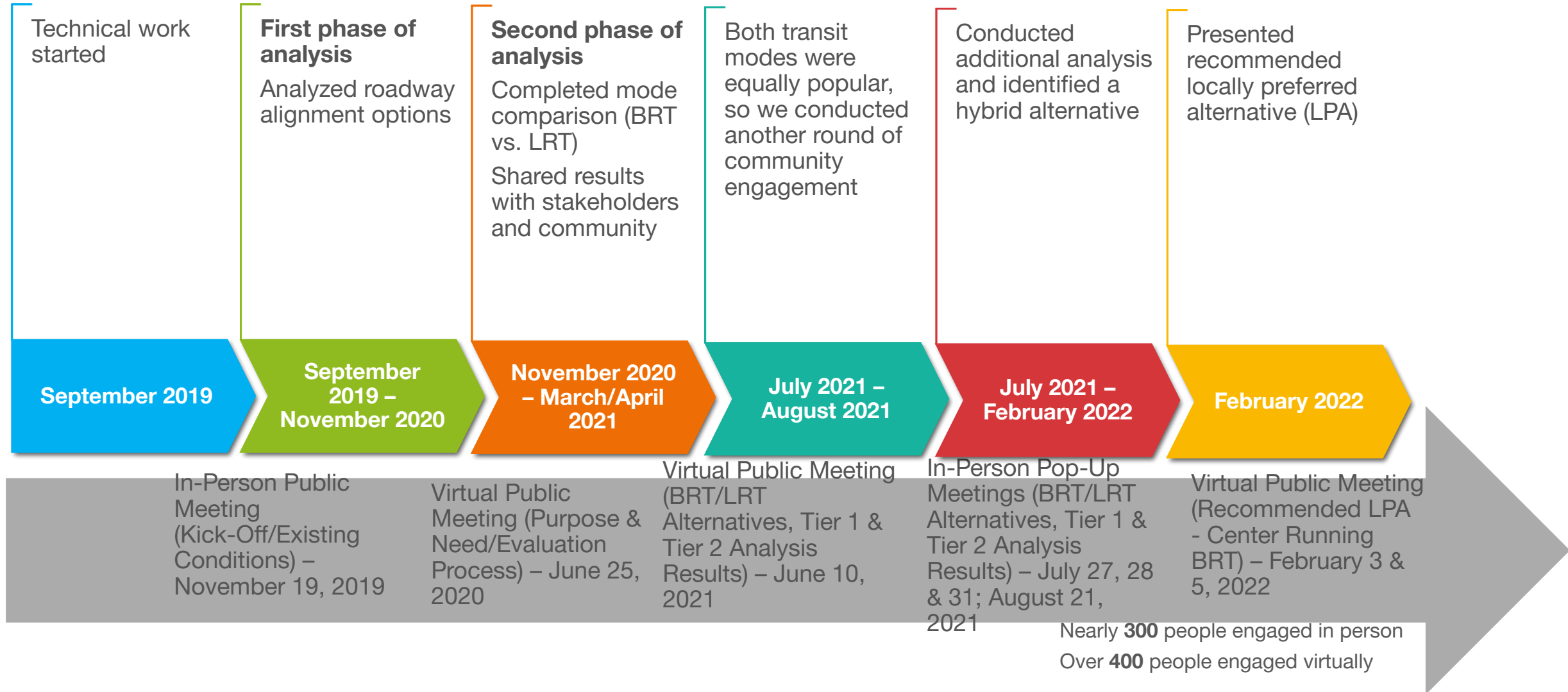


Campbellton Community Investment Corridor:

A Main Street for
Southwest Atlanta



Campbellton Corridor Alternatives Analysis Timeline



What is Transit-Oriented Development (TOD)?

Four Primary Principles



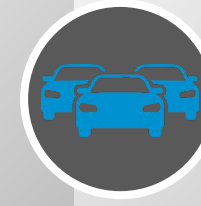
Station area development is compact and dense relative to its surroundings



A rich mix of land uses



A great public realm



A new approach to parking

Strong Support For

- Transit-oriented development, or “TOD,” means development around transit stations that is compact, vibrant, pedestrian-friendly, and seamlessly integrated with transit.
- TOD seeks greater density so that more people can live, work, shop, or go to school within walking distance of a station.
- Livable places with a mix of land uses, housing, and affordability levels
- Walkability, with sidewalks, amenities, and a grid of streets
- Transit does not mean “no cars,” but it does require less parking than similar development in non-transit-oriented locations



Land Use Barriers – Public Feedback

• Key Takeaways

- Love that rapid transit will **enhance connectivity**
- **Wider, safer sidewalks** are a priority
- Implement rapid transit as **fast as possible**
- Stakeholders want to see the **Livable Centers Initiative (LCI)** plan visions come to fruition. Projects should help **build neighborhoods**
- Many stakeholders in the area are **open to redevelopment**
- There should be a **range of policy options** and **collaborative partners**
- The community is **excited** and **optimistic** about transit



How were Transit Station Locations Identified?

Previous Planning Efforts



Studied **Previous Plans** & studies along the corridor



Analyzed **Community Feedback**

Existing Conditions along the Corridor

Analyzed Existing & Future



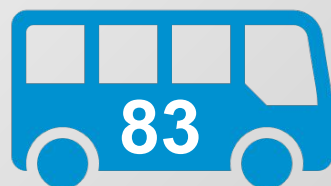
Zoning

Land use & **Activity** centers



Connectivity and Mobility Needs in the Corridor

2nd highest MARTA ridership



Focus on stops with **High** ridership



Opportunities for Investment



Underutilized and vacant properties can support new investment in **TOD**

Transit Station Area Types

**Neighborhood Residential**



**Neighborhood Activity Center**

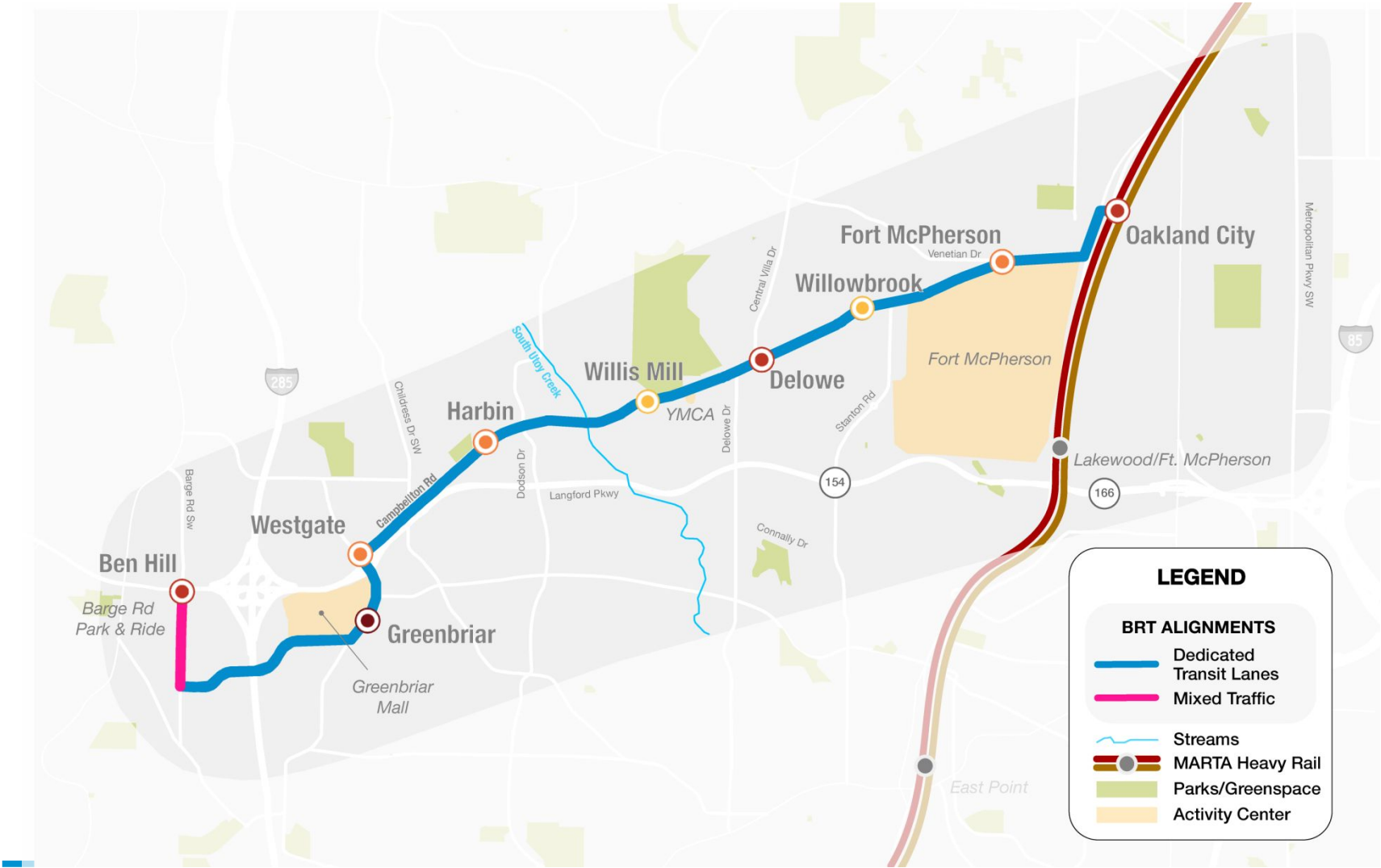


**Community Activity Center**

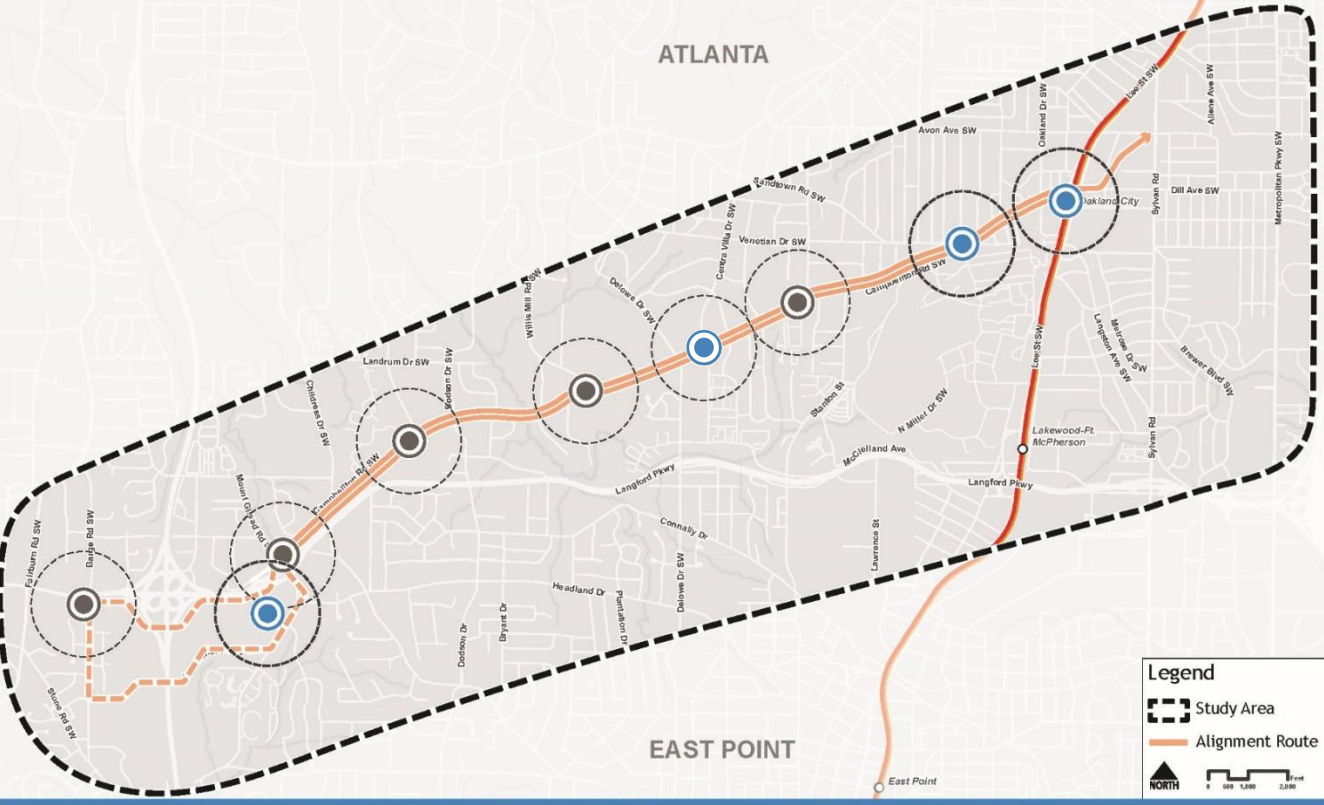


**Regional Activity Center**





Catalyst Station Areas



● CATALYTIC STATIONS ● INFILL STATIONS

CATALYST STATIONS

Stations with the highest short-term development potential were identified as Catalyst Stations. Catalyst Stations would serve as the first focus areas for new TOD investments. New tax revenues and development momentum generated by these initial stations would be used to invest elsewhere in the corridor.



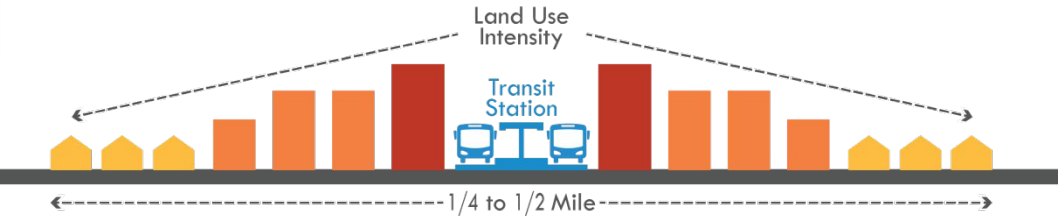
INFILL STATIONS

Those stations with a lower short-term development potential are identified as infill stations. Revenues generated by developments at Catalytic Stations would be used to fund infrastructure improvements and development incentives for these stations over the long term.



BUILDING INWARD

The Catalyst Stations are focused on the ends of the corridor. While these stations have some of the best regional connectivity, availability of developable land, and supportive zoning, these stations also fall within the portions of the corridor that have the strongest market fundamentals to support TOD. These fundamentals include current redevelopment pressures, income and education levels, and land values. Focusing investments at the strongest locations provides the greatest opportunity for short-term success to catalyze redevelopment, creating strong nodes from which future development can spread inwards towards the center of the corridor.



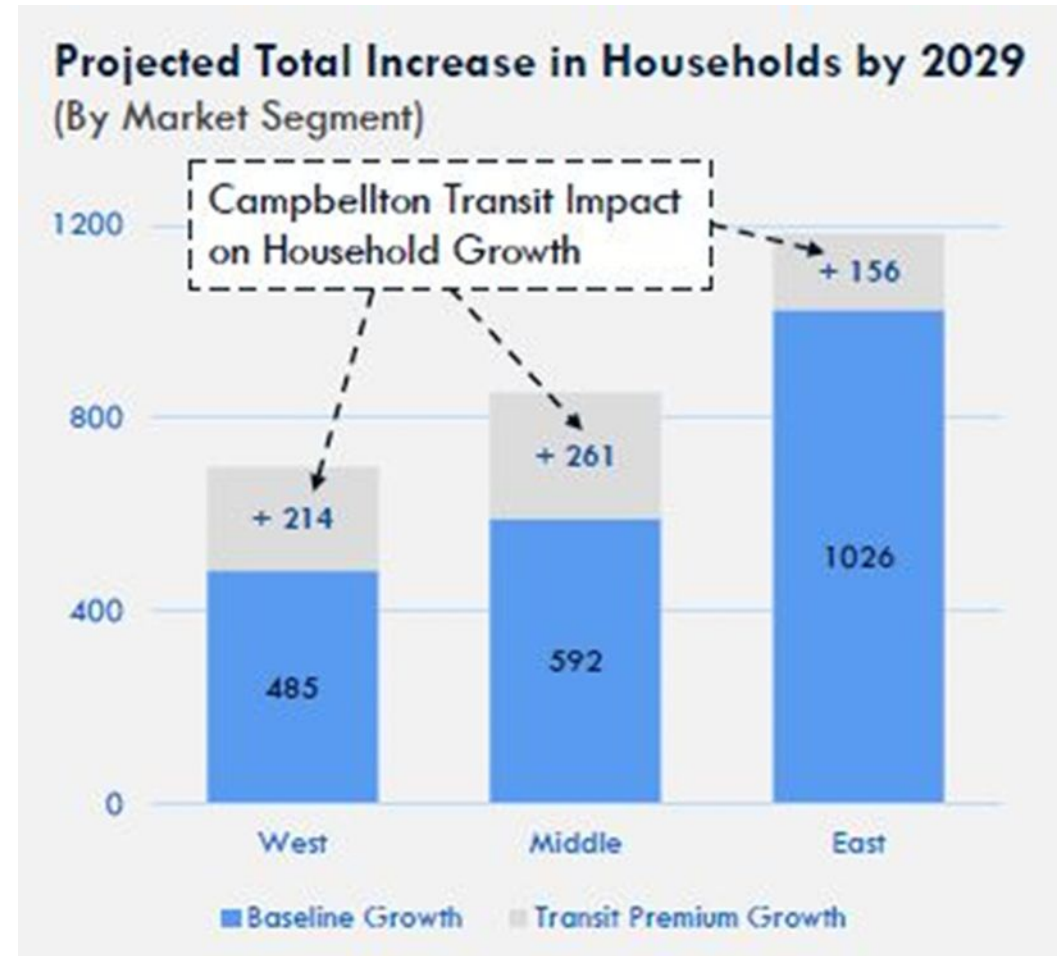
Growth Attributable to Transit

Based on analysis conducted to date, an estimate of “transit impact” on household growth by 2029, noting that:

- BRT and LRT demand impact are considered equal as proposed service quality is equivalent
- BRT will impact the market faster as overall time frame for implementation is shorter

Approximately **23% of growth** in the Campbellton corridor would be attributable to a transit investment

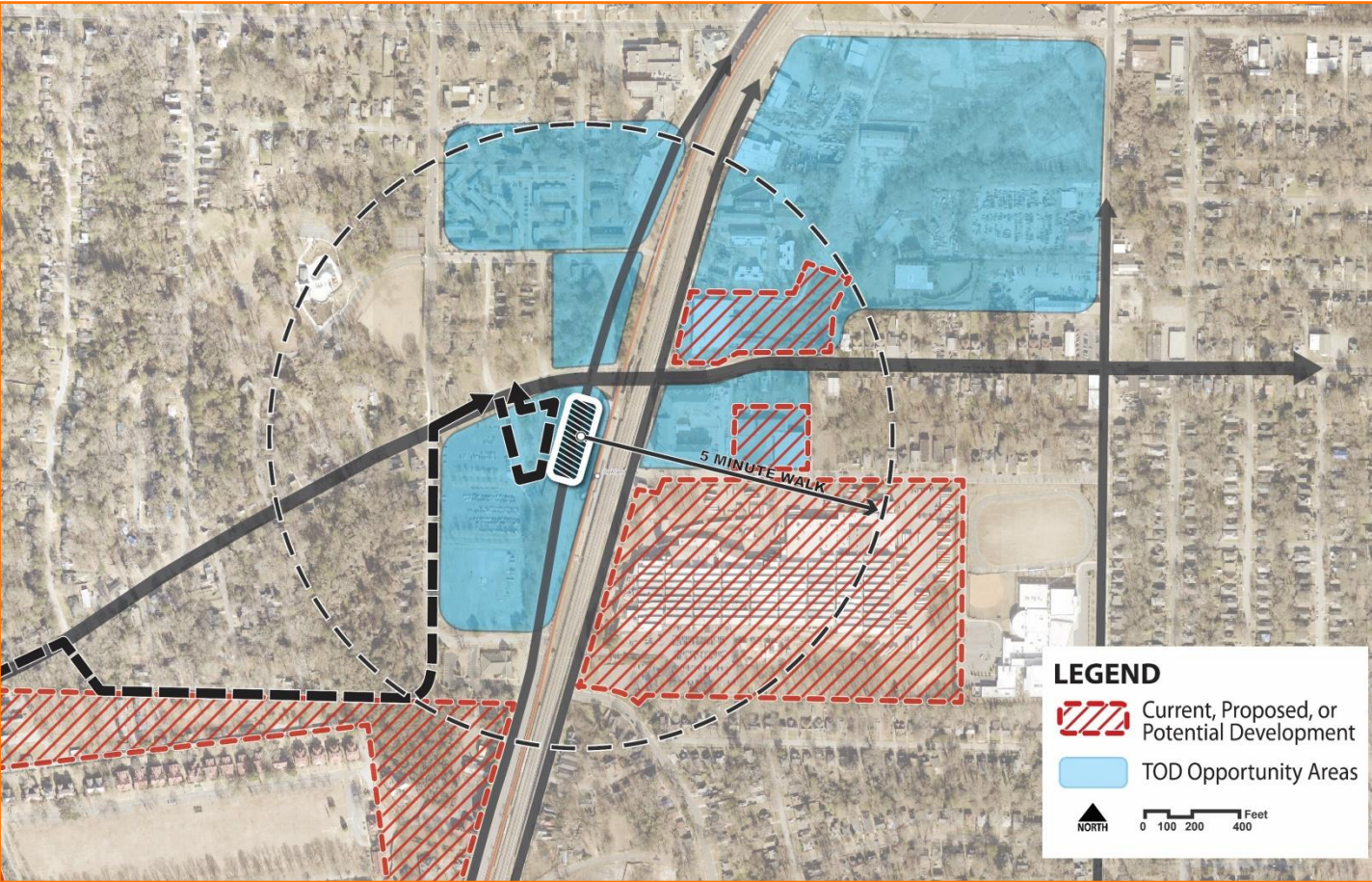
- Factor applied to total estimate of value to arrive at “attributable” value



Station Area Analysis

Oakland City Development Potential

 Community Activity Center



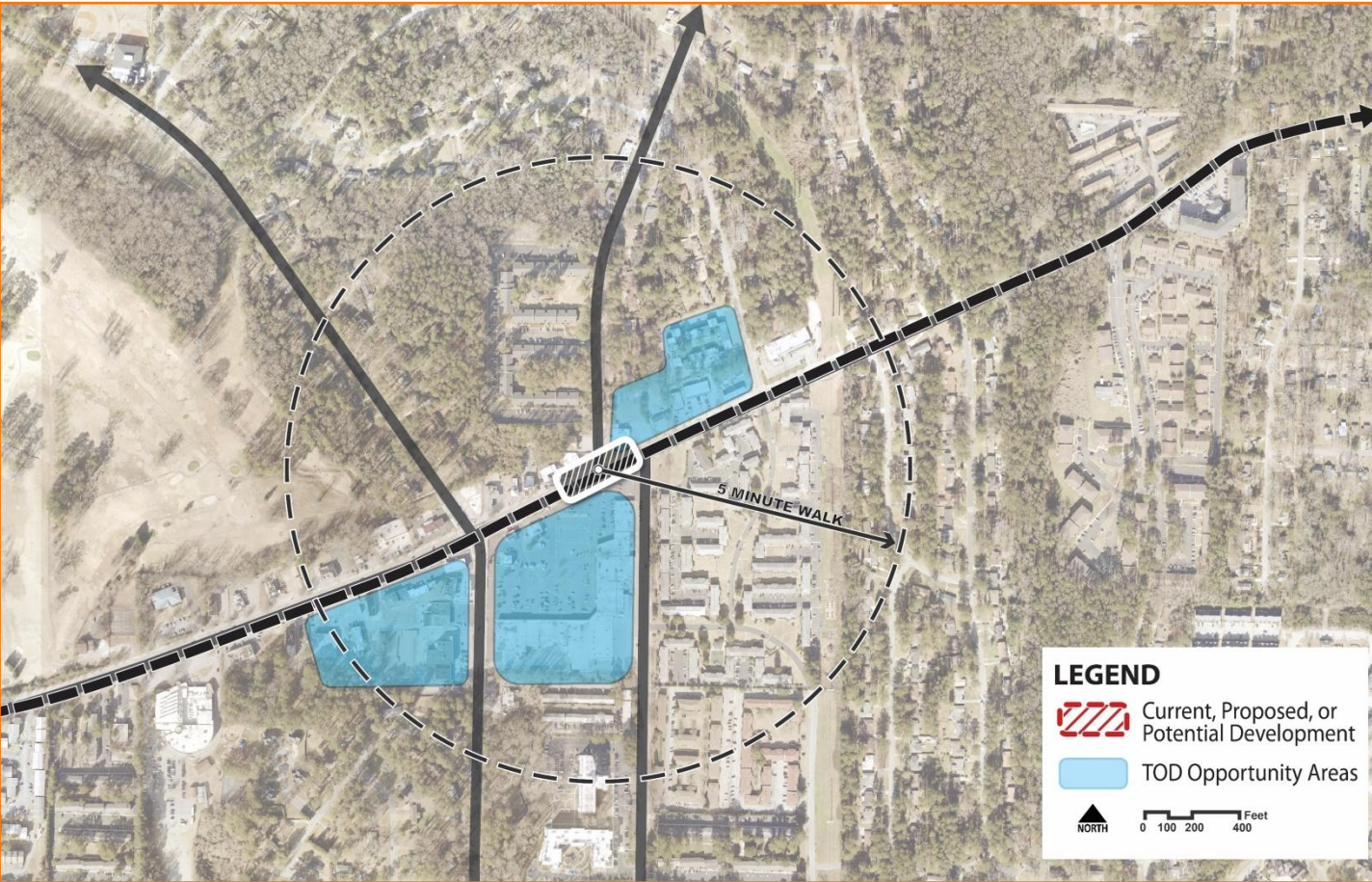
Development Character



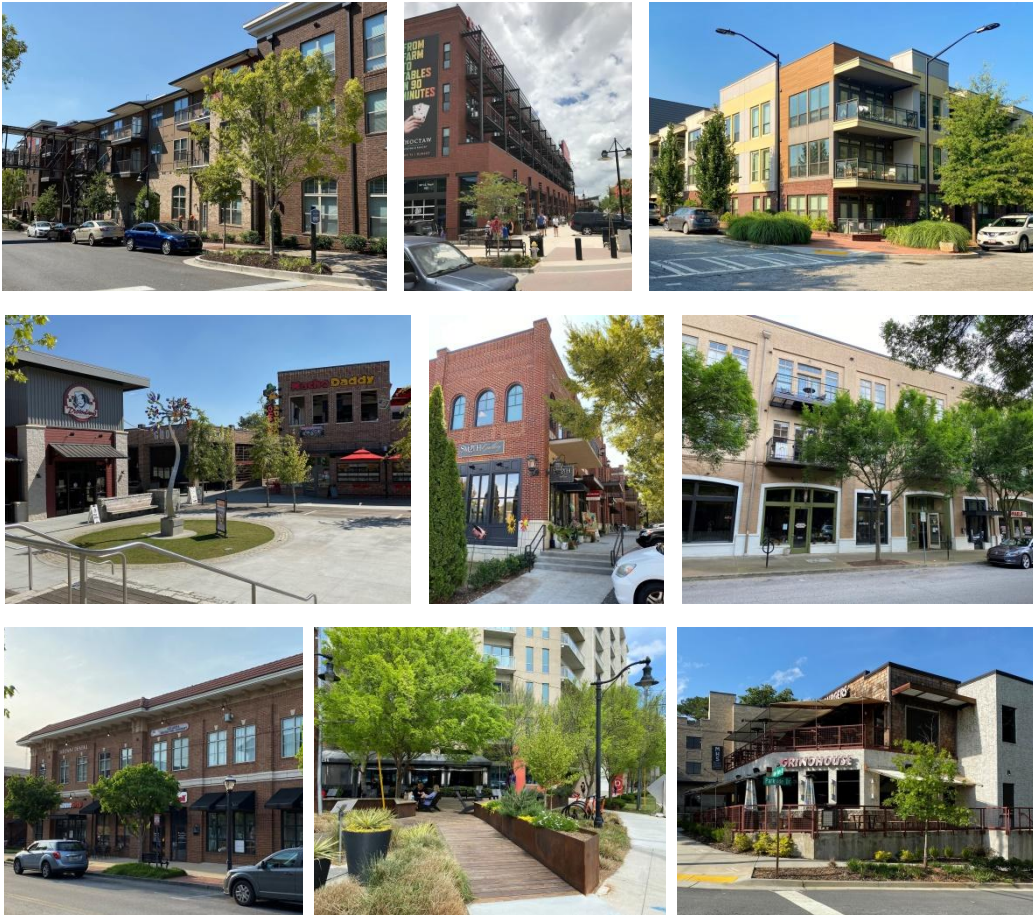
STATION AREA ANALYSIS

DELOWE DEVELOPMENT POTENTIAL

 Community Activity Center



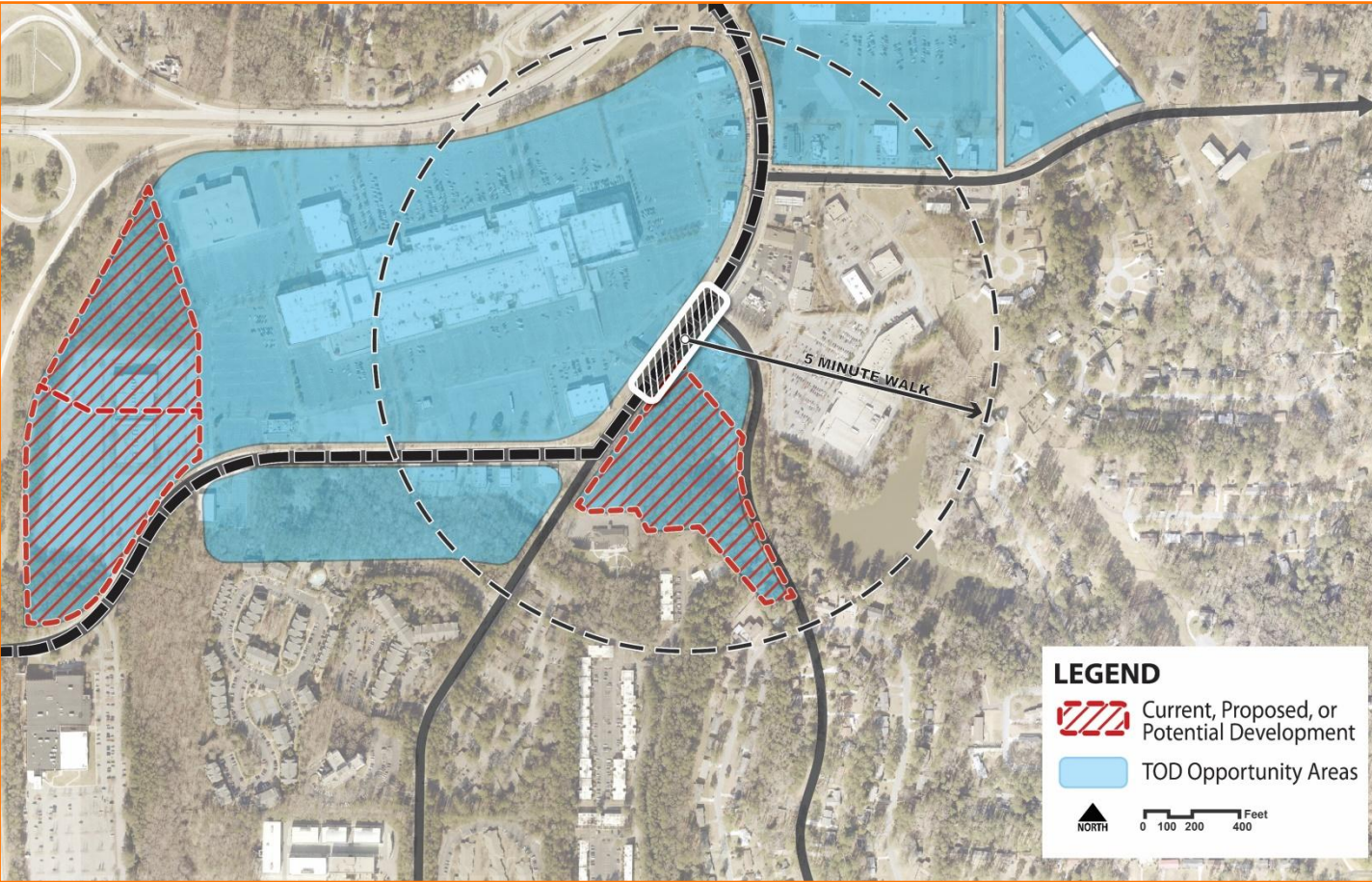
Development Character



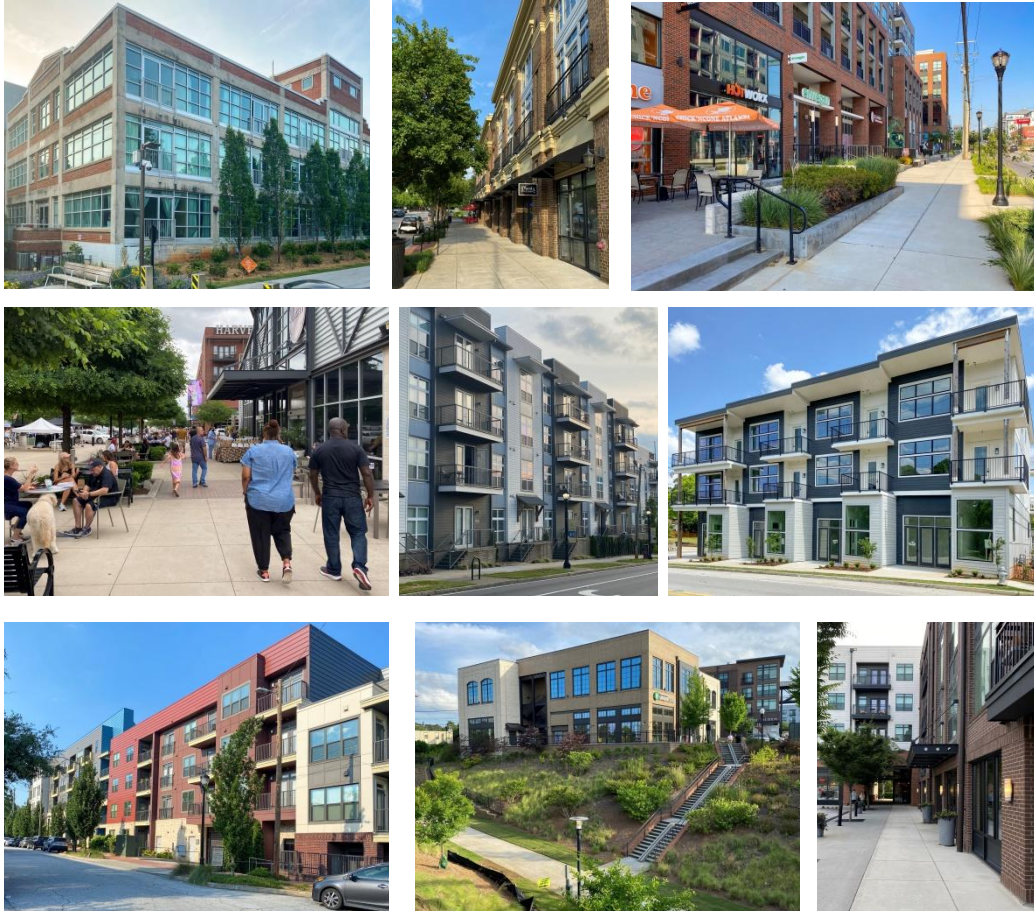
STATION AREA ANALYSIS

GREENBRIAR DEVELOPMENT POTENTIAL

 Regional Activity Center



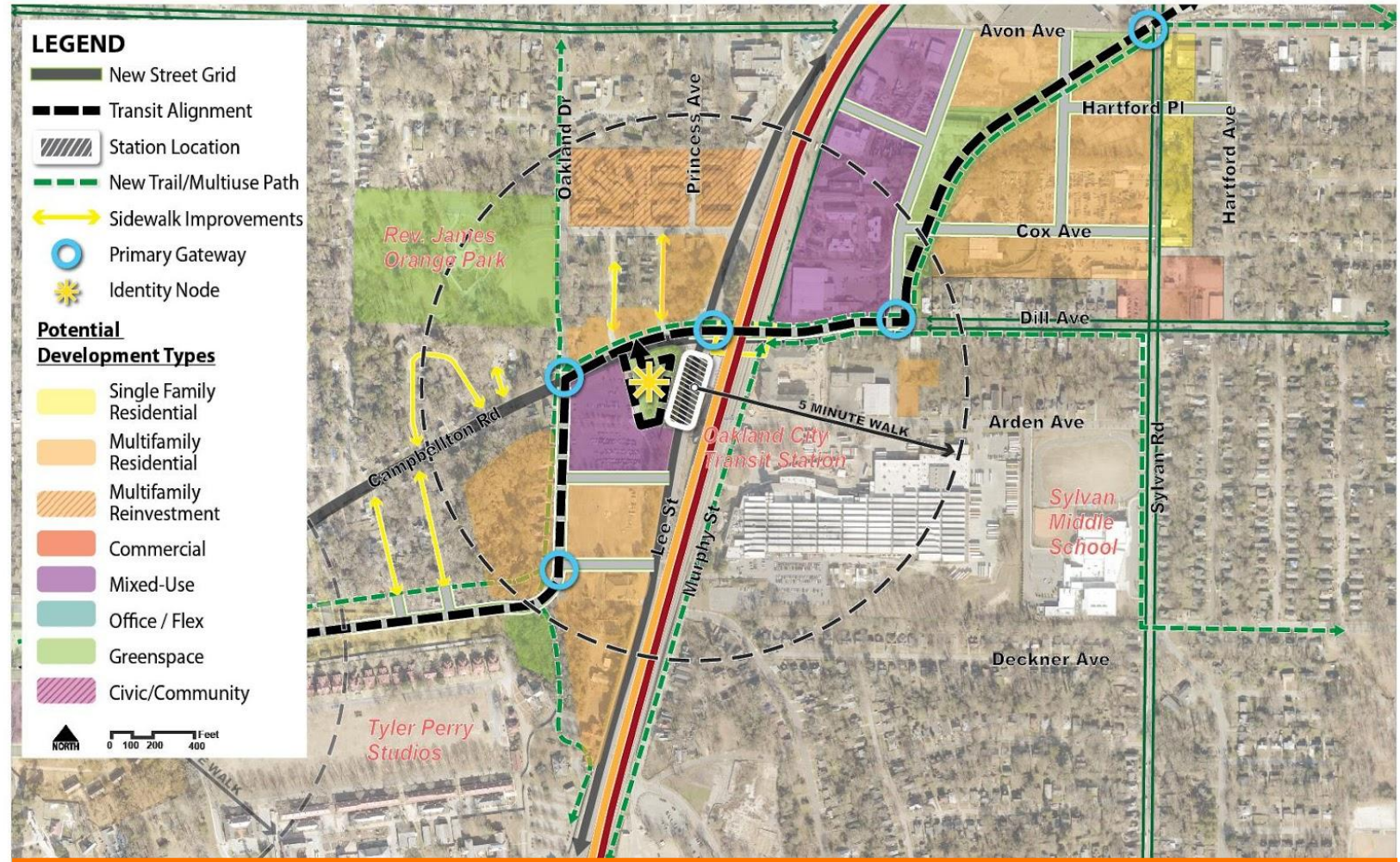
Development Character



Oakland City Station **Concept A**

Key Concept Features

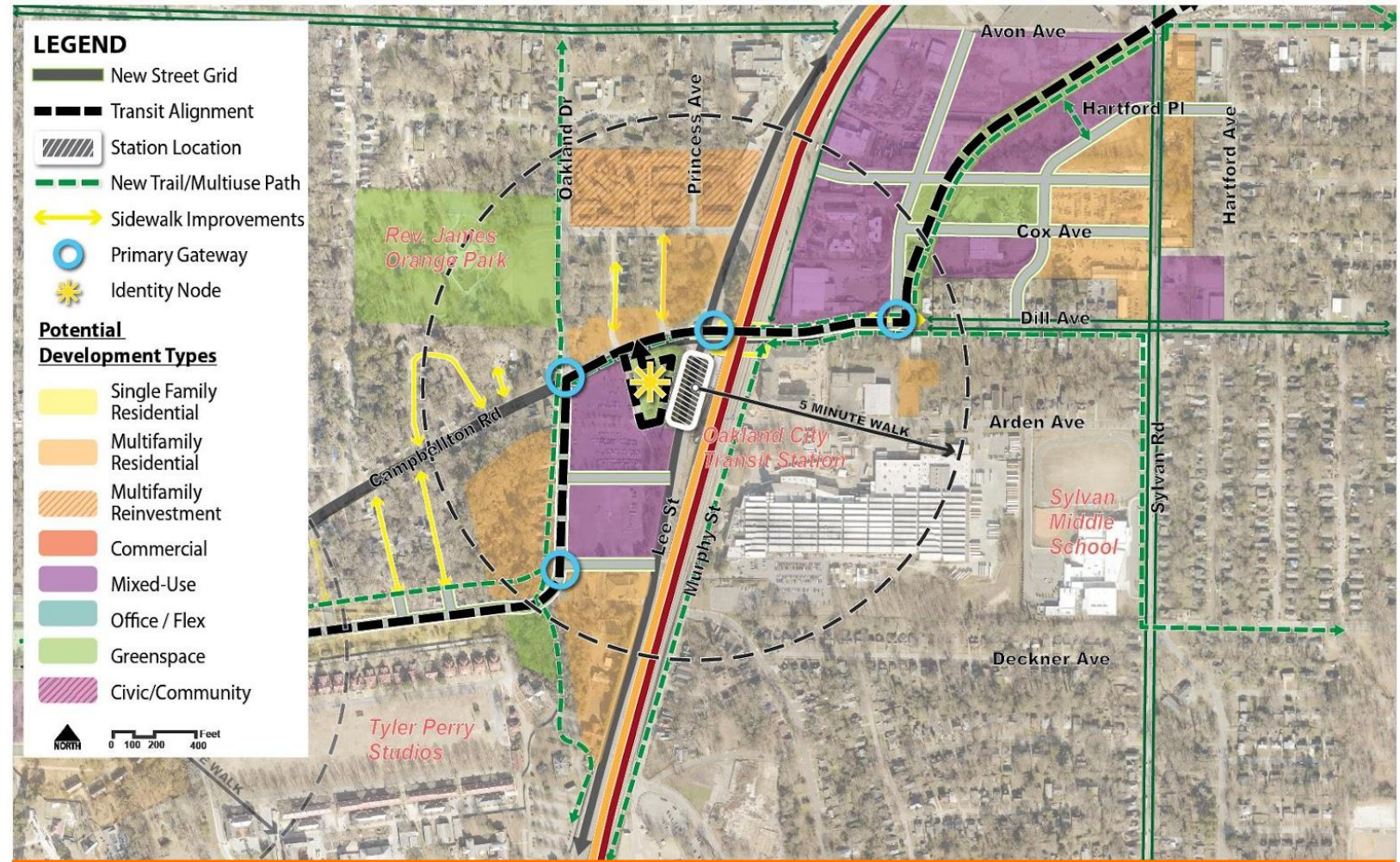
- Existing **MARTA parking can be developed** as a combination of mixed-use and multifamily development
- Buildings and warehouses along Murphy St repurposed as **mixed-use and creative spaces**
- Empty and industrial lots between Dill Ave and Avon Ave developed as **multifamily and parks**
- BeltLine spur and parks** extended along the rail-right-of-way to Oakland City Station
- Reinvestment in existing multifamily** north of Oakland City Station



Oakland City Station **Concept B**

Key Concept Features

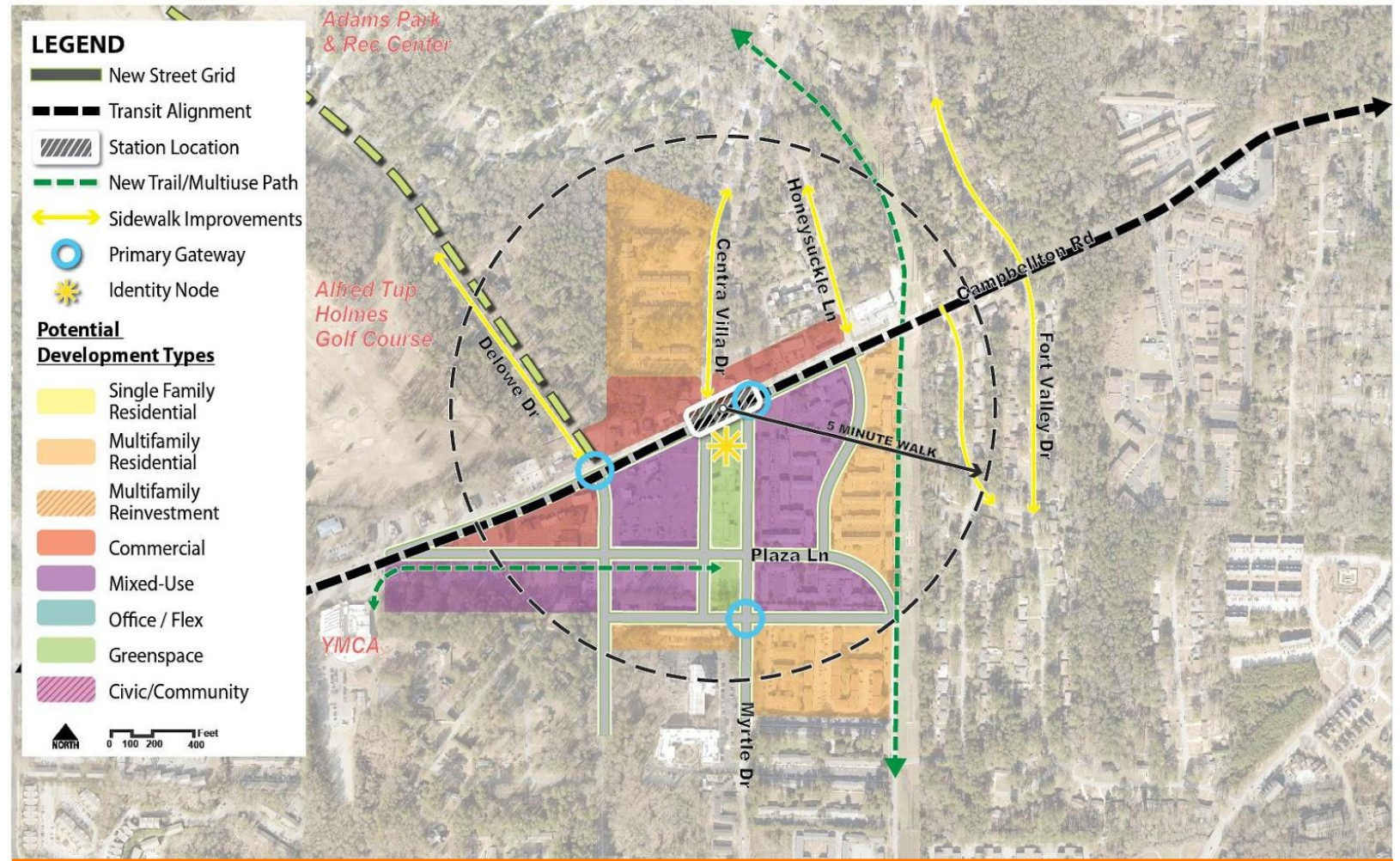
- Existing **MARTA parking can be redeveloped** as mixed-use
- Empty and industrial lots between Dill Ave, Avon Ave, and Murphy St redeveloped mostly as a **dense, mixed-use area around a central green space**
- BeltLine spur and parks** extended along rail ROW to Oakland City Station
- Multifamily developed as a transition** between new mixed-use and existing single family along Sylvan Rd



Delowe Station Concept A

Key Concept Features

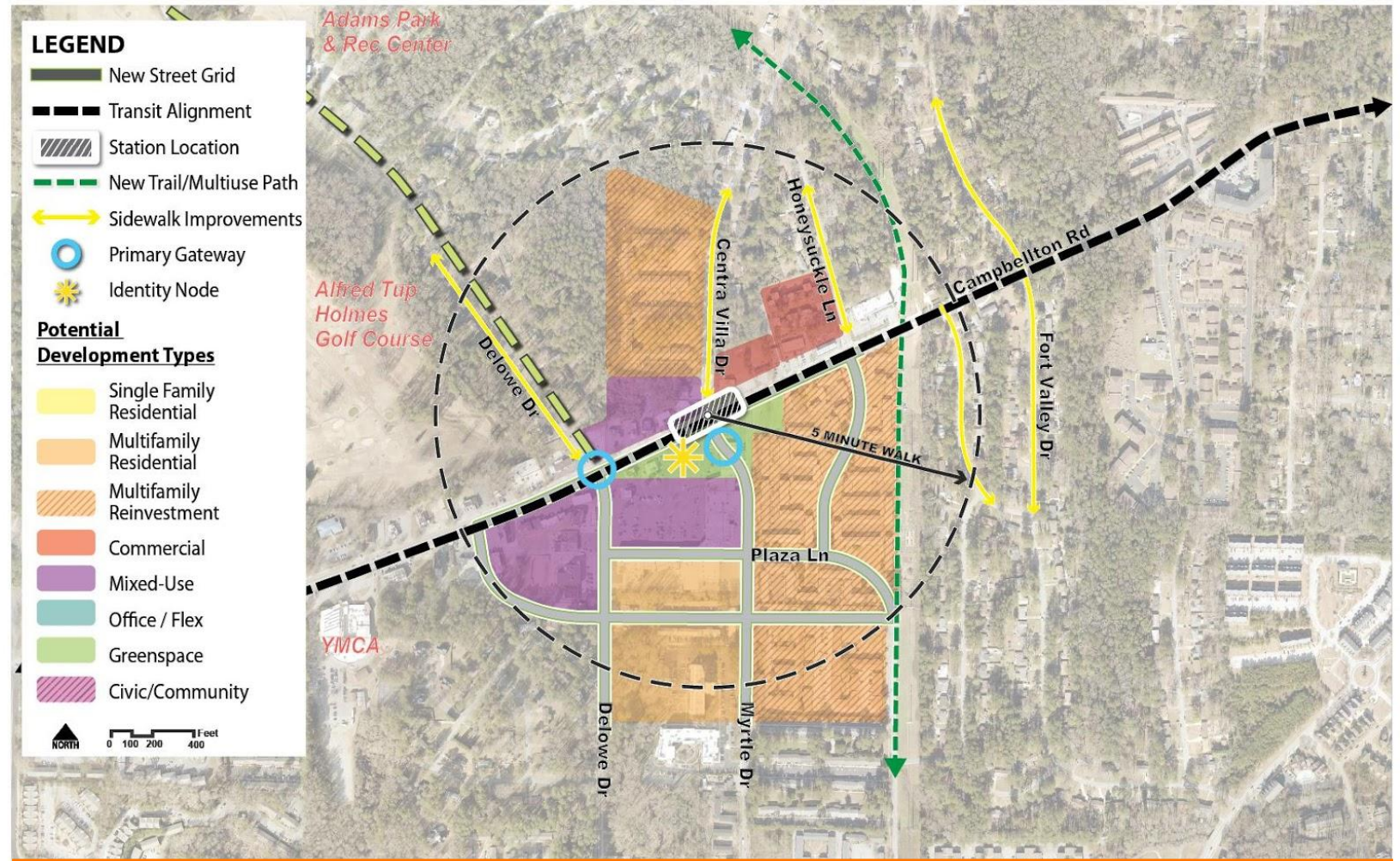
- **Sidewalk improvements** from neighborhoods to the station
- **Extension of Centra Villa Dr** to Plaza Ln
- Connection to **Model Mile** trail along Delowe Dr
- Large, **mixed-use development** around a new **neighborhood greenspace**
- **Continuation of commercial uses** focused along Campbellton Rd
- Redevelopment of older multifamily units



Delowe Station **Concept B**

Key Concept Features

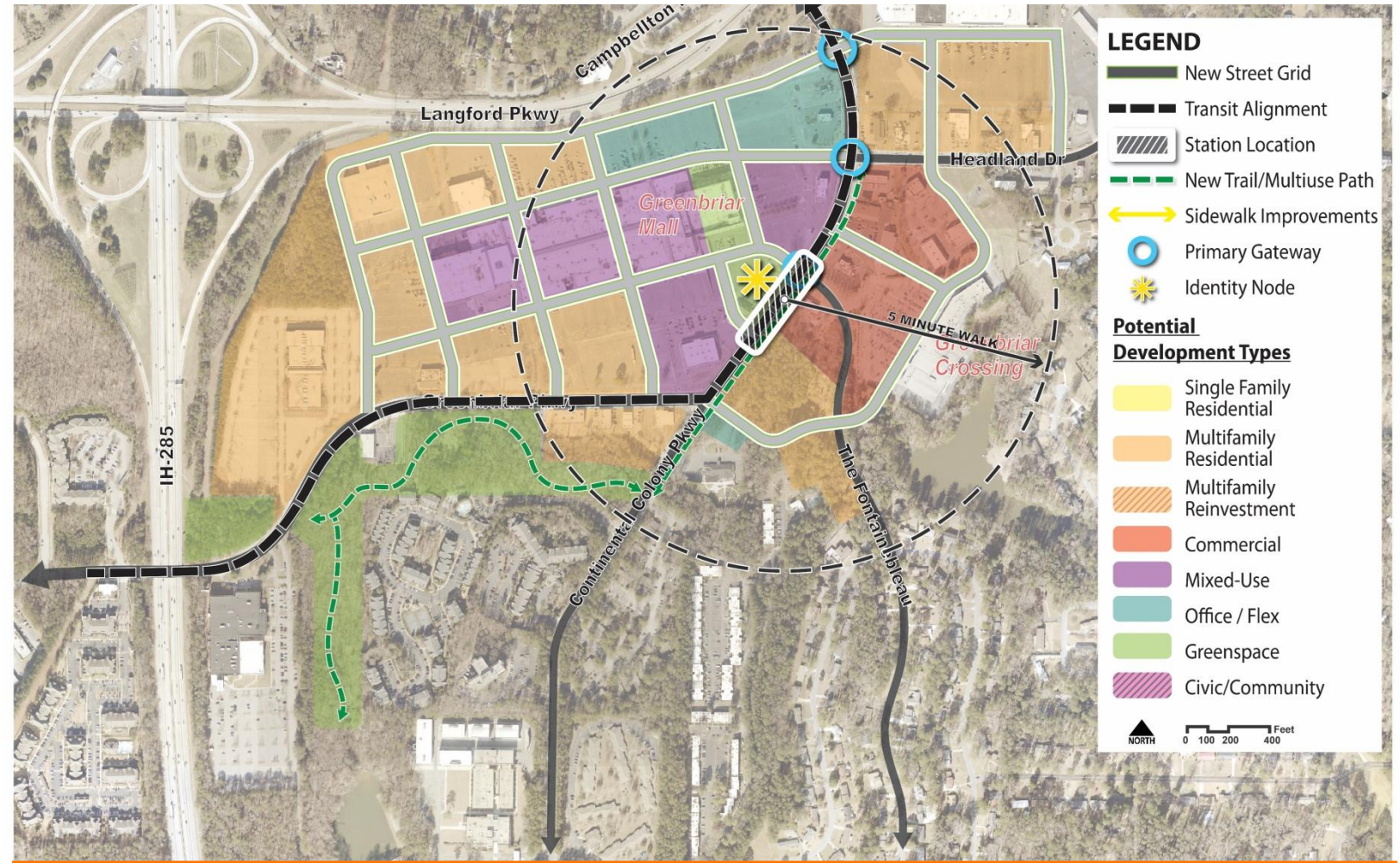
- **Sidewalk improvements** from neighborhoods to the station
- **Realignment of Myrtle St and Centra Villa Dr** intersection
- Connection to **Model Mile** trail along Delowe Dr
- **Smaller, mixed-use core** than Concept A
- **Smaller neighborhood greenspace** along Campbellton Rd
- **Renovation and reinvestment** in existing multifamily



Greenbriar Station **Concept A**

Key Concept Features

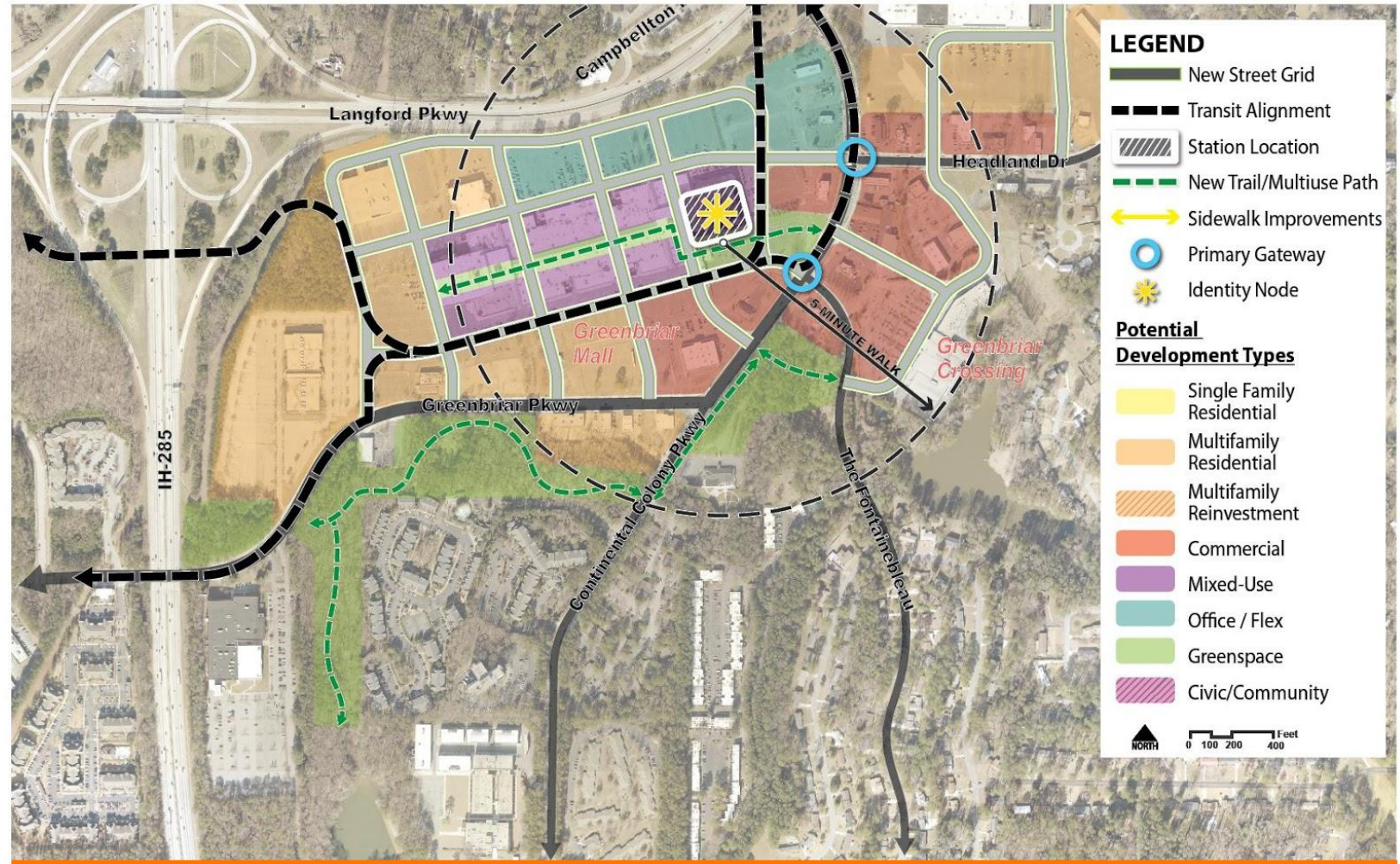
- **Phased redevelopment** of existing parking lots
- **Mixed-use core** on the mall footprint
- Multifamily development proposed for most of the site
- Station activates a **new community greenspace**
- Station located on Greenbriar Parkway
- **Preservation of wooded slopes and streams** as a park with a local trail



Greenbriar Station **Concept B**

Key Concept Features

- **Phased redevelopment** of existing parking lots
- **Core of mixed-use** connecting station to new multifamily at former movie theater site
- Commercial development concentrated along Greenbriar Pkwy
- Station built within the mall site
- Both existing grocery store and future **redevelopment within a 5-min walk** of the station
- **Preservation of wooded slopes and streams** as a park with trails
- Office uses between Langford Pkwy and mixed-use core



Potential TOD/Station Renderings



Potential TOD/Station Renderings



Potential TOD/Station Renderings



What We Heard From You

Top 3 Project Goals



Improve transit travel times and reliability



Increase access to high-capacity transit



Promote transit-supportive development

Public Input Showed Strong Support For

- Both BRT and LRT
- Faster project delivery
- Transit operating in dedicated lanes
- Redevelopment and enhanced pedestrian environment
- Greenbriar, Oakland City, and Delowe are priority station areas
- Safe transit access for seniors and disabled residents
- Minimizing impacts and disruptions to residents and businesses



Concerns We Heard

**Will I lose my home
to high-end
development?**

**Will I be able to
afford the taxes on
my home?**

**Will my community
look like anything it
does today?**

**Will affordable housing
look cheap?**

**Will my taxes increase because of
affordable housing?**

**Will my taxes increase
because of the new
transit project?**

**Will this project usher in
gentrification?**

Potential Tools to Promote Affordable Housing



Possible property tax abatements/exemption programs



Possible creation of anti-displacement tax fund



Possible restructure of tax policy for homeowners

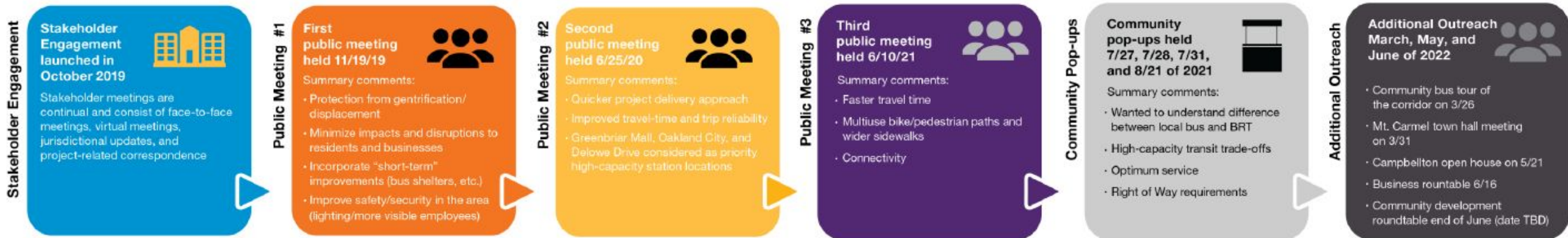


Possible TOD development funds providing loans to developers to hold land for five years for affordable housing



Possible land leases helping preserve affordable housing

Community Engagement



Canvassing:

- Posted yard signs along **25** high ridership bus stops in corridor
- Posted yard signs along **10** high traffic intersections in corridor
- Installed **2** A-frames each at Barge Road Park & Ride and Oakland City MARTA Station
- Visited schools, businesses, apartments, libraries and mall in the corridor and distributed flyers and yard signs

Survey:

- Conducted survey from **May 28, 2021 – August 31, 2021**
- Received **621** paper survey results and **317** surveys completed online.

Who Participated in the Survey?



The **three** top survey responders' categories were responders who are:



Employed



Commuters



Retirees

45%
Prefer BRT (421 of 938)



43%
Prefer LRT (405 of 938)

About 10% (98 of 938) prefer other modes

Modes of Transportation

850
or about
90%
participants,

advocated for:



Wider/better
sidewalk
conditions



Separated
bike lane/
cycle tracks



Multiuse bike/
pedestrian
paths



Addressing
existing
issues

Path from Staff Recommendation to Board Consideration of the LPA (locally preferred alternative)



Investment SW Study Area



BRT gold standard with Greenbriar Superstation

\$300M from More Marta | local funding |
FTA small starts

HE Holmes station upgrade

\$25M to \$40M from Local MARTA

Oakland City station upgrade

\$25M to \$40M from Local MARTA

Oakland City & Greenbriar stations TOD and affordable housing

\$25M to \$50M from Local MARTA & Atlanta

Safe routes to transit

\$10M from Local MARTA & Atlanta

Arterial rapid transit

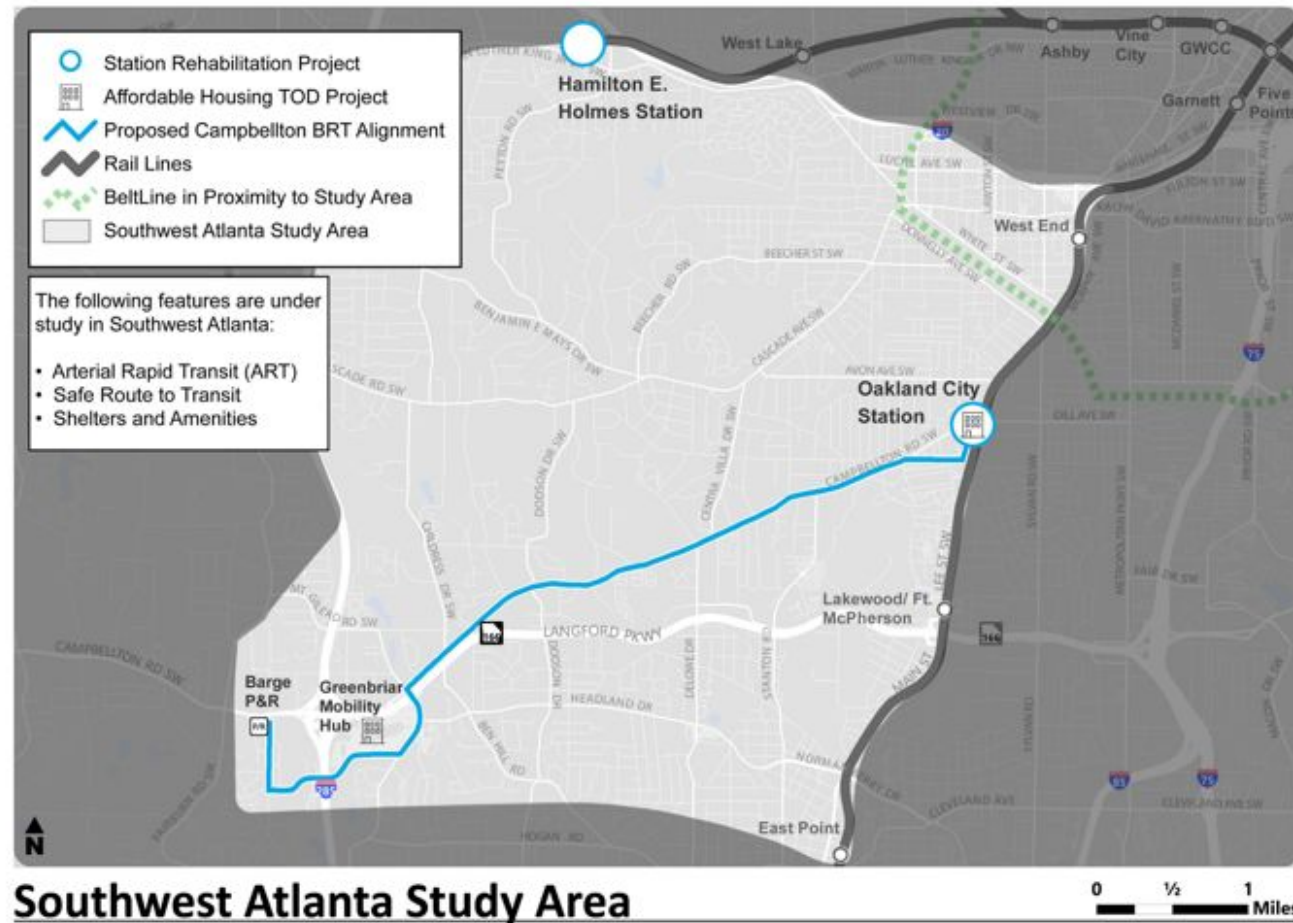
\$30M from More MARTA

Infrastructure upgrades

\$30M from local sources

Total Southwest Atlanta investment

\$445M to \$500M from federal, state, and
local sources



Open House Session

- Do you agree with the envisioned types of development proposed at each station?
- Have we selected the right stations to launch initial investment?
- What types of amenities are most important?



Transit Station Area Types

Neighborhood Residential



Neighborhood Activity Center



Community Activity Center



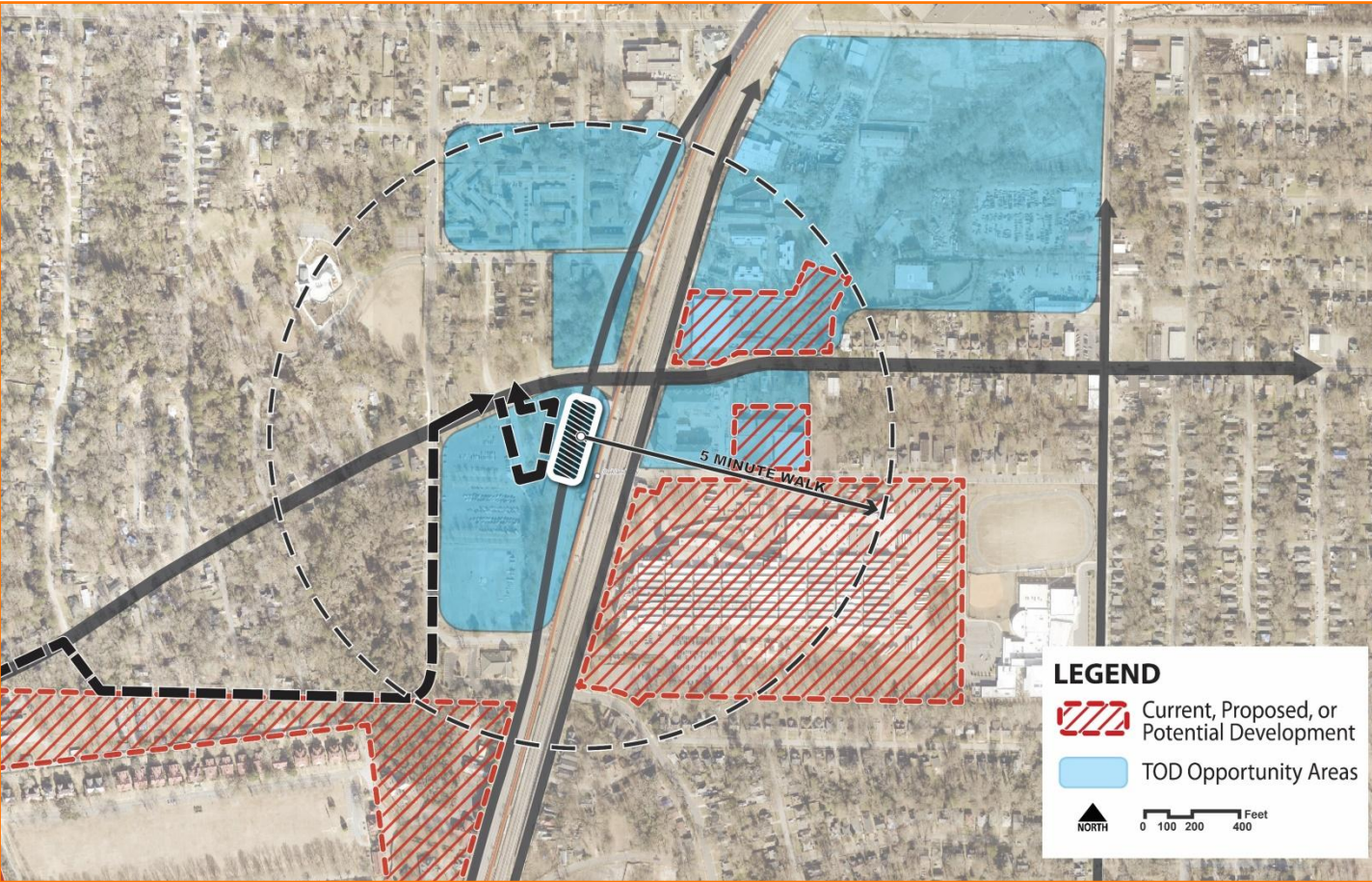
Regional Activity Center



Station Area Analysis

Oakland City Development Potential

 Community Activity Center



Development Character





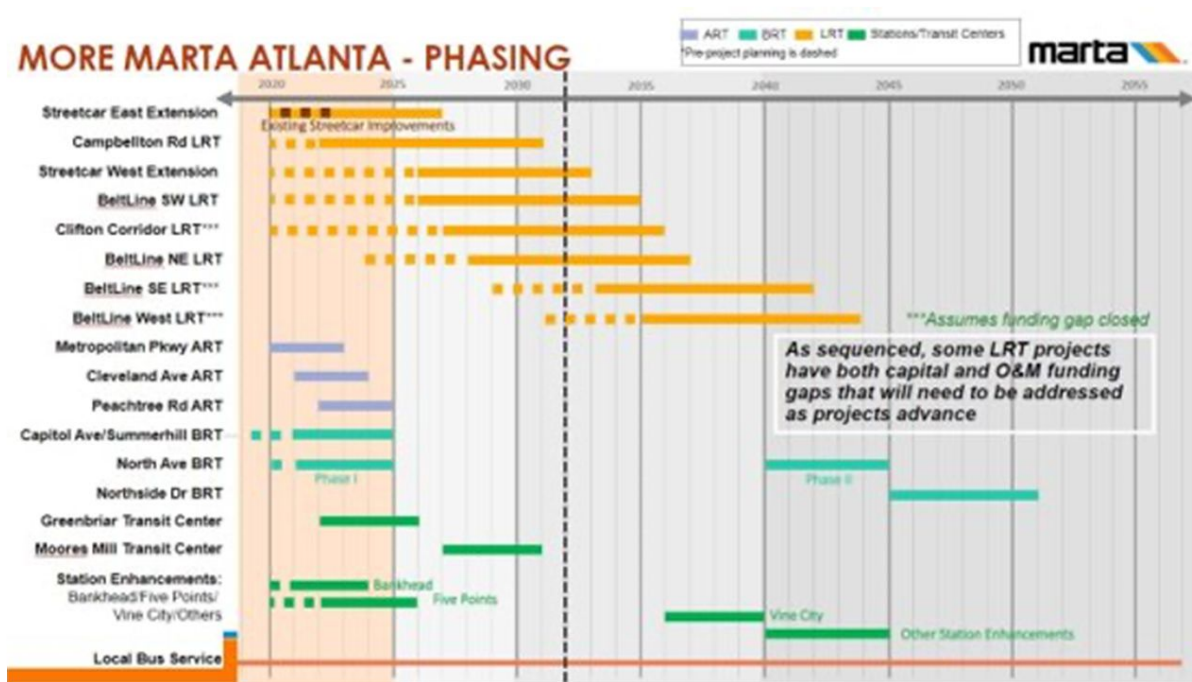
**CAMPBELLTON
CORRIDOR**
TRANSIT PROJECT



Questions/Feedback/Discussion

More MARTA Overview

- Paid for by a half-penny sales tax passed in 2016
- More MARTA intergovernmental agreement (IGA) with City of Atlanta
- More MARTA sequencing plan



Previous Discussion Regarding Rail

- Earlier maps and plans used by the City of Atlanta and MARTA illustrated LRT for Campbellton
- However, the legal agreement that defines how the City and MARTA use the More MARTA tax revenue state all projects are dependent on further analysis and the availability of federal funds
- The need to explore multiple alternatives on Campbellton has been continually communicated since early 2018
- Campbellton originally studied for LRT for the purposes of programming



CAMPBELLTON CORRIDOR TRANSIT INITIATIVE / LINK SOUTHWEST

- 11 mile high capacity transit corridor
- Connects Greenbriar Mall with Fort McPherson redevelopment area
- Link into the MARTA heavy rail transit system
- Initiating a planning study MARTA to analyze:
 - High capacity transit options (BRT or LRT)
 - Alignments to include dedicated guideway and/or street running
- 18-24 month study
- Route 83 on Campbellton Rd was upgraded to Arterial Rapid Transit (ART) service levels in Feb 2017 as part of the FAST Track Initiative
 - Route 83 has 2nd highest daily ridership in MARTA bus system



LINK SOUTHWEST
CAMPBELLTON CORRIDOR
TRANSIT INITIATIVE

26

Delowe LRT Center Station



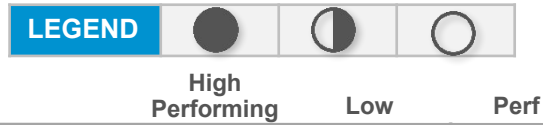
Delowe BRT Curbside Station



Center-Running BRT Renderings



Updated Performance Metrics *(working draft)*



		BRT Center Running	BRT Curb Running	Mixed LRT + Streetcar
Travel Characteristics				
	Trip Time (Route 83 current trip time 28 minutes)	 18 minutes	 19 minutes	 16 minutes
	Forecasted daily riders <i>(updated numbers)</i>	 8,800	 6,000	 9,200
Changes to the Corridor				
	Percentage of dedicated lanes	 92%	 70%	 70%
	Pedestrian and bike facilities provided	 6 miles of sidewalks  4 miles of dedicated bike lanes	 6 miles of sidewalks  0.4 miles of dedicated bike lanes	 1.6 miles of sidewalks  2.5 miles of dedicated bike lanes
	Reduction of speeding	 13% reduction (to 22 mph)	 4% reduction (to 25 mph)	 16% reduction (to 21 mph)
	Number of driveway closures	 0	 21	 12
Resources Required				
	Construction cost (YOES)	 \$300+ million	 \$100+ million	 \$450+ million
	Operating cost	 \$4.8 million annually	 \$4.9 million annually	 \$12.5 million annually
	Year of Completion/Operation	 2028	 2028	 2030s
	Cost per rider	 \$2.41	 \$2.51	 \$6.36