

City Council  
Atlanta, Georgia

01- R-1974

**A RESOLUTION**

**BY COMMUNITY DEVELOPMENT/HUMAN RESOURCES COMMITTEE**

**A RESOLUTION SUPPORTING TWO APPLICATIONS TO THE ATLANTA REGIONAL COMMISSION'S LIVABLE CENTERS INITIATIVE (LCI) TO FUND STUDIES FOR THE BOLTON/MOORES MILL AREA AND THE HAMILTON HOLMES MARTA STATION AREA; AND FOR OTHER PURPOSES.**

**WHEREAS**, the Atlanta Regional Commission is accepting applications for funds to conduct planning studies through it Livable Centers Initiative program; and

**WHEREAS**, the ARC Board adopted policies in the Regional Transportation Plan (RTP) to include investment policy studies for activity and town centers; and

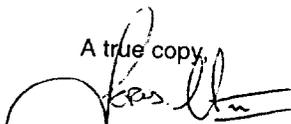
**WHEREAS**, the primary focus of these studies is to encourage development, mixed-uses and connectivity at the activity and town center level s one alternative to standard suburban or strip development; and

**WHEREAS**, the ARC Board has approved an allocation of funds over a 5 year period to fund the Livable Centers Initiative program; and

**WHEREAS**, the City will be responsible for providing the required 20% local match.

**NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF ATLANTA, GEORGIA, AS FOLLOWS:**

**SECTION 1:** The City Council endorses two applications for funding to the Atlanta Regional Commissions's Livable Centers Initiative, for the Bolton/Moores Mill area and the Hamilton Holmes MARTA station area; and to conduct in each transportation and land-use planning studies aimed at improving their connectivity and livability.

A true copy,  
  
Deputy Clerk

**ADOPTED** by the Council  
**APPROVED** by the Mayor

DEC 03, 2001  
DEC 11, 2001

RCS# 3311  
12/03/01  
4:01 PM

Atlanta City Council

Regular Session

CONSENT

Pages 1 through 9

YEAS: 14  
NAYS: 0  
ABSTENTIONS: 0  
NOT VOTING: 2  
EXCUSED: 0  
ABSENT 0

SEE ATTACHED LISTING OF  
ITEMS ADOPTED/ADVERSED  
ON CONSENT AGENDA

Y McCarty	NV Dorsey	Y Moore	Y Thomas
Y Starnes	Y Woolard	Y Martin	Y Emmons
Y Bond	Y Morris	Y Maddox	Y Alexander
Y Winslow	Y Muller	Y Boazman	NV Pitts

ITEM (S) REMOVED FROM  
CONSENT AGENDA  
01-O-1464  
01-O-1997

CONSENT

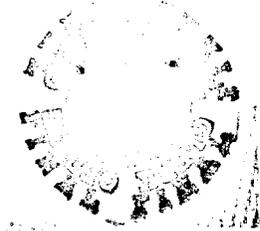
**12/03/01 Council Meeting**

**ITEMS ADOPTED ON  
CONSENT AGENDA**

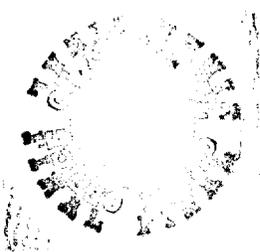
1. 01-O-1452
2. 01-O-1827
3. 01-O-1645
4. 01-O-1867
5. 01-O-2009
6. 01-O-2010
7. 01-O-1857
8. 01-O-1928
9. 01-O-1929
10. 01-O-1979
11. 01-O-1983
12. 01-O-1992
13. 01-O-1996
14. 01-O-1998
15. 01-O-1999
16. 01-O-2000
17. 01-O-1985
18. 01-O-1986
19. 01-O-2011
20. 01-O-2020
21. 01-O-1801
22. 01-O-1938
23. 01-O-1939
24. 01-O-2017
25. 01-O-1175

**ITEMS ADOPTED ON  
CONSENT AGENDA**

26. 01-R-1873
27. 01-R-1957
28. 01-R-1989
29. 01-R-2005
30. 01-R-2006
31. 01-R-2032
32. 01-R-2033
33. 01-R-1954
34. 01-R-1956
35. 01-R-1990
36. 01-R-1943
37. 01-R-1974
38. 01-R-1975
39. 01-R-2030
40. 01-R-2031



Hamilton E. Holmes  
Marta Station Area  
Proposed  
Activity Center



**HAMILTON E. HOLMES MARTA STATION AREA  
PROPOSED ACTIVITY NODE**

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8. Letters of Support



# Cover Letter



# CITY OF ATLANTA

**BILL CAMPBELL**  
MAYOR

CITY HALL  
55 TRINITY AVENUE, S.W.  
ATLANTA, GEORGIA 30335-0300  
(404) 330-6100

January 26, 2000

Mr. Harry West  
Executive Director  
Atlanta Regional Commission  
40 Courtland Street, N. E.  
Atlanta, Georgia 30303

Dear Harry:

The City of Atlanta is pleased to submit three applications for funding under the Activity Center Investment Policy Program (ACTIPS). The three city locations being submitted for are (1) the Greenbriar Mall study area, (2) the Hamilton E. Holmes MARTA Station area and (3) the West End MARTA Station area.

The City of Atlanta continues to attract new residents who live in the City, and these projects provide an exciting opportunity for the City to study three locations that are projected to experience growth and development in our five year Comprehensive Development Plan. These policy study funds will assist the City in developing planned growth models that can be used in other activity centers throughout the City.

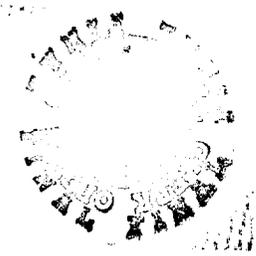
Moreover, these activity center studies will provide the City the opportunity to conduct studies of specific locations where we expect mixed-use development to occur which will help the City to better plan to meet the commercial and residential needs of the diverse populations moving into the City.

If you should need additional information concerning these applications, please contact Michael Dobbins, Commissioner of Planning, at 404-330-6070.

Sincerely,

Bill Campbell

c: Larry Wallace  
Michael Dobbins



# Application Form



**ACTIPS Application Form**

Date: 1/26/00

Name of responsible organization: City of Atlanta

Name of Contact Person: Harry Boxler

Title: Senior Planner Department: Planning

Address/City/State/Zip: Bureau of Planning, Suite 3350, 68 Mitchell St., Atlanta, GA. 30335

Telephone: (404) 330-6911 FAX: (404) 658-7491

E-Mail: HBOXLER@CI.ATLANTA.GA.US

Non-profit designation: \_\_\_\_\_

Study area name and location: Hamilton E. Holmes MARTA Station Area Study, Atlanta's Westside

Total study budget: \$85,000 Funds requested: \$68,000

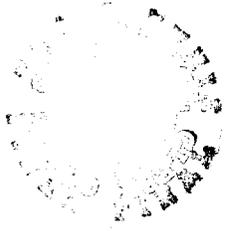
Cash Match or In-Kind \$17,000

Is the study proposal consistent with the adopted local Comprehensive Plan? If not, explain:

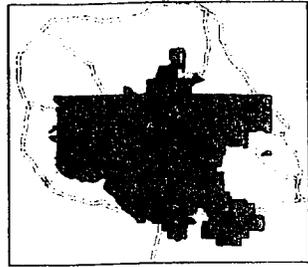
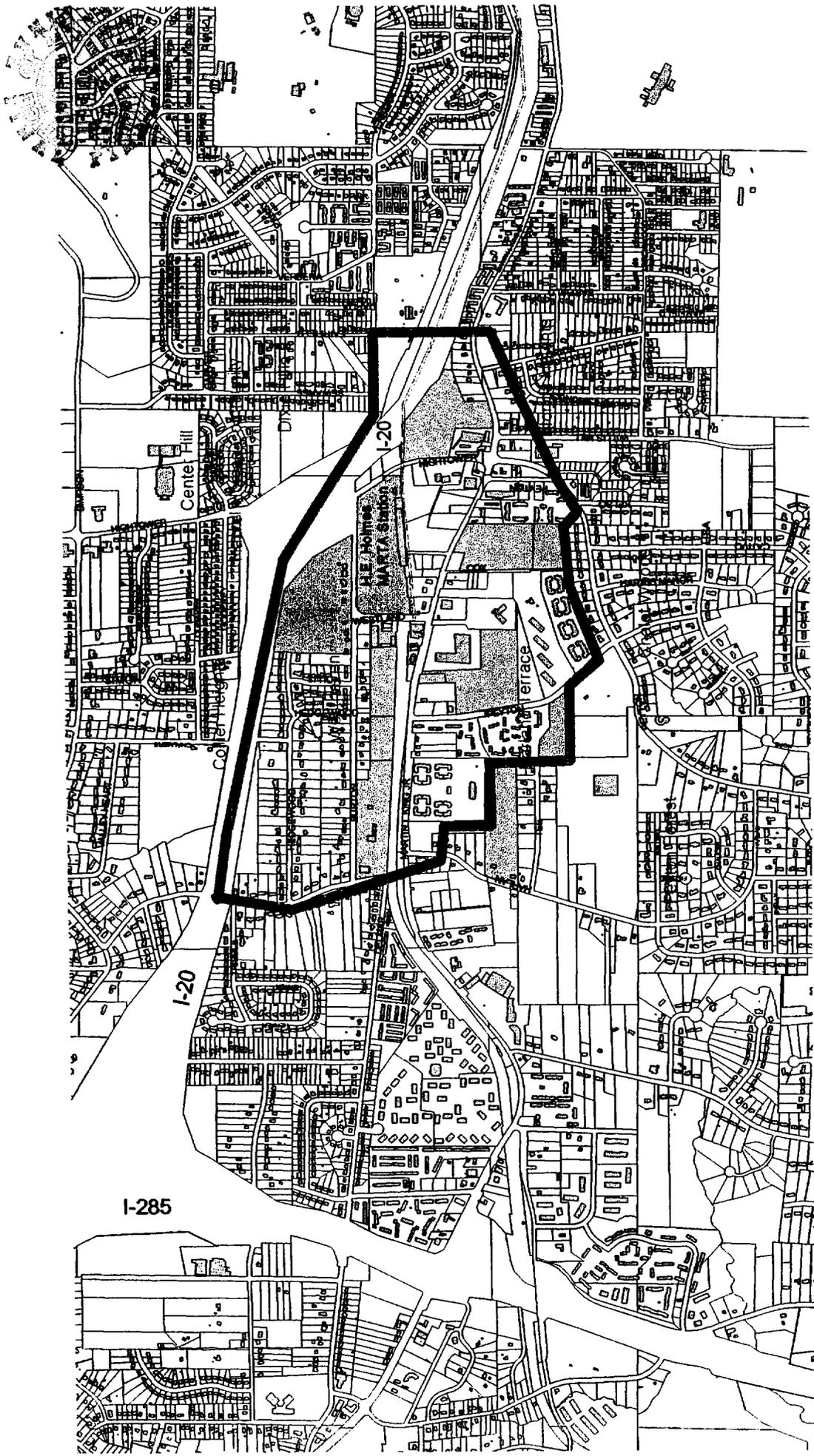
YES

Signature: \_\_\_\_\_

Date Received: \_\_\_\_\_



# Study Area Maps and Exhibits



Project Location



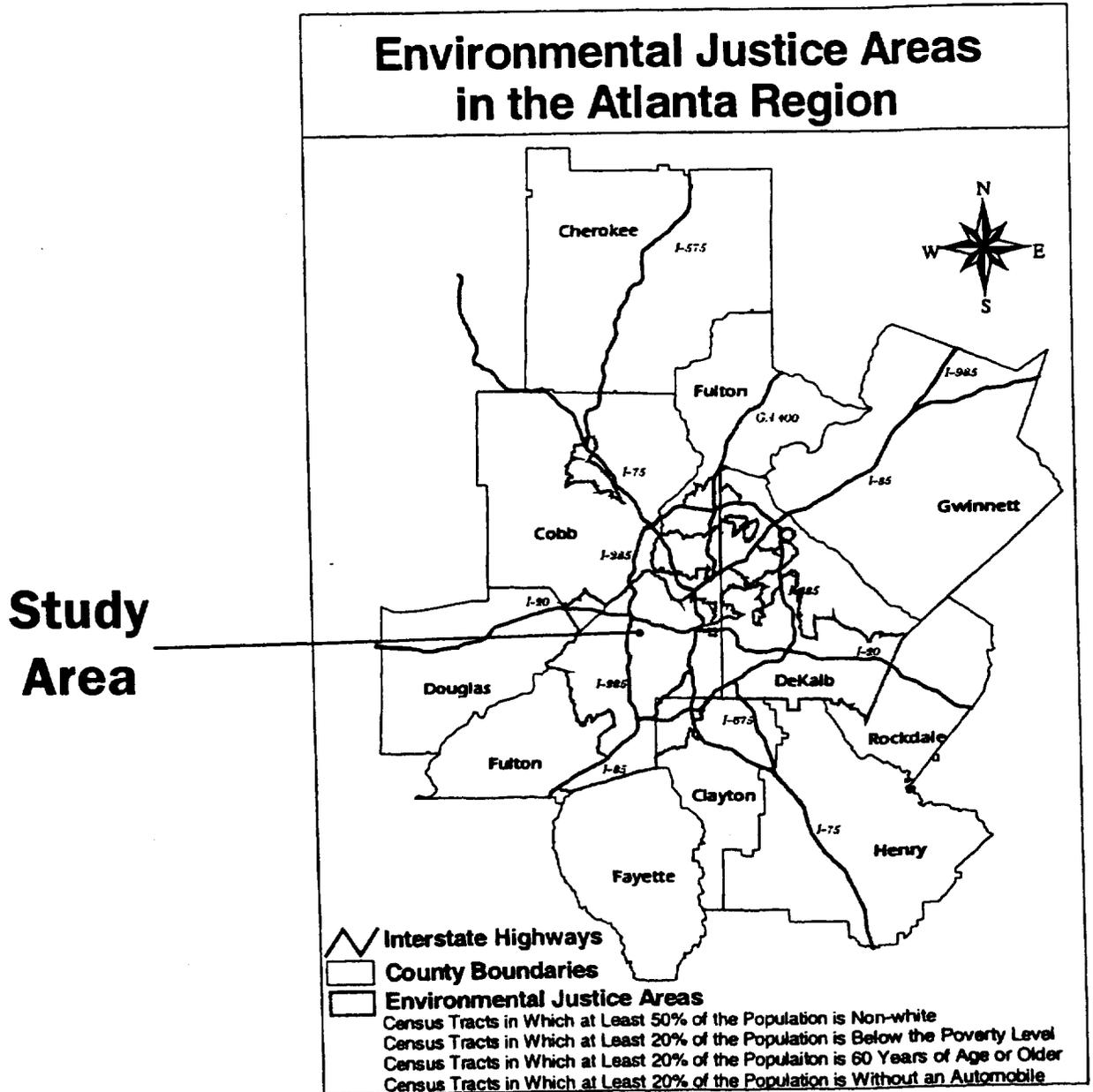
Exhibit 1

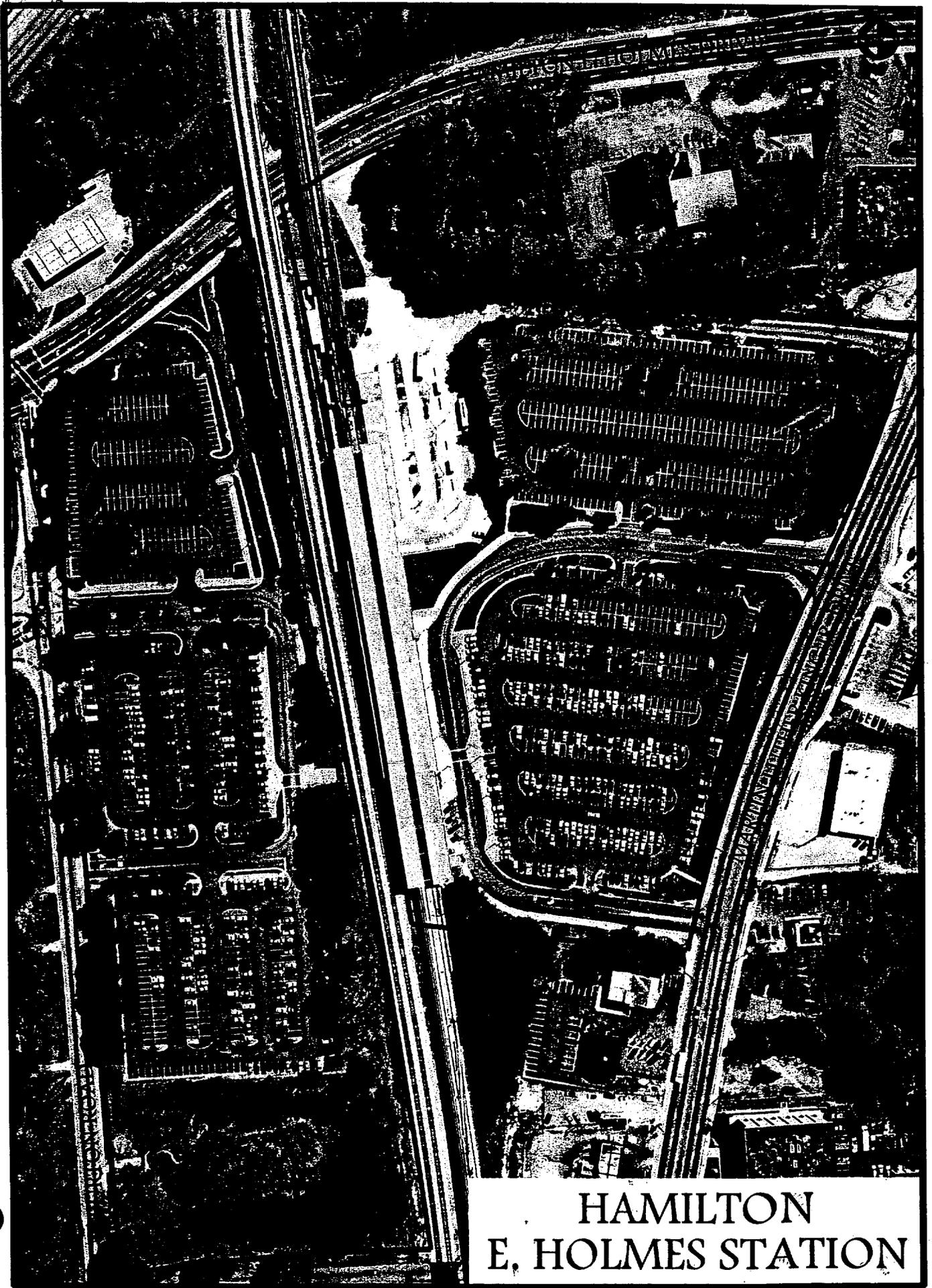
H. Boxler  
1/28/00

# Hamilton E. Holmes MARTA Station Area

- Buildings
- MARTA Rail
- Planned/Funded
- Dev. Potential
- Existing
- Study Boundary

FIGURE 3.24





HAMILTON  
E. HOLMES STATION

## Executive Summary

Prepared For  
City of Atlanta, Bureau of Planning

2500 MARTIN LUTHER KING JR DRIVE  
ATLANTA, GA 30311

Latitude: 33.752865  
Longitude: -84.470897

### Population and Households

- ✓ The population within the 1 mile radius trade area has decreased by 1.49% since 1990. Over the next five years, the population is predicted to decrease from 7,690 to 7,349. The number of people in the largest trade area is equal to approximately 0.0316% of the US population.
- ✓ There are 2,983 households in the trade area. This is up 0.68% from 1990. The number of households is expected to grow between now and 2003 from 2,983 to 2,882.

### Income

- ✓ Within the 1 mile radius trade area, the median household income is \$29,312 which is 29.8% lower than the US, and the average household income is \$39,841 which is 20.88% lower than the US.
- ✓ The per capita income level is \$12,897 which is 34.97% lower than the national per capita income levels. Households in the area are, in general, less affluent and earn fewer dollars per household member.
- ✓ Income levels of households in their prime earning years are a good indicator of current spending power. A total of 1,013 heads of households (33.97%) are in the 45 to 64 year old age range and 12.52% of these households earn \$100,000 or more per year.
- ✓ Median income levels have increased 48.2% since 1990 and are expected to increase by 14.27% in the next five years.

### Age and Ethnicity

- ✓ The median population age is 33.8 years. About 24.45% of the population are children under 18 years of age and 12.36% are 65 years or older.
- ✓ Whites represent 3.81% of the population, Blacks 95.72% and Asians 0.2%. This compares to the national composition of 79.39% White, 12.2% Black, and 3.64% Asian.
- ✓ People of Hispanic origin compose 0.63% of the area population. Hispanics are counted separately from race by the US government. This area has a lower concentration of people of Hispanic origin than the US composition of 11.1%.

### Employment and Occupation

- ✓ Of the population in the trade area, 67.26% is in the workforce, and 4.98% is unemployed. The labor force includes 30.39% blue collar workers and 69.61% white collar workers. This is 0.64% higher concentration of blue collar workers and 0.64% lower concentration of white collar workers than the US.

### Housing

- ✓ There were a total of 3,592 dwellings in the area in 1990. Of these, 1,535 were single detached homes and 2,058 were multiple unit dwellings. Large multi-unit dwellings with more than 20 units constitute 12.86% of the dwellings. The median housing value was \$62,192 and median rents were \$322. Median home values were generally lower than in the Nation.
- ✓ Currently, an estimated 37.3% dwellings are owned and 44.15% are rented.



## Quick Look - Demographic Profile Report - (Count)

Prepared For:

### City of Atlanta, Bureau of Planning

2500 MARTIN LUTHER KING JR DRIVE  
ATLANTA, GA 30311

Latitude: 33.752865  
Longitude: -84.470897

Variables	Area 1 1-mile radius	Area 2 3-mile radius	Area 3 0.5-mile radius
<b>Population</b>			
Population (2003)	7,349	81,315	1,560
Population (1998)	7,690	85,043	1,599
Population (1990)	7,807	86,508	1,572
<b>Households</b>			
Households	2,983	31,034	640
Average household size	2.51	2.59	2.45
Family households	1,997	21,004	421
<b>Ethnicity</b>			
White	293	3,708	61
Black	7,361	80,892	1,532
Asian and Pacific islander	15	182	3
Other races	21	261	3
<b>Hispanic Origin</b>			
Hispanic Origin	49	682	8
<b>Income</b>			
Per capita income	\$12,897	\$12,470	\$14,981
Median household income	\$29,312	\$29,846	\$32,919
Average household income	\$39,841	\$40,227	\$43,205
Under \$15,000	833	8,953	151
\$15,000-\$34,999	895	8,562	189
\$35,000-\$49,999	436	4,540	99
\$50,000-\$74,999	399	4,488	97
\$75,000-\$99,999	182	2,167	45
Over \$100,000	238	2,325	58
<b>Population by Age</b>			
Median age	33.8	33.7	35.7
Median age: adult	42.1	42.0	42.4
Median age: adult males	41.1	41.1	41.4
Median age: adult females	42.8	42.8	43.2
Under 17 Years	1,880	21,076	366
18-44 Years	3,199	35,234	668
45-64 Years	470	5,337	95
Over 65 Years	470	5,337	95
<b>Summary Demographics</b>			
Dwellings: owner occupied	1,366	16,599	311
Dwellings: rented	1,617	14,435	329
White collar	2,592	26,970	594
Blue collar	1,132	11,974	235
College degree or more	1,330	13,729	333



## Income Distributions Report

Prepared For:  
City of Atlanta, Bureau of Planning

2500 MARTIN LUTHER KING JR DRIVE  
ATLANTA, GA 30311

Latitude: 33.752865  
Longitude: -84.470897

Variables	Area 1 1-mile radius	Area 2 3-mile radius	Area 3 0.5-mile radius
<b>Population</b>			
Population (2003)	7,349	81,315	1,560
Population (1998)	7,690	85,043	1,599
Population (1990)	7,807	86,508	1,572
<b>Households</b>			
Households (2003)	2,882	29,852	631
Households (1998)	2,983	31,034	640
Households (1990)	2,963	31,037	617
<b>Income Summary</b>			
Average household income	\$39,841	\$40,227	\$43,205
Per capita income	\$12,897	\$12,470	\$14,981
Median family income	\$36,064	\$35,585	\$41,207
Average family income	\$46,925	\$45,554	\$52,014
Median household income (2003)	\$33,494	\$34,248	\$37,667
Median household income (1998)	\$29,312	\$29,846	\$32,919
Median household income (1990)	\$19,778	\$19,915	\$22,947
<b>Household Income Distribution</b>			
Over \$150,000	69	776	15
\$100,000-\$149,999	169	1,549	44
\$75,000-\$99,999	182	2,167	45
\$50,000-\$74,999	399	4,488	97
\$25,000-\$49,999	881	8,856	195
\$15,000-\$24,999	450	4,246	94
Under \$15,000	833	8,953	151
<b>Family Income Distribution</b>			
Over \$150,000	61	664	13
\$100,000-\$149,999	155	1,316	41
\$75,000-\$99,999	163	1,858	42
\$50,000-\$74,999	324	3,547	78
\$25,000-\$49,999	630	6,187	132
\$15,000-\$24,999	261	2,559	54
Under \$15,000	404	4,872	61

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Source: SMART Marketing Technologies, Geographic Data Technology, Applied Geographic Solutions

619-292-0100  
[www.mapsmart.com](http://www.mapsmart.com)



# Resolution of Commitment to Provide Local Match



**City of Atlanta**  
**Hamilton E. Holmes MARTA ACTIPS Application**  
**January 26, 2000**

The attached resolution endorses the City's application. The City has collaborated with MARTA in submitting this application and as a result the 20% match will be split between the City and MARTA. We anticipate the City's portion of the match will come from Development Impact Fees.



A RESOLUTION

00-R-

BY COUNCIL MEMBERS JIM MADDOX, CLETA WINSLOW, AND C.T. MARTIN

A RESOLUTION AUTHORIZING THE MAYOR TO APPLY FOR THREE GRANTS FROM THE ATLANTA REGIONAL COMMISSION'S ACTIVITY CENTER/INVESTMENT POLICY STUDIES (ACTIPS) PROGRAM TO FUND THREE STUDIES FOR THE AREAS SURROUNDING THE GREENBRIAR MALL, THE HAMILTON E. HOLMES MARTA STATION, AND THE WEST END MARTA STATION, IN THE AMOUNTS OF \$95,000, \$85,000, AND \$85,000 RESPECTIVELY, AND FOR OTHER PURPOSES.

WHEREAS the Atlanta Regional Commission is accepting applications for funds to conduct planning studies through its Activity Center/Town Center Investment Policy Studies program; and

WHEREAS the ARC Board adopted policies in the Regional Transportation Plan (RTP) to include investment policy studies for activity and town centers; and

WHEREAS the primary focus of these studies is to encourage development, mixed-uses and connectivity at the activity and town center level as one alternative to standard suburban or strip development; and

WHEREAS the ARC Board has approved an allocation of \$5 million over the next 5 years to fund the ACTIPS program; and

WHEREAS the ARC Board has approved an allocation of \$350 million over the next 5 years for priority funding projects resulting from ACTIPS studies; and

WHEREAS the ARC requires a 20% local match for each study.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF ATLANTA, GEORGIA, as follows:

SECTION 1: The Mayor is hereby authorized to apply for three grants in the amount of \$95,000 (Greenbriar Mall Area Study), \$85,000 (Hamilton E. Holmes MARTA Station Area Study), and \$85,000 (West End MARTA Station Area Study) from the Atlanta Regional Commission to fund three transportation and land-use planning studies.

SECTION 2: All resolutions and parts of resolutions in conflict herewith are hereby rescinded.



Scope of Work,  
Tasks and  
Short Description  
of the  
Proposed Process for  
Study Development  
Based on  
Minimum Areas  
and Program Goals

**HAMILTON E. HOLMES MARTA STATION AREA**  
**ACTIVITY CENTER**  
*(Urban Village)*

**1.0 INTRODUCTION**

The City of Atlanta recognizes a variety of activity centers, which range in size, scope, role and function. Of particular interest to the city are the neighborhood centers adjacent to MARTA stations. Based on the proximity to public transit, the City encourages a higher intensity of uses around MARTA rail stations, thus creating transit oriented developments (TOD's). TOD's reduce SOV dependence; increase transit ridership, therefore, helping ameliorate air quality problems. With higher densities these activity centers can develop the critical mass to support a wider range of mixed uses, a more balanced ratio of jobs and residential units, and a higher order of civic space and community identity.

**2.0 STUDY AREA**

**2.1 Location**

The Hamilton E. Holmes node currently functions as a neighborhood level activity center that surrounds the Hamilton E. Holmes MARTA Station located in southwest Atlanta. The activity center proper is located along Martin Luther King, Jr. Drive, a city arterial, between Linwood Street and HE Holmes Drive, approximately 5,800 feet. However, the proposed study area takes in a larger area to ensure that existing activities and potential development sites in the area are considered. The study area is bounded by I-20 on the north, Linkwood Street on the west, Fairfield Street on the east and Peyton Road on the south. The study area is approximately .75 sq. miles. (See attached maps)

This study area falls within the census tracts in the Regional Transportation Plan identified as environmental justice communities. (See attached maps)

**2.2 Components**

The area around the Hamilton E. Holmes MARTA station is characterized by an abundance of vacant and underutilized land, scattered commercial sites and residential neighborhoods.

A large percentage of the study area is vacant.

*Hamilton E. Holmes MARTA Station*

The Hamilton E. Holmes station is currently the terminus of the west rail line. The station is located at the northwest corner of Hamilton Holmes and Martin Luther King, Jr. Drive and has been in operation since 1979. The average daily boardings for rail at the station is 11,015. Twelve bus routes connect to the station.

The facility includes four parking lots. The site contains approximately 1,400 parking spaces with only 45% utilized on an average weekday. This underutilization of parking will be further exasperated with the planned construction of the Fulton Industrial

Boulevard Station, the new western terminus of the system. Two of the parking lots, some vacant land a detention pond are located on the north side of the station, accessed from Burton Road. The other two lots are located on the south side of the station adjacent to Martin Luther King, Jr. Drive.

*Neighborhoods*

The Westhaven, Harland Terrace and Florida Heights neighborhoods are located in close proximity to the Hamilton E. Holmes MARTA station. Westhaven is located between I-20 and Martin Luther King, Jr. Drive, west of the MARTA station, and is generally consists of single family housing. There is also some industrial property on the south side of the neighborhood north of Martin Luther King Jr. Dr. that is either vacant or underutilized.

The most easterly portion of the neighborhood contains a 13-acre vacant parcel which is proposed to be developed with 200 new townhouse units.

The Harland Terrace neighborhood is the area south of Martin Luther King, Jr. Drive. This area is comprised of several multifamily developments, accessed off of Martin

Luther King, Jr. Drive or Peyton Road. There is also an abundance of vacant property. These neighborhoods are located in Neighborhood Unit I.

The potential development opportunities for the vacant property surrounding the MARTA station is recognized by MARTA and has recently caught the attention of private developers. MARTA and the Atlanta Development Authority are currently finalizing an agreement for the development of the two northern parking lots with 161 new townhouse units. MARTA is also considering options to develop parts of the southern parking lots in the area adjacent to Martin Luther King, Jr. Drive to provide an opportunity for convenience shopping and amenities in proximity to the station for MARTA patrons.

The opportunity to develop the south parking lots will be facilitated by the current study to extend the east-west rail line to Fulton Industrial Park and Six Flags. This would possibly reduce the demand for an abundance of commuter, end-of-line parking at Hamilton E. Holmes.

*Martin Luther King, Jr. Drive/Hamilton E. Holmes intersection*

The immediate northwest corner is occupied by retail including fast food and a church. The northeast corner is occupied by a building supply store and vacant property and a hydro easement further to the north and to the east to Fairfield Street. The southwest corner is occupied by a variety of highway commercial style retail development.

*Martin Luther King Jr. Drive*

This street is a four lane arterial fronted by a mix of multifamily, vacant land, obsolete industrial and highway commercial style retail and office development, set back far from

the street. The lack of development and high speed of traffic have resulted in an extremely dangerous and unfriendly pedestrian environment. Residents living within walking distance of the MARTA station would be hard pressed to reach the station on foot, as the environment is geared to cars, lack consistent sidewalks and presents many barriers to the pedestrian.

### **3.0 MAJOR GOALS**

The proposed study will focus on the following:

- Create a land use framework for guiding development, including development alternatives for underutilized or vacant property, and encouraging a diversity of medium to high-density development, including residential, employment, and shopping in the vicinity of the MARTA station.
- Encourage focused infill and redevelopment.
- Develop streetscape and pedestrian/bicycle linkages and provide access to a range of travel modes including transit, roadways, walking and biking and enable access to all uses within the study area.
- Connect the transportation system to other centers.
- Create civic space and focal points and improve the community identity.
- Increase employment opportunities.
- Through transportation investments, increase the desirability of redevelopment of land served by existing infrastructure at activity center.

#### **3.1 Development Alternatives**

The abundance of undeveloped land allows for the development of a coordinated land use approach to developing an urban village in proximity to a transit center or TOD. A mix of uses allows compatible land uses to locate closer together and thus decreases travel distances between them. This will promote the vitality of the area and improve pedestrian safety. Also a balance of employment and residential uses can better support local business, increasing the diversity of services and amenities available, and strengthen the local area economy.

### **3.2 Focus Infill Development**

The infill, redevelopment and reuse of vacant and under-utilized parcels helps decrease vehicular travel, reduce walking distances and support transit use. Large-scale infill development will take advantage of transit and other measures to reduce travel demand through mixed-use development. A range of housing types, ownership and income options, including seniors housing should be considered. Also community facilities, such as cultural, health and recreation.

### **3.3 Develop Streetscape /Linkages**

Providing an enhanced public realm will be a key part of this study. Providing interesting, safe, and well-lit streetscapes will encourage more residents to walk or bike between the areas different focal points that include the neighborhoods, shopping, community and, MARTA. It is envisioned that more people will take public transit or other modes to this activity center and then walk. Attractive streetscapes will create a sense of place for this stretch of Martin Luther King, Jr. Drive as it passes through the activity center.

### **3.4 Connect Transportation System to Other Centers**

Currently there are plans to connect the Hamilton E. Holmes MARTA station to the Fulton Industrial Area. The Marta West line will be extended to the Six Flags area in the future. This rail extension to Six Flags will also provide a railhead staging point to organize future Express Bus Service along the I-20 West Corridor.

### **3.5 Civic Space and Community Identity**

Community identity, including central civic focus and streetscape image and appeal are some of the elements needed in the Hamilton E. Holmes activity center. The proposed central civic area will need to be part of a hierarchy of linked public spaces created along the Martin Luther King, Jr. Drive corridor, along with making a connection to the Freedom Trail greenway/bike trail. Developing a plan to provide for special places and spaces as part of the development of the remaining infill parcels will help to transform this area into an exemplary activity node.

### **3.6 Employment Opportunities**

Enhancing the mixed-use character of this activity node should include opportunities for employment centers. Balancing the ratio of jobs to residential units is directly related to creating a healthy live work environment and reducing commuter trips in and out of the area.

### **3.7 Transportation Investments**

The lynchpin of the existing investment is obviously the Hamilton E. Holmes rail station providing access to a multi-billion dollar transit system. Future investment entails extending the West line to the Six Flags area. This rail extension to Six Flags will also provide a railhead staging point to organize future Express Bus Service along the I-20 West Corridor.

The most comprehensive network of bicycle and pedestrian facilities is found in the city of Atlanta. Noteworthy projects include the Freedom trail from Hamilton E. Holmes MARTA station to Fernbank Museum.

#### **4.0 SUMMARY**

##### **4.1 Vision**

The purpose of the study will be to formulate strategies in developing the Hamilton E. Holmes Activity Node to its potential. The strategies are intended to increase the number of people living, working, and playing within a medium density mixed use node located within walking distance of a transit station. This will allow it to become a community level activity node as proposed in the original Transit Station Area Development Plan and the City of Atlanta Comprehensive Development Plan policies, Activity Center/Town Center Investment Policy Studies (ACTIPS) Program Goals, and policies identified in the Regional Development Plan. Developing clear guidelines and strategies will encourage quality development. It will also ensure that this activity center creates equity in access to services in an area that is not well served at present, and will respond to the need for community focus.

The study will consider two studies that were completed over twenty years ago. The need for a new study is evident considering the recent widespread and more pressing concerns over air quality, traffic congestion, regional land use issues, and social equity and environmental justice issues. The time is ripe to take advantage of recent trends in reinvestment in urban areas and limitations on adding SOV capacity to the transportation infrastructure.

##### **Partnerships/Stakeholders**

###### ***Public***

###### **MARTA**

**ADA (Atlanta Development Authority)**

###### ***Private***

See attached list

## **5.0 ADMINISTRATION**

The administration and day-to-day oversight of the project will be responsibility of the Project Manager. The project Manager will report regularly to and take direction from the designee of the Commissioner of the Department of Planning, Development and Neighborhood Conservation. The Project Manager will also coordinate with the Atlanta Development authority, the Department of Public Works, and other City department or agencies to ensure that the best match of priority needs and identifiable resources can be attained.

## **6.0 PLANNING PROCESS**

The Department of Planning, Development and Neighborhood Conservation will use a comprehensive community planning process that has the City's Neighborhood Planning Units as the building block for community participation planning. This process has been used since 1975. This process provides the City with a mechanism to maximize citizen participation on a wide and varied range of issues that impact the communities. This process includes maximum participation of public and private parties in the development of the plan. The selected Project Manager and Bureau of Planning staff /consultants will work in conjunction with an Advisory Committee representing residents, institutions, businesses, private organizations and other interested parties, to prepare the plan.

The primary responsibility of the Advisory Committee will be to ensure that the Greenbriar Study reflects the community's and stakeholders vision for the Greenbriar proposed Activity Node. This group will help establishing goals and objectives for the area the and will provide input regarding issues and review the proposed alternatives, concept plan, implementation strategies and action plan.

This major policy study will begin with a "town hall" meeting to explain the purpose, scope and time line of the project. Residents and stakeholders will be invited to sign-up for participation in the Advisory Committees. These advisory committees will participate in the following 1) Project Vision Statement, 2) Goals and Objectives, 3) Issues, 4) Developing a Concept Plan, 5) Developing Alternatives, and 6) Development of Implementation Strategies and Action Plan. In addition to the advisory committees, it will be a Technical Resource Team (TRT) assigned to rotate and work with each committee. The TRT will be city staff and consultants that are hired to work with the project to help residents and stakeholders resolve technical and strategic considerations in developing the plan and action plan. Advisory committees will report to the Project Manager with respect to their meeting dates and activities throughout the project period. Monthly town hall meeting will be held for the project period and each advisory committee will make their reports to the full community at that time and be available for questions and discussion. City staff and the Project Manager will keep minutes of all meeting to maintain a written history of the project. Residents and stakeholders not able

to attend all meeting can stay current on the projects through these minutes and through monthly mailings that will precede each month meeting.

The advisory committee final recommendations must be approved by the residents and stakeholders of the project area. Once these recommendations have been finalized, the TRT will write the final document. After the study is complete there will be a town hall meeting to make the final presentation of findings

## **7.0 SCOPE OF WORK**

### **7.1 Land Use**

- Analyze existing land uses in the study area and surroundings- Include development characteristics and patterns. Determine vacant land and underdeveloped structures.
- Determine appropriate/diverse land use mix for the area.
- Revise and create regulations necessary to achieve proposed development
- Zoning
- Site development criteria
- Urban Design standards
  - Open space design criteria
  - Street and streetscape design criteria
  - Landscape design criteria
  - Architectural design standards

### **7.2 Transportation and Circulation**

- Analyze existing conditions and transportation patterns in study area and surroundings.
- Establish relationship of existing network of local streets in study area and determine need for development of network of minor roads
- Assess existing and projected roadway capacity in surrounding area based on new development concepts.
- Study connectivity of transportation system to other centers.
- Establish parking demand reduction measures.

--- Establish recommendations for traffic calming and improvements in pedestrian circulation, transit circulation, bicycle circulation including safety and security of pedestrians.

- Establish transportation demand reduction measures.
- Establish need for /identify future transit circulation systems and line haul routes.
- Implementation action plan
- 

### **7.3 Economic and Market Analysis**

- Conduct site and area analysis.
- Conduct a demand and supply analysis for the subject area for residential, commercial, and industrial development.
- Conduct a strength/ weakness analysis for the subject area to aid in determining the potential positioning of the various uses in the area relative to other competitors in the market
- Prepare recommendations including the level of market opportunity by land use and product type, the supportable square feet for commercial, retail and industrial space and the population needed to support it.
- Establish timeline for growth
- Determine economic development opportunities

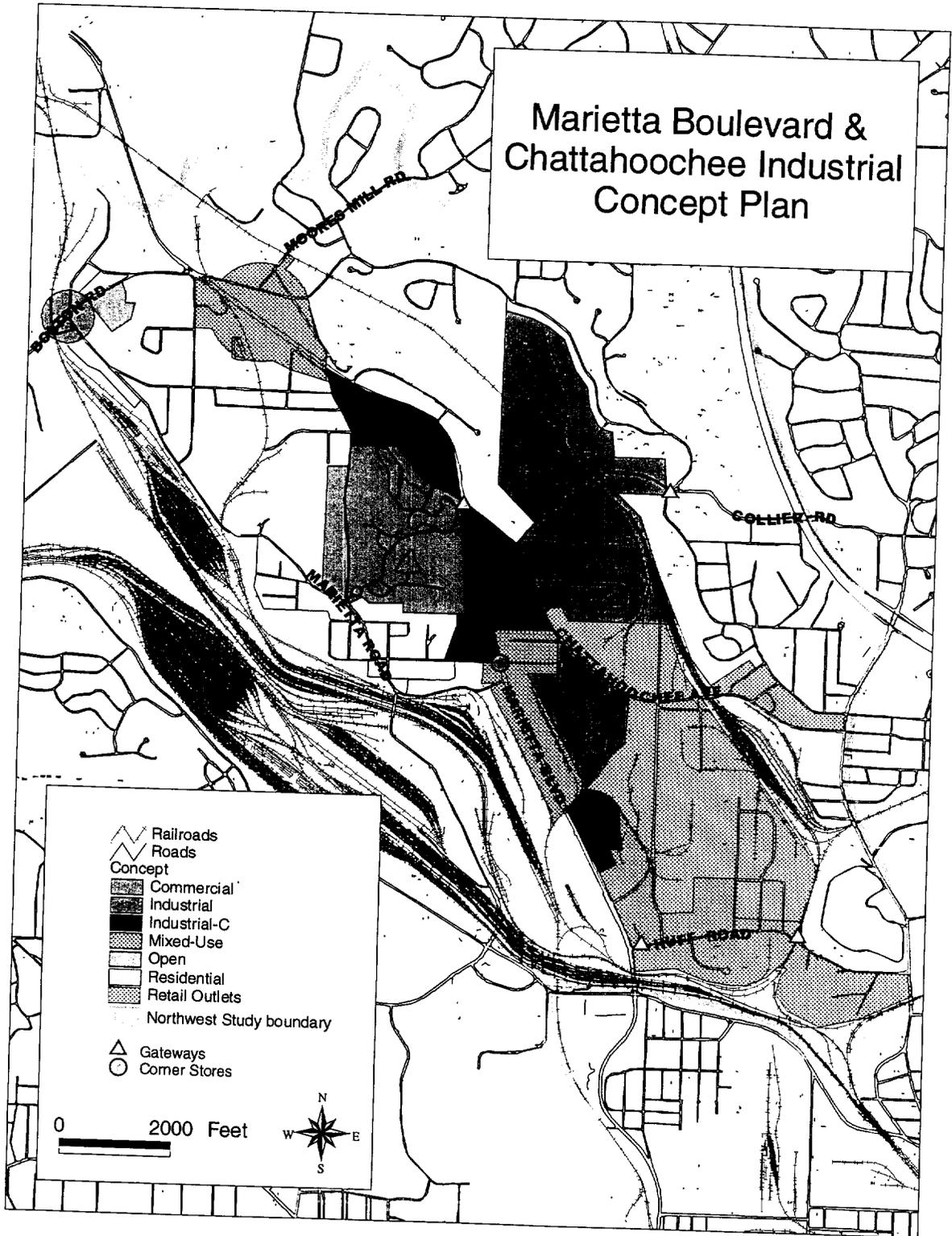
### **7.4 Housing**

- Determine demand for affordable single-family, multifamily, and other types of housing in the study area.
- Recommend new incentives to promote mixed-income development in the study area.
- Establish relationship and balance between mixed-income development and employment centers.



# Budget For Study

Map 25: Marietta Boulevard 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



## MAJOR CORRIDOR ASSESSMENT



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.

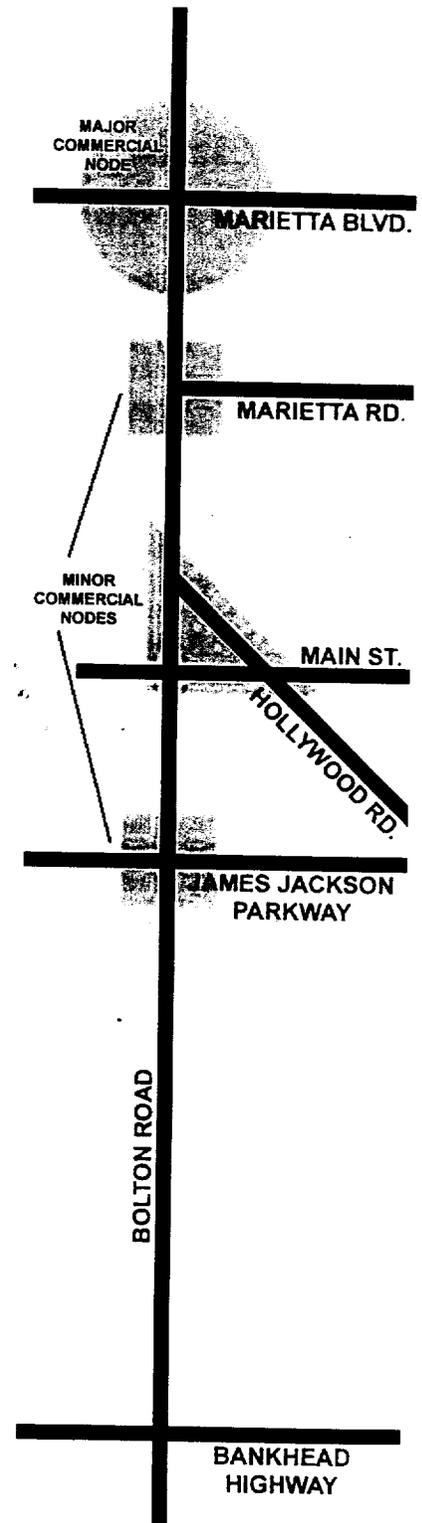
### 3.3.4 Development Concept

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/Moores 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.



### 3.4 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 designed 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.

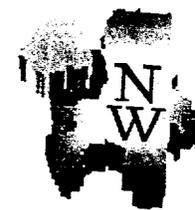
### 3.4.5 Recommendations for Implementation

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.



## MAJOR CORRIDOR ASSESSMENT



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.

01-R-1974

(Do Not Write Above This Line)

A RESOLUTION

BY COMMUNITY DEVELOPMENT/HUMAN RESOURCES COMMITTEE

A RESOLUTION SUPPORTING TWO APPLICATIONS TO THE ATLANTA REGIONAL COMMISSION'S LIVABLE CENTERS INITIATIVE (LCI) TO FUND STUDIES FOR THE BOLTON/MOORES MILL AREA AND THE HAMILTON HOLMES MARTA STATION AREA; AND FOR OTHER PURPOSES.

ADOPTED BY

DEC 03 2001

COUNCIL

- CONSENT REFER
- REGULAR REPORT REFER
- ADVERTISE & REFER
- 1st ADOPT 2nd READ & REFER

Date Referred

Referred To:

First Reading

Committee \_\_\_\_\_  
Date \_\_\_\_\_  
Chair \_\_\_\_\_

Committee

Date

Chair

Actions

Fav, Adv, Held (see rev. side)

Others

Members

Refer To

Committee

Date

Chair

Actions

Fav, Adv, Held (see rev. side)

Others

Members

Refer To

Committee

Date

Chair

Actions

Fav, Adv, Held (see rev. side)

Others

Members

Refer To

COUNCIL ACTION

2nd  1st & 2nd  3rd

Readings

Consent  V Vote  RC Vote

CERTIFIED

CERTIFIED

DEC 03 2001

*Markland Smith*  
COUNCIL PRESIDENT PROTEM

CERTIFIED

DEC 03 2001

*Renee Douglas Johnson*  
MUNICIPAL CLERK

MAYOR'S ACTION

*Ray (M)*

DEC 11 2001