There is greater acreage of underutilized industrial land along the Howell Junction Connectivity Alternative.

Although less acreage of underutilized industrial land there is a higher development capacity along the Marietta Blvd. Connectivity Alternative.

**Goal 2**
Manage and encourage growth and economic development through transit and transportation improvements.

**Performance Measure**
Maximize service to TAD areas with higher development capacity of underutilized or undeveloped land as defined by Subarea Master Plans/Redevelopment Plan within ½-mile of proposed transit stations.