

WORKING DRAFT



**CAMPBELLTON
CORRIDOR**
TRANSIT PROJECT

Campbellton Community Investment Corridor:

A Main Street for
Southwest Atlanta

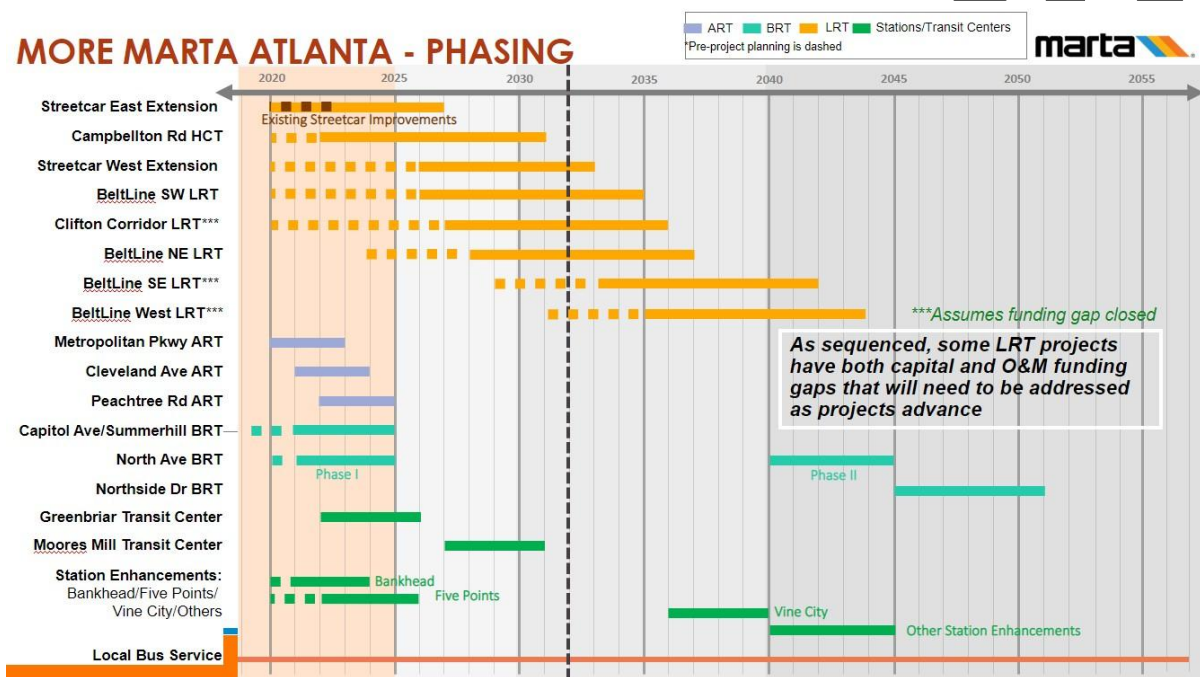
WORKING DRAFT



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

MORE MARTA ATLANTA - PHASING



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 ART 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

Evaluation Framework



Project's Purpose and Need

Project

Purpose

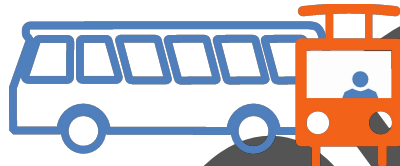
Project Purpose



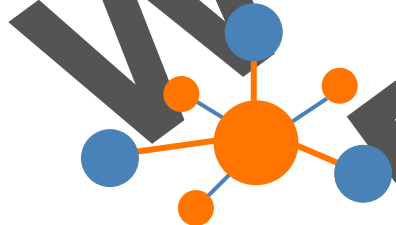
A faster, more reliable transit solution



Growth in economic development and jobs



Greater mobility for residents



Greater regional transit connectivity

Project Need



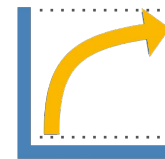
High transit demand (Rt. 83)



Increased need for safety/access



Growing mobility needs



Constrained economic growth

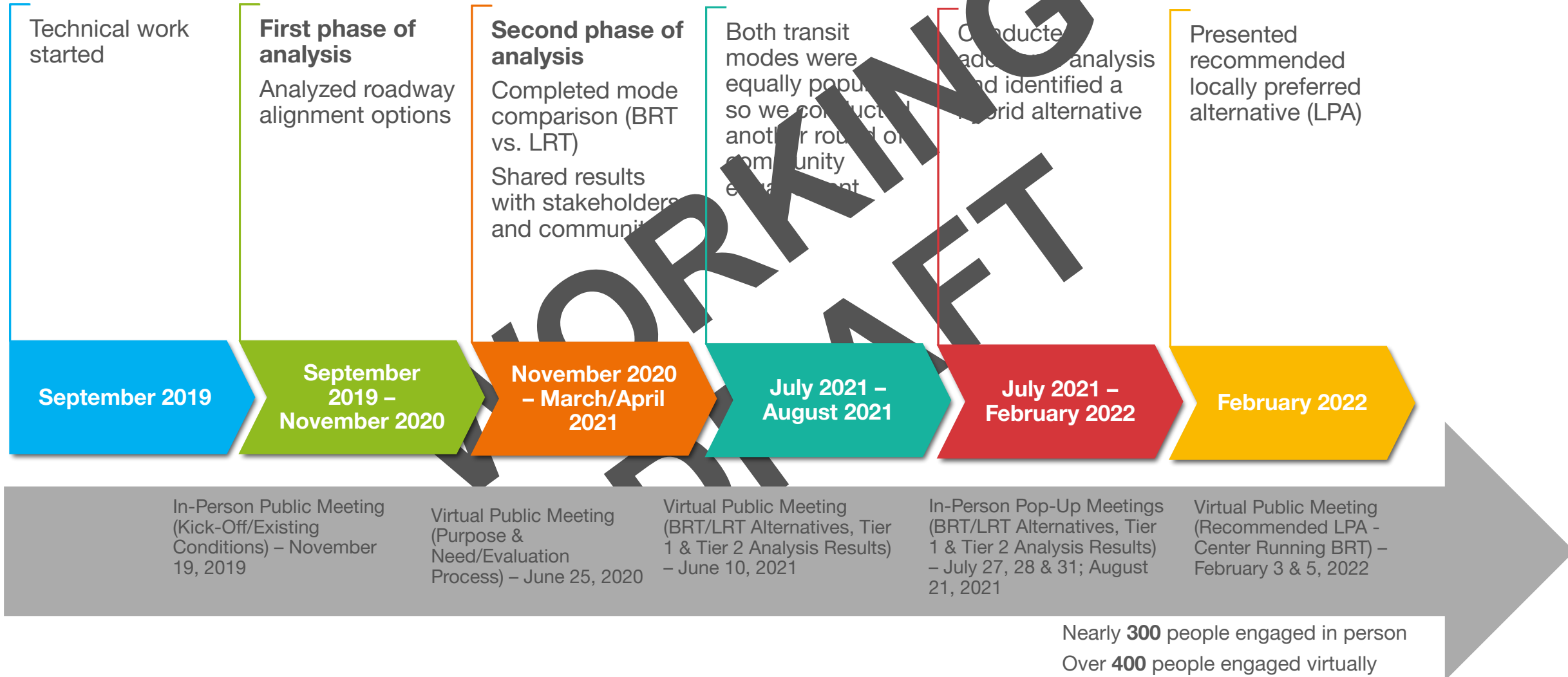
- transit solution
- greater mobility for residents
- growth in economic development and jobs
- greater regional transit connectivity.

Project Goals / Objectives (developed in tandem with community survey

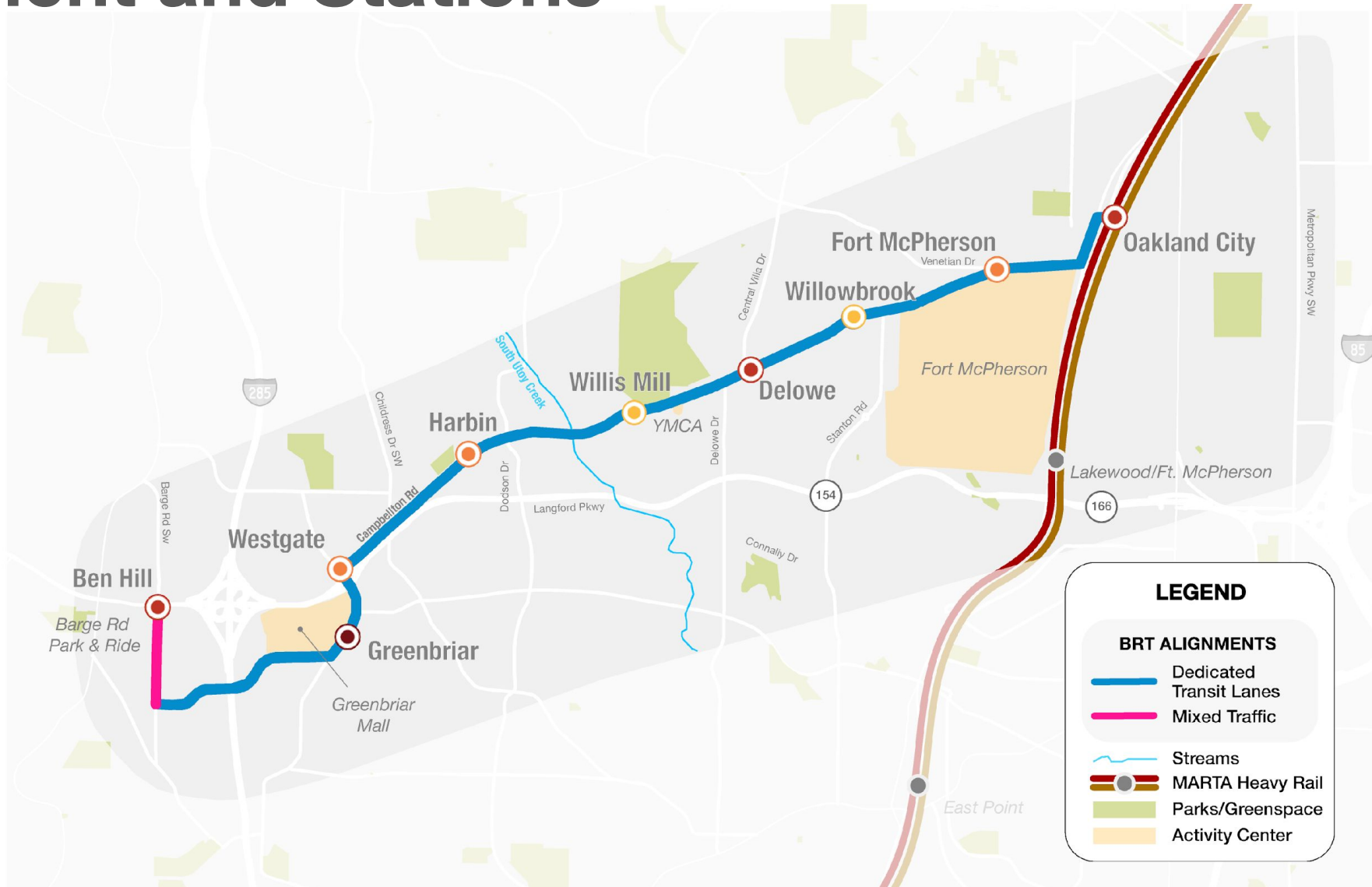
Summer 2020)

Goal 1 – Improve Travel Times and Reliability	Goal 2 – Increase Safety for all Users	Goal 3 – Increase Access to High-Capacity Transit	Goal 4 – Promote Transit-Supportive Development	Goal 5 – Minimize Project Design Impacts	Goal 6 – Maximize Financial Resources
• Provide a faster trip to MARTA heavy rail • Provide auto-competitive transit service	• Improve first and last mile connections and safe bicycle and pedestrian access to transit stations • Enable safe automobile travel	• Improve access to employment, residential areas, and activity centers • Increase access for transit-dependent residents • Increase transit ridership	• Encourage compact and neighborhood-scaled commercial development • Encourage economic development and job growth • Promote affordable housing preservation and production	• Minimize right-of-way impacts and property acquisition • Minimize negative impacts to access and connectivity • Minimize impacts to cultural, historic, and environmentally sensitive areas	• Provide a cost-effective transit system • Maximize federal funding/Minimize local funding • Implement a project with strong community support

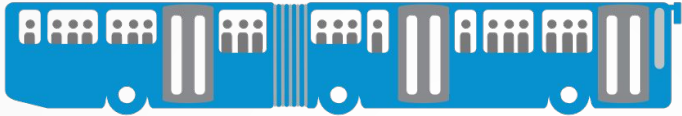
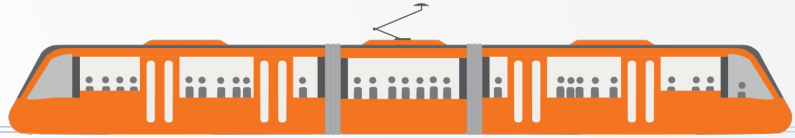
Campbellton Corridor Alternatives Analysis Timeline



Alignment and Stations



BRT/LRT Comparison

Mode Characteristics	 Bus Rapid Transit (BRT)	 Light Rail Transit (LRT)
General Description	Rubber-tire vehicles operating on dedicated transit lanes for faster and more reliable service than regular bus	Steel-wheel vehicles operating on tracks embedded within roadway and powered by overhead electric cable
Capacity	 Up to 120 people can fit on each BRT bus	 Up to 200 people can fit on each LRT train
Shared Characteristics		
Frequency	 Every 10 Minutes	
Station Spacing	 Every Half Mile on Average	
Station Amenities	 Enhanced Shelter & Amenities  Off-Board Fare Collection  Real-Time Arrival Information  ADA Accessible Raised Platforms	

Center-Running LRT Alternative *at a glance*

Light Rail Transit

Transitway: Center Dedicated Lanes

Alignment: 5.5 miles and 9 stations

Service: Every 10 minutes weekdays

Vehicle: 80-foot train like Atlanta Streetcar

Exclusive Transitway: 23% of corridor

Shared Lanes: 30% of corridor

Dedicated Lanes: 47% of corridor



Travel Time & Reliability

1 From
Oakland City
Station to Barge
Road P&R
6 MINS

44%

Faster than
current times on
Route 83

Property Impacts

1 Needed for
dedicated
lanes and
stations
2 ACRES

**New rail
facility**
needed to
store and
maintain
trains



Roadway Access Impacts

144
Restricted
Driveways

12
Driveway
Closures



Safety

29
Reduction in
auto speed
%

Enhanced
bicycle/pedestrian
environment



Cost & Timeline

Construction Cost **340**
MILLION

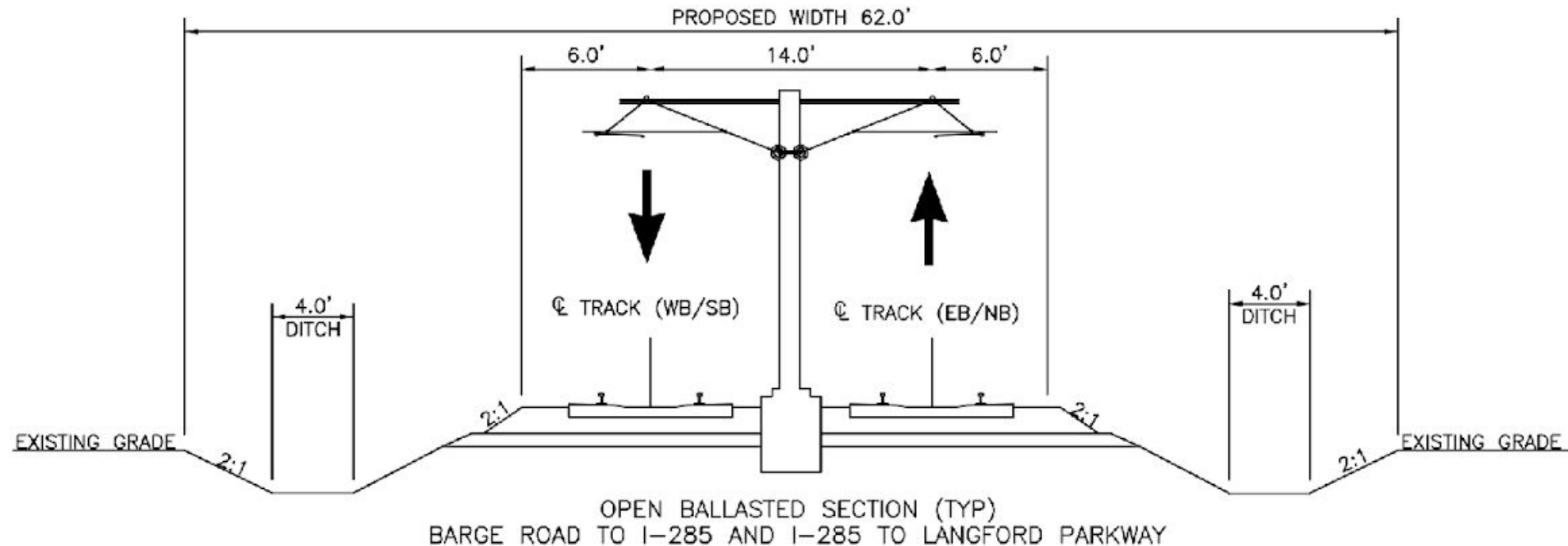
1 MILLION
Annual
Operating Costs

3
Time to Deliver
8 to 10
YEARS

*Cost as of June 2021

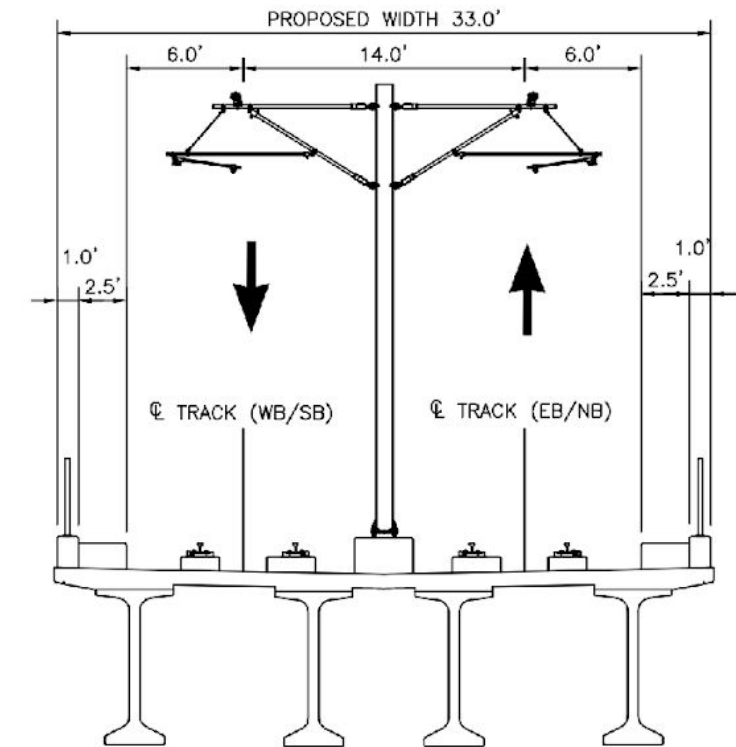
LRT: Open Ballasted Section

Segment 1 - Segment 3



LRT: Exclusive Bridge Section

Segment 1 - Segment 3

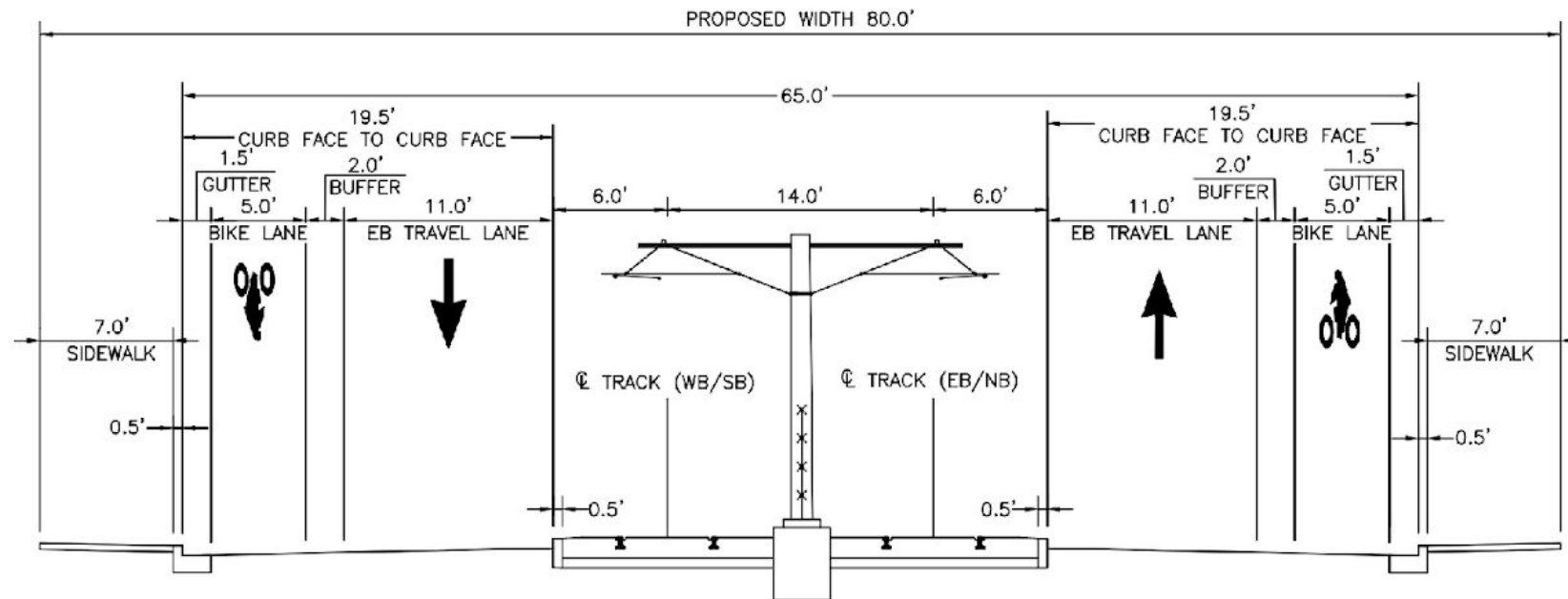


EXCLUSIVE BRIDGE SECTION (TYP)
BRIDGE OVER I-285 AND BRIDGE OVER LANGFORD PARKWAY

LRT: Center Dedicated Lanes

Segment 4 - Segment 6

Existing: 2-5 Lanes (varies 38' - 96')

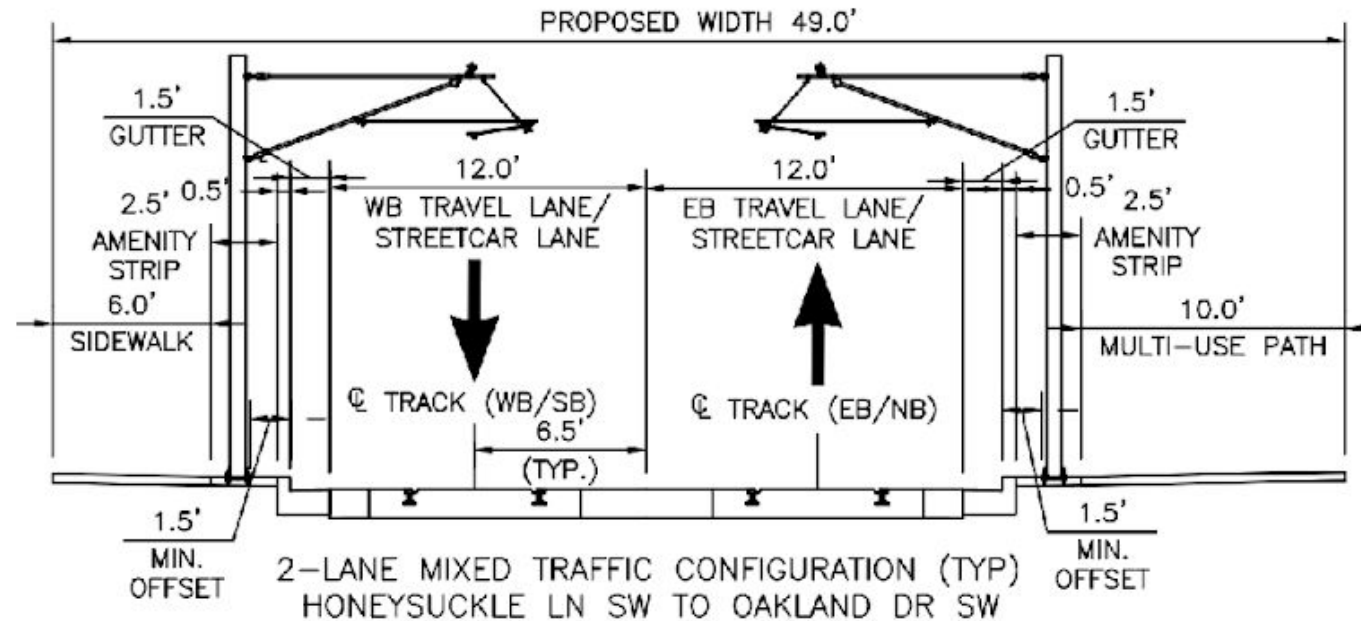


CENTER-RUNNING LRT WITH DEDICATED LANES (TYP)
MT. GILEAD RD SW TO HONEYSUCKLE LN SW

LRT: Mixed Traffic

Segment 7 - Segment 8

Existing: 2-4 Lanes (varies 38' - 70')



Curb-Running BRT Alternative *at a glance*



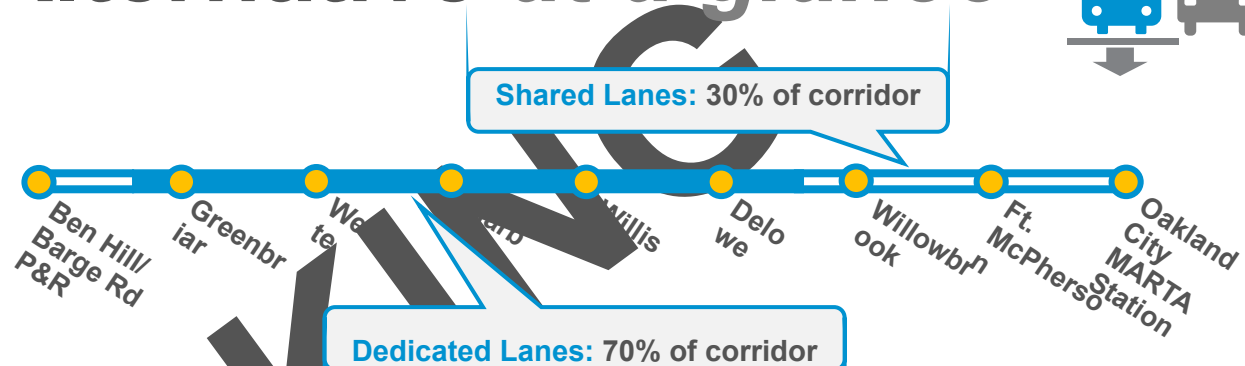
Bus Rapid Transit

Transitway: Curb Dedicated Lanes

Alignment: 6 miles and 9 stations

Service: Every 10 minutes weekdays

Vehicle: Battery Electric Articulated Bus



Travel Time & Reliability

1 MINS
9 From Oakland City Station to Barge Road P&R

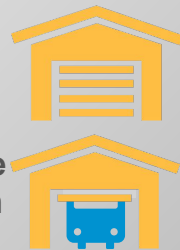
33%
Faster than current times on Route 83

Property Impacts

2 ACRES
Needed for dedicated lanes and stations

Existing MARTA Garage

used to store and maintain buses



Roadway Access Impacts

20
Restricted Driveways*

21
Driveway Closures*

*Impacts mostly Greenbriar Pkwy

Safety

8%
Reduction in auto speed

Enhanced bicycle/pedestrian environment



Cost & Timeline

Construction Cost **100** MILLION

5 MILLION Annual Operating Costs

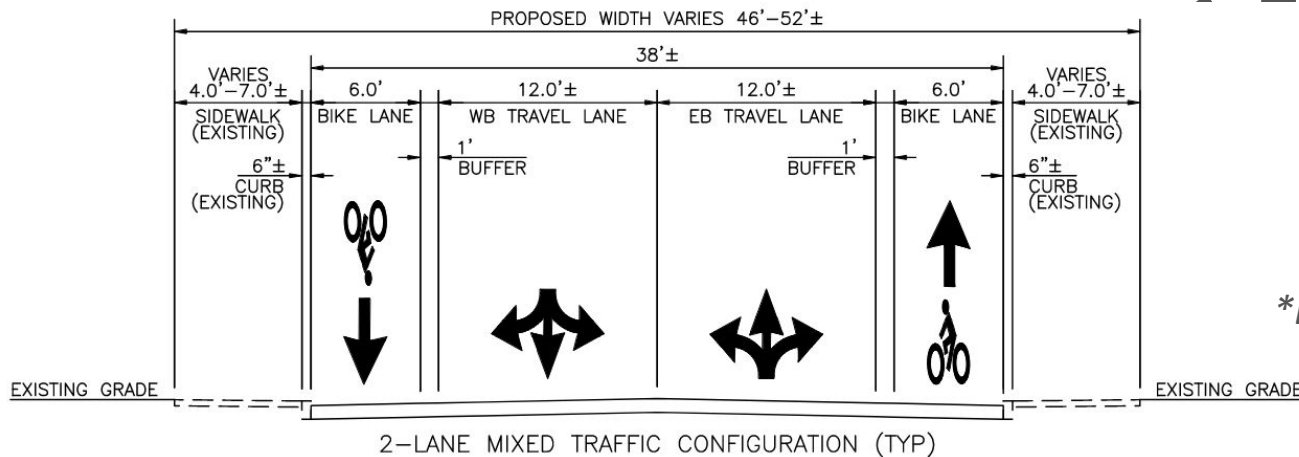
Time to Deliver **5 to 7** YEARS

*Cost as of June 2021

Segment 8: Oakland City to Venetian Dr

Existing: 4 Lanes with 53' average ROW width (varies 48'-69')

BRT: Mixed Traffic



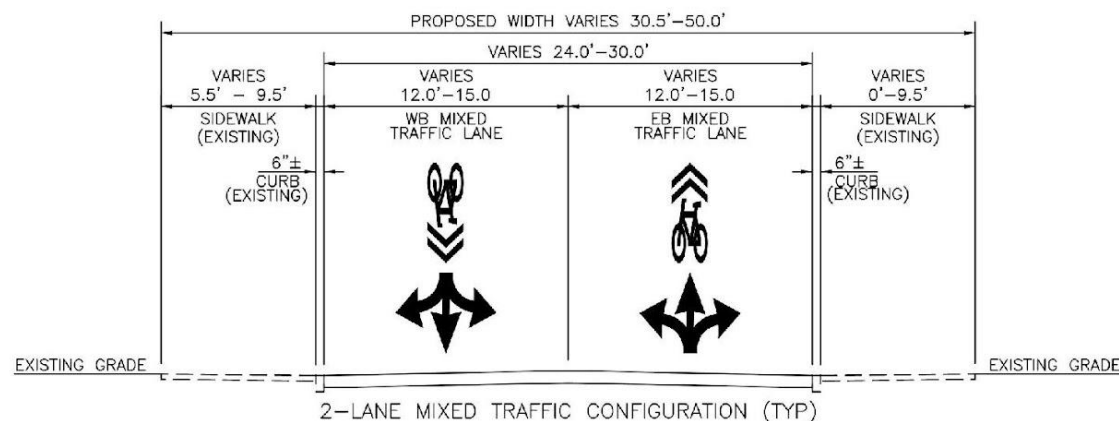
**Baseline assumption, subject to revision*

- Reduce to 2 lanes with bike lanes in each direction
- No additional ROW assumed in typical sections, except at station areas

Segment 7: Venetian Dr to Fort Valley Dr

Existing: 2 Lanes with 46' average ROW width (varies 39'-60')

BRT: Mixed Traffic



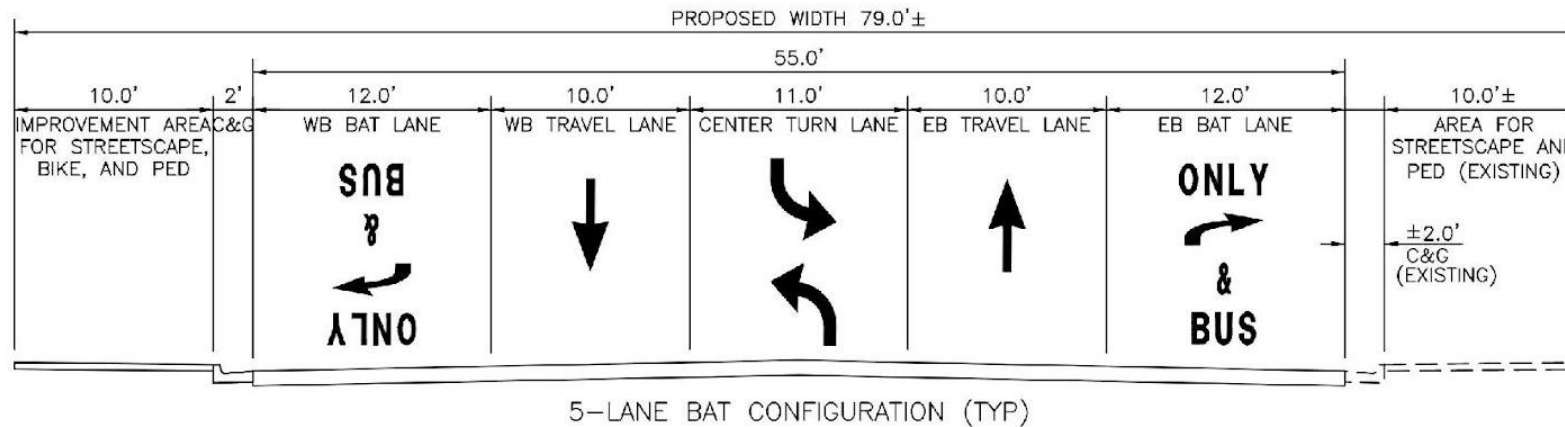
Base case assumption, subject to revision

- Maintain 2 lanes
- No additional ROW assumed in typical sections, except at station areas

Segment 6: Fort Valley Dr to Willis Mill Rd

Existing: 5 Lanes with 79' average ROW width (varies 68'-93')

BRT: Center Dedicated Lanes



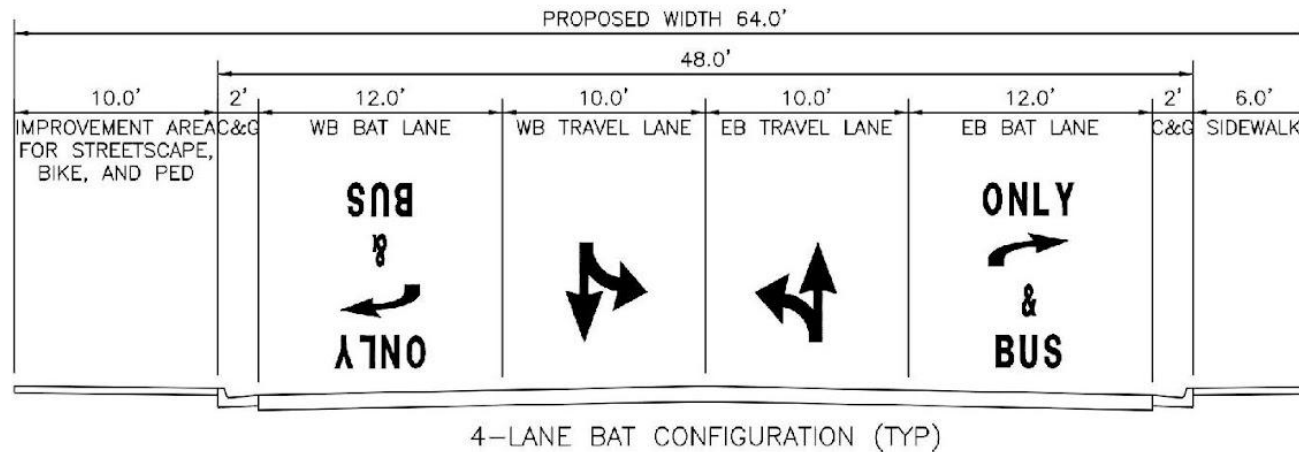
**Baseline assumption, subject to revision*

- Maintain 5 lanes
- Reduce to 10' travel lanes per COA standards
- Assume current back of sidewalk/width (for ped/bike accommodations)
- No additional ROW assumed except at station areas

Segment 5: Willis Mill Rd to Dodson

Existing: 2-3 Lanes with 58' average ROW width (varies 43'-81')

BRT: Center Dedicated Lanes



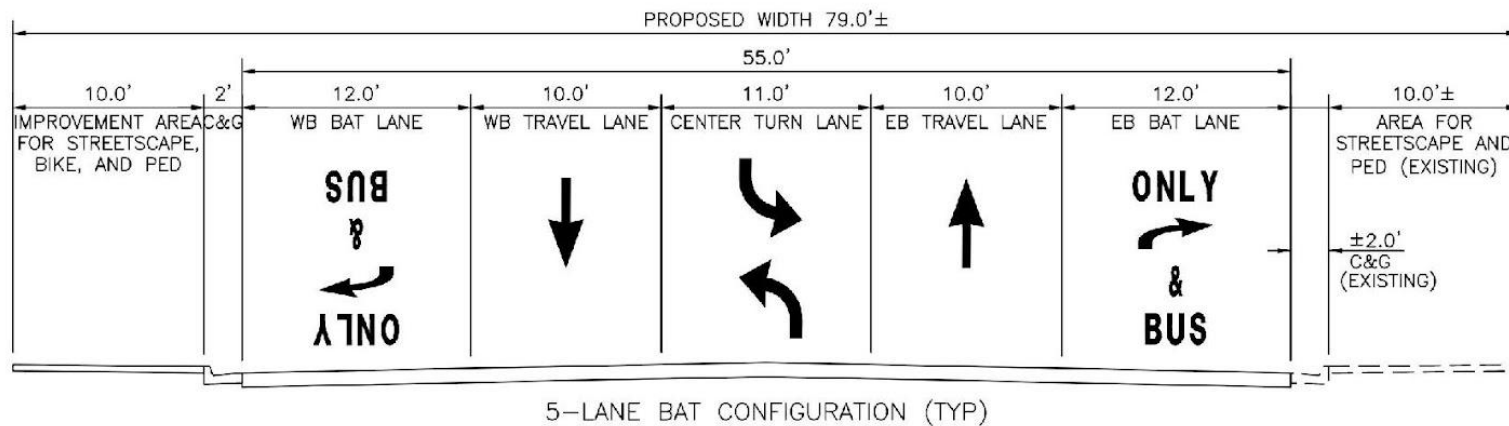
**Baseline assumption, subject to revision*

- Widen to 4 lanes
- Multi-use path on one side to minimize ROW impacts
- Approx. 6' additional width assumed in typical section
- Additional ROW needed at station areas

Segment 4: Dodson to Greenbriar

Existing: 5 Lanes with 66' average ROW width (varies 57'-83')

BRT: Center Dedicated Lanes



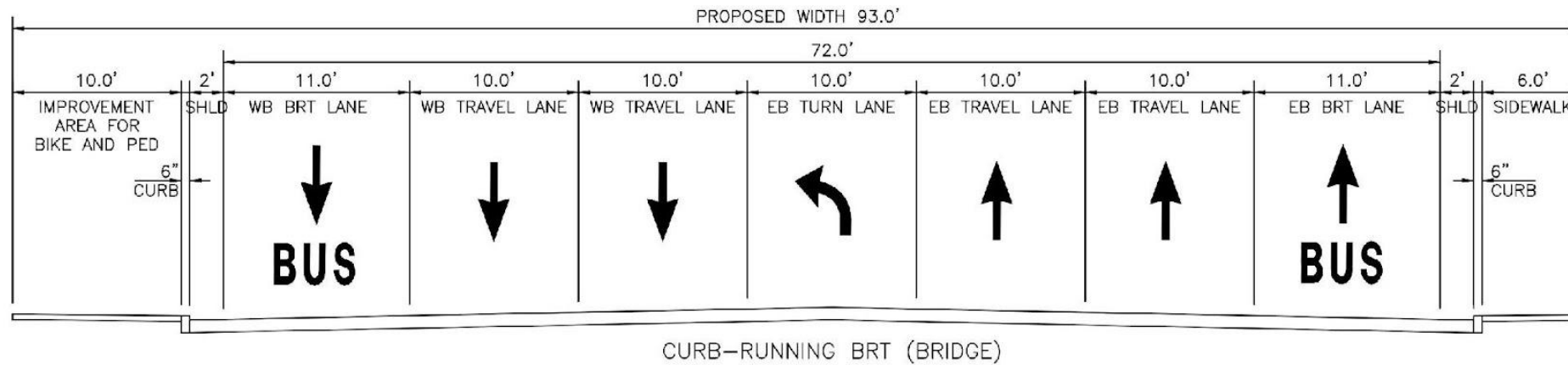
**Baseline assumption, subject to revision*

- Maintain 5 lanes
- Assume current back of sidewalk/width (for ped/bike accommodations)
- No additional ROW assumed except at station areas

Segment 3 BRT: Bridge Over Langford Pkwy

Existing: 5 lanes with 64' back of sidewalk width (varies)

BRT: Center Dedicated Lanes



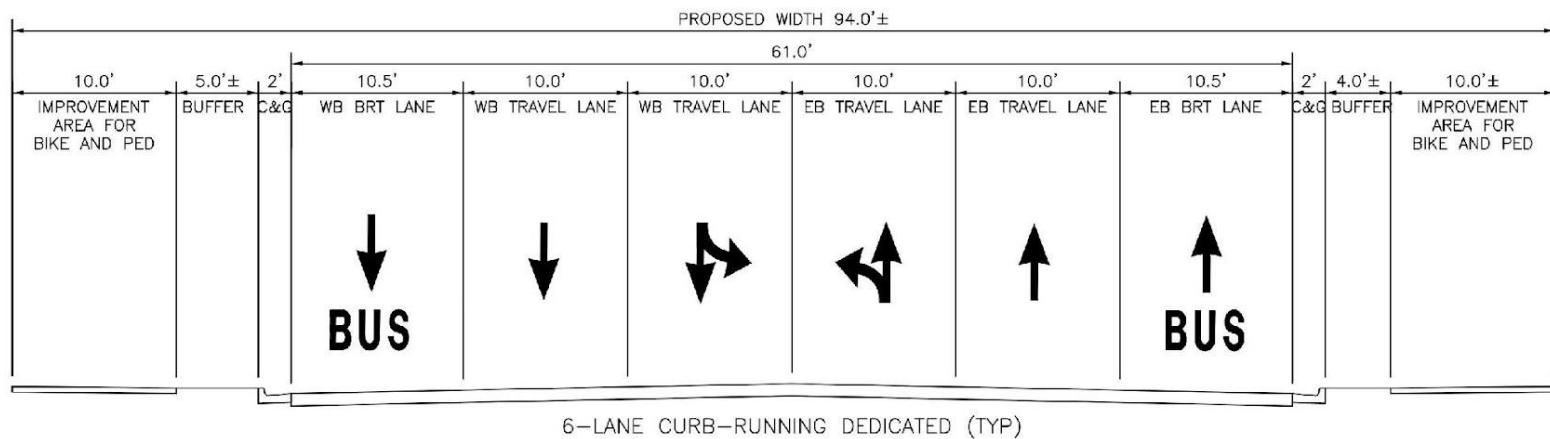
**Baseline assumption, subject to revision*

- Reconstruct existing bridge to accommodate BRT lanes and improvements to bike and pedestrian facilities

Segments 3 BRT: Greenbriar Pkwy

Existing: Greenbriar (segment 3) – 6 lanes (ROW 95 ft +/-)

BRT: Center Dedicated Lanes



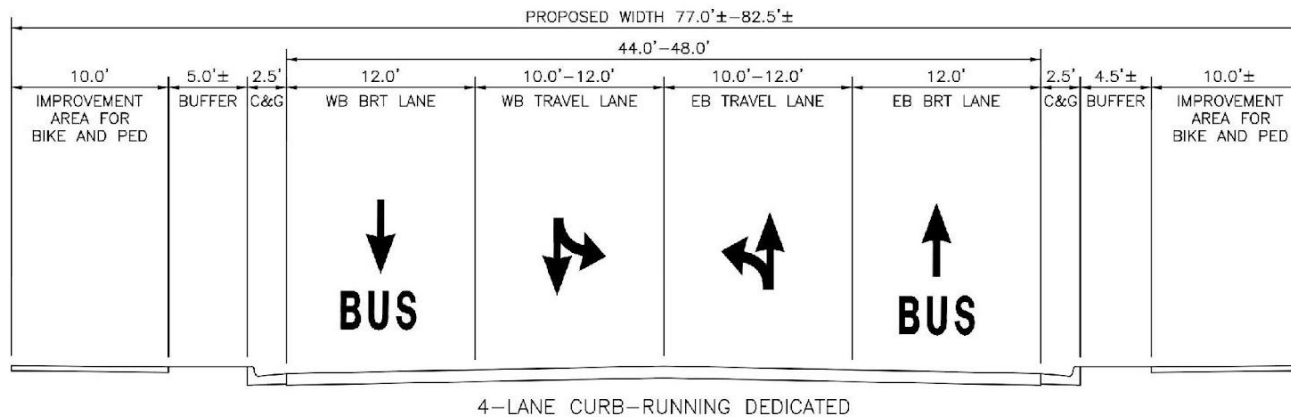
**Baseline assumption,
subject to revision*

- Curb-to-curb remains consistent with existing
- Vary typical buffer and pedestrian area on east side to minimize ROW impacts
- Additional ROW required at intersections for right-turn lanes

Segment 2 BRT: Greenbriar Pkwy

Existing: Greenbriar (segment 2) – 4 lanes (ROW 75 ft +/-)

BRT: Curb Dedicated Lanes



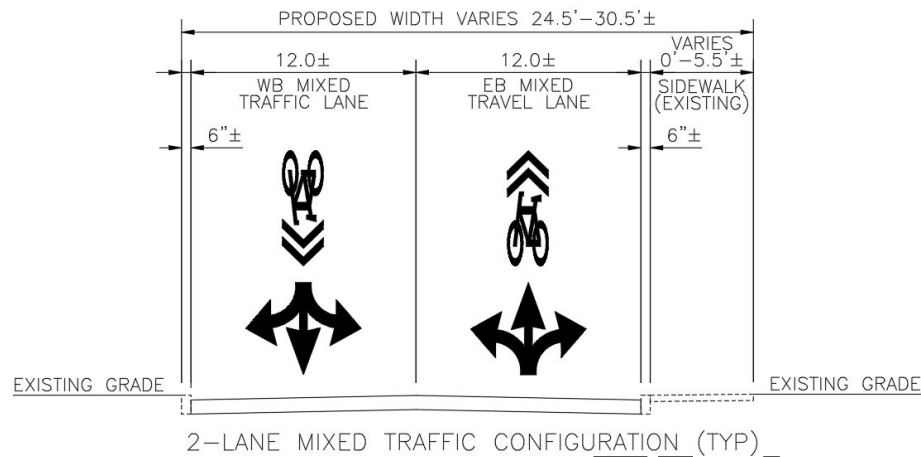
**Baseline assumption, subject to revision*

- Curb-to-curb remains consistent with existing
- Buffer varies across the 1-mile segment
- Western portion of segment doesn't include buffer/ped area on the southside

Segment 1 BRT: Barge Rd

Existing: Barge – 2 lanes with 30' back of sidewalk width;

BRT: Mixed Traffic



**Base on assumption, subject to revision*

- No new guideway, roadway, or sidewalks

Driveway Access Impacts: Curb BRT vs. Center LRT

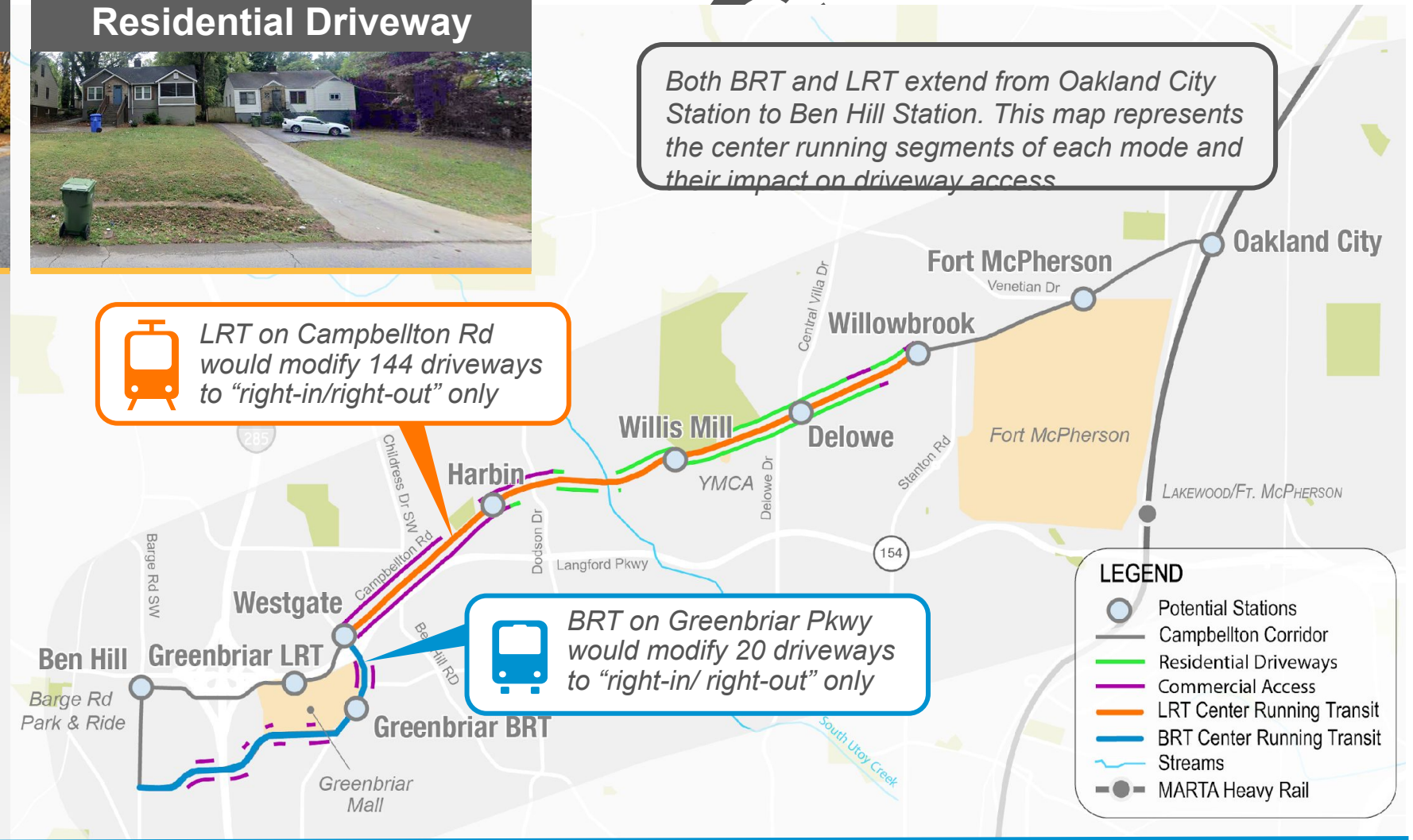
Commercial Driveway



Residential Driveway



- Center running transit modifies how vehicles access and operate along the corridor
- Medians restrict driveway access to “right-in/right-out” only
- Left turns cannot be made except at signalized intersections



Summary of Tier 2 Analysis



Tier 2 Analysis		BRT Curb Running	LRT Center Running
Travel Times and Reliability			
	Which provides a faster trip? (one-way)	19 minutes	16 minutes
	Which is more reliable?	High reliability (near term)	Higher reliability (near term and long term)
Changes to the Corridor			
	Which will slow down speeding drivers more?	8% reduction (to 24 mph)	29% reduction (to 19 mph)
	How will this affect access to businesses?	20 driveway restrictions	144 driveway restrictions
	How much of adjacent properties will be impacted?	2 acres	12 acres
Resources Required			
	How much will it cost to build? (2021\$)	\$100 million	\$340 million
	How much will it cost to operate? (2021\$)	\$5 million annually	\$13 million annually
	How long will it take to deliver?	5-7 years	8-10 years

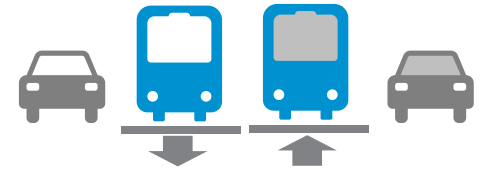
Delowe LRT Center Station



Delowe BRT Curbside Station



Center-Running BRT Alternative at a glance



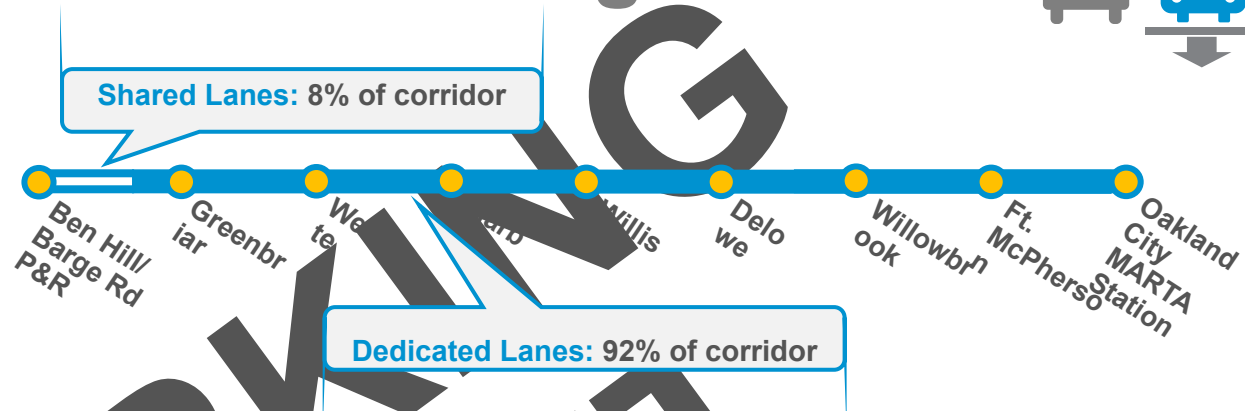
Center-Running BRT

Transitway: Center-Running Dedicated Lanes

Alignment: 6 miles and 9 stations

Service: Every 10 minutes weekdays

Vehicle: Battery-Electric Articulated Bus



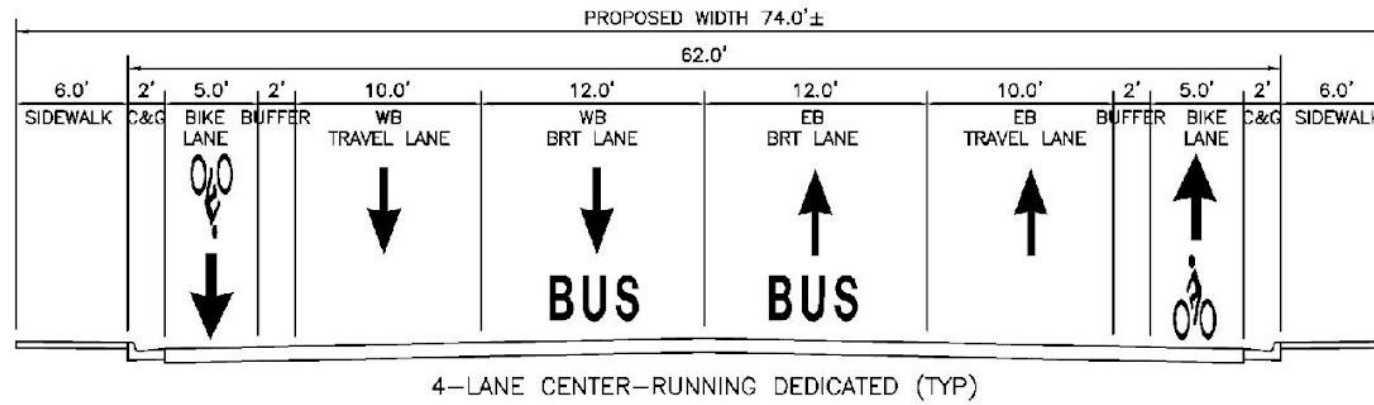
Travel Time & Reliability	Property Impacts	Roadway Access Impacts	Safety	Cost & Timeline
1 MINS 8 From Oakland City Station to Barge Road P&R 35% Faster than current times on Route 83	11.5 ACRES Needed for dedicated lanes and stations Existing MARTA Garage used to store and maintain buses	23 Converted Driveways* 5 0 Driveway Closures* <i>*Right-in, Right-out conversions</i>	13% Reduction in auto speed Enhanced bicycle/pedestrian environment	Construction Cost 130 130 MILLION \$5 MILLION Annual Operating Costs Time to Deliver 5 to 7 YEARS

*Cost as of June 2021

Segment 8: Oakland City to Venetian Dr

Existing: 4 Lanes with 53' average ROW width (varies 48'-69')

BRT: Center Dedicated Lanes

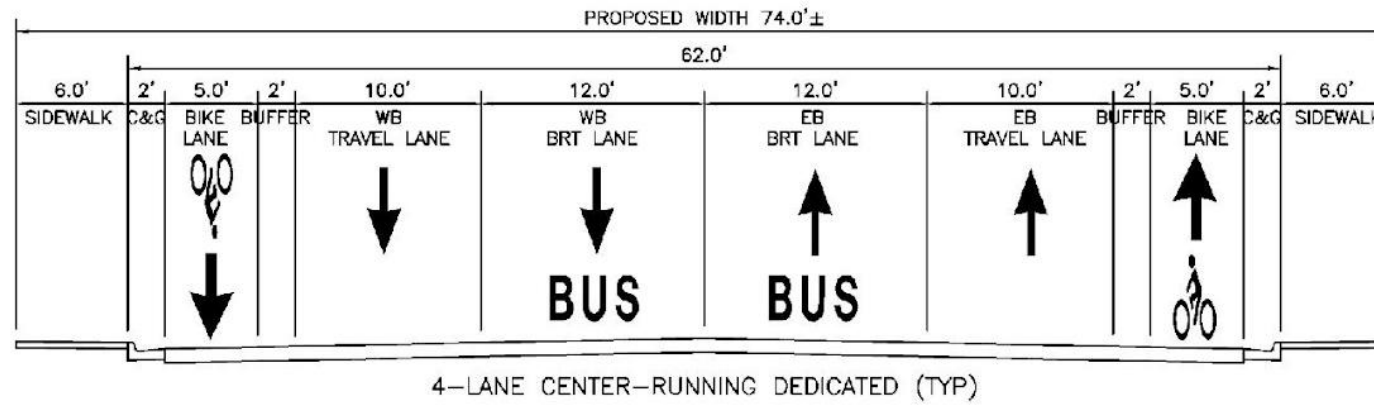


- Widen to 4 lanes
- Single vehicular lane in each direction with a buffered bicycle lane
- Approx. 21' additional width assumed in typical section
- Additional ROW needed at station areas

Segment 7: Venetian Dr to Fort Valley Dr

Existing: 2 Lanes with 46' average ROW width (varies 39'-60')

BRT: Center Dedicated Lanes

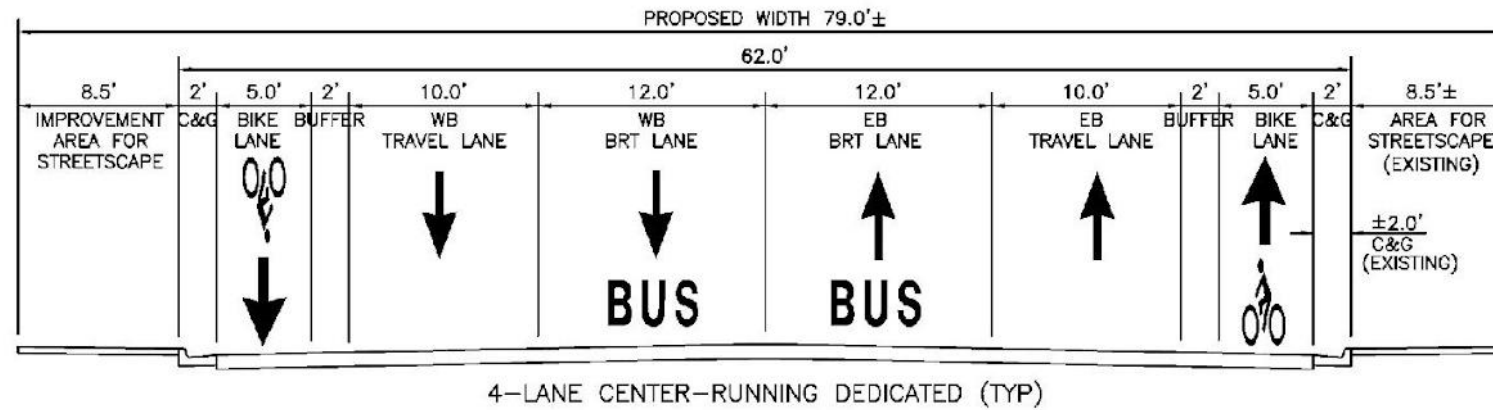


- Widen to 4 lanes
- Single vehicular lane in each direction with a buffered bicycle lane
- Approx. 28' additional width assumed in typical section
- Additional ROW needed at station areas

Segment 6: Fort Valley Dr to Williams Mill Rd

Existing: 5 Lanes with 79' average ROW width (varies 68'-93')

BRT: Center Dedicated Lanes



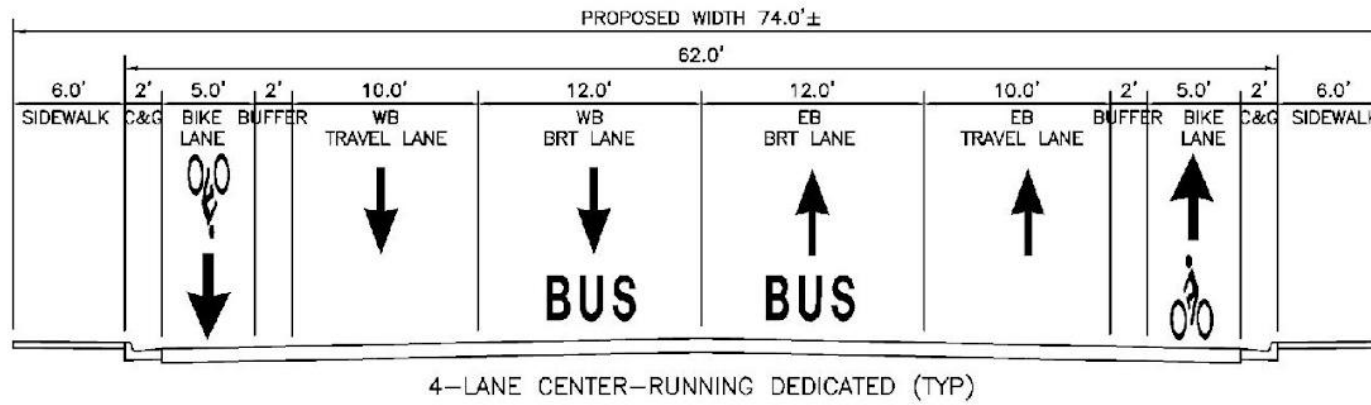
**Baseline assumption, subject to revision*

- Single vehicular lane in each direction with a buffered bicycle lane
- Reduce to 10' travel lanes per COA standards
- No additional ROW except at station areas

Segment 5: Willis Mill Rd to Dodson

Existing: 2-3 Lanes with 58' average ROW width (varies 43'-81')

BRT: Center Dedicated Lanes



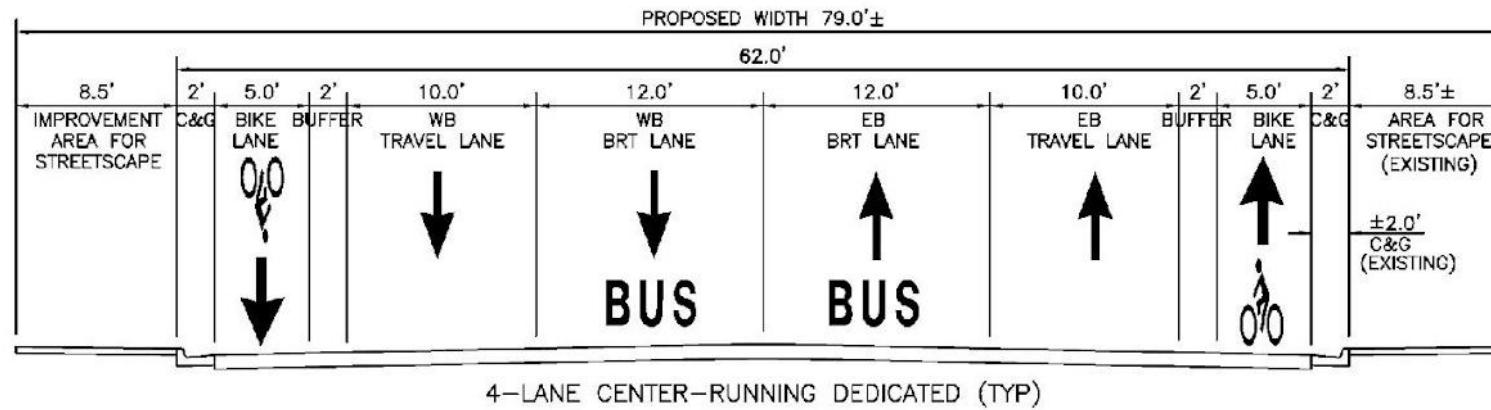
**Baseline assumption, subject to revision*

- Widen to 4 lanes
- Single vehicular lane in each direction with a buffered bicycle lane
- Approx. 16' additional width assumed in typical section
- Additional ROW needed at station areas

Segment 4: Dodson to Greenbriar

Existing: 5 Lanes with 66' average ROW width (varies 57'-83')

BRT: Center Dedicated Lanes



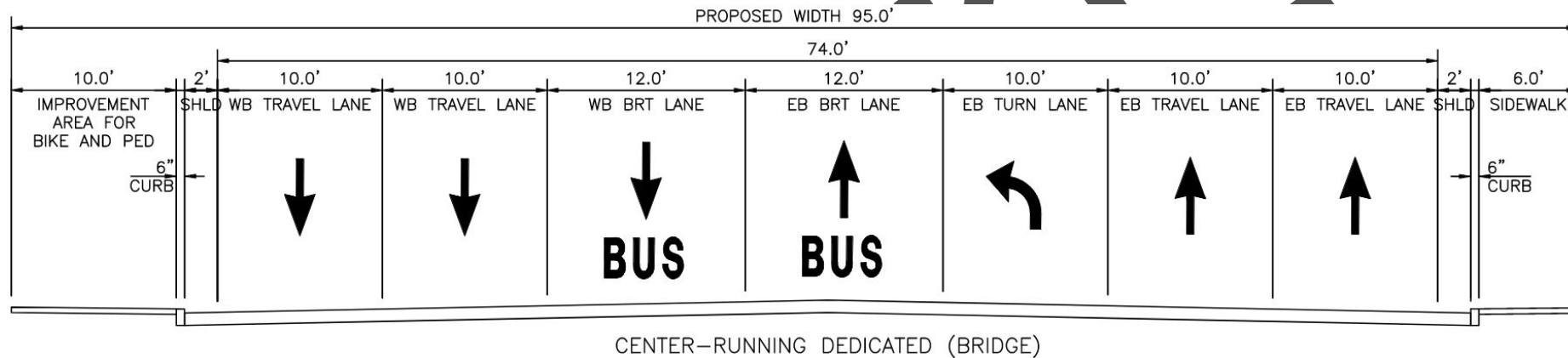
**Baseline assumption, subject to revision*

- Single vehicular lane in each direction with a buffered bicycle lane
- Reduce to 10' travel lanes per COA standards
- No additional ROW except at station areas

Segment 3 BRT: Bridge Over Langford Pkwy

Existing: 5 lanes with 64' back of sidewalk width (varies)

BRT: Center Dedicated Lanes



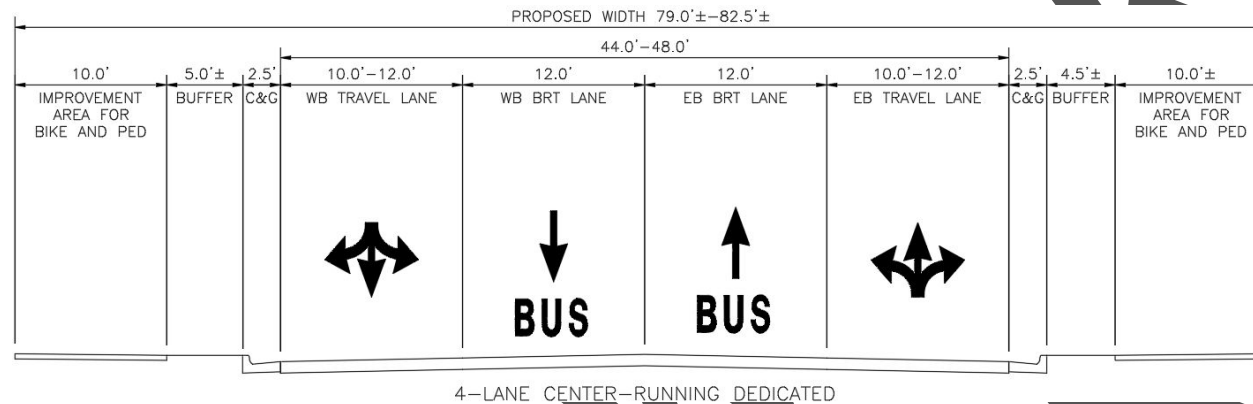
**Baseline assumption, subject to revision*

- Reconstruct existing bridge to accommodate BRT lanes and improvements to bike and pedestrian facilities

Segments 2 BRT: Greenbriar Pkwy

Existing: Greenbriar (segment 2) – 4 lanes (ROW 75 ft +/-)

BRT: Center Dedicated Lanes



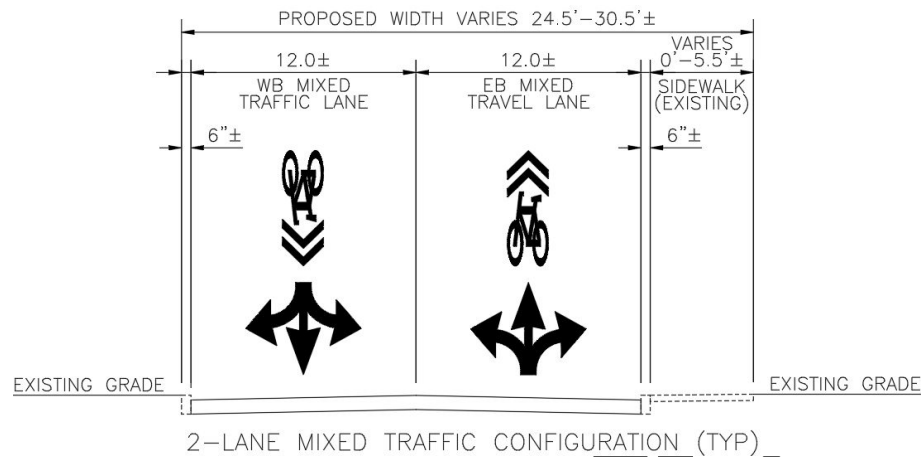
**Baseline assumption, subject to revision*

- Curb-to-curb remains consistent with existing
- Buffer varies across the 1-mile segment
- Western portion of segment doesn't include buffer/ped area on the southside

Segments 1-3 BRT: Barge Rd

Existing: Barge – 2 lanes with 30' back of sidewalk width;

BRT: Mixed Traffic



**Base on assumption, subject to revision*

- No new guideway, roadway, or sidewalks

Driveway Access Impacts

Commercial Driveway



- Center running transit modifies how vehicles access and operate along the corridor
- Medians restrict driveway access to “right-in/right-out” only
- Left turns/U-turns cannot be made except at signalized intersections

Residential Driveway

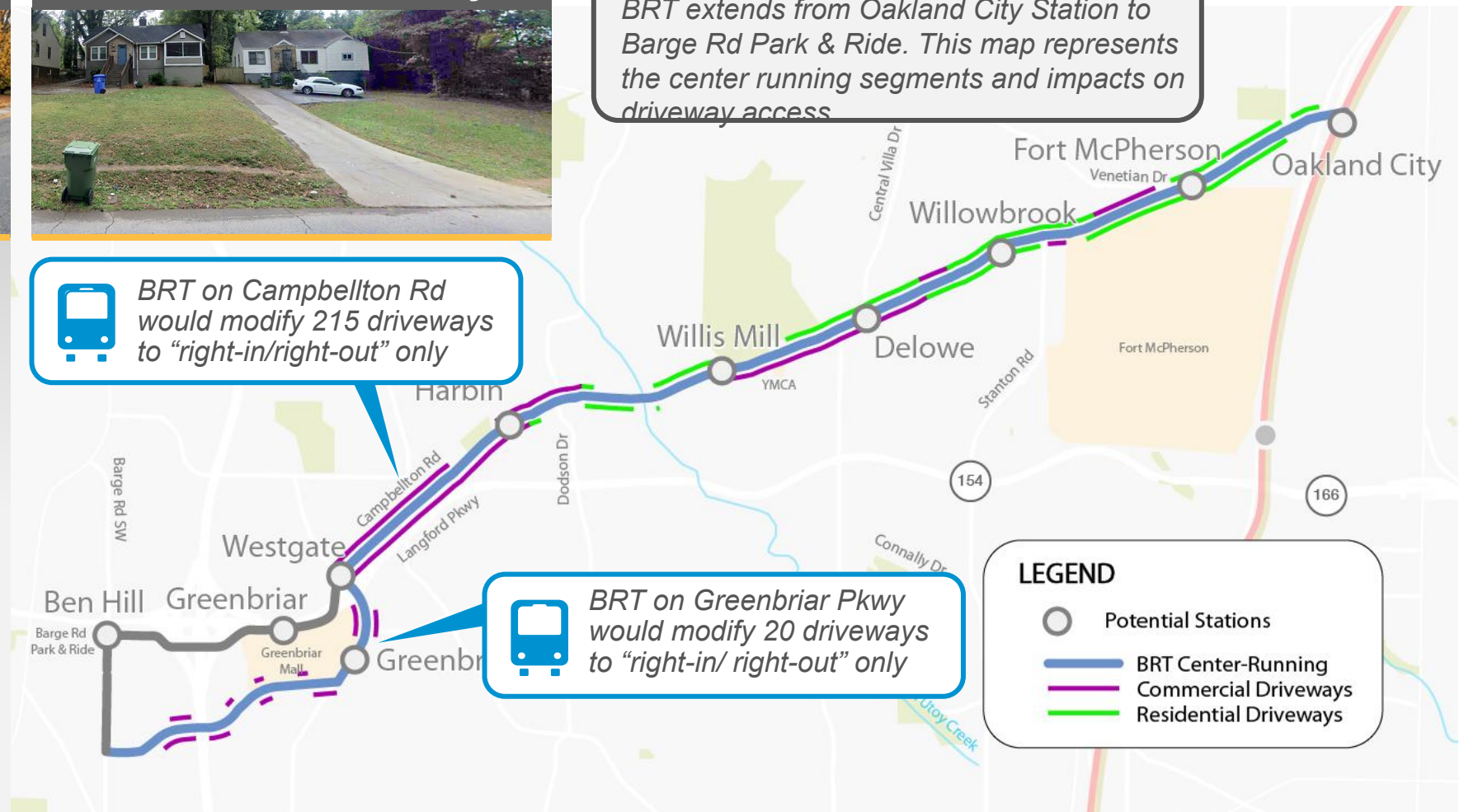


BRT on Campbellton Rd would modify 215 driveways to “right-in/right-out” only



BRT on Greenbriar Pkwy would modify 20 driveways to “right-in/ right-out” only

BRT extends from Oakland City Station to Barge Rd Park & Ride. This map represents the center running segments and impacts on driveway access





High Performing Low Perf

Performance Metrics

		BRT Center Running 	BRT Curb Running 	LRT Center Running 
Travel Characteristics				
	Trip Time (Rt# 83 current trip time 28 minutes)	 18 minutes	 19 minutes	 16 minutes
	Forecasted daily riders	 6,000	 6,000	 6,000
Changes to the Corridor				
	Percentage of dedicated lanes	 92%	 70%	 70%
	Pedestrian and bike facilities provided	 7 miles of sidewalks	 7 miles of sidewalks	 1.6 miles of sidewalks
		 5 miles of dedicated bike lanes	 0.4 miles of dedicated bike lanes	 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 (2021\$)	 \$130 million	 \$100 million	 \$340 million *
	Operating cost (2021\$)	 \$4.8 million annually	 \$4.9 million annually	 \$12.5 million annually
	Year of Completion/Operation	 2028	 2028	 2031 *
	Cost per rider *	 \$2.41	 \$2.51	 \$6.36

*Does not include cost of VSMF

LEGEND

High
Performing

Low

Perf

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) Forecasted daily riders <i>(updated numbers)</i>	18 minutes	19 minutes	16 minutes
		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	6 miles of sidewalks	1.6 miles of sidewalks
		4 miles of dedicated bike lanes	0.4 miles of dedicated bike lanes	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

Competing for Federal Funding

- FTA's (Federal Transit Administration) Capital Investment Grants (CIG) discretionary grant program funds transit capital investments, including heavy rail, commuter rail, light rail, streetcars, and bus rapid transit. Federal transit law requires transit agencies seeking CIG funding to complete a series of steps over several years.
- FTA's Capital Investment Grant (CIG) program is assumed to fund one-half of the cost of LRT and \$150 M of the cost of BRT. Both projects must be rated favorably against several criteria in order to be eligible for funding.
- The analysis illustrates that BRT will be eligible for a Capital Investment Grant, even if rates poorly under the program's other criteria

CIG Mobility-Based Project Justification Criteria

LRT		Center-Running BRT	
Cost Effectiveness	Medium-Low	Cost Effectiveness	Medium-High
Mobility Improvements	Medium-Low	Mobility Improvements	Medium-Low
Environmental Benefits	Medium-High	Environmental Benefits	High
Congestion Relief	Medium	Congestion Relief	Medium

Competing for Federal Funding

Local Match Requirements and Cost Differences

Even if LRT were to qualify for federal funding, the local match required for a Capital Investment Grant would be nearly \$95 M more than for Center-Running BRT

LRT		Center-Running BRT	
Capital Investment Grant	\$214,153,000	Capital Investment Grant	\$150,000,000
Local Match	\$219,355,000	Local Match	\$124,700,000
Total	\$433,508,000	Total	\$274,700,000
More MARTA Sales Tax Savings			\$94,655,000

O&M Cost Estimates and BRT Cost Savings

LRT		Center-Running BRT	
Annual O&M Cost	\$14,850,000	Annual O&M Cost	\$5,635,000
20 Year O&M Cost	\$297,000,000	20 Year O&M Cost	\$112,700,000
20 Year O&M Cost Savings			\$184,300,000

Competing for Federal Funding

- FTA requires a 20-year commitment of operations and maintenance funding for “New Starts” projects like the LRT Alternative
- Construction and operation cost combined for the Center-Running BRT would save nearly \$280 million in More MARTA revenue over a 20-year period
- If LRT does not raise sufficiently to be eligible for a federal grant, approximately \$750 million in local funding would be required to build, operate, and maintain LRT for 20 years

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Competing for Federal Funding

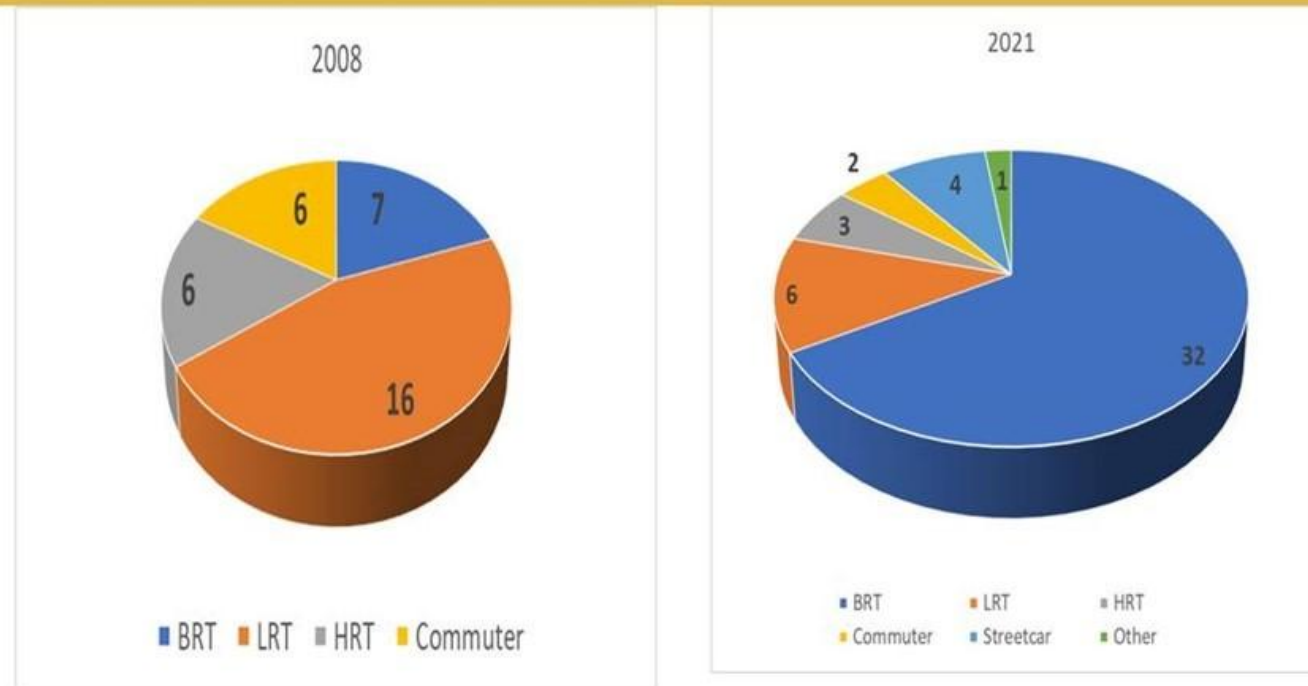
Capital Investment Grant BRT Projects Since 2018

- Lansing Laker Line
- Jacksonville First Coast Flyer East
- Kansas City Prospect MAX
- Everett Swift II
- Indianapolis Purple Line
- Albuquerque Rapid Transit
- Minneapolis Orange Line
- Reno Virginia Street Extension
- Spokane Central City Line
- Portland Division Street
- Albany River Corridor/Blue Line
- Jacksonville Southwest Corridor
- El Paso Montana Corridor
- St. Petersburg Central Avenue
- Miami South Corridor
- Milwaukee East-West BRT
- Indianapolis Purple Line
- Ogden – Weber State Corridor
- Vancouver (WA) Mill Plain Corridor
- Albany Washington Western
- Seattle Madison Street
- San Bernadino West Valley Connector
- Everett Swift Orange Line

Competing for Federal Funding

- In 2008, nearly one half of FTA's pipeline of projects was LRT, and there were only 7 BRT projects being considered for funding
- As of January 2022, almost two-thirds of the pipeline is BRT projects. Meanwhile, only 6 light rail projects are under development in the US
- FTA has funded 23 BRT projects since 2018

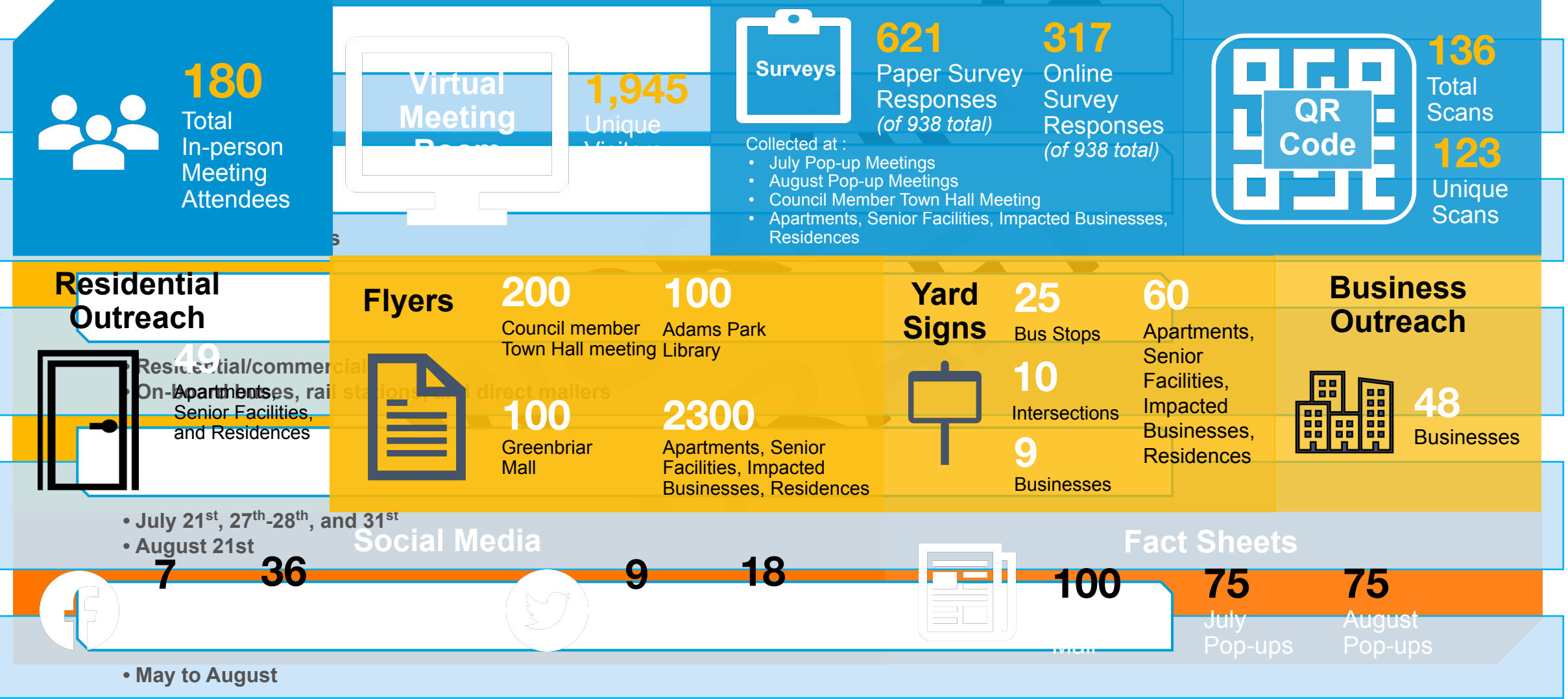
Growth of CIG-funded BRT



Key Findings



Review of Most Recent Public Engagement



Who Participated in the Survey?



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



Employed

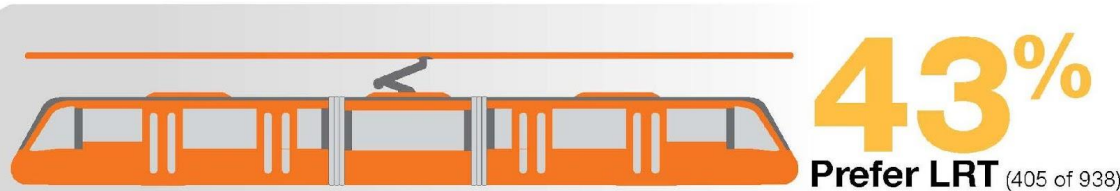


Commuters



Retirees

Modes of Transportation



About 10% (98 of 938) prefer other modes



advocated for:



Wider/better
sidewalk
conditions



Separated
bike lane/
cycle tracks



Multiuse bike/
pedestrian
paths



Addressing
existing
issues

WORKING DRAFT

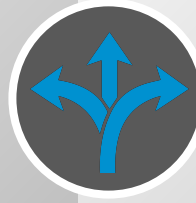


What We Heard From You

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

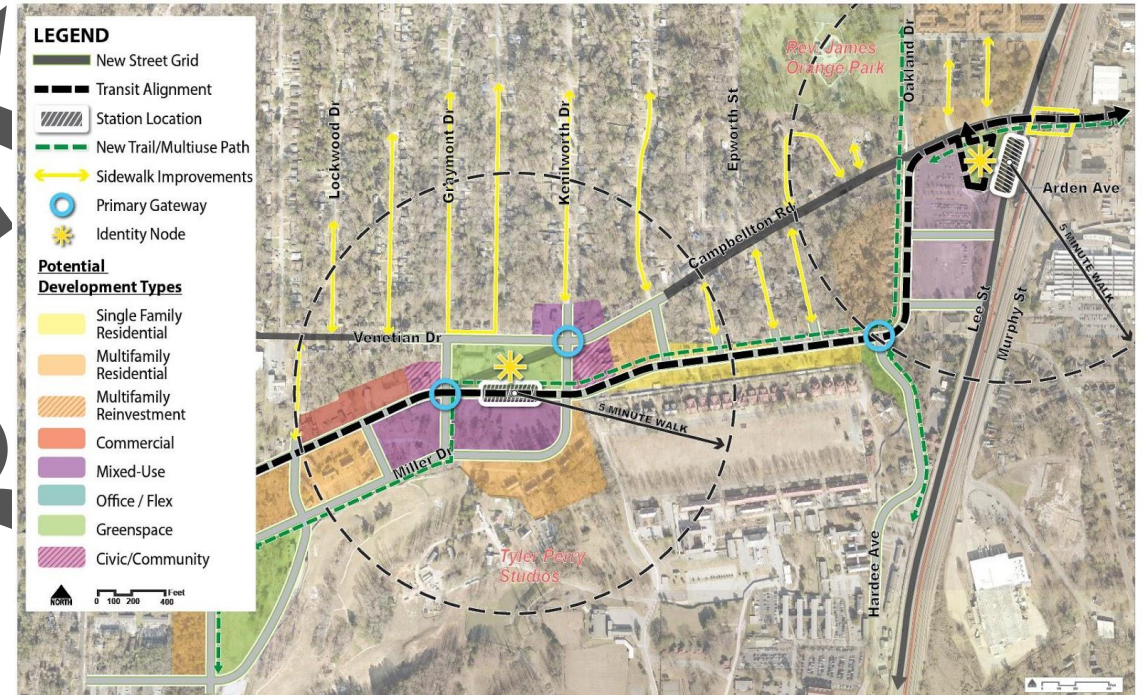
- Both BRT and LRT
- Faster project delivery
- Transit operating in dedicated lanes
- Redevelopment and enhanced pedestrian environment
- Greenbriar, Oakland City, and Delowe are priority station areas
- Safe transit access for seniors and disabled residents
- Minimizing impacts and disruptions to residents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



Land Use / TOD Opportunities

Key Components

- **Corridor Assessment** evaluated the potential for TOD along the corridor
- **Station Area Analysis** evaluated barriers and opportunities at each potential station
- **Land Use Framework** established development character and scale
- **Market Evaluation** studied development opportunities and potential to prioritize station development and phasing
- **Station Area Concept Plans** identified framework plans for future TOD development around station areas
- **Catalyst Stations** identify key stations to focus early development along the corridor and catalyze economic development, paired with more detailed station plans
- **Implementation Strategies** identify necessary policies and strategies to implement successful TOD along Campbellton Corridor



- 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



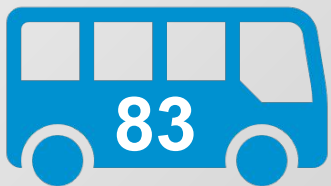
Zoning

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**

Station Area Performance Measures *(working draft)*

STATION PRIORITIZATION MEASURES

POPULATION & JOB DENSITY

Stations were rated higher if they were adjacent to higher number of residents or jobs, or provided access to a high numbers of jobs.

COMMUNITY FACILITIES

The transit investment is intended to support existing residents of the community, and locations that provided greater access to community facilities such as libraries, parks, or community and recreation centers received higher scores.

SUSCEPTIBILITY TO CHANGE

Stations were rated “high” if there were many parcels that were either vacant or contained improvements whose value was equivalent to 40% or less than the value of the land itself.

PARCEL SIZE

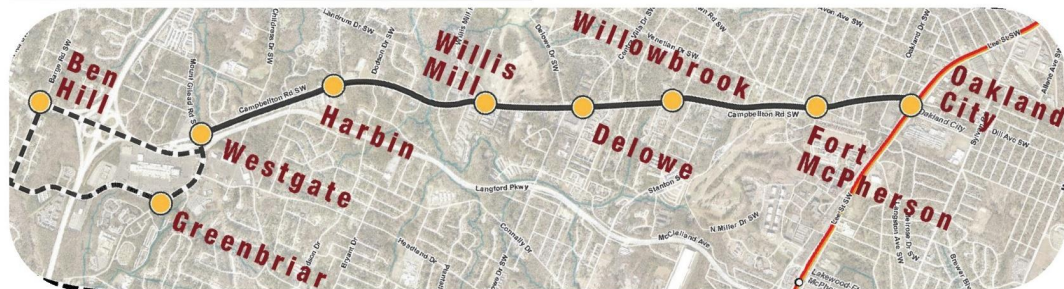
Larger parcels are generally more appealing for redevelopment, and stations received higher scores if they were in close proximity to more large parcels.

CONNECTIVITY

Stations received higher scores if they had higher levels of connectivity to other parts of the city. This was based upon through-street connectivity, sidewalk connections, and transit links (either bus or rail).

COMMUNITY INPUT

Stations were rated “high” if they received a large number of comments from the public indicating a desire for high capacity transit and redevelopment at the location.

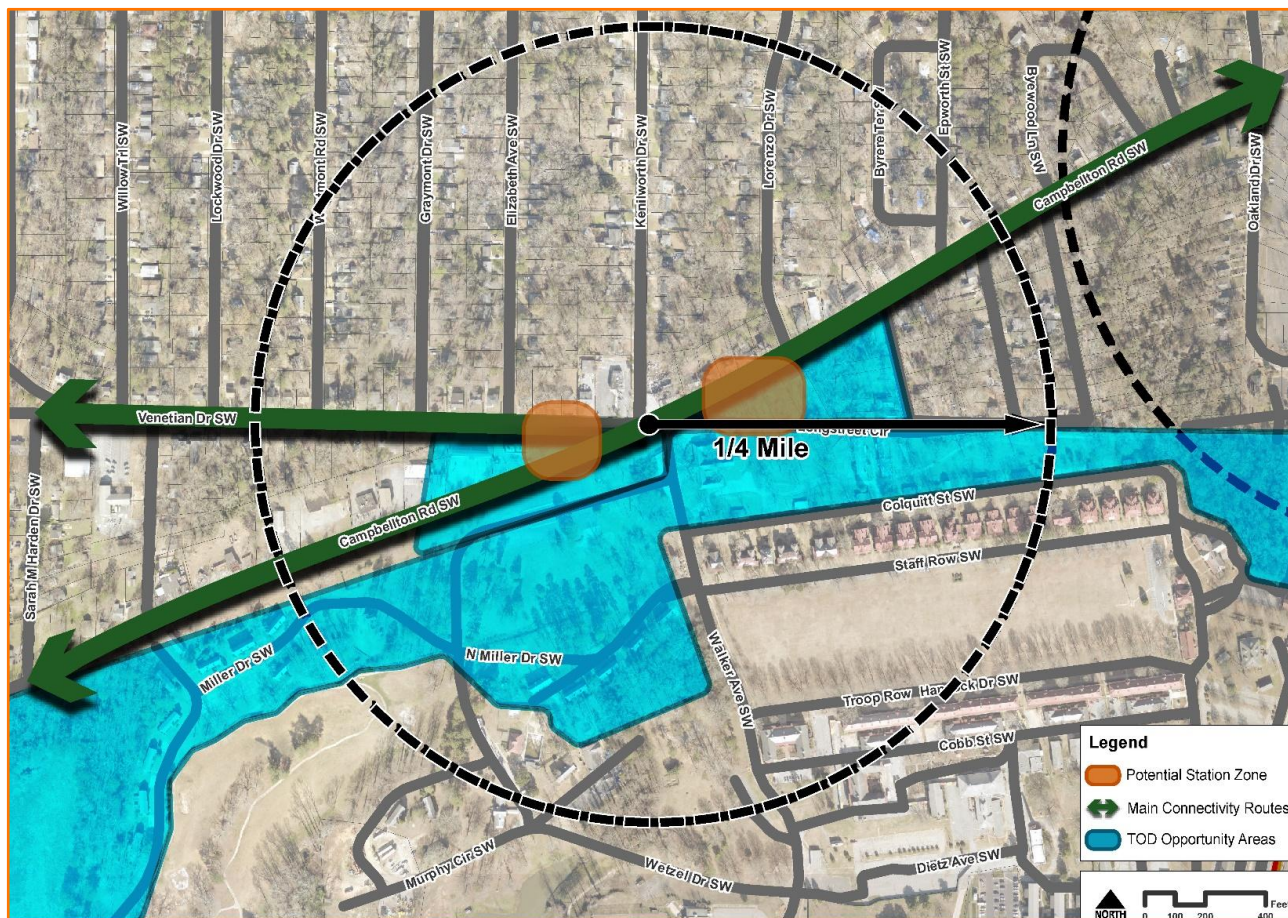


STATION LOCATION PRIORITIZATION MATRIX

POTENTIAL STATION LOCATIONS	REGULATORY CONDITIONS	POPULATION & JOB DENSITY	COMMUNITY ASSETS	SUSCEPTIBILITY TO CHANGE	CONNECTIVITY	COMMUNITY INPUT	TOTALS
Oakland City Transit Station							16
Ft. McPherson							10
Willowbrook Dr							7
Delowe Dr							18
Willis Mill Rd							9
Harbin Rd							9
Westgate							14
Greenbriar Mall							16
Ben Hill Village							13
= High Suitability = Medium Suitability = Low Suitability							

Station Area Analysis Example

FORT MAC STATION ANALYSIS



Key Takeaways

Regulatory Framework

GPI-2 Zoning, specific to Fort Mac, supports mix of uses and densities with pedestrian design standards

- LCI vision supports the development of a mixed-use district

Physical Conditions

Few geographic limitations (slopes or water bodies)

- Intersection of Campbellton Rd and Venetian Drive has opportunities for public space

Connectivity

- Limited pedestrian connectivity to Campbellton Rd.
- Opportunity to integrate with MARTA routes on Venetian Dr. and at Oakland City
- Barrier at Walker Ave blocks access to the south.
- Perry Studios limits connectivity to the south.

Parcel Conditions

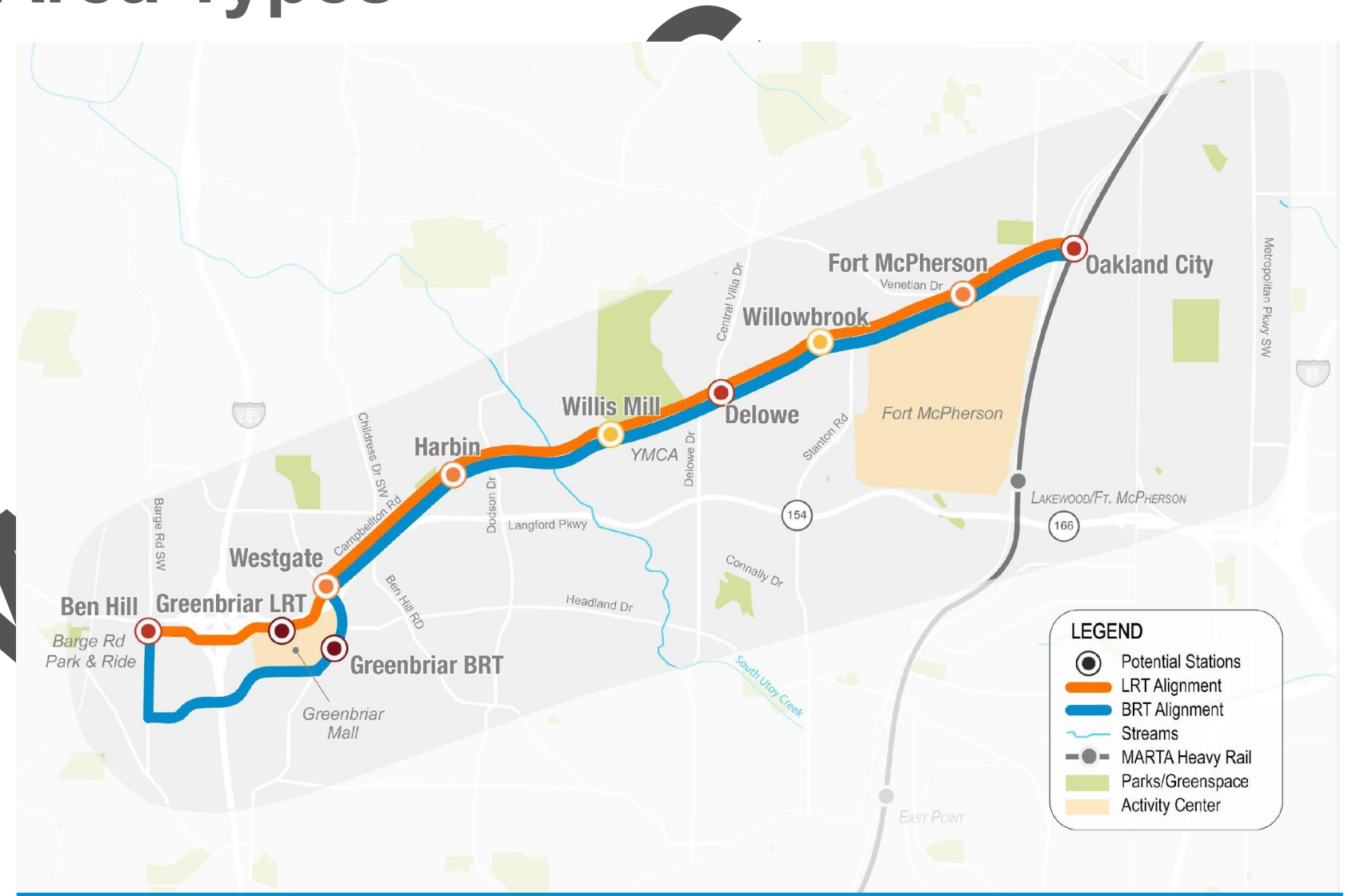
- Most parcels are relatively small; the Fort McPherson is the largest redevelopment opportunity in the area.
- Many parcels fronting Campbellton have buildings with minimal setbacks

Transit Station Area Types

9 Station Locations

- Stations are located approximately every half mile, with a unique mix of land uses, activity, and development
- Stations have been grouped into four “station types,” with similar planned levels of density, land uses, and transit station amenities
- These station types were shared and confirmed with the public in June of 2020:

-  *Neighborhood Residential*
-  *Neighborhood Activity Center*
-  *Community Activity Center*
-  *Regional Activity Center*



Station Area Types



Neighborhood
Residential



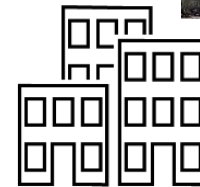
Neighborhood
Activity Center



Community
Activity Center



Regional
Activity Center



What is Transit-Oriented Development (TOD)?

Four Primary Principles



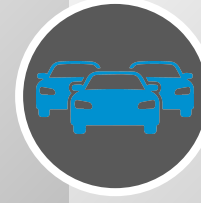
Station area development is compact and dense relative to its surroundings



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

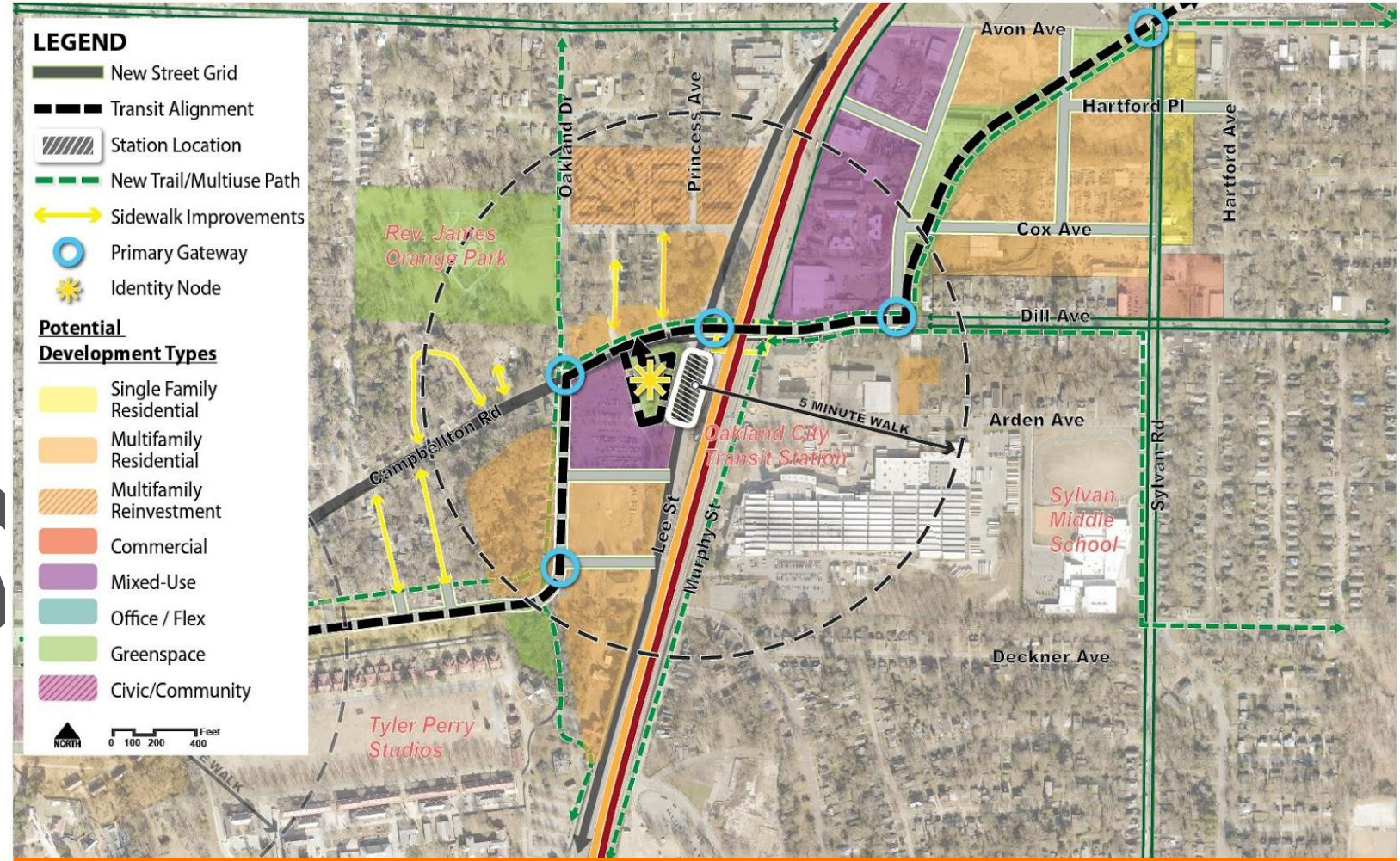


Station Area Framework Plans

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 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

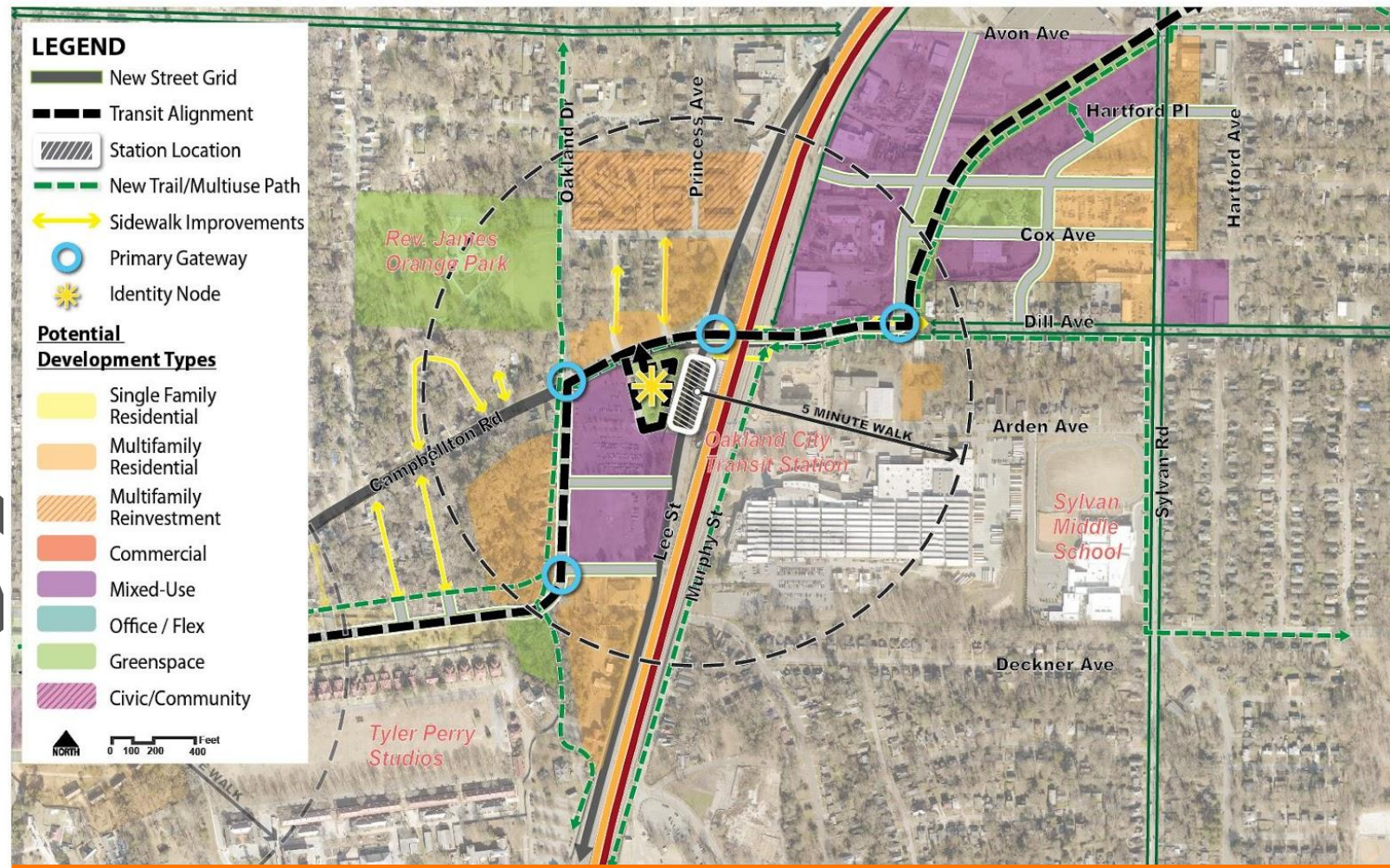


Station Area Framework Plans

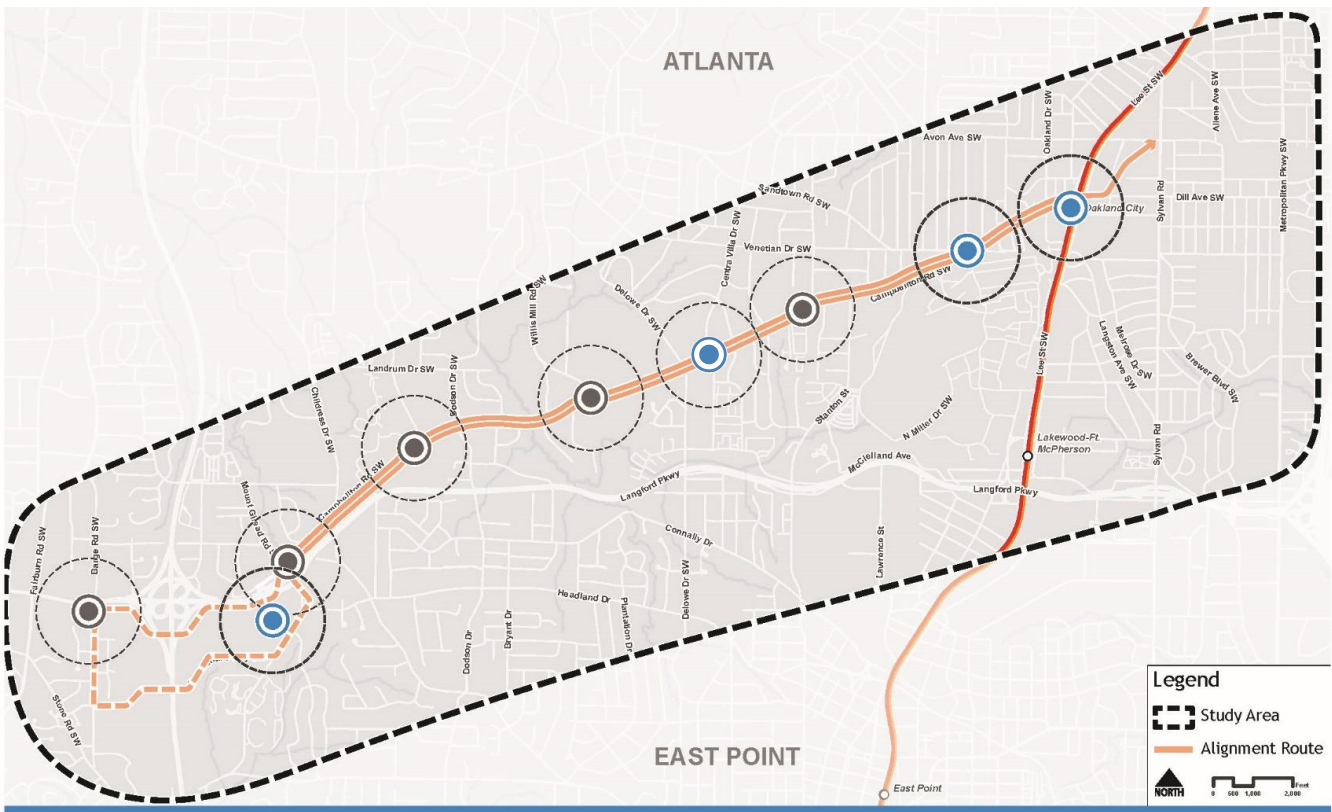
Oakland City Station **Concept B**

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



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.



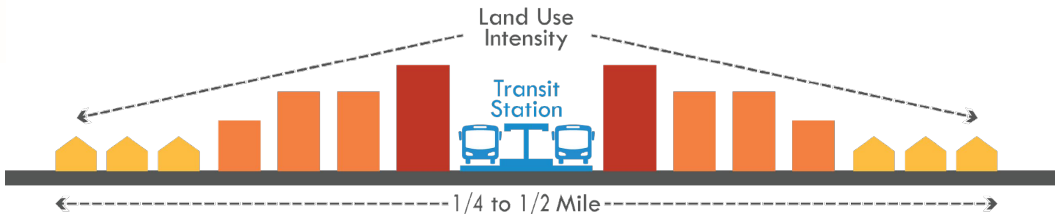
INFILL STATIONS

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.

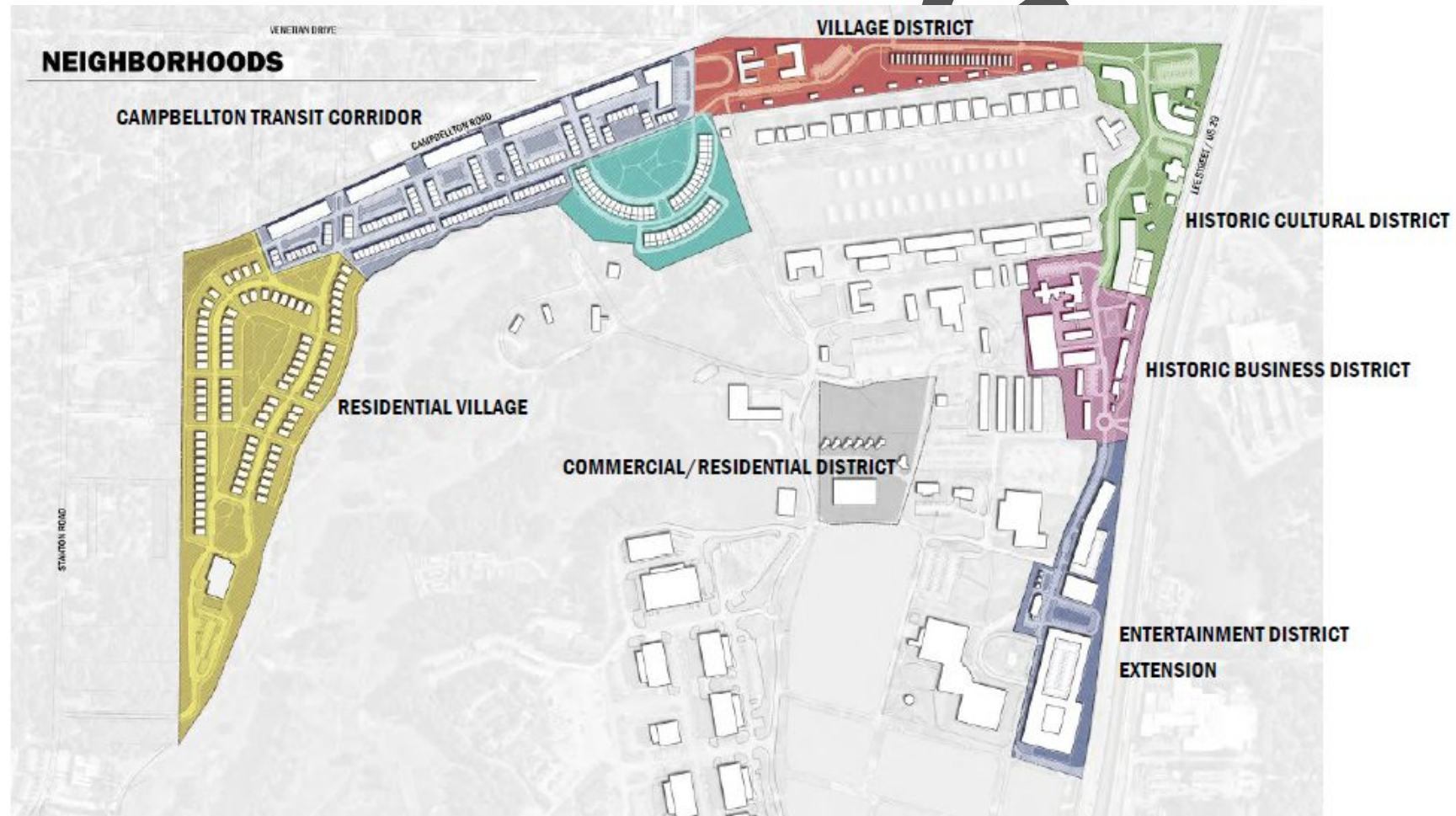


BUILDING INWARD

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.



Connecting to Oakland City via Fort McPherson



Development Demand Estimate

10-Year Demand Capture for New Residential Product

Campbellton Road is projected to generate enough capturable demand to support the development of 1610 units of newly constructed ownership and rental product over the next ten years, with 930 units captured between Year-5 and -10.

TAKEAWAYS

- 4+ story multifamily becomes much more viable in a 10-year outlook and is recommended for all three segments.
- Finding the right mix of residential development at station areas is key for early-stage projects targeting a variety of incomes and preferences.
- Little of the large quantity of demand for single-family is likely to be captured by new construction product due to the large amount of existing single-family product in the market.

10-Year Total Estimated Capturable Demand (By Market Segment, Adjusted for Inflation)

		 TOWNHOME Avg. Purchase Price: \$240,000	 SINGLE FAMILY Avg. Purchase Price: \$320,000	 2-3 STORY MULTIFAMILY Avg. Rent per Unit: \$1415	 4+ STORY MULTIFAMILY Avg. Rent per Unit: \$1850
WEST	700 Households	130 Units Townhomes	155 Units Homes	165 Units 2-3 Story	145 Units 4+ Story
MIDDLE	850 Households	125 Units Townhomes	60 Units Homes	165 Units 2-3 Story	150 Units 4+ Story
EAST	1180 Households	130 Units Townhomes	50 Units Homes	240 Units 2-3 Story	400 Units 4+ Story

Average monthly rent per unit provided by HR&A was converted to an equivalent average purchase price for purposes of the analysis, based on rent-to-value ratios:

- Low end value estimate of \$166,000 for 2-3 story MF and \$218,000 for 4+ story MF
- High end value estimate of \$202,000 for 2-3 story MF and \$264,000 for 4+ MF

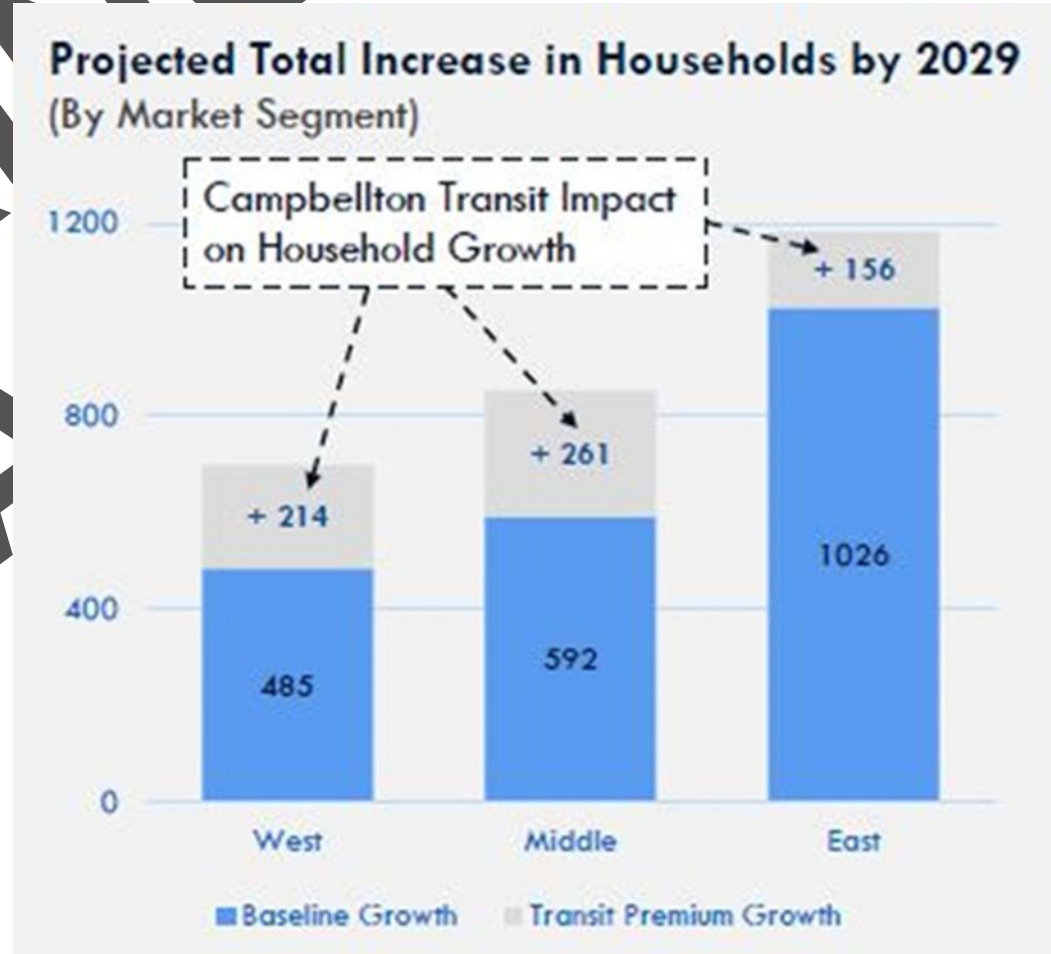
Growth Attributable to Transit

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



Development Value Attributable to Transit

Approximately **\$97,000,000** to **\$110,000,000** in anticipated development value through 2029 could be considered “attributable to transit investment.”

Low End Estimate					
	Townhome	Single Family	2-3 story Multi-Family	4+ story Multi-Family	Total
West	\$31,200,000	\$49,600,000	\$27,390,000	\$31,610,000	\$139,800,000
Middle	\$30,000,000	\$19,200,000	\$27,390,000	\$32,700,000	\$109,290,000
East	\$31,200,000	\$16,000,000	\$39,840,000	\$87,200,000	\$174,240,000
Total	\$92,400,000	\$84,800,000	\$94,620,000	\$151,510,000	\$423,330,000

23%

Total Attributable Value	\$97,000,000
--------------------------	--------------

High End Estimate					
	Townhome	Single Family	2-3 story Multi-Family	4+ story Multi-Family	Total
West	\$31,200,000	\$49,600,000	\$33,330,000	\$38,280,000	\$152,410,000
Middle	\$30,000,000	\$19,200,000	\$33,330,000	\$39,600,000	\$122,130,000
East	\$31,200,000	\$16,000,000	\$48,480,000	\$105,600,000	\$201,280,000
Total	\$92,400,000	\$84,800,000	\$115,140,000	\$183,480,000	\$475,820,000

23%

Total Attributable Value	\$110,000,000
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Displacement (hidden slide placeholder)

Some displacement resources:

- <https://www.washingtonpost.com/business/interactive/2022/housing-market-investors/>
- https://www.planbayarea.org/sites/default/files/documents/Plan_Bay_Area_2050_Housing_October_2021.pdf
- [In with Inclusivity, Out with Exclusivity: Building Equitable Cities, a New Book from the Urban Land Institute, Looks at Cities' Efforts to Promote Greater Economic Mobility for All Residents | ULI Americas](#)
- [Bay Area Equity Atlas](#)
- [Reference & Resources – Building Industry Association of San Diego \(biasandiego.org\)](#)
- [Measures Matter > PERE > USC Dana and David Dornsife College of Letters, Arts and Sciences](#)
- [Our Platform | East Bay for Everyone](#)
- [About – Champlain Housing Trust \(getahome.org\)](#)
- [Investing in Place](#)
- [Transit-Oriented Displacement or Community Dividends? | The MIT Press](#)
- [Urban Displacement – The project aims to understand the nature of gentrification, and displacement, and exclusion in American cities. It focuses on creating tools to help communities identify the pressures surrounding them and take more effective action.](#)
- [For Less Displacement, Build More Housing | Planetizen News](#)
- [Bio > USC Equity Research Institute \(ERI\) > USC Dana and David Dornsife College of Letters, Arts and Sciences](#)
- [METRANS | Research Projects](#)
- <https://nationalequityatlas.org/>

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?**

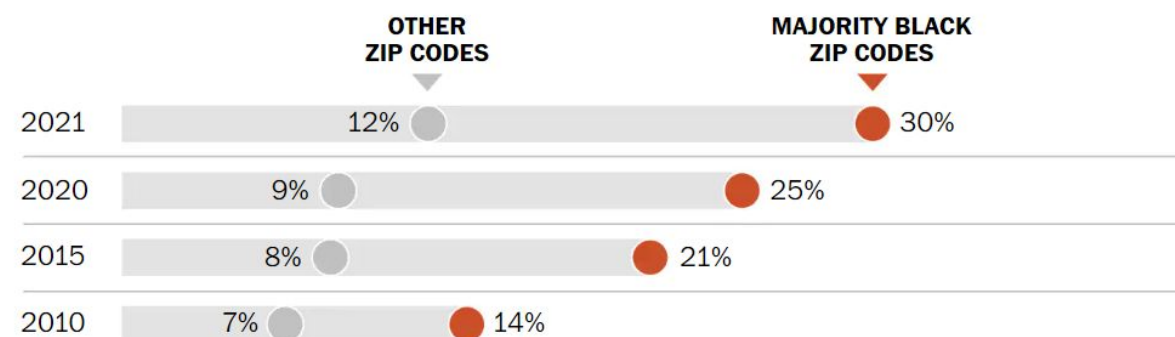
**Will this project usher in
gentrification?**

Housing Trends

- In 2021, **30%** of homes sales in majority of black neighborhoods were to investors compared to **12%** in other zip codes.
- Regions with the highest share of investor purchases are located in the south.

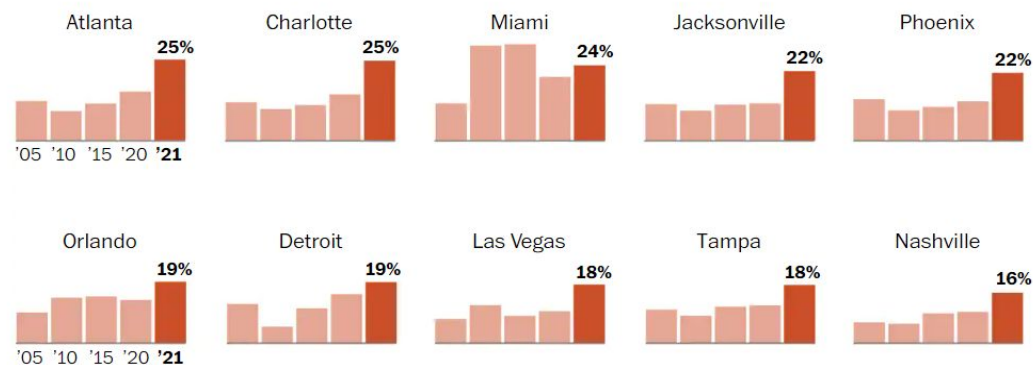
Investors have increasingly bought in Black neighborhoods

Share of purchased homes bought by investors



Top 10 metros where investors bought highest share of purchased homes

Many southern and western metros saw newfound investor interest last year.



Potential Tools to Promote Affordable Housing



Possible property tax abatements/exemption programs



Possible creation of anti-displacement tax fund



Possible structure 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

Campbellton Community Investment Corridor: Investment Estimate & Fund Sources *(working draft)*

Investment Feature	Estimate Cost (YOE\$)	Funding Source
BRT gold standard with Greenbriar Superstation	\$300M	• More MARTA • Other local funding sources • FTA Small Starts
HE Holmes Station Upgrade	\$40M	• More MARTA
Oakland City Station Upgrade	\$40M	• More MARTA
Oakland City Station TOD and Affordable Housing	\$50M	• Local MARTA • Local Atlanta
Safe Routes to Transit	\$10M	• Local MARTA • Local Atlanta
Arterial Rapid Transit	\$30M	• More MARTA • Local MARTA
Infrastructure Upgrades	\$30M	• Local Atlanta
TOTAL SW ATLANTA INVESTMENT	\$500M	• Federal, state and local

A Center-Running Gold Standard BRT



1. More Money for More Stuff:

BRT costs a lot less than rail, so there's money available to build needed features to make the Campbellton Community Investment Corridor a Main Street for Southwest Atlanta.

2. Faster:

18 minutes travel time, 35% faster than Route 83 and similar travel time as rail.

3. Mobility Choices:

5 miles of curbside dedicated bike lanes along majority of Campbellton Road and all new sidewalks, curb and gutter.

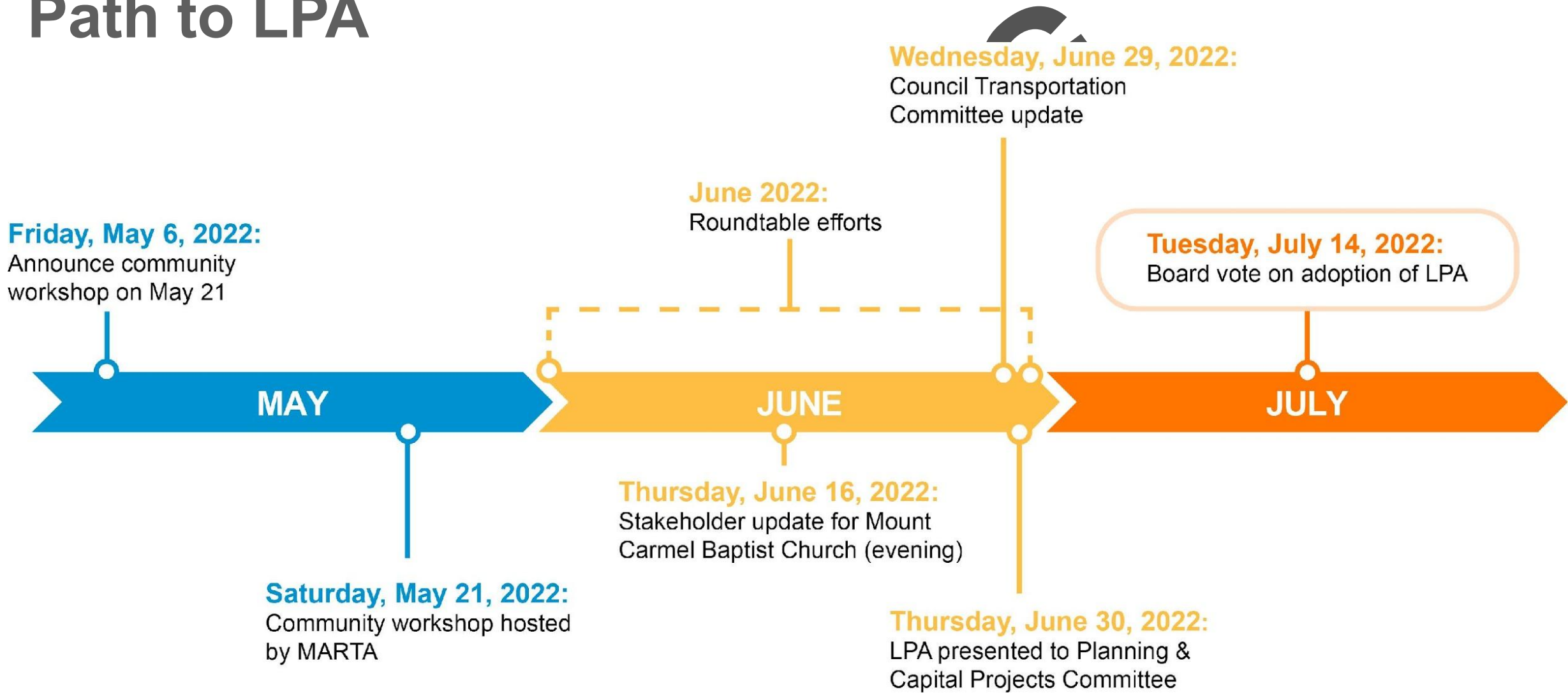
4. Exceptional Design:

Center-running, gold standard BRT is a premium transit service, similar to rail.

5. Quick Completion:

Can be delivered much faster than rail because it's simpler to construct and funding is easier to obtain.

Path to LPA



Chair Rita Scott info request (**hidden slide placeholder**)

Back when the actual BRT/LRT was proposed, **what was the projected cost at the time?**
Projected in labor, in material, **the whole cost of the project.**

- In 2019 estimated LRT (2018\$) Capital costs at \$337M and annual Operating costs at \$10.6M
 - This includes a \$67M contingency

And now, today, **what would the projected cost be based upon the difference in what it was at the time the project was proposed and what the cost would be today?** I would like to see the difference.

- In 2021 estimated LRT (2021\$) Capital costs at \$338.8M and annual Operating at \$13M
 - does not include vehicle maintenance facility costs
- BRT (curb) Capital costs at \$100M and annual Operating at \$5M
- BRT (center) \$130M and annual Operating at \$5M

Of the projected amount that was to be realized from the 4 percent increase and based upon the pandemic and the loss of realization of tax dollars, **how much of the funds we assumed and projected that we would receive have we actually received at this time?** And I think there's a difference in that amount. And I think that's very important that we understand where that difference is.

The following figures are a sum for years 2017-2021

- In 2016, prior to the Referendum estimated collections were to be \$265M
- In 2019, forecasted collections were to be \$307M
- Actual collections are at \$304M
 - Actual collections is about 1% less than the 2019 forecast and 15% more than the 2016 estimate

WORKING DRAFT



**CAMPBELLTON
CORRIDOR**
TRANSIT PROJECT

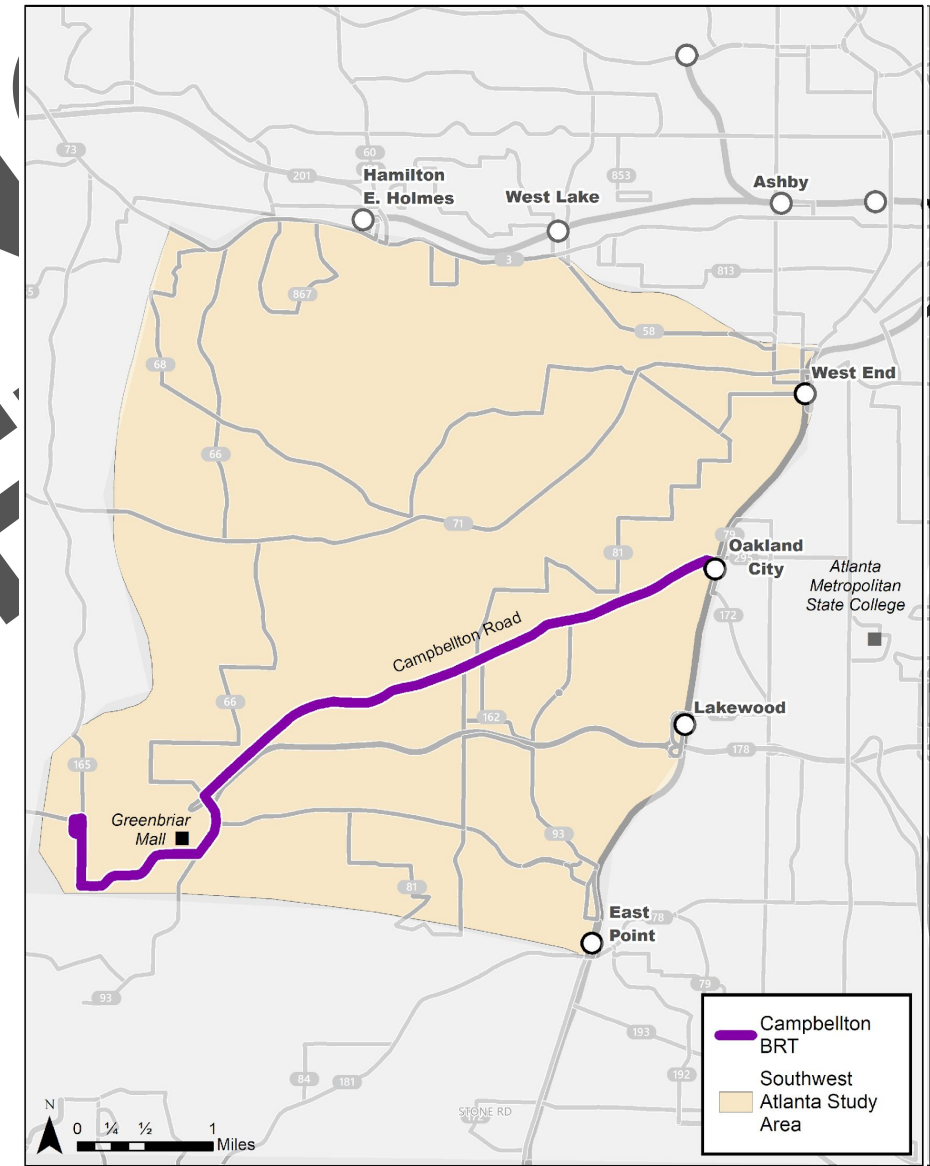


Questions/Feedback/Discussion

Potential ART Corridors for Southwest Atlanta

- The study area of Southwest Atlanta that surrounds the Campbellton corridor has many connecting bus routes, but none operating at ART level frequencies

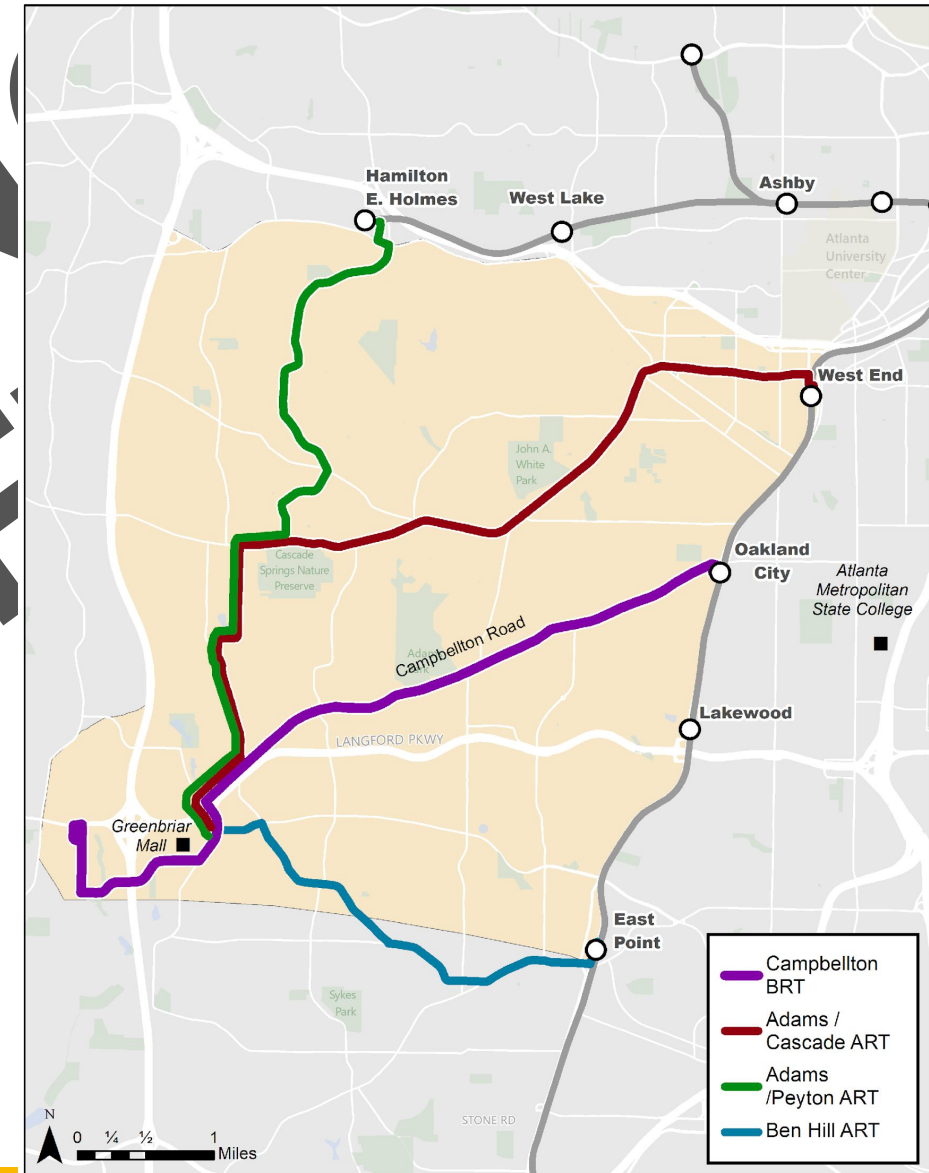
WORKING DRAFT



Potential ART Corridors for Southwest Atlanta

- Three ART concepts that connect to Campbellton and serve the surrounding study area were sketched during an initial round of brainstorming
 - Adams / Cascade
 - Adams / Peyton
 - Ben Hill

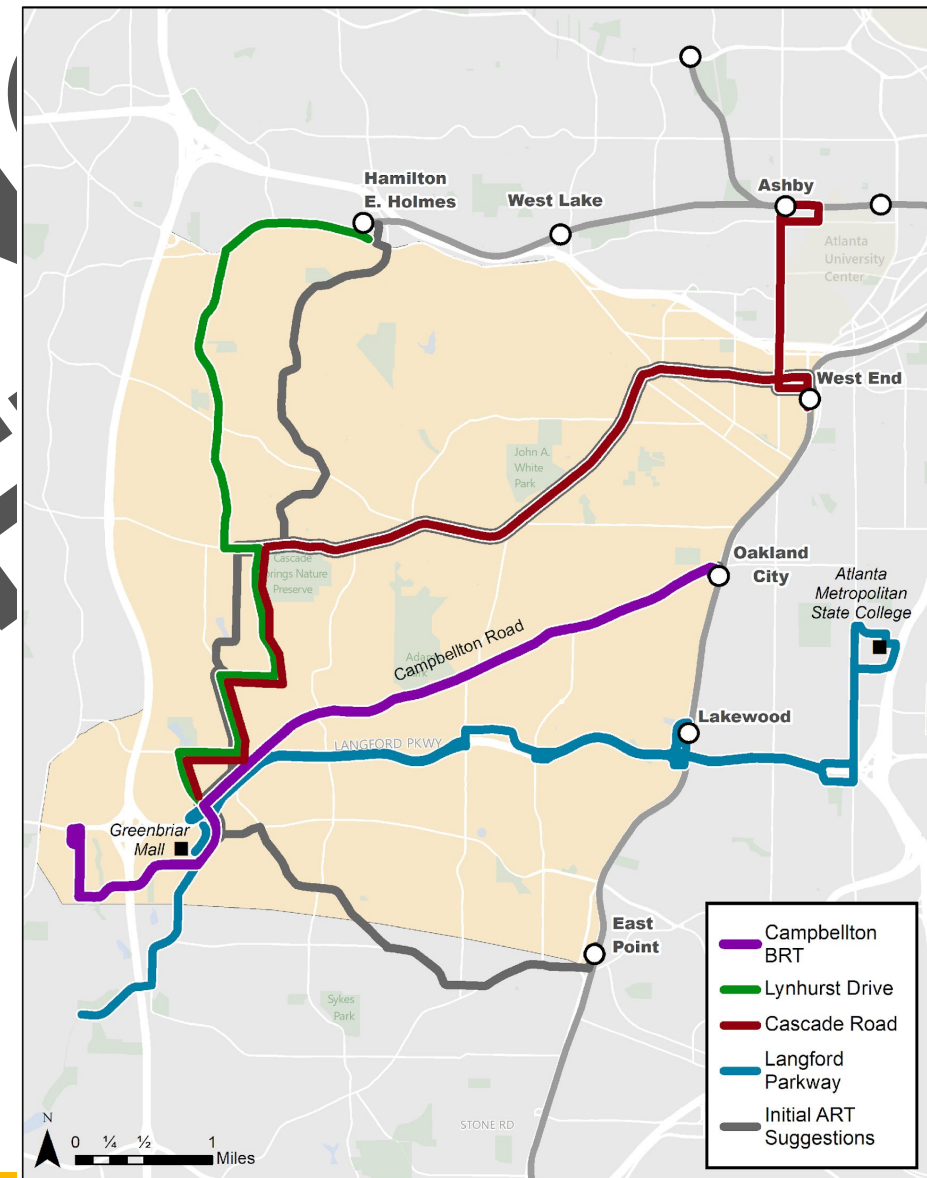
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Potential ART Corridors for Southwest Atlanta

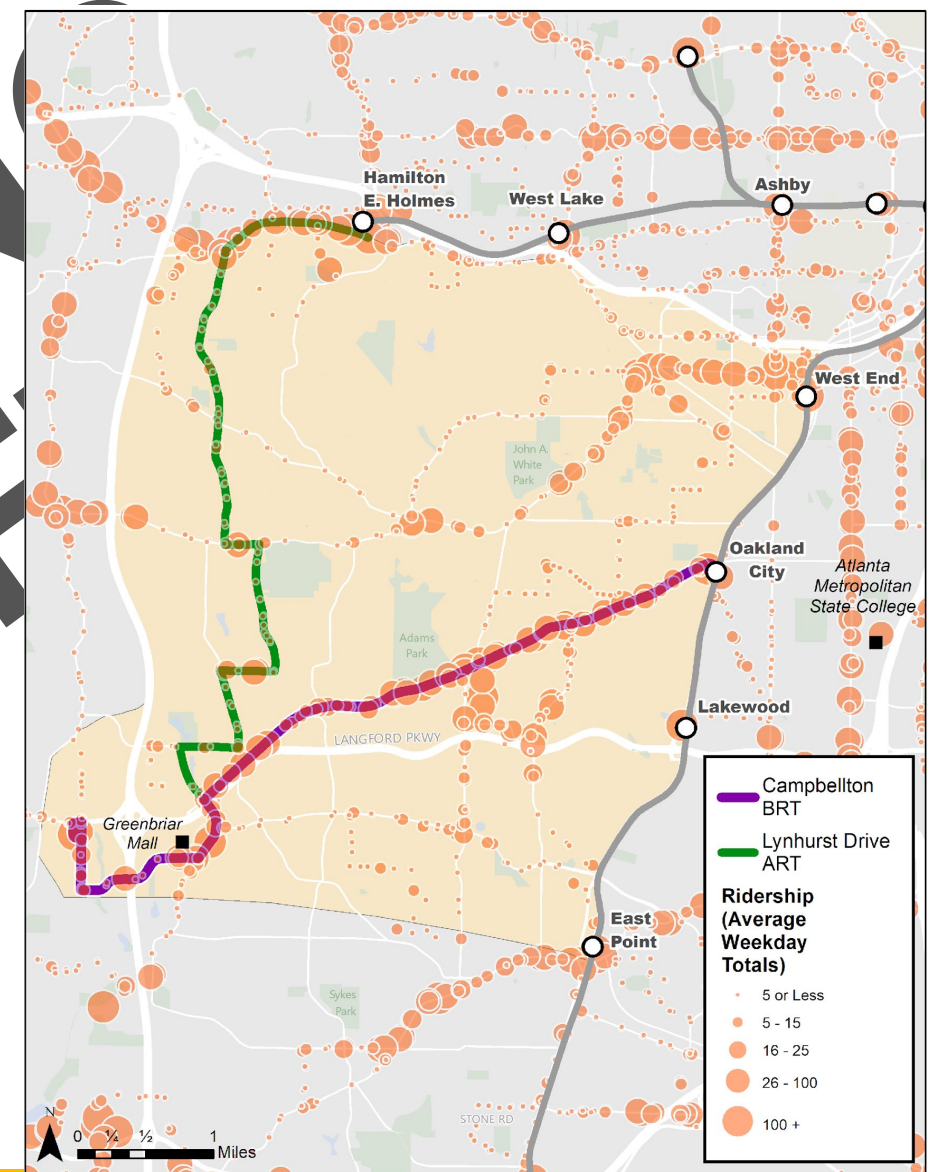
- Upon further review, concepts were refined to better serve high ridership corridors and important destinations, and to maximize connection opportunities
- Revised concepts are:
 - Lynhurst Drive
 - Cascade Road
 - Langford Parkway

WORKING DRAFT



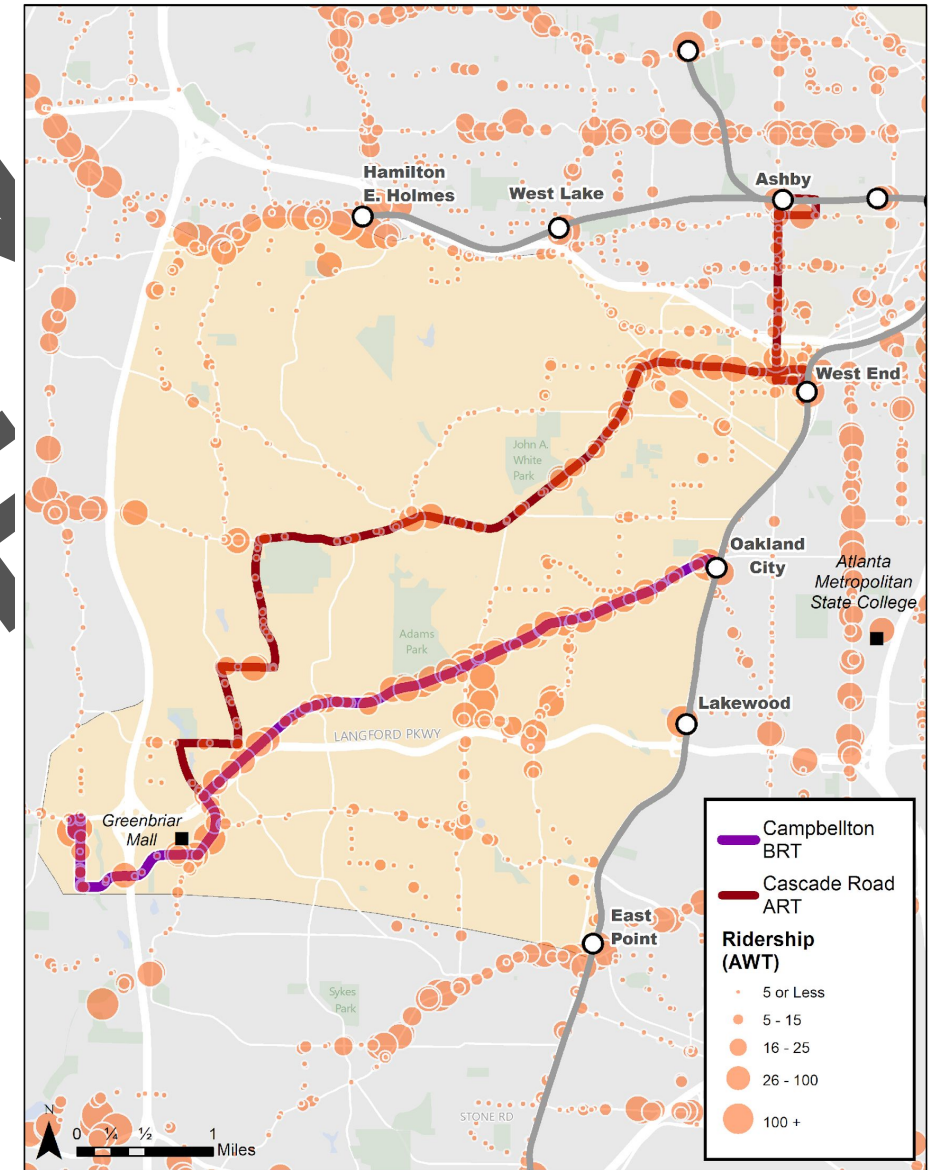
Potential ART Corridors for Southwest Atlanta

- The Lynhurst Drive ART concept would provide connections to Therrell High School and high ridership stops along Landrum Drive
- It provides the fastest connection to East-West Rail at HE Holmes Station, where there are many bus connections
- Service along a high ridership segment of MLK Jr. Drive is also a positive of this concept



Potential ART Corridors for Southwest Atlanta

- Like the Lynhurst Concept, the Cascade ART concept would connect to Therrell High School, Landrum Drive. It would also link high-ridership corridors on Cascade Road and Joseph E. Lowery Blvd.
- It would provide a one-seat ride not only from West End, but also the Atlanta University Center and both the Blue and Green Line Rail lines at Ashby Station, doubling the frequency of connecting rail



Potential ART Corridors for Southwest Atlanta

- The Langford Parkway ART concept would connect the Campbellton Corridor to Atlanta Metropolitan State College, the Metropolitan Parkway ART, and many high-density residential units in the Allison Court and Confidential Colony areas.
- It would provide fast, limited stop service between the future Greenbriar supershop and the Red and Gold Lines at Lakewood Station.

