



GUIDELINES FOR VIRTUAL MEETING

- Please keep your video cameras off and microphones muted
- Please use Webex **Chat** for comments
- Please use **Q&A** features for questions
- To share additional comments and questions after the meeting or if you are joining by phone, please email:
publichearinginfo@itsmarta.com
- For general questions related to MARTA service, please email:
custserv@itsmarta.com

Due to time constraints we may not be able to respond to every question in real time. All questions will be addressed after the meeting.



> Chat



> Q&A



STAY ENGAGED

- Check out virtual meeting room:
<http://campbellton.scoutfeedback.com>
- E-mail questions directly to:
publichearinginfo@itsmarta.com
- Join us at a future community/virtual meeting
- Share the news with your friends and neighbors



FOLLOW US:



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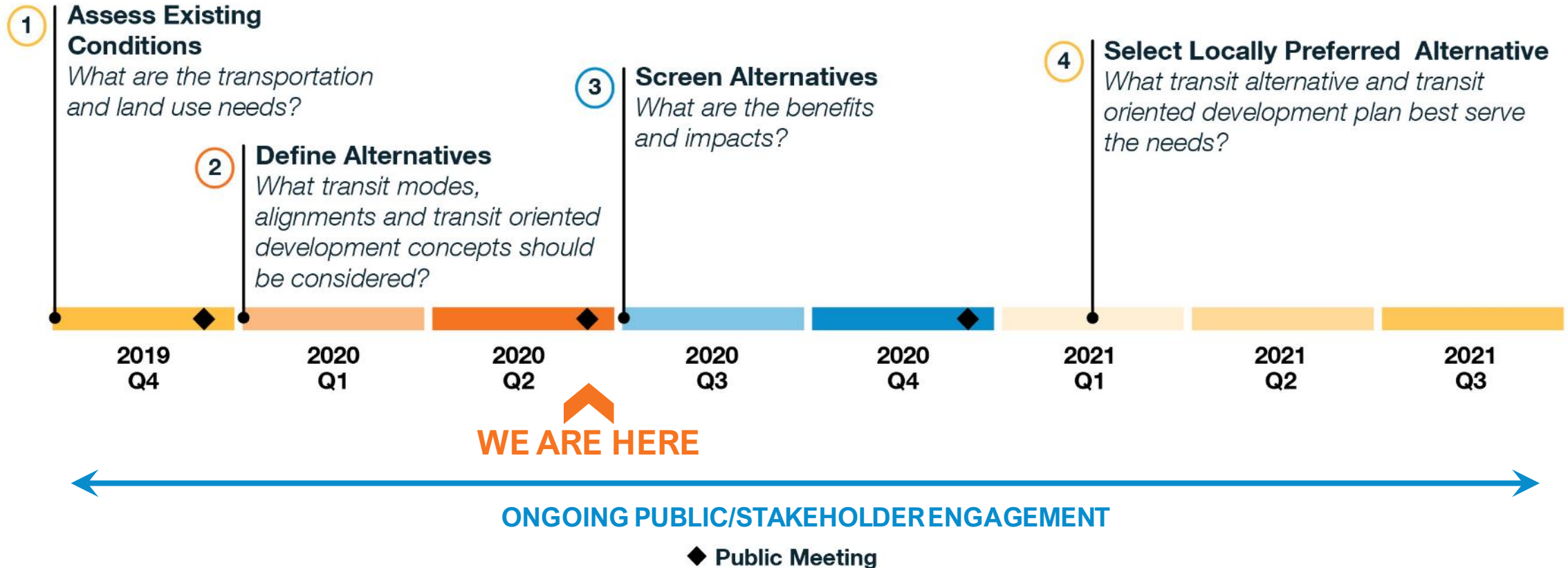
@MARTA

TODAY'S AGENDA

- Project Status Update
- Proposed Project Goals
- Evaluation Process
- Initial Transit Alternatives (Tier 1)
- Key Station Area Analysis
- Live Q&A Session



WHAT IS THE PLANNING PROCESS?



NOVEMBER 2019 KICK-OFF MEETING

WHAT WE HEARD FROM YOU:

- Improve safety and access for seniors and disabled residents
- Minimize impacts and disruptions to residents and businesses
- Revitalize and invest in Oakland City, Delowe, and Greenbriar Mall



PROJECT PURPOSE

WHY BUILD THE CAMPBELLTON CORRIDOR TRANSIT PROJECT?

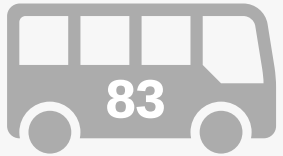
To develop a high-capacity transit investment to help achieve:

- a **faster**, more **reliable** transit option
- greater **mobility** for residents to access employment opportunities, education, affordable housing, and other essential services
- growth in **economic development** and jobs
- greater regional transit **connectivity**.



WHAT ARE THE NEEDS?

1. High Transit Demand



2nd Highest MARTA Ridership

> 4,500 Riders per day

3. Increased Need for Safety and Access

410

Annual Crashes

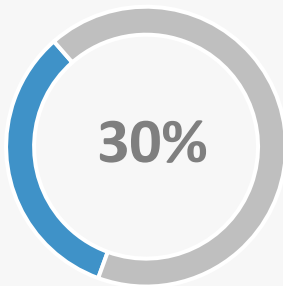
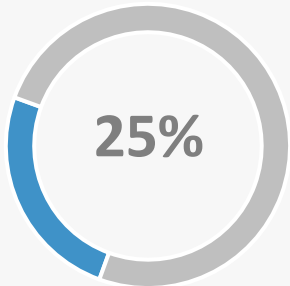
City of Atlanta's
High Injury Network



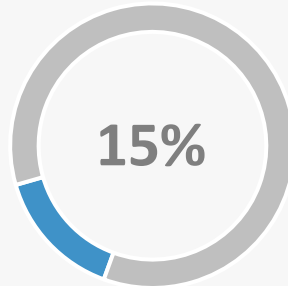
2 to 5 lanes
Varying roadway
geometry

2. Mobility Needs of Transit Dependent Populations

No Vehicle Access Poverty Level



Seniors



HALF

of households spend more
than 30% of income on housing

4. Constrained Economic Growth



1 out of 4

Commercial properties are
vacant & underutilized

QUESTION 1:

Please select the three goals you consider most important for the Campbellton Corridor Transit Project.



Improve Travel Times and Reliability



Increase Safety for all Users



Increase Access to High-Capacity Transit



Promote Transit-Supportive Development

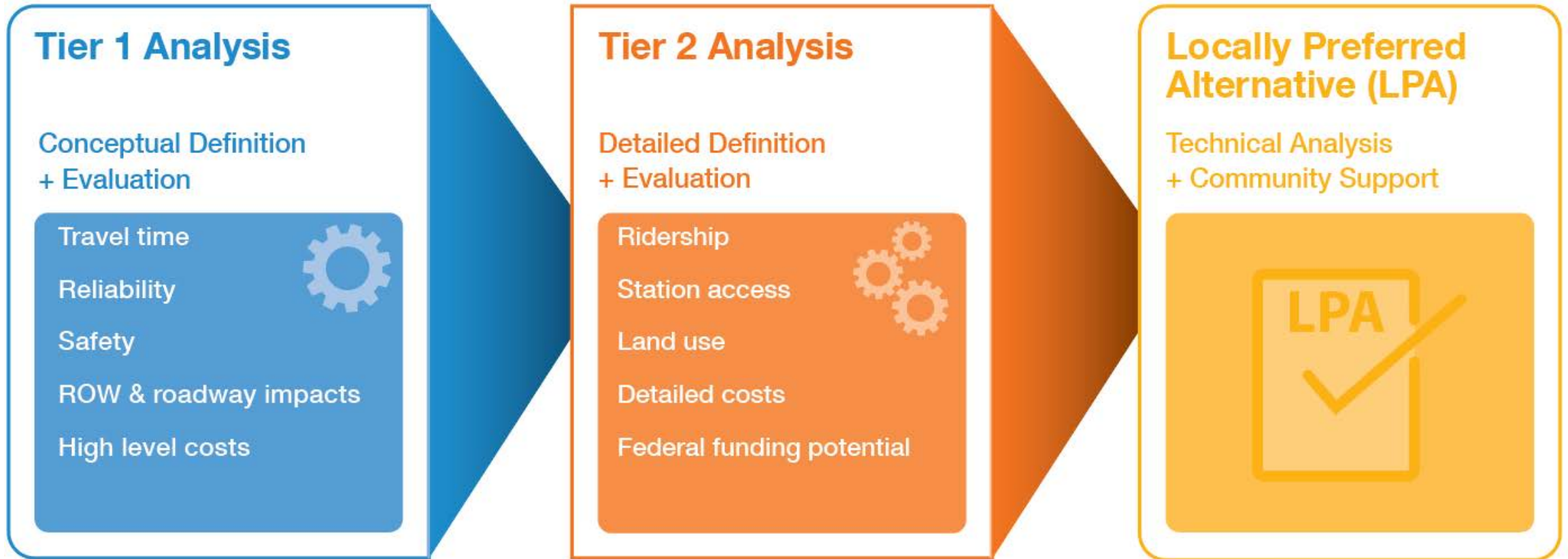


Minimize Project Design Impacts



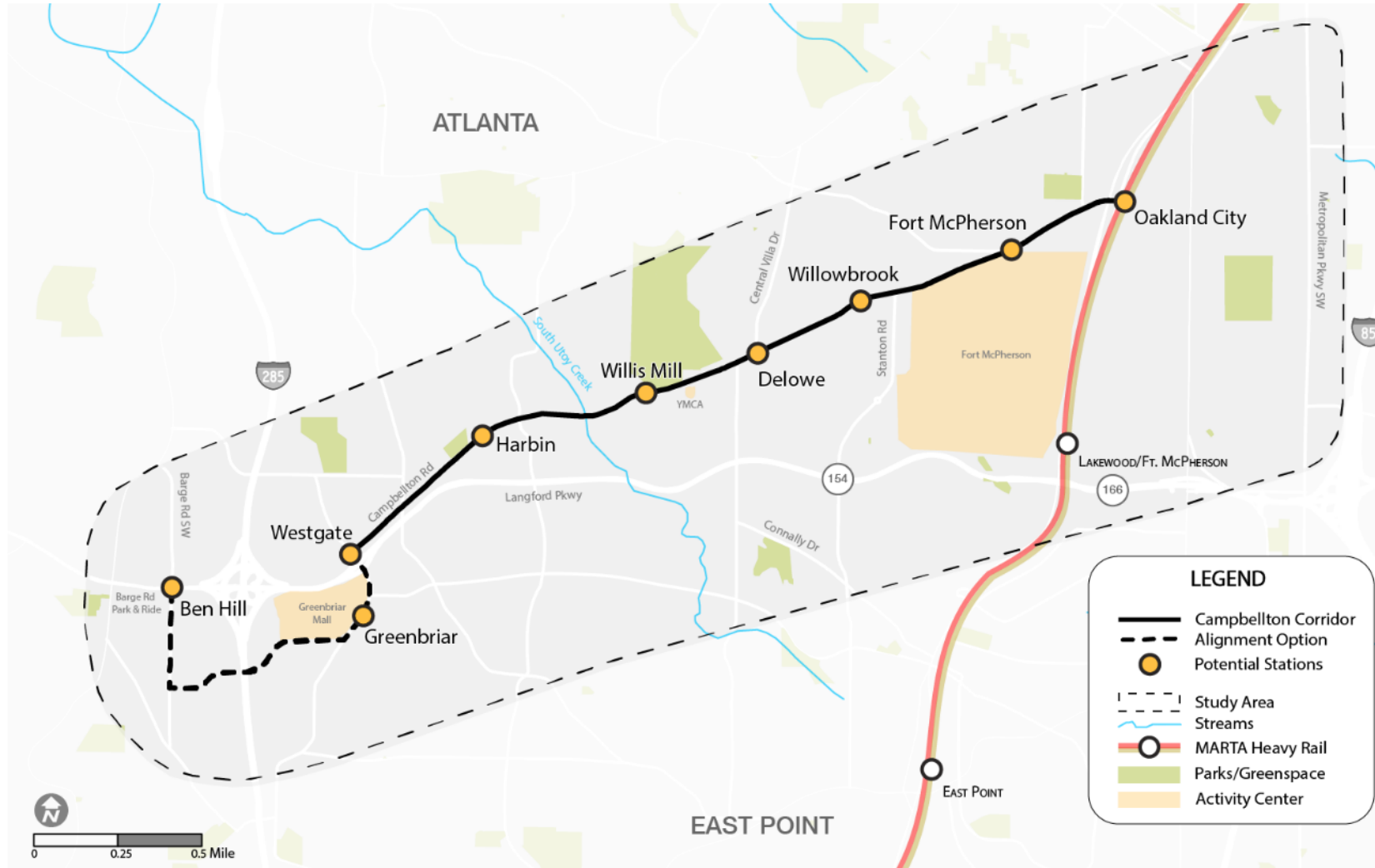
Maximize Financial Resources

EVALUATION PROCESS




WE ARE HERE

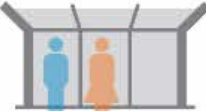
PROPOSED ALIGNMENT AND STATIONS



- Oakland City MARTA Rail station to Greenbriar area
- Alignment options to the Ben Hill Barge Road Park and Ride
- 9 proposed stations located approximately every 1/2-mile

QUESTION 2: What is most important to you when thinking about a new transit investment in your community? (select 1)

- A. How much it will cost to build?
- B. How soon until we can use it?
- C. How will the transit vehicle look and feel?
- D. How many people can it carry?

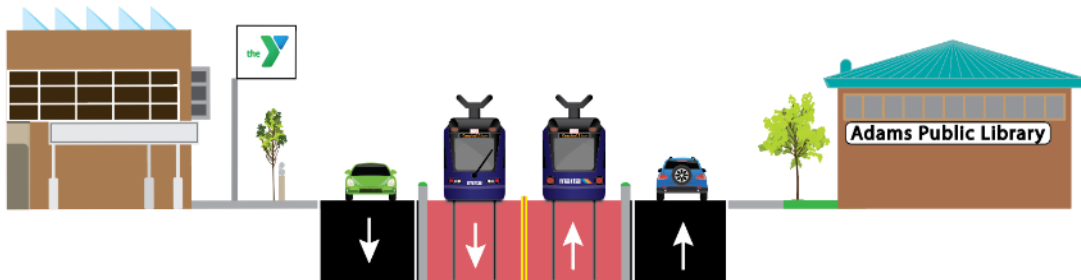
Mode Characteristics	 Bus Rapid Transit	 Light Rail Transit
Capacity	 250-500 people per hour	 350-1,100 people per hour
Capital Cost	\$\$-\$\$\$	\$\$\$-\$\$\$\$
Time to Implement	5-7 Years 	8-10 Years 
Frequency	 Every 10 Minutes	
Station Spacing	Every 1/2 Mile or more 	
Station Amenities	 Enhanced Stations & Amenities  Off-Board Fare Collection  Real Time Arrival Information  ADA Accessible Raised Platforms	

PROPOSED TRANSIT LANE CONFIGURATIONS

Where does transit operate?

CENTER RUNNING

- Transit on inside/center lanes (separated by barrier)
- Stations in the center of the street (accessed via signalized crosswalk)
- Medians and barriers restrict left turns
- Commercial/driveway access restricted by a median (right-in and right-out only)



CURB RUNNING

- Transit in the outside/curb lanes
- Stations outside of the roadway (adjacent to the curb/along sidewalk)
- Transit may encounter conflicts with on-street parking or busy commercial driveways
- Minimal traffic control or left-turn restrictions
- Almost no driveways restricted by a median



Note: Either BRT or LRT could operate in the center or curb lanes

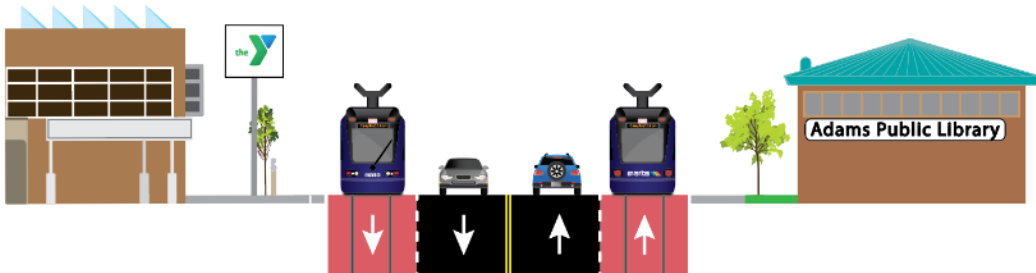
Diagrams are conceptual and not to scale

PROPOSED TRANSIT LANE CONFIGURATIONS

How does transit operate?

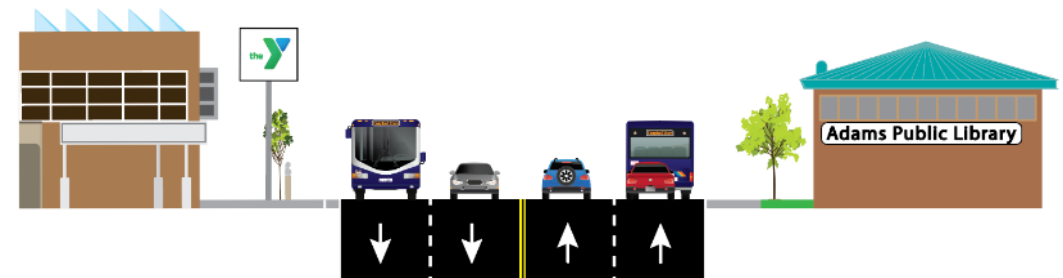
DEDICATED LANES

- Transit vehicles run in lanes dedicated to transit
- Dedicated lanes demarcated by colored pavement or markings, barriers, signage, etc.
- Can benefit transit by improving travel times and reliability



MIXED TRAFFIC

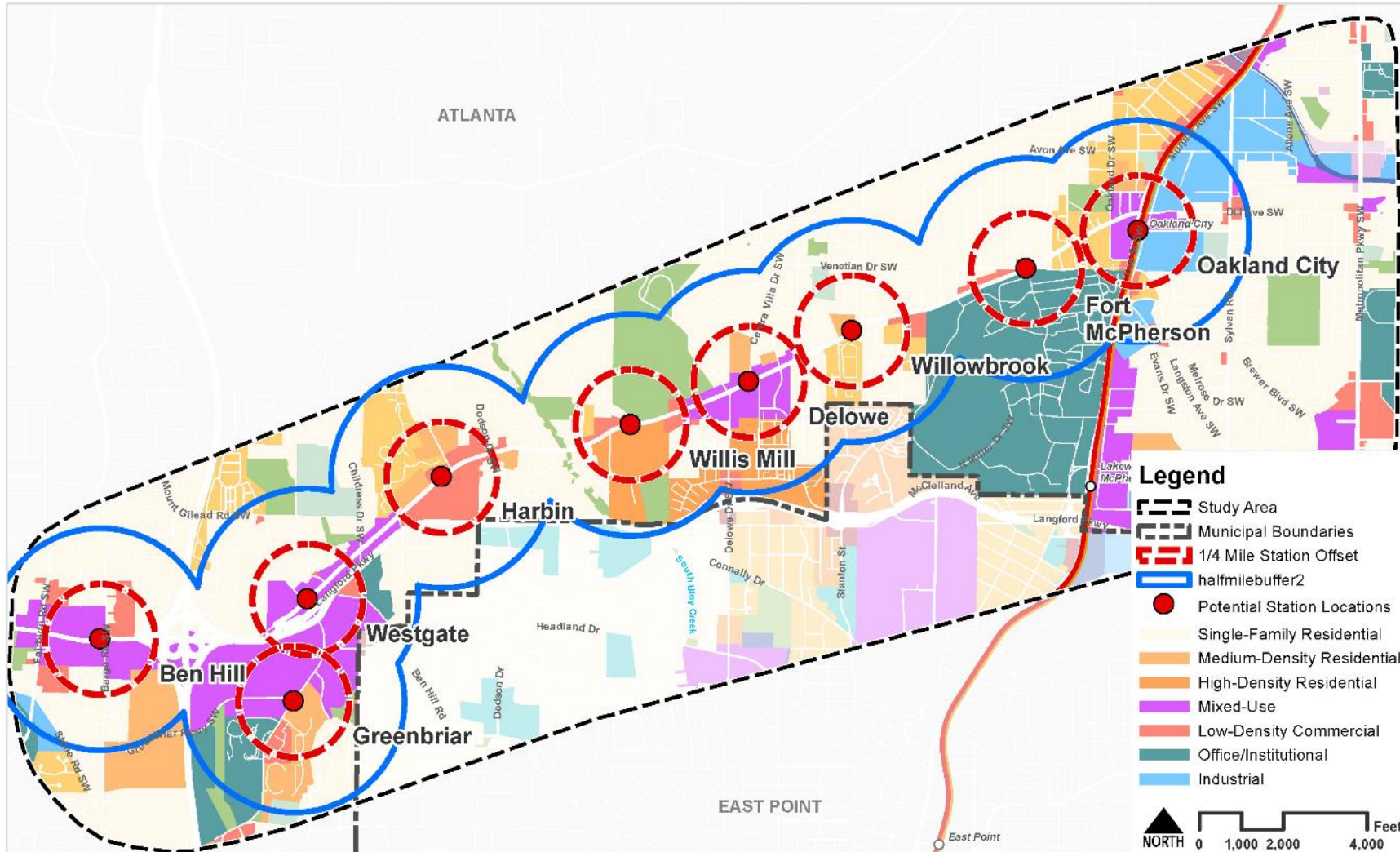
- Transit vehicles share lanes with private vehicles and general traffic
- Transit operates similarly to the existing condition
- Transit in mixed traffic may encounter congestion and other roadway delays



Note: Either BRT or LRT could operate in dedicated lanes or mixed traffic

Diagrams are conceptual and not to scale

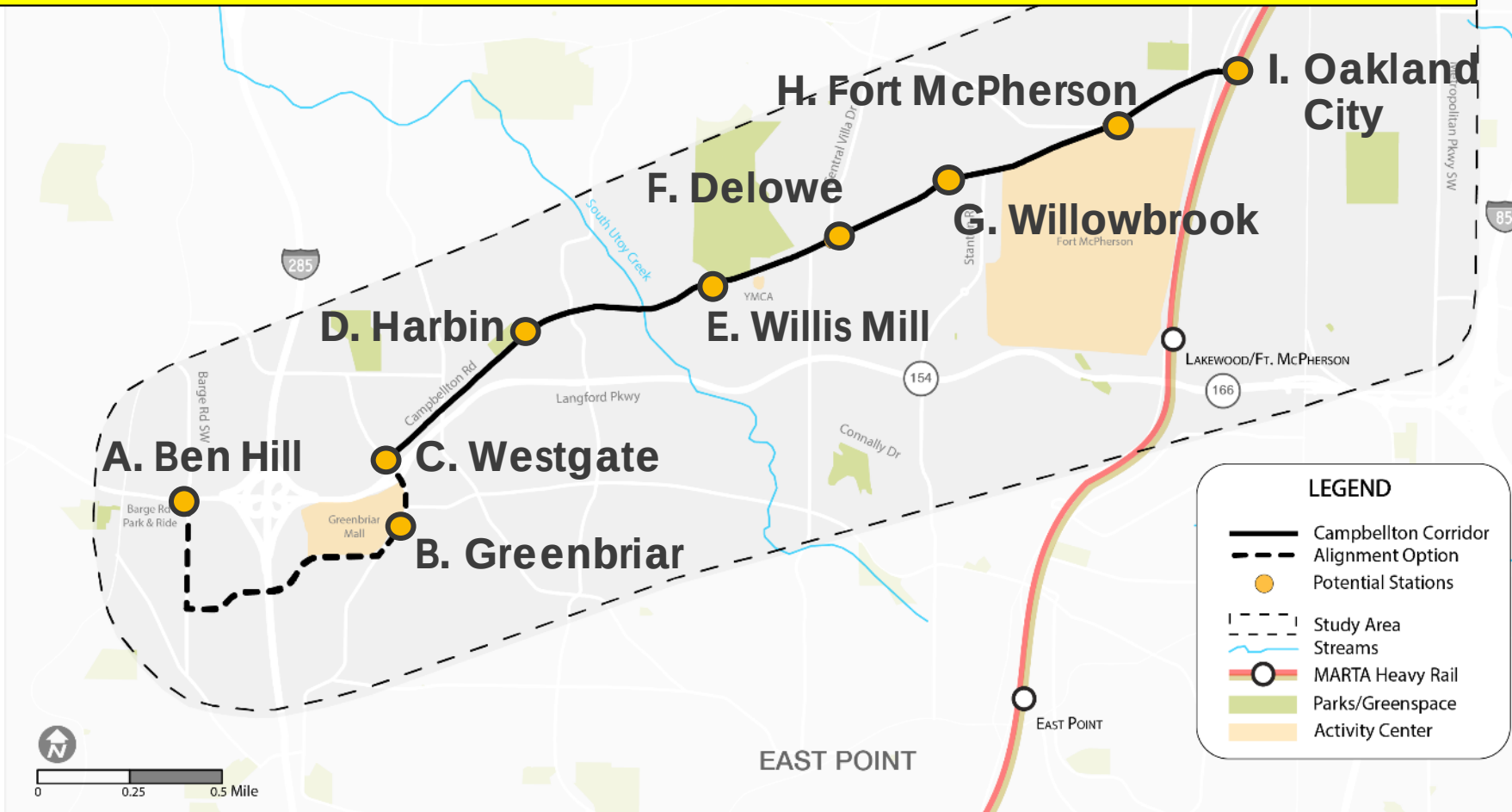
PROPOSED STATION LOCATIONS



- Developed from previous planning processes using community input
- Confirmed with the public at the November public meeting
- Station areas align with planned nodes of activity and density along the corridor

PROPOSED STATION LOCATIONS

QUESTION 4: Which stations do you think are the lowest priority? (Select 3)



- A. Ben Hill
- B. Greenbriar
- C. Westgate
- D. Harbin
- E. Willis Mill
- F. Delowe
- G. Willowbrook
- H. Fort McPherson
- I. Oakland City

STATION AREA TYPES



Neighborhood
Residential



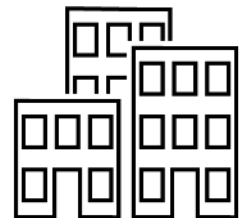
Neighborhood
Activity Center



Community
Activity Center



Regional
Activity Center



PROPOSED STATION TYPES



Neighborhood Residential

- Low and medium density residential
- Limited or no commercial activity
- Small scale, walk-up station

Neighborhood Activity Center

- Low and medium density residential
- Small scale retail/neighborhood services
- Small scale station with bike and pedestrian infrastructure

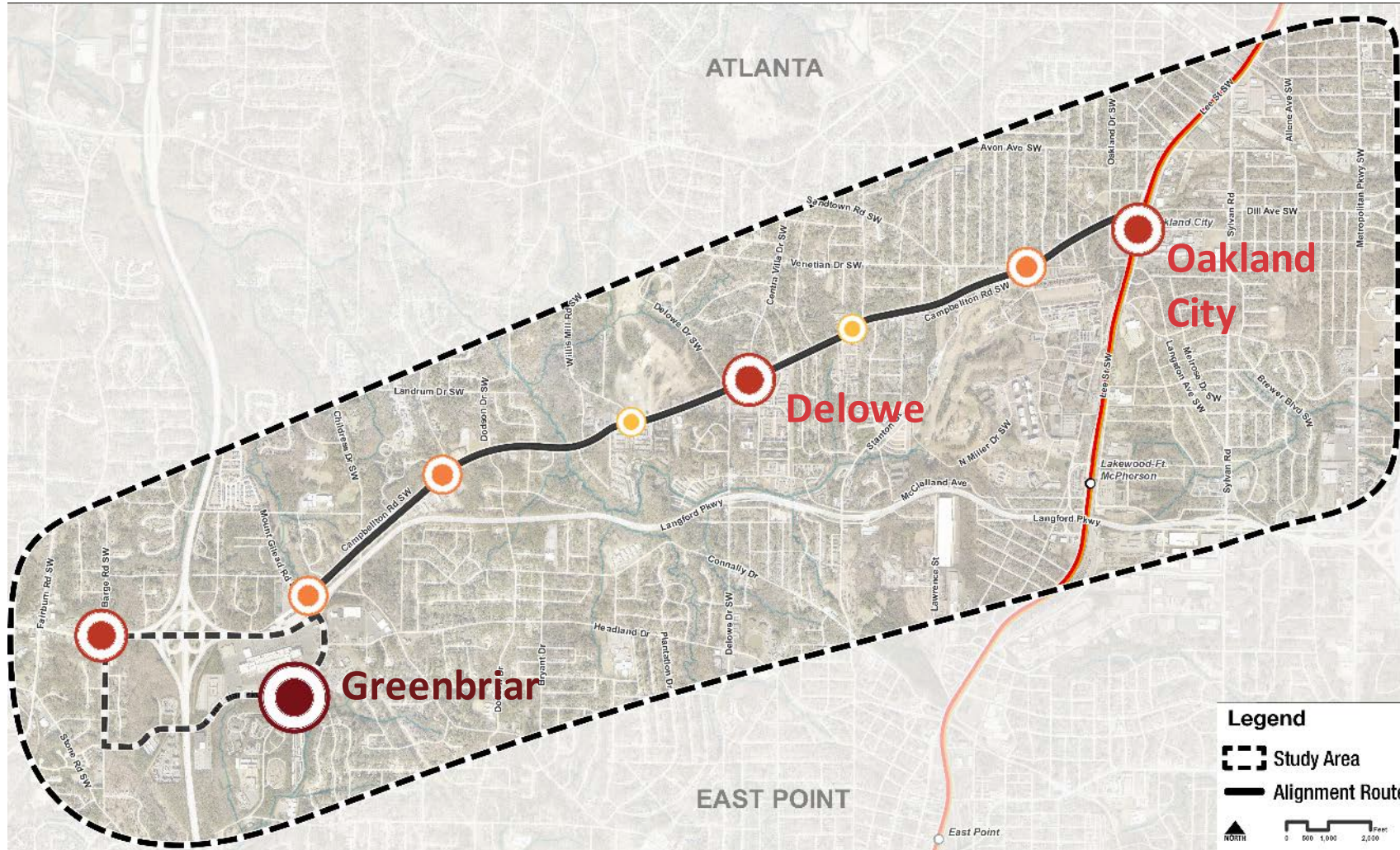
Community Activity Center

- Medium scale and density
- Local center of residential, retail, commercial, and service activity
- Larger station with transit connections

Regional Activity Center

- Large scale and high density
- Regional center of residential, retail, commercial services, employment activity
- Largest station type, may include park/ride infrastructure

KEY STATION AREA ANALYSIS



Components Studied

Regulatory Framework

- Existing Zoning
- Future Land use
- Zones, Economic Overlays, and Previous Plans

Physical Conditions

- Environmental Conditions
- Parks and Community Facilities
- Building Massing / Built Environment

Connectivity

- Sidewalk Connectivity
- Street Connections
- Existing Transit Routes

Parcel Conditions

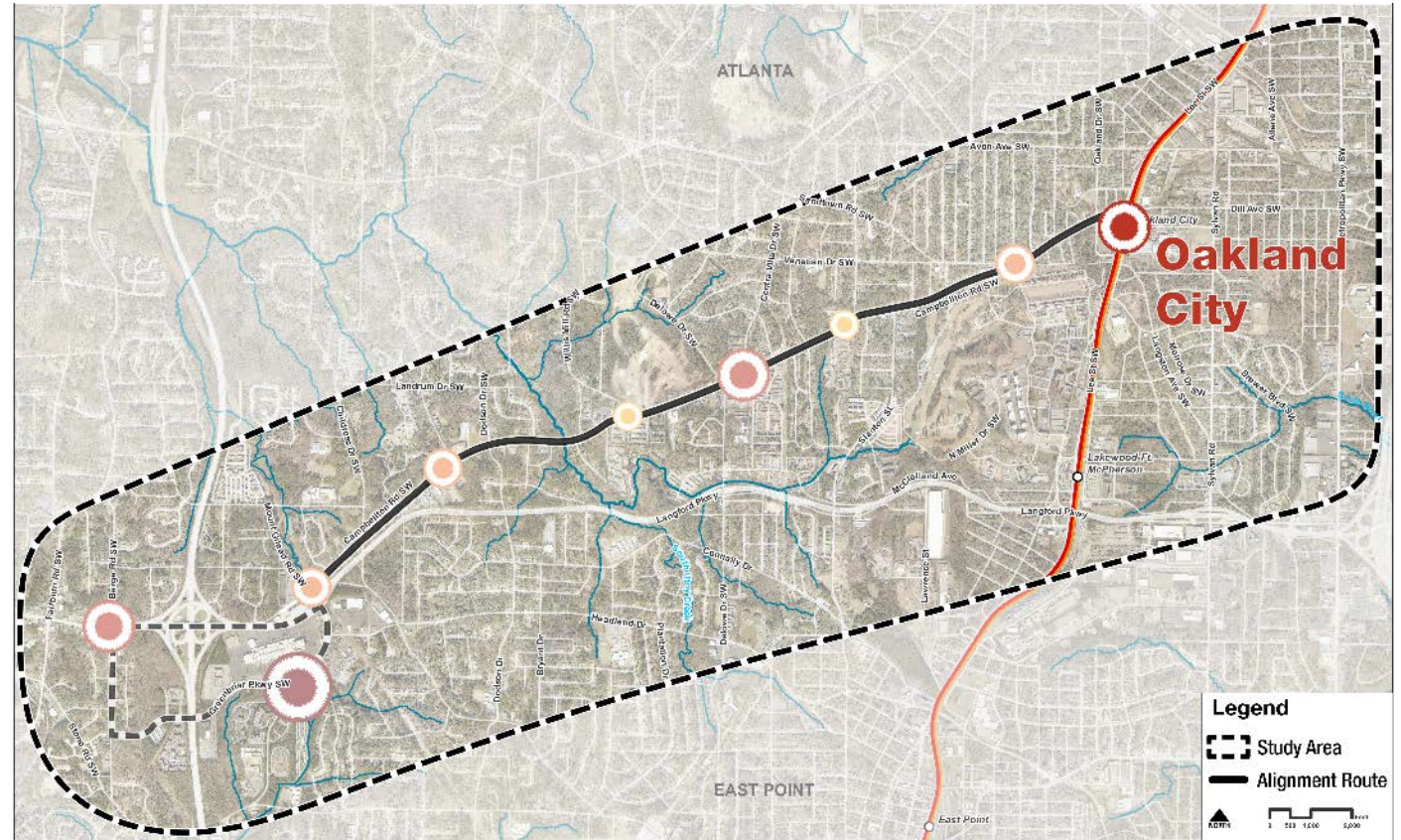
- Parcel Size
- Parcel Ownership
- Susceptibility to Change

OAKLAND CITY

STATION ANALYSIS

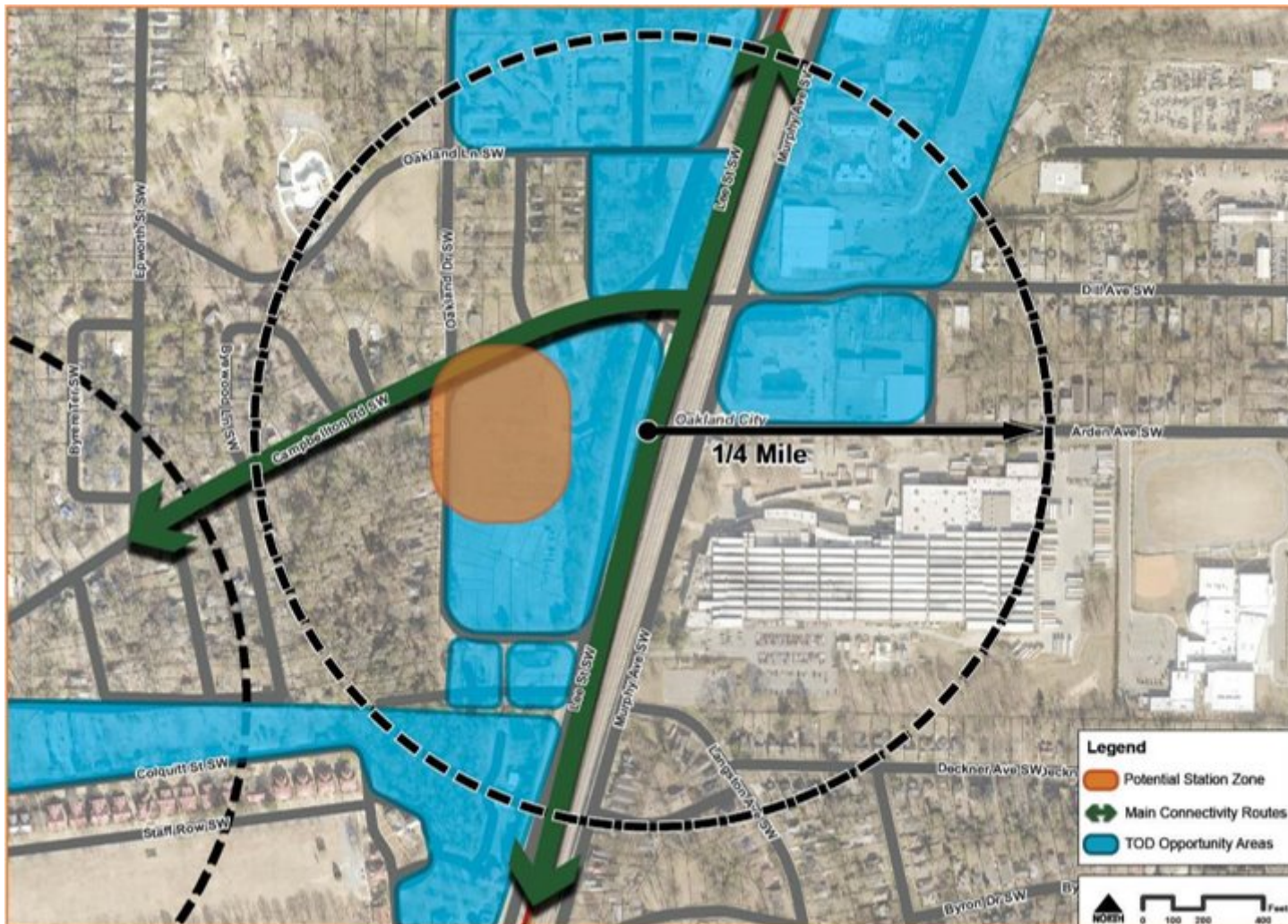
Community Activity Center

- Medium scale and density
- Local center of residential, retail, commercial, and service activity
- Larger station with transit connections



OAKLAND CITY

STATION ANALYSIS



Key Takeaways

Regulatory Framework

- Mixed Use and Employment uses concentrated along Lee St
- Key economic overlays overlap the same central area

Physical Conditions

- Few geographic limitations (slopes or water bodies)
- Rev. James Orange Park at Oakland City, Future Fort Mac development are adjacent

Connectivity

- Relatively high degree of sidewalk connectivity
- Key connections to MARTA rail system
- Strong connections both east/west and north/south
- Existing bus connectivity

Parcel Conditions

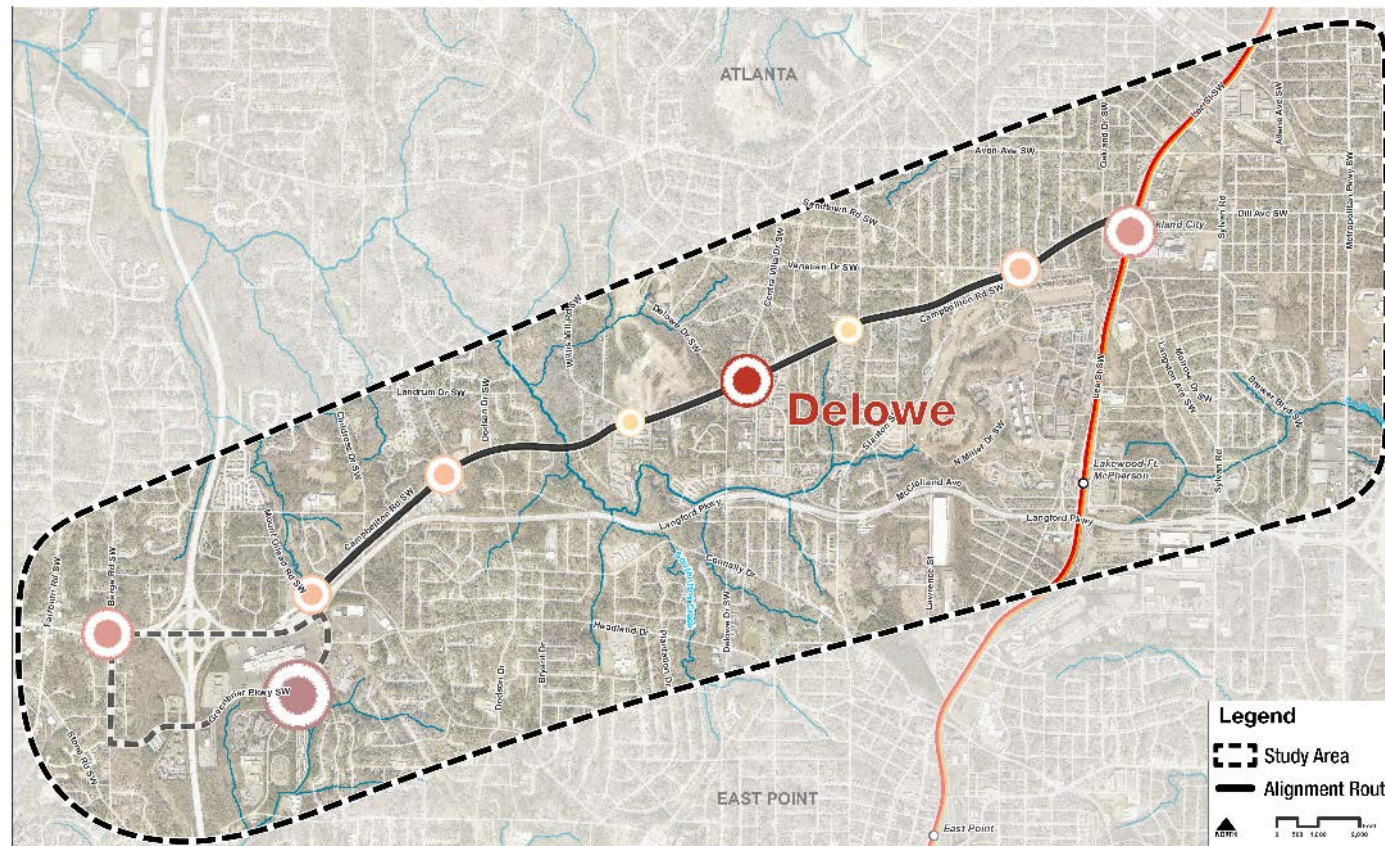
- MARTA owns significant parcel acreage
- Several large parcels in the area offering opportunities for redevelopment

DELOWE

STATION ANALYSIS

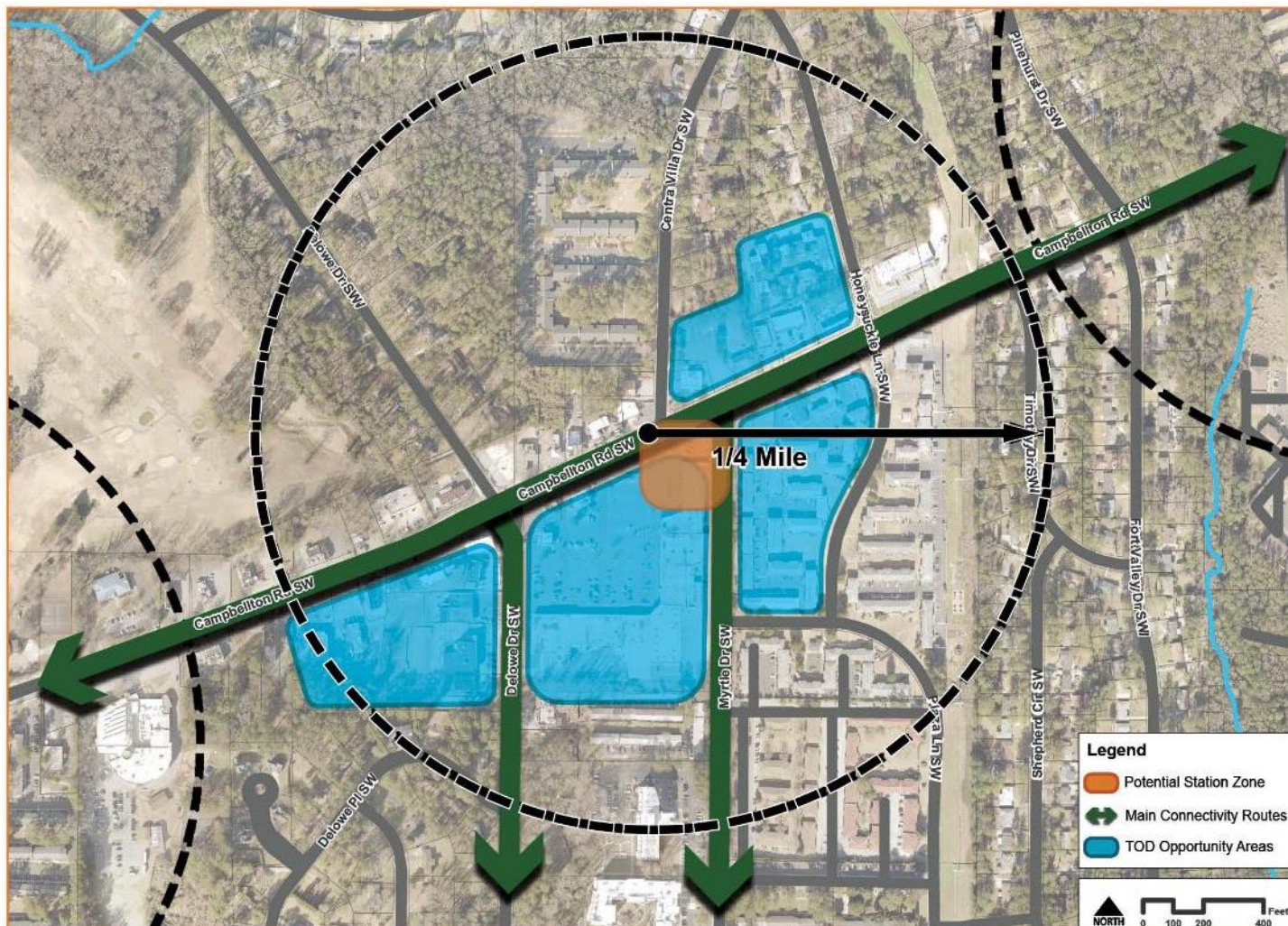
Community Activity Center

- Medium scale and density
- Local center of residential, retail, commercial, and service activity
- Larger station with transit connections



DELOWE

STATION ANALYSIS



Key Takeaways

Regulatory Framework

- Zoning supports medium and high density commercial, residential, and employment
- Several economic overlay zones

Physical Conditions

- Significant concentration of commercial and residential activity
- Near Alfred Tupp Holmes Golf Course, YMCA, Library

Connectivity

- Lacks comprehensive sidewalk connectivity
- Connected to several MARTA bus routes
- Good connections north/south to Cascade & East Point

Parcel Conditions

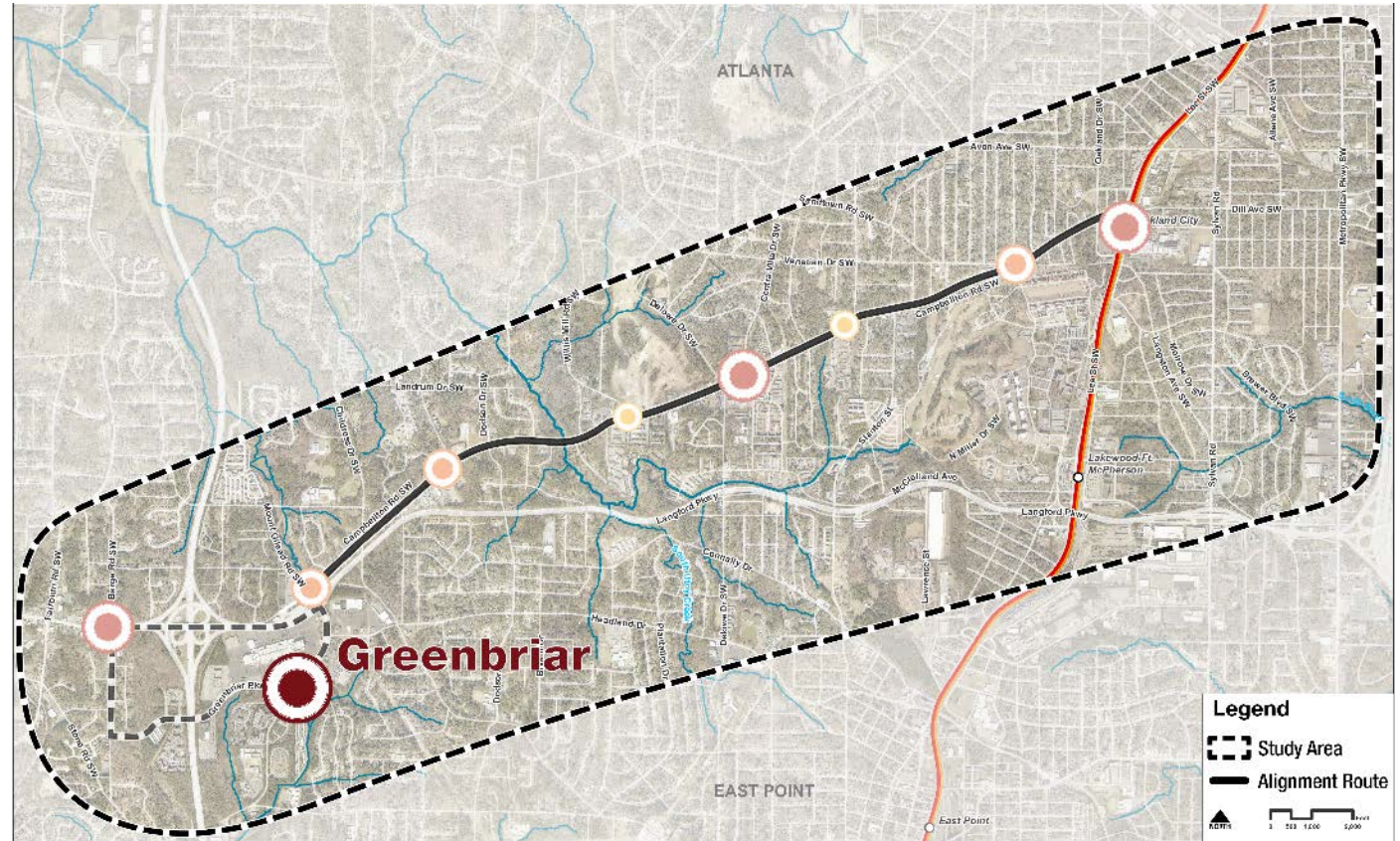
- Several parcels that are likely to change over time
- Several large parcels that could support economic redevelopment

GREENBRIAR

STATION ANALYSIS

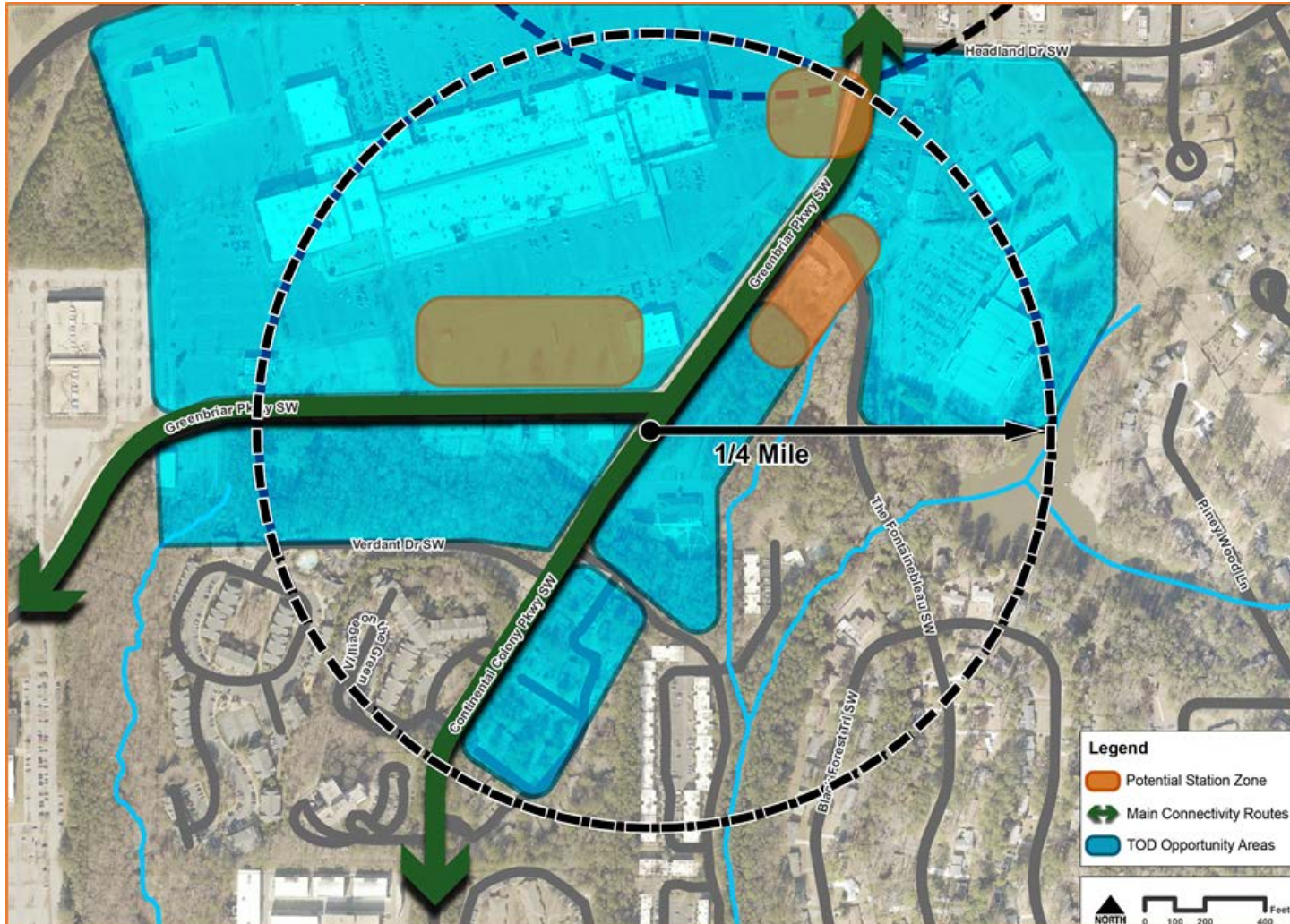
Regional Activity Center

- Large scale and high density
- Regional center of residential, retail, commercial, services, and employment activity
- Largest station type, may include park and ride infrastructure



GREENBRIAR

STATION ANALYSIS



Key Takeaways

Regulatory Framework

- SPI-20 Zoning , specific to Greenbriar, supports mix of uses and densities with pedestrian design standards
- Supportive of LCI vision to develop into a "Town Center"

Physical Conditions

- Significant concentration of commercial development
- Waterways and some steep slopes pose limitations for development but opportunities for recreation

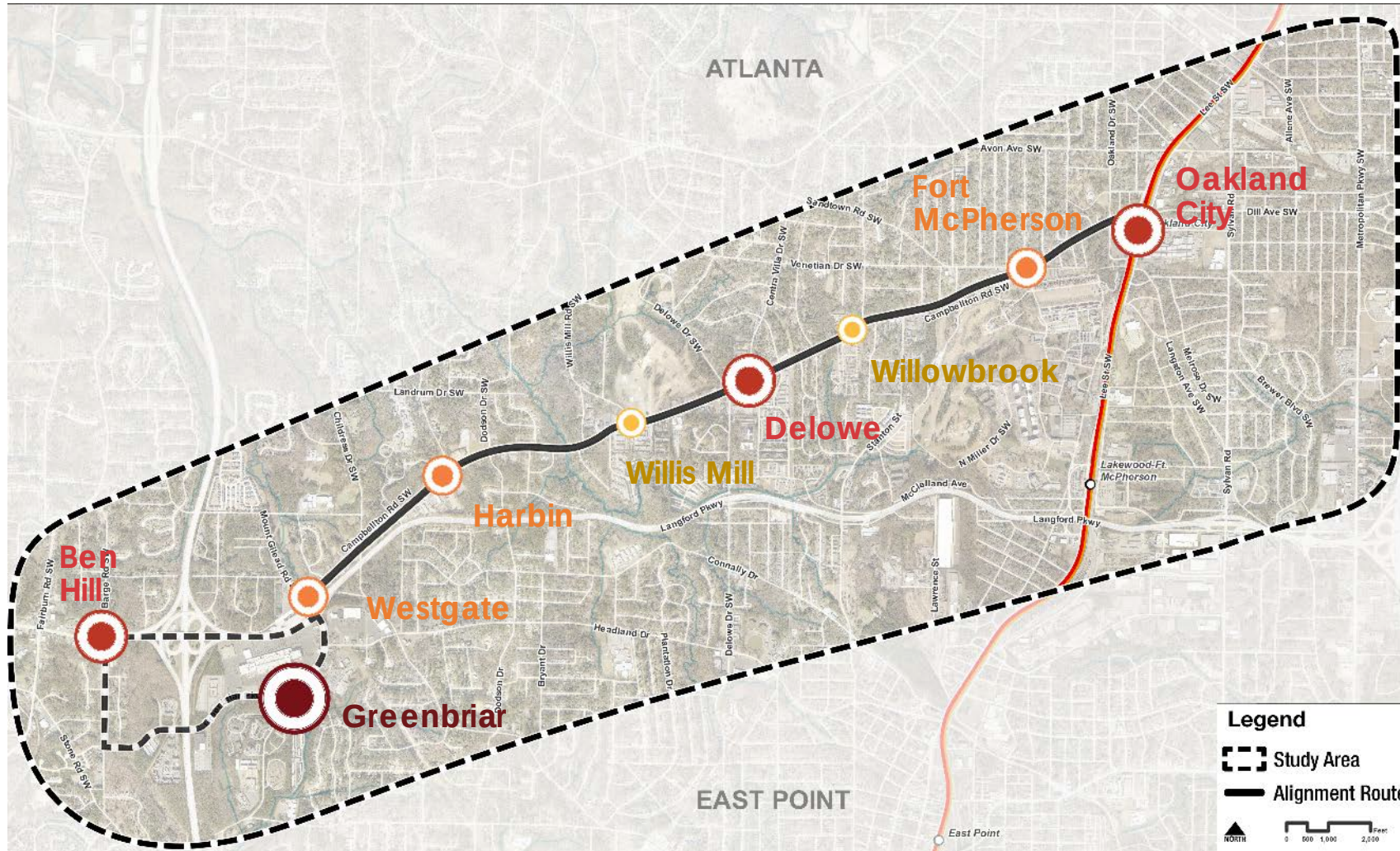
Connectivity

- Limited bicycle but good pedestrian connectivity
- Connections to several MARTA bus routes
- Strong regional vehicular connectivity
- Additional street grid infrastructure would support more fine-grained development and uses

Parcel Conditions

- Significant number of large parcels supportive of redevelopment

STATION AREA ANALYSIS SUMMARY



- The Key Station Area Analysis is just a brief overview of the analysis and take-aways from three of the most active nodes along the corridor
- A more detailed analysis is available for all 9 station areas in the virtual room
- We need your feedback on the station area analysis to make sure we didn't miss anything!

NEXT STEPS

- Complete Tier 1 analysis to understand benefits and impacts associated with alternatives
- Use station area analysis and public feedback to develop preliminary station area plans
- Develop strategies for implementation of transit-oriented development within station areas
- Ongoing stakeholder coordination to share project updates and receive feedback

Q & A Session

Send your questions and comments via:

- ✓ Q&A Panel

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