

# **South Fulton Parkway Transit Feasibility Study Elected Officials Briefing**

October 12, 2009



Metropolitan Atlanta Rapid Transit Authority

# Meeting Agenda

- I. Study Overview
- II. Stakeholder Committee Input
- III. Preliminary Study Findings
- IV. Potential Transit Options for South Fulton
- V. Park and Ride Facilities and Transit Oriented Development
- VI. Next Steps and Overlying Factors

# Study Overview

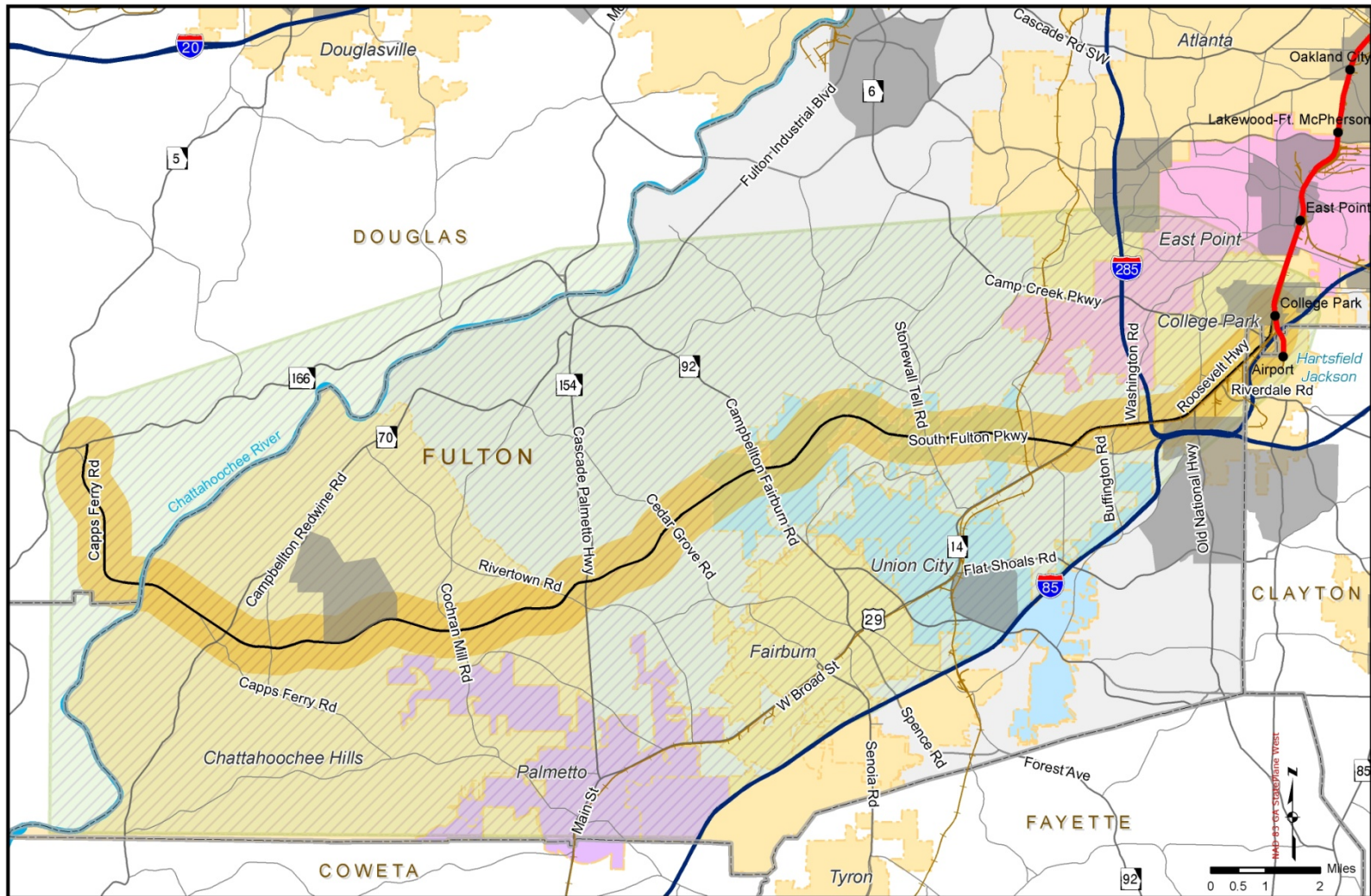


# Study Purpose and Schedule

- The study is being undertaken by MARTA to investigate transit potential along South Fulton Parkway as part of Concept 3
- More detailed study is needed to identify specific alignments, station locations, and potential transit options

Project Schedule									
Month	Mar '09	Apr '09	May '09	Jun '09	Jul '09	Aug '09	Sep '09	Oct '09	Nov '09
Task 1: Assessment of Baseline Conditions	■	■	■						
Task 2: Scoping of Transit Alternative Scenarios			■	■					
Task 3: Run and Evaluate Scenarios				■	■	■	■		
Task 4: Feasibility Recommendations							■	■	■

# Study Area



South Fulton Parkway Transit Feasibility Study

Metropolitan Atlanta Rapid Transit Authority

# Stakeholder Committee Input





# Stakeholder Committee Participants

## Regional and State Agencies

- Atlanta Regional Commission
- Georgia Department of Transportation
- Georgia Regional Transportation Agency
- Hartsfield-Jackson International Airport

## Business Groups / Contacts

- South Fulton Chamber of Commerce
- South Fulton Parkway Alliance
- Old National Merchants Association
- South Fulton CID/Tri-County Alliance
- Publix Supermarket (in Study Area)

## Citizens Groups

- Chattahoochee Hills Civic Association
- Cliftondale Homeowners Association
- Union City Planning Commission

## Local Jurisdictions

- Fulton County
  - Board of Commissioners
  - Board of Education
  - Planning and Zoning
  - Public Works
- City of Union City
- City of College Park
- City of Fairburn
- City of Palmetto
- City of Chattahoochee Hills

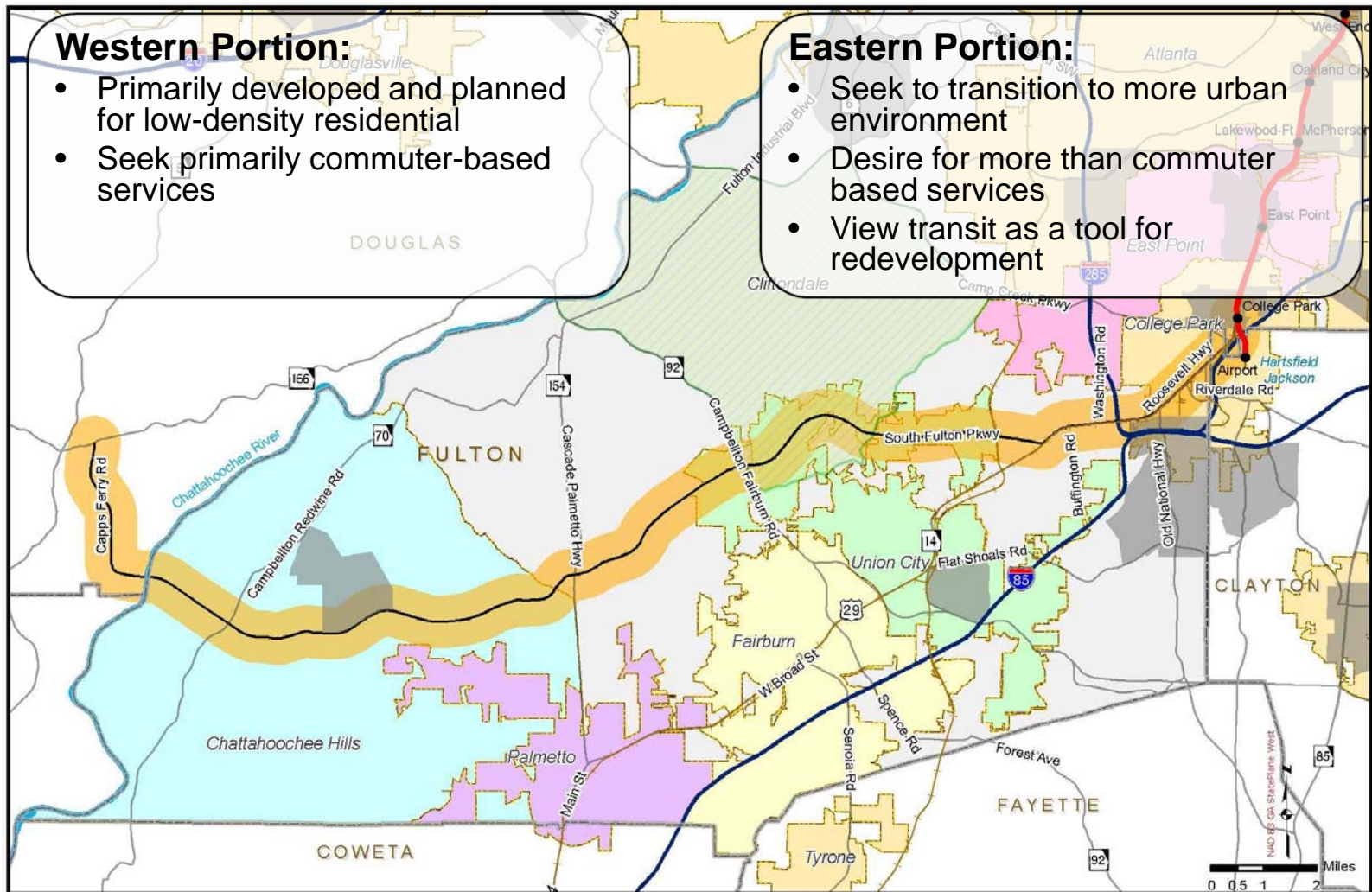
# Stakeholder Input

## Western Portion:

- Primarily developed and planned for low-density residential
- Seek primarily commuter-based services

## Eastern Portion:

- Seek to transition to more urban environment
- Desire for more than commuter based services
- View transit as a tool for redevelopment



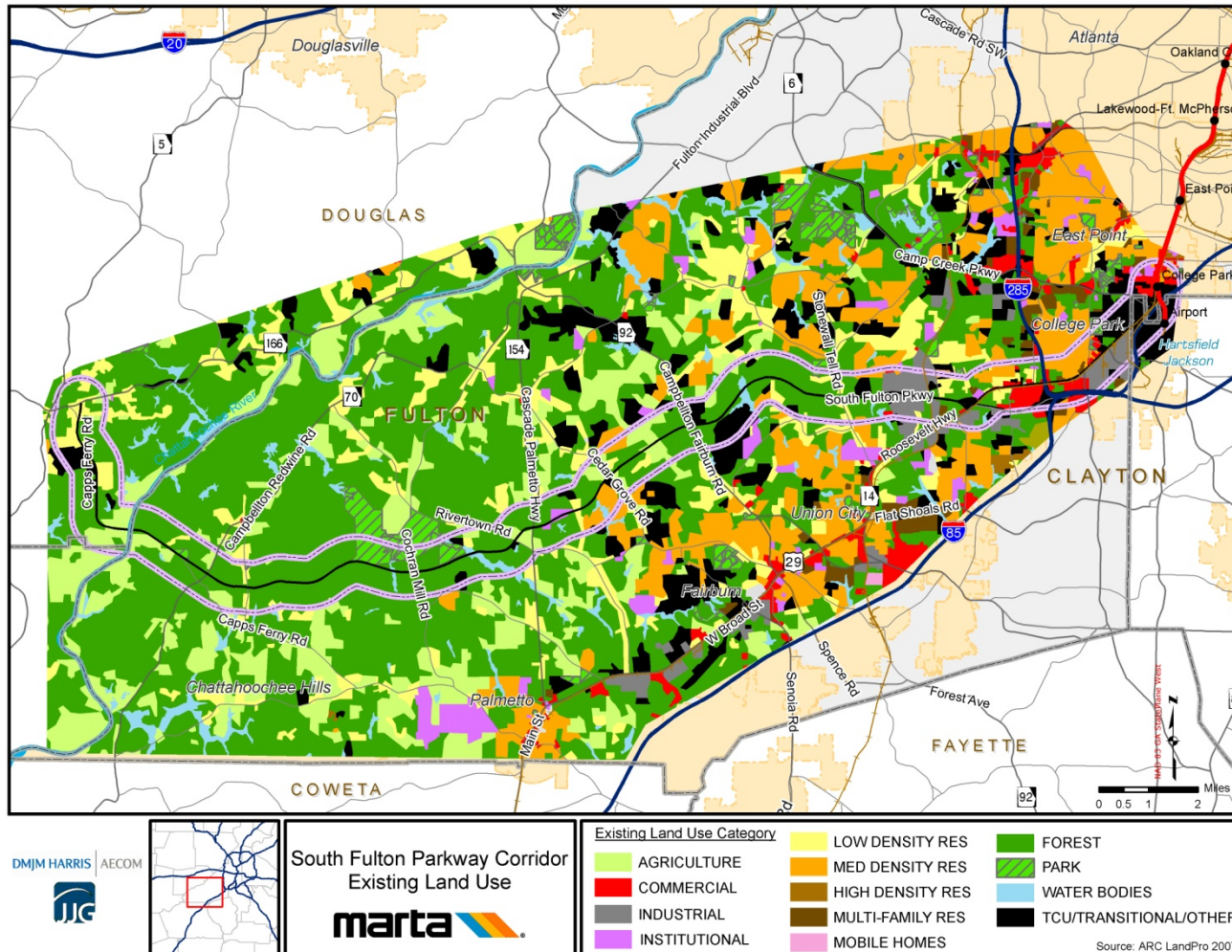


# Preliminary Study Findings

# Baseline Conditions: Land Use and Development Trends

- Plans for massive amount of large-scale development activity in the past five years
- Since 2005, 13 applications for Developments of Regional Impact (DRI) have been approved in the study area
- Together, these DRIs indicate that developers intend to build the following between 2005 and 2022:
  - 17,054 housing units
  - 1.2 million square feet of retail space
  - 417,000 square feet of office space
  - Over 1.3 million square feet of mixed-use and institutional space
  - 2.3 million square feet of industrial space

# Land Use and Development Trends



# Baseline Conditions: Transportation Conditions

- GDOT to undertake an access management study – proposed to start in September 2009
- Decisions made during this planning process could affect the development patterns immediately along the corridor which in turn affects the feasibility of transit options along the corridor
- Most roadways in study area, including South Fulton Parkway, currently and projected to operate at LOS C or better in 2030
  - Therefore, limited number of roadway improvements within cost-feasible Envision 6 adopted Regional Transportation Plan (RTP)
- Most of the study area not serviced by transit; route ridership averages 2,000 per day

# Factors Influencing Transit along the Corridor

- GDOT, ARC and Fulton County committed to restrict vehicular access along South Fulton Parkway and maintain facility as a high-speed auto corridor conducive to freight movement
  - Limited access would imply that initial transit service would need to be limited stops with routing flexibility
- The study area currently characterized by low density zoning and development patterns. However, because so much of the corridor is vacant, potential to implement transit oriented development is open-ended



# Factors Influencing Transit along the Corridor

- Local jurisdictions have expressed a desire to promote nodal development, which is conducive to limited stop transit service
- Lack of employment opportunities along corridor for its residential base; however, major office development (Parkway South) planned
  - Immediate need for commuter services from the corridor to regional employment centers
  - New office development increases the potential to attract commuters to the corridor and increase internal trips

# Major Findings

- Best approach for implementing high capacity service along South Fulton Parkway is likely a phasing approach.
- Because South Fulton Parkway is a relatively new roadway (completed in 2005), time needed to develop transit supportive development patterns is uncertain and dependent on development initiatives from local jurisdictions.
- The eastern portion of the corridor is much more urbanized than the western corridor and, therefore, the objectives for transit service differ between the two.

# Potential Transit Options for South Fulton



# Potential Transit for South Fulton

- Initial Express Service
  - Park-and-ride lots
  - Limited stop service
- Enhanced Commuter Services
  - More frequent service
  - Enhancements to South Fulton Parkway
  - Development begins around park-and-ride lots
- Fixed Guideway Service
  - Dense development around stations
  - Operates on exclusive right-of-way (not in shared traffic)

# Park and Ride Facilities and Transit Oriented Development



# Park and Ride Facility Design

- Park-n-ride lots and/or stations areas in the South Fulton Parkway corridor should:
  - Serve commuters and offer more convenient connects to MARTA feeder services, or carpooling, vanpool options
  - Be well-lighted, secure, and offer areas for a future transfer facilities
  - Provide opportunities for vending, convenience and amenities to commuters
  - Be designed as environmentally friendly and sustainable as possible



# Sample Park and Ride Lot Design – Houston, TX



**BEFORE**



**AFTER**

# MARTA Transit Oriented Development Principles

- TOD guidelines developed by MARTA have four fundamental principles:
  - Compact and dense relative to its surroundings
  - A mixture of land uses
  - Pedestrian-friendly
  - Integrated with transit resource



# MARTA Transit Oriented Development Examples



Townhomes respect a neighborhood scale while offering a higher density than typical single family homes.



Wrapping a parking deck with development is an effective way of making TOD more attractive



TOD can accommodate retail fits in mixed-use developments

# Next Steps and Overlying Factors





## Next Steps

- Identify needed actions for local governments land use decisions
- Develop of a phasing plan for transit implementation

# Overlying Factors

The type of transit service along the South Fulton Parkway is contingent upon:

- Type of development that local jurisdictions along the corridor are willing to implement
- Cooperation/coordination with GDOT to accommodate the phased expansion of transit service

# Questions and Feedback

