety, and bridge rehabilitation improvements for a one-mile section of Bankhead Highway by Maddox Park.	X	X		Ga. DOT
	Ask the Ga. DOT to include design and construction of a new or re-designed intersection with the Marietta Blvd. Extension to facilitate large truck movements in the future as part of the Maddox Park project.	X			Ga. DOT
	Improve operating conditions on Bankhead Highway between I-285 and James Jackson Parkway (plan, design and construction).	X	X		Ga. DOT
	Improve operations at the intersection between Bankhead Highway and James Jackson Parkway.	X	X		Ga. DOT
	Advocate a major reconstruction of Bankhead Highway that would include a raised median and bike lanes between James Jackson Parkway and Northside Drive (US41).	X			Ga. DOT
	Add westbound right turn lane on the east leg of the intersection between Bankhead Highway and Hollywood Road.	X			Ga. DOT
	Make operational and safety improvements for motorists who want to travel between residential areas on Hollywood Road (north of Bankhead) to places on Bankhead Highway west of the Hollywood Road intersection. This would entail making minor intersection improvements at either Mildred Place or Eugenia.	X			Ga. DOT
	Provide facilities for safe pedestrian crossings along Bankhead Highway west of Fulton Industrial Boulevard around the Bankhead Courts apartments and Blalock Elementary School.	X			Ga. DOT
	Reconstruct Bankhead Highway from James Jackson Parkway to Northside Drive (US41) to a 4-lane, median divided arterial with bike lanes. It also requires strategic connectivity to the Marietta Boulevard Extension to make truck movements easier.		X	X	Ga. DOT
<b>Marietta Boulevard</b>	Make safety and operating improvements at the intersection between Bolton Road and Marietta Boulevard.	X	X		Ga. DOT/ City of Atlanta

Corridor	Strategy/Policy/Program/Project	Completion Date			Responsible Party
		1-5	6-10	11-15	
	Investigate feasibility of constructing a new connector road that would link Marietta Rd. to Marietta Blvd. south of Carroll Road and north of the CSX tracks.	X			City of Atlanta
	Prepare a streetscape plan for contiguous sidewalks, pedestrian crossings, and access management in both travel directions on the south leg of the intersection with Bolt on Road (Bolton Road to Coronet Way).	X			Ga. DOT/ City of Atlanta
	Participate in regional transit study for new transit service in the Marietta Boulevard Corridor.	X			City of Atlanta DPDNC
	Eliminate 2 -lane bottleneck between Bolton Road and Chattahoochee River Bridge (Make contingent upon regional commute options available to Cobb County commuters).	X	X		Ga. DOT/ City of Atlanta
<b>Marietta Boulevard</b>	Monitor need for operational improvements and connectivity to other thoroughfares (Huff Rd./14 <sup>th</sup> Street) as new developments are built and planned in the Midtown area and in the Northwest Atlanta study area.	X			City of Atlanta
	Continue participation in regional plans to construct transit line from Arts Center Station to Cobb County as well as proposed commuter rail service connecting downtown with Mableton, Austell, and Bremen.	X			City of Atlanta
	Plan and design project to improve safety and operating conditions for motorists using Bolton Road as well as sidewalks and pedestrian crossings between Marietta Boulevard and I - 285. Project may require widening of existing lanes or adding up to two new through lanes.	X	X		Ga. DOT/ City of Atlanta
	Work with the Ga. DOT, as part of the I-285 interchange improvement at Bankhead Highway or the Bolton Road corridor improvement, to reconfigure access to and from I-285 at the Bolton Road interchange.	X			Ga. DOT
	Redesign the Bolton Road intersection with Hollywood Road.	X	X		Ga. DOT/ City of Atlanta
	Plan and design streetscape enhancement for the Main Street/Bolton Road/Hollywood Road commercial node.	X			Ga. DOT/ City of Atlanta
	Construct right turn lane with channel island from Paul Street to westbound Bolton Road in cooperation with Blue Circle Cement.	X			Blue Circle Cement/ City of Atlanta
	Investigate feasibility of relocating the CSX's Spink Street container-freight terminal.			X	City of Atlanta
	Design access management, pedestrian crossings, and streetscape enhancement on Bolton Road between Moores Mill Road and	X			Ga. DOT/ City of Atlanta

Corridor	Strategy/Policy/Program/Project	Completion Date			Responsible Party
		1-5	6-10	11-15	
	Marietta Boulevard.				
<b>Bolton Road/Moores Mill Corridor</b>	Reconstruct Bolton Road in accordance with the City's corridor plan (I-285 to Mores Mill Road). Scale of project should depend on feasibility of implementing the preferred truck route plan.			X	Ga. DOT/ DOW
	Reconstruct the I-285 ramp termini along with the reconstruction of Bolton Road, if not done earlier as part of the I-285 and Bankhead Highway interchange reconstruction project.		X	X	Ga. DOT
<b>Perry Boulevard</b>	Plan and design road reconstruction to narrow existing pavement widths where warranted, improve sight distances from intersecting cross streets, extend planned sidewalks to Perry Homes Re-development and Perry Boulevard in front of the Perry Homes Re-development.	X			Ga. DOT/ City of Atlanta
	Consider a request for a station stop on the proposed Atlanta to Bremen commuter rail line.	X			Adopt/ City of Atlanta
	Monitor need for traffic calming at northwest end of facility.			X	City of Atlanta
<b>Hollywood Road</b>	Remove Hollywood Road from truck route		X	X	City of Atlanta
<b>Marietta Road</b>	Establish working group that includes a representative from CSX Transportation and Norfolk Southern Railway to discuss mutual concerns.	X			City of Atlanta
	Begin planning and design of improvements to other City thoroughfares with intention of re-directing trucks generated by Norfolk Southern's Inman Yards Interpositional terminal as well as other commercial cut-through traffic.	X			Ga. DOT/ City of Atlanta
	Consider implementing traffic calming measures on Carroll, Chattahoochee Avenue (west of Marietta Blvd.) and LaDawn in conjunction with the intersection improvement to Bolton Road and Marietta Boulevard.	X			City of Atlanta
	Monitor need for traffic calming strategies if cut-through traffic continues to be a problem and other, alternative routes are made available to trucks.			X	City of Atlanta
<b>Huff Road</b>	Plan and design reconstruction of Huff Road from Howell Mill Road to Marietta Boulevard that would improve the sight distance and ease of maneuverability for motorists.	X	X		Ga. DOT/ City of Atlanta
	Investigate feasibility of connecting Fairmont Ave. to Huber St.	X			City of Atlanta
	Study possibility of additional accessibility between Ga. Tech/Atlantic Steel area of Midtown and Northwest Atlanta using Marietta Boulevard Corridor.		X		City of Atlanta
	Remove Huff Road from truck route	X			City of Atlanta

Corridor	Strategy/Policy/Program/Project	Completion Date			Responsible Party
		1-5	6-10	11-15	
	Construct new road connecting Fairmont Ave. to Huber St.			X	Ga. DOT/ City of Atlanta
<b>Chattahoochee Avenue</b>	Plan and design Howell Mill Road improvement that would include a new northbound lane between Chattahoochee Avenue and Bellemeade Avenue.	X			Ga. DOT/ City of Atlanta
	Design intersection improvements, enhanced streetcaping, and better pedestrian access in the corridor between Howell Mill and Marietta Boulevard.		X		City of Atlanta
<b>Howell Mill Road</b>	Study feasibility of standardizing the cross-sectional design over the entire length of the corridor from Northside Drive (US 41) to I-75.	X			Ga. DOT/ City of Atlanta
	Investigate and adjust the timing of traffic signals at I-75 ramp termini.	X			Ga. DOT/ City of Atlanta
	Improve intersection at Marietta St. to allow easier turns from southbound Howell Mill Road to westbound Marietta St. and the corresponding left turns from Marietta St.	X			Ga. DOT/ City of Atlanta
	Widen to uniform 4-lane cross-section between Marietta Street and to I-75.			X	Ga. DOT/ City of Atlanta
<b>Miscellaneous</b>	Investigate funding opportunities available to City.	X			City of Atlanta
	Inspect pavement conditions, inventory shoulder conditions and review suitability of the planned bike network.	X			City of Atlanta
	Monitor plan periodically in light of policy changes, major transportation improvements outside of the study area and major developments inside the City.	X			City of Atlanta

**Table 4.6 Environment and Natural Resources**

Study Area	Strategy/Policy/Program/Project	Completion Date			Responsible Party
		1-5	6-10	11-15	
	Determine and implement best management practices with regard to watershed, floodplains and wetlands protection.	X			
	Develop and implement and inventory, to include geographical information system data of the Northwest natural resources, in coordination with local, state, regional and federal agencies.	X			
	Promote sustainable development, balance between economic growth and protection of the natural environment.	X			
	Amend the subdivision ordinance to allow for environmentally friendly subdivisions.	X			
	Maintain mandatory erosion control devices.	X			
	Evaluate the use of performance standards in the City's zoning ordinance to address impact of commercial and industrial uses in the environment.	X			
	Support and promote opportunities for establishing conservation easements.	X			
	Optimize educational opportunities related to natural resources protection.	X			
	Continue to support the Citizen Stream Monitoring Program and the City's Adopt-a-Stream Program to encourage education of citizens and businesses in prevention of non-point source pollution of surface water.	X			
	Pursue finding alternatives to proceed with a comprehensive drainage improvement program.	X			
	Prepare watershed drainage master plan to assess potential effects of future development activity on adjacent property and downstream locations.	X			
	Revise Urban Enterprise Zone legislation to create Riverfront Enterprise Zone	X			



**Table 4.7 Economic Development**

Corridor	Strategy/Policy/Program/Project	Completion Date			Responsible Party
		1-5	6-10	11-15	
<b>Bankhead Highway</b>	Prepare a redevelopment plan for Bankhead Highway.	X			DPDNC
	Establish a retail demonstration project at Bankhead Highway and James Jackson Boulevard.	X			DPDNC,
	Create a Retail Incentive tax Zone (RITZS) in the Bankhead corridor.	X			DPDNC, DOF
	Implement an adopt-a-street program for tree and landscape maintenance.	X			
	Create a Community Improvement District.	X			DPDNC
	Implement a Property Maintenance program.	X			DPDNC
	Increase monitoring of code compliance-zoning and building codes.	X			BBA, COA, NDP, NPU's
	Develop major gateway at Bankhead Highway and James Jackson Parkway.	X			DPDNC, GTF, ADA
	Develop a minor gateway at Bankhead Highway and Hollywood Road.	X			DPDNC, GTF, ADA
	Create/work with a Community Business Development Organization.	X			BBA, DPDNC, GRASP
	Study the possibility to create a Community Development Corporation.	X			DPDNC
	Implement the Façade Improvement Program.	X			DPDNC
	Identify brownfield sites located on the Bankhead Corridor.	X			DPDNC
	Create an activity/mixed use development node at the intersection of Bankhead Highway and James Jackson Parkway.	X			DPDNC
	Retail node at the intersection of Bankhead Highway and Hollywood Road.	X			DPDNC
	Provide job access through the Job Access and Reverse Commute Program: Include the following routes: Fulton Industrial area and Chattahoochee Avenue Area.	X			
<b>Hollywood Road</b>	Establish a retail node in the intersection of Hollywood Road and Bankhead Hwy.	X			DPDNC
	Establish a retail node in the intersection of Hollywood Road and Perry Boulevard.	X			DPDNC
	Develop a minor gateway in the intersection of Hollywood Road and Bankhead Highway.	X			DPDNC
	Coordinate with One Stop Capital Shop to provide technical assistance to small businesses.	X			DPDNC
<b>Perry Boulevard</b>	Establish a retail node at the intersection of Perry Boulevard and Hollywood Road.	X			DPDNC
<b>Bolton Road</b>	Established a mixed use/activity node at the intersection of Bolton Road, Marietta Boulevard and Moores Mill Road.	X			DPDNC

Corridor	Strategy/Policy/Program/Project	Completion Date			Responsible Party
		1-5	6-10	11-15	
	Establish a retail node at the intersection of Bolton Road, Hollywood Road and Main Street.	X			DPDNC
	Establish a retail node at the intersection of Bolton Road and Marietta Road.	X			DPDNC
	Maintain the area west of Bolton Road and south of the Norfolk Southern rail line as a major area for concentration of industrial development.	X			DPDNC
	Plan and design the streetscape enhancement for the Main Street/Bolton Road/Hollywood Road commercial node.	X			DPDNC
<b>Marietta Boulevard</b>	Encourage a mixed-use/activity node at the intersection of Marietta Boulevard/Bolton Road/Moores Mill Road.	X			DPDNC
	Prepare a streetscape plan for contiguous sidewalks, pedestrian crossings, and access management on both travel directions on the south leg of the intersection of Marietta Boulevard with Bolton Road.	X			DPDNC
<b>Chattahoochee Avenue Area</b>	Encourage mixed-use development in sections of Howell Mill Road, Huff Road and Marietta Boulevard	X			DPDNC
	Encourage consolidation of the warehouse-type retail destination district.	X			DPDNC
	Create a Community Improvement District for the Chattahoochee area.	X			DPDNC
	Help with marketing the Chattahoochee area to the hotel district and others.	X			ACB, MACHC
	Develop major gateway at the intersection of Marietta Boulevard and Huff Road.	X			DPDNC, CID, CHBA
	Develop minor gateways at the following intersections: Huff road and the railroad, Marietta Boulevard and Chattahoochee Avenue, and Howell Mill Road and Chattahoochee Avenue.	X			DPDNC

## Map 30: Northwest Atlanta – Transportation Improvements

### Map 31: Northwest Atlanta – Long-Range Truck Route Plan

Map 32: Northwest Atlanta – Proposed Changes to CDP  
15-Year Land Use Plan

(see attached document for explanation)