

CAMPBELLTON CORRIDOR TOD MASTER PLAN



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Numerous individuals contributed their time, energy, and attention to the development of this plan. These included key individuals from MARTA and the City of Atlanta, various elected officials, community leadership, key stakeholders, various community members, and the consultant team. Specific contributions from the following are greatly appreciated:

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TABLE OF CONTENTS

01 INTRODUCTION.....	4
02 CORRIDOR ASSESSMENT	10
03 LAND USE FRAMEWORK	28
04 STATION AREA CONCEPT PLANS	40
05 IMPLEMENTATION STRATEGIES	64
06 APPENDICES	82

1 | INTRODUCTION



INTRODUCTION

The Campbellton Corridor is home to a growing community in southwest Atlanta of more than 60,000 residents. MARTA's planned investment in high-capacity transit along this corridor is intended to provide enhanced mobility and greater regional connectivity to the area's residents and businesses, support transit-oriented development (TOD), and jump-start economic development. While this transit investment can help to lay the foundation for renewed opportunity and growth in the corridor, the implementation of high-capacity transit alone is not enough to guarantee a resurgence of investment and development in the community. Successful project planning and implementation depends upon a coordinated approach blending land use planning, transportation planning, economic and community development tools as well as targeted investment.

The implementation of high capacity transit is a long-term investment with the potential to fundamentally change how people live and move within the corridor, providing residents with greater mobility and enhanced access to housing, employment, and essential services. **In order to catalyze the development of vibrant transit-oriented development (TOD) districts along the corridor, stations must be strategically located to provide fast and reliable service, while also improving access to locations with the highest potential to support compact, pedestrian-scaled, mixed-use development and activity.** The purpose of this TOD Master Plan is to establish a vision and framework for development in the Campbellton Corridor and identify key actions necessary to implement that vision. Community engagement served a key role in establishing a clear vision and goals for the project, which is essential to ensure that the new transit investment along the corridor meets both the transportation and economic development needs of the community in an equitable way. These goals have guided the planning process as the project team has analyzed existing conditions and identified opportunities and constraints within the corridor. Nine station locations have been evaluated, as well as key infrastructure improvements, land use policies, and economic incentives that will be necessary for successful TOD at each of these locations. The team has also identified possible barriers and opportunities at each potential station, which have been used to develop location-specific mitigation strategies.

This was followed by the development of framework plans for each of the station areas, which have been vetted with stakeholders and the community. Detailed station area plans for the selected transit mode were developed for catalytic transit stations at key locations along the corridor. **The development of TOD along Campbellton Road will be a continuous and adaptive process that responds to changing conditions, and this document will guide those changes as high-capacity transit is implemented along the Campbellton Corridor.**

THE PLANNING PROCESS

An early goal of this study was to gain an understanding of the issues that are most important to the community. As a first step, the project team conducted a thorough review of the various planning efforts that have occurred within the Campbellton corridor area in recent years. Each of these plans included extensive community engagement efforts to understand the issues and opportunities of the community and envision future development along the corridor. These plans helped create a foundation the team could draw upon during the study.

Following the previous plan review, the project team engaged with various stakeholders in the community, asking them to share some of their hopes, needs, concerns, and goals for the corridor. A public meeting held at the Mount Carmel Baptist Church in November of 2019 was also used to solicit feedback, where the community identified several key areas that were most in need of investment and improvement. Continued community outreach and engagement occurred in 2020, 2021, and 2022. The goals of the outreach included community education on what TOD could provide for surrounding areas and receiving feedback on what uses and development the community believed most appropriate. The community responses generally centered around three primary areas of interest in the corridor and identified several themes or issues to be addressed.



AREAS OF INTEREST IDENTIFIED BY THE COMMUNITY INCLUDED:

Delowe Drive: A primary center of commercial and residential activity in need of improvement

Greenbriar/Westgate: A commercial area in need of redevelopment and investment with the potential to serve as a major hub and activity center in the western portion of the corridor.

Fort McPherson: A former military base with the potential to serve as a hub of new development and activity within the eastern end of the corridor, closely aligned with the nearby Oakland City MARTA station.

KEY THEMES AND ISSUES IDENTIFIED BY THE COMMUNITY INCLUDED:

- Prioritize improvements to connectivity, including sidewalks and safer intersection crossings in all areas of the corridor
- Protect the community from displacement
- Improve handicap and senior accessibility
- Add trail connections along Utoy Creek
- Improve safety through more lighting and a more visible employee presence at MARTA facilities
- Reduce vacancies along the corridor
- Identify short-term improvements to MARTA facilities, including more bus shelters
- Minimize disruption and negative impacts of transit to existing neighborhoods and travel patterns, such as rails in the street, vehicles stopped within lanes, or negative construction or traffic patterns

The responses and feedback received from stakeholders and the community were key to developing a set of preliminary project goals, which were vetted with the community through a public survey, a virtual public meeting on June 25, 2020, and feedback from the virtual project room in June and July of 2020. Some of these processes were delayed or repeated due to the onset of the Covid Crisis. Based on stakeholder and public input a corridor vision was created, which encapsulates the community's goals in one overarching statement. The corridor vision was confirmed periodically throughout the project via public meetings, online surveys, and a public open house at Oakland City Station.

COMMUNITY VISION

A vision statement is the articulation of the community’s aspirations for the future. It expresses the values most important to the community, sets the direction that guides the rest of the planning process, and will inform future decision making, community action, and ultimately the plan’s implementation. The proposed vision, reads:

“The Campbellton Corridor will be a livable, accessible, and economically vibrant corridor that preserves a place for people of all ages and backgrounds to flourish and offers opportunities for economic development and growth while preserving the special character, culture, and history of the community.”

COMMUNITY GOALS

1. IMPROVE TRANSIT TRAVEL TIMES AND RELIABILITY

2. INCREASE SAFETY FOR ALL USERS

3. INCREASE ACCESS TO HIGH CAPACITY TRANSIT

4. PROMOTE TRANSIT SUPPORTIVE DEVELOPMENT

5. MINIMIZE PROJECT DESIGN IMPACTS

6. MAXIMIZE FINANCIAL RESOURCES



LAND USE OBJECTIVES

While overarching goals identified by the community are intended to guide the entirety of the project, each of these goals is supported by a number of objectives intended to fulfill those goals. Objectives specific to the development of vibrant, livable, and interconnected station areas along the transit line include the following:

- **Encourage compact and neighborhood-scale development**
- **Encourage economic development and job growth**
- **Preserve existing housing stock and affordable housing options**
- **Minimize impacts to cultural, historic, and environmentally sensitive areas**
- **Improve first & last mile connections and safe bike/ped access to transit stations**
- **Improve access to employment, residential areas, and activity centers**
- **Improve access for transit dependent residents**

2 | CORRIDOR ASSESSMENT



ASSESSING THE CORRIDOR

In order to identify opportunities for TOD and evaluate proposed station locations along the corridor, an analysis of existing conditions, development patterns, transportation and mobility issues as well as market conditions and future demand was conducted. Community outreach and a study of previous planning processes in the corridor were also conducted to understand the needs and desires of the community.

PRELIMINARY ANALYSIS

Previous plans, existing land use and zoning, future land use, existing roadway and street connections, bicycle and pedestrian infrastructure, and undeveloped or underdeveloped land were studied to identify potential locations for stations and transit supportive development.

POTENTIAL STATIONS

Potential station locations were refined based on available land, station spacing, and existing locations of jobs, services, and residential development.

STATION BARRIERS

A more detailed analysis was performed following station identification to understand the challenges and opportunities associated with each station area, as well as set the stage for station framework plan development.

EXISTING CONDITIONS



The majority of the corridor is characterized by low-density and auto-centric development patterns. However, this land-use pattern is nodal, with commercial development concentrated around key intersections along the corridor between mostly residential neighborhoods. This establishes a natural rhythm and basis for station area development.

PRELIMINARY ANALYSIS

INTRODUCTION

Following the corridor wide analysis of existing conditions, the results were shared with members of the community at the November 2019 public meeting. At this meeting, the public was given the opportunity to examine the existing conditions and provide input on their needs, hopes, and desires for the corridor. This feedback and the existing conditions analysis revealed several key land use themes, which were used to identify locations along the corridor with the best potential to support high-capacity transit stations and transit supportive development. These areas were then examined in greater detail to understand the potential barriers, risks, and challenges associated with achieving desirable market-based, transit-oriented development investment at each location. Key considerations used to evaluate potential station locations included:

- *Existing nodes of employment and services*
- *Existing locations of high ridership activity along the corridor*
- *Places identified in the future land use maps as preferred locations for future development by the community*
- *The presence of regulatory conditions amenable to transit supportive development*
- *Areas with a high concentration of parcels susceptible to change or parcels supportive of reinvestment or redevelopment*
- *Presence or absence of pedestrian, vehicular, and transit connectivity*
- *Environmental constraints, such as steep slopes, riparian areas, and floodplains*
- *Alignment with the goals and intent of previous planning studies along the corridor*

PRELIMINARY ANALYSIS

PUBLIC OUTREACH



The community identified several key areas that were most in need of investment and improvement, along with other key themes and issues along the corridor. Three primary nodes were identified at Westgate/Greenbriar, Delowe Drive, and Fort McPherson.

COMMUNITY FEEDBACK

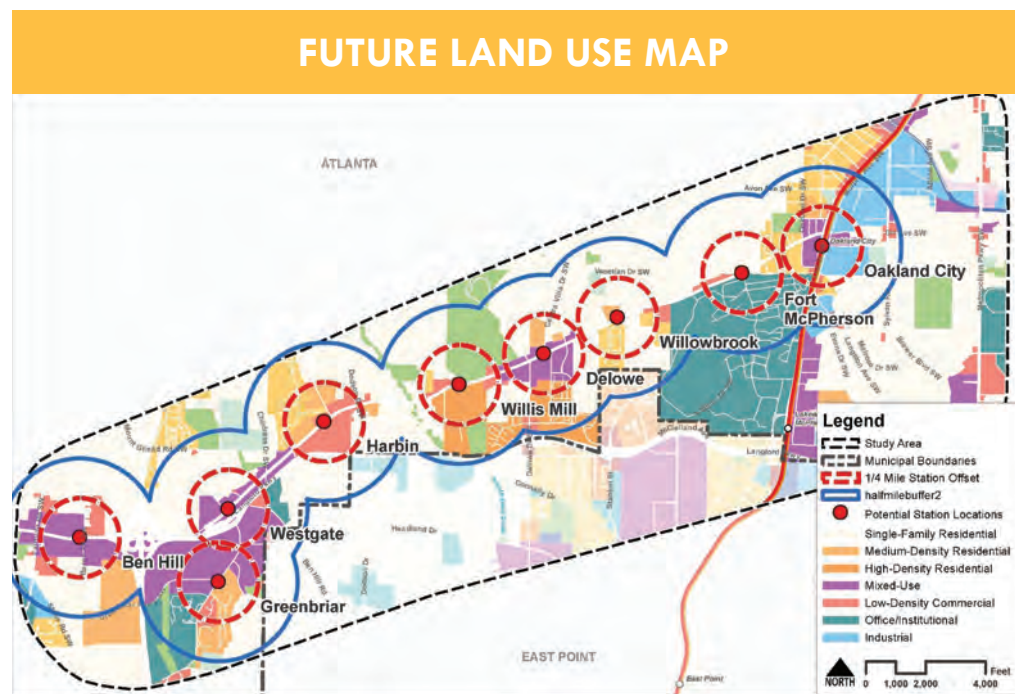
A number of key themes were consistently identified by stakeholders and the community throughout the planning process.

- **Wider, safer sidewalks** are a priority
- Implement rapid transit as **soon as possible**
- Many stakeholders in the area are **open to redevelopment**
- Stakeholders want to see **the Livable Centers Initiative (LCI) plan visions** come to fruition. Projects should help **build neighborhoods**
- There should be a **range of policy options** and **collaborative partners**

PRELIMINARY ANALYSIS

FUTURE LAND USE AND PARCEL SIZES

A Future Land Use Map represents a community's preferred vision for the future and is used to guide future development. The City of Atlanta's Future Land Use Map (FLUM) in the study area envisions higher densities of residential, commercial, and mixed use along the corridor as can be seen below. By concentrating development and activity at key nodes along Campbellton Road, the FLUM preserves existing single family neighborhoods that are located along the corridor. This dense, nodal development pattern is highly supportive of high-capacity transit, where vibrant, walkable, mixed-use environments centered around transit stations provide adjacent neighborhoods with access to services, amenities, and employment opportunities while reducing dependence on single occupancy vehicles. This development pattern is also highly aligned with the vision of the Atlanta City Design Plan, which recommends clustering development along key corridors such as Campbellton Road to protect the green spaces and single-family neighborhoods that are home to much of Atlanta's lush tree canopy.



KEY POCKETS OF FUTURE MIXED-USE INCLUDE:

- Areas east and west of the I-285 interchange around Ben Hill Village
- Greenbriar Mall and the Westgate shopping center
- Campbellton Road at Harbin Road
- Large areas of high-density residential at Willis Mill
- Campbellton Road at Delowe Drive and Centra Villa drive, including the existing Campbellton Plaza
- Areas immediately surrounding the Oakland City and Lakewood/Fort McPherson transit stations
- Land near the Atlanta BeltLine's Westside Trail just northeast of the Oakland City Station

POTENTIAL STATIONS

LOCATION ANALYSIS

The Alternatives Analysis is divided into two phases or tiers. The land use component of the Tier One analysis identified locations with the best potential to respond to the needs and desires of the community while leveraging station locations with the highest potential to spur transit-oriented development. Other components of the Tier One analysis studied the corridor’s transit needs, helped determine appropriate transit modes, defined feasible alignment options, and evaluated market potential for TOD at each potential station location. The final list of nine potential locations are below:

- Ben Hill Village/
Barge Road Park &
Ride
- Greenbriar Mall
- West Gate
Shopping Center
- Harbin Road
- Willis Mill Road
- Delowe Drive
- Willowbrook Drive
- Fort McPherson (at
Venetian Drive)
- Oakland City
Station



Based on information gathered during this task, consistency with current plans and policies was assessed and possible priority or catalytic development sites were identified.

POTENTIAL STATIONS

STATION PRIORITIZATION

Following the existing conditions analysis and public feedback, an evaluation process was undertaken to prioritize the station locations arrayed approximately 1/2 mile to 1 mile apart along the corridor. A variety of metrics and criteria were used including susceptibility to change, connectivity, and community input, which can be seen in the matrix on the adjoining page. All of the preliminary station locations were ultimately confirmed as viable options and were examined in greater detail to understand challenges, barriers, and opportunities associated with station development.



STATION PRIORITIZATION MEASURES

POPULATION & JOB DENSITY

Stations were rated higher if they were adjacent to greater population or job density or provided access to a high number 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 with values 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 large parcel sites.

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.

POTENTIAL STATIONS

STATION PRIORITIZATION

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 LOCATION MAP



STATION BARRIERS

OPPORTUNITY BARRIER ASSESSMENT

An in-depth analysis was performed within each station area to evaluate potential to support market-based TOD and identify potential barriers, risks, and challenges to achieving desirable outcomes at each location. This evaluation had several components and included an examination of Zoning Codes and Overlays, and various economic tools such as Tax Allocation Districts (TADs), Enterprise Zones, and Opportunity Zones. Additional information of these regulations and policies can be found in the implementation tools section of chapter 5 and the zoning analysis found in Appendix IV.

OPPORTUNITIES FOR INVESTMENT



*Vacant and underutilized
and properties can
support **NEW**
investment in **TOD***

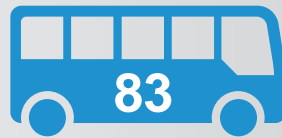
CONNECTIVITY & MOBILITY NEEDS

*Focus on
stops
with*



ridership

2nd highest
MARTA ridership



The project team also examined physical conditions around each station area, noting constraints to achieving desired development, environmental features, and community assets and facilities. This included an assessment of transportation infrastructure, bicycle and pedestrian connectivity, and other amenities supportive of transit and TOD. The station area level analysis allowed for a secondary examination of individual parcel information around each station to identify potential development sites specific to each station location.

EXISTING CONDITIONS

*Analyzed existing &
future*



land use,

Zoning,
& **Activity** centers



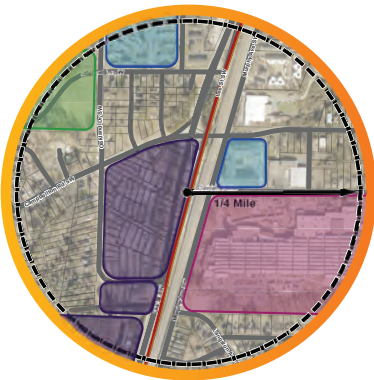
A market study was also performed for the study area, the findings of which are presented in a separate document and attached in the appendices. The results of these studies were used to inform developer readiness and identify property assemblage strategies. The findings from the barrier assessment for each of the nine station areas are described in the following pages, and supplemental maps illustrating these findings can be found in the zoning analysis.

OAKLAND CITY



REGULATORY FRAMEWORK

The current zoning of this potential station area allows mixed use, commercial, and residential uses. The future land use aligns with the zoning by calling primarily for mixed use with medium density residential. This potential station area also lies in the Campbellton Road and BeltLine overlays. The area is also part of an Opportunity Zone and an Enterprise Zone, and these economic overlays could help attract the kinds of private investment envisioned by the community.



PHYSICAL CONDITIONS

There are few natural features that constrain the station area, with no water bodies present and no substantial changes in elevation. Reverend James Orange Park at Oakland City is the only recreational facility in the area. The Church of Jesus Christ of Latter-day Saints Atlanta is the only religious institution in the area. The former Fort McPherson Property is located nearby and represents a substantial redevelopment opportunity within the entire corridor.



MOBILITY

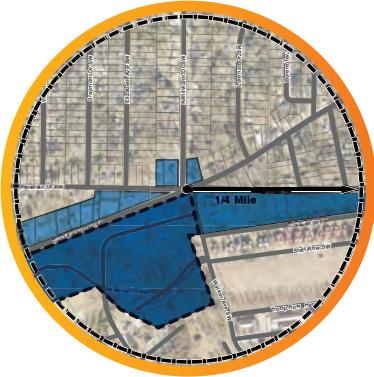
Due to the presence of the Oakland City MARTA Station and several major roadways, this is a very well-connected area. Along Campbellton Road and Lee Street, there are several bus stops, and there is a high degree of sidewalk connectivity. There are generally strong vehicular connections. However, the rail line located in the center of this potential station area presents barriers to east/west connections.



PARCEL CONDITIONS

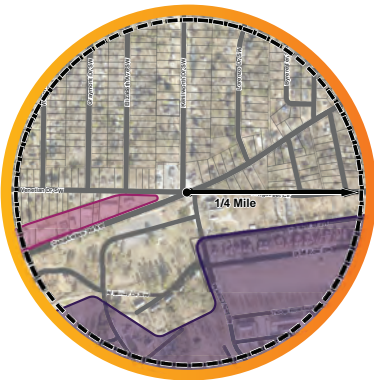
MARTA owns significant acreage at the Oakland City MARTA station. There are also several large parcels in the area with a high susceptibility to change, which could support Transit Oriented Development. There are warehouse and light industrial facilities to the west of Murphy Street which could be redeveloped into mixed use or multifamily developments, as well as several vacant parcels zoned for two-family residential that could be rehabilitated.

FORT MCPHERSON



REGULATORY FRAMEWORK

Fort McPherson is covered by SPI-2 zoning that is specific to the Fort McPherson site. The main goal of this zoning district classification is to leverage local, regional, and state economic benefits while encouraging and protecting the redevelopment of Fort McPherson. The zoning designation is intended to integrate land planning and transportation principles, with urban design guidelines clearly outline to achieve this goal. Plans for the Fort McPherson site envision an urban mixed-use development including residential, commercial, and recreational uses, with varied densities and pedestrian level design standards.



PHYSICAL CONDITIONS

There are limited topographic challenges in the area and there are no water bodies present. The intersection of Venetian Drive and Campbellton Road presents an interesting opportunity for a green or public space. However, the wall that surrounds Fort McPherson serves as a physical barrier between that site and the broader community and visibly detracts from the area.



MOBILITY

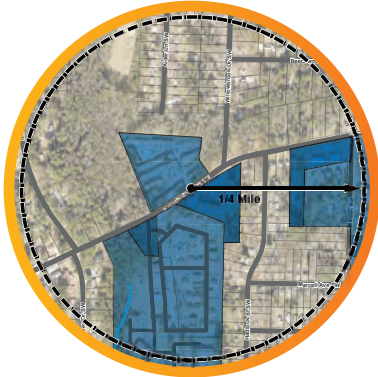
Areas north of Campbellton Road have good roadway connectivity. However, sidewalk connectivity is limited between Venetian Hills and Campbellton Road. High capacity transit along Campbellton Road also creates the potential to reroute a portion of the current bus route 81 along Venetian Drive to close a gap between current routes 81 and 83. A former entrance to Fort McPherson on the south side of Campbellton Road could serve as a key connection to new development as well as Tyler Perry Studios further to the south.



PARCEL CONDITIONS

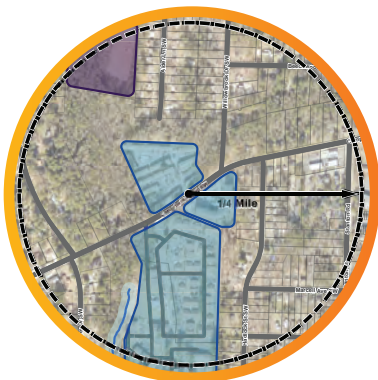
The only large parcel that offers a feasible redevelopment opportunity is Fort McPherson. The rest of the parcels are smaller without a great susceptibility to change. The future redevelopment of Fort McPherson is greatly dependent upon the Fort McPherson LRA, the City of Atlanta and Invest Atlanta.

WILLOWBROOK



REGULATORY FRAMEWORK

Opportunities for development around the Willowbrook station area are limited under the current zoning and the future land use map. This area is primarily zoned R-3, R-4, MRC-1-C, and MR-2-C which allows single-family residential and medium-density multifamily residential development, as well as some low-density commercial development. The future land use map for this area is consistent with the current zoning, limiting the potential for the higher-density development that is supportive of high capacity transit ridership.



PHYSICAL CONDITIONS

There are potential natural challenges and potential development restrictions due to the presence of the creek to the south and west of the proposed station area. There is also limited right-of-way (ROW) along Campbellton Road which could present more development challenges. Additionally, many buildings along Campbellton Road have limited setbacks, presenting challenges related to improving the pedestrian environment, the addition of transit facilities and future redevelopment.



MOBILITY

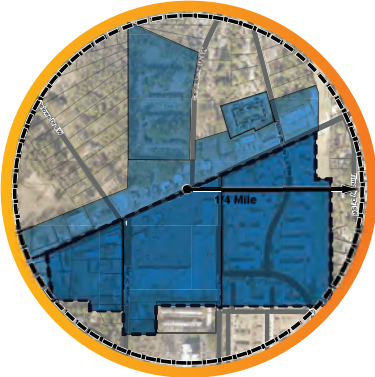
While there are continuous sidewalks along Campbellton Road, most of the residential streets lack sidewalk connectivity, limiting pedestrian access. There are several vehicular connections north and south, as well as several existing bus routes. However, the block network for surrounding streets is somewhat fragmented, limiting connectivity.



PARCEL CONDITIONS

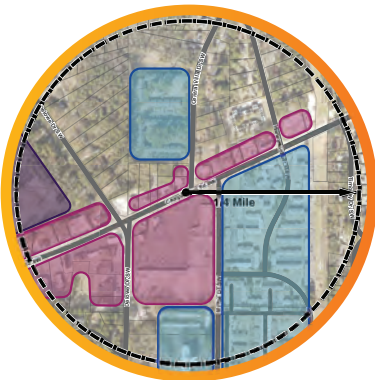
The best opportunity for development is a large, vacant parcel north of Campbellton Road, which is heavily forested. This property does not have a high susceptibility to change, but could be attractive as a greenfield development, depending on the topography and environmental conditions of the site. Opportunities for new development are limited within this station area, though some of the existing multifamily could be redeveloped, particularly if rezoned for higher densities.

DELOWE



REGULATORY FRAMEWORK

The primary zoning categories or districts in this station area are mixed residential/commercial designations and multifamily residential. The mixed residential/commercial zones support a variety of residential and commercial land uses, which is in alignment with the mixed use designation on the future land use map, and highly supportive of the densities required for high-capacity transit. This area falls within an Enterprise Zone and Opportunity Zone, both of which could help attract the kinds of private investment envisioned by the community.



PHYSICAL CONDITIONS

There are no major natural barriers associated with this potential station area. However, there may be contamination at the site of a former dry cleaner in the area that should be investigated for remediation. The area has a significant concentration of commercial and residential development, but much of the current building stock is aging and in need of renovation or replacement. There are several important community assets in the area, including the Alfred Tup Holmes Golf Course, Adams Park and the Adams Recreation Center, the YMCA, and the Adams Park Library, which provide recreational and community services to the area.



MOBILITY

Beyond Campbellton Road and Myrtle Street, the rest of sidewalk network is inconsistent and contains significant gaps. Signalized intersections generally have crosswalk and pedestrian signal infrastructure, but the area has several un-signalized and unmarked crossings, and an excessive number of curb cuts, creating dangerous crossing conditions. Several MARTA bus routes service the area, and the section of Delowe Drive connecting Campbellton Road with Cascade Road and the Cascade Heights' commercial core has been selected by Aerotropolis Atlanta as the location for the City of Atlanta's Model Mile. There are good vehicular connections north to Cascade Road and south to Langford Parkway and the City of East Point.



PARCEL CONDITIONS

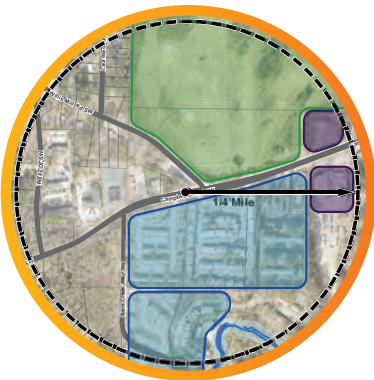
Several parcels in this area have potential for redevelopment, including several of the large commercial parcels and a number of large multi-family complexes. There may be opportunities for infill development along the north side of Campbellton Road, but these developments will likely be smaller in scale due to the small, shallow parcel sizes.

WILLIS MILL



REGULATORY FRAMEWORK

Most areas north of Campbellton Road in this station area are zoned low-density single-family, limiting opportunities for redevelopment. Many parcels south of Campbellton Road, however, allow for high-density residential. These zoning designations allow for much greater density than is currently in place today, presenting opportunities for redevelopment more supportive of high capacity transit. The FLUM reinforces the potential for more intense development, as the core of the station area is identified as primarily commercial and high-density residential uses in the future. The area is covered by the Campbellton Road TAD and Enterprise and Opportunity Zones.



PHYSICAL CONDITIONS

South Utoy Creek runs to the east and south, leaving portions of the station area within stream buffers and floodplain. There are also topographic challenges caused by steep slopes to the south that could hinder redevelopment in the area. The Alfred Tup Golf Course and potential trail connections along the creek offer recreational opportunities that could be integrated into new developments. Additionally, the Adams Park Library and the Andrew & Walter Young Family YMCA are significant assets to the community located near this potential station.



MOBILITY

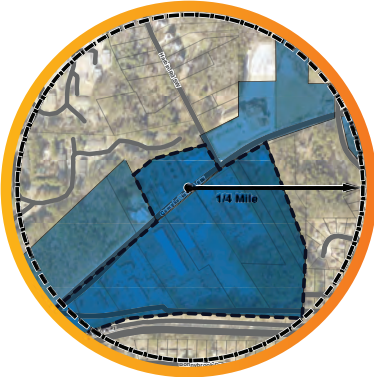
This station area has relatively low levels of street connectivity and limited block structure. Langford Parkway and South Utoy Creek present barriers to the south and west, respectively. The sidewalks along Campbellton Road end a few hundred feet to the east of Willis Mill Road and the remainder of the area lacks a complete sidewalk network. The lack of major through streets also limits transit connectivity to the station area.



PARCEL CONDITIONS

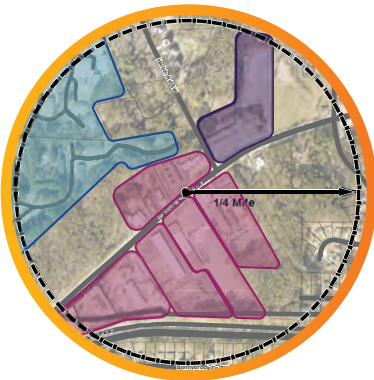
There are several large parcels susceptible to change in the area. However, many of these parcels are concentrated toward the southern end of the study area in locations with challenging environmental conditions due to stream buffers, floodplains, and steep topography. There is a significant concentration of multifamily development south of Campbellton, with many complexes in need of renovation or replacement.

HARBIN



REGULATORY FRAMEWORK

This area has a variety of zoning designations supportive of medium and high density residential and commercial uses. However, the future land use map identifies much of this area as low density commercial and low or medium density residential. As with much of the rest of the corridor, this area falls within an Opportunity Zone, Enterprise Zone, and the Campbellton TAD. The Greenbriar Livable Centers Initiative (LCI) plan identifies the Harbin area as a community node functioning as a future arts district, with mixed-use and commercial development fronting Campbellton Road between Harbin Road and Greenbriar Parkway.



PHYSICAL CONDITIONS

There are several institutional anchors in this area, including the historic Mount Carmel Baptist Church and the Campbellton Road Community Center. Existing development consists primarily of low-density multifamily, commercial warehouses, and single family residential. There are few challenges related to streams, floodplain or topography in this area. An existing parcel owned by the City of Atlanta could provide an opportunity for neighborhood green space or future development.



MOBILITY

The station area has limited connectivity to the surrounding community, includes large blocks, and lacks sidewalks along side streets. While there is bus service along Campbellton Road, there is no bus service on secondary streets in the area.



PARCEL CONDITIONS

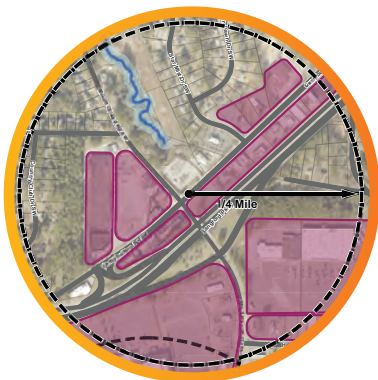
There are several large parcels in the area that provide opportunities for redevelopment. With few physical barriers to development, improvements to connectivity along with other public and private investment could make these parcels appealing for TOD.

WESTGATE



REGULATORY FRAMEWORK

The Greenbriar Livable Centers Initiative Plan (LCI) envisions the Westgate area developing as part of a town center. The SPI-20 zoning, specific to the Greenbriar Mall area, is supportive of that vision, allowing for a mix of uses and densities and placing an emphasis on pedestrian design standards that are in alignment with the FLUM. This area also falls within an Enterprise Zone, Opportunity Zone, and TAD that covers most of the corridor.



PHYSICAL CONDITIONS

Potential impediments to development include the presence of a power easement, a creek, and shallow parcels located between Campbellton Road and Langford Parkway. Additionally, an electrical substation at the northeast corner of Campbellton Road and Mt. Gilead Road occupies one of the prime development locations. Many of the commercial buildings along the corridor are older and in need of reinvestment or redevelopment. The area also includes Daniel McLaughlin Therrell High School, located approximately one quarter mile north of Campbellton Road.



MOBILITY

There is excellent regional vehicular connectivity via Langford Parkway and I-285 from Campbellton Road, and several bus routes throughout the area provide strong transit connectivity. While Campbellton Road and Greenbriar Parkway include sidewalks most secondary streets lack sidewalk connectivity. The Greenbriar Parkway bridge across Langford Parkway severely limits pedestrian and bike access to the area due to narrow travel lane widths, a lack of pedestrian and bicycle facilities, and the presence of entrance and exit ramps for Langford Parkway.



PARCEL CONDITIONS

There are many parcels suitable for redevelopment in the area, particularly the Westgate shopping center and a large parcel along Mt. Gilead Place. Redevelopment potential may be limited for parcels between Campbellton Road and Langford Parkway due to the lack of parcel depth. Access to these potential redevelopment areas requires improved bicycle and pedestrian access across Langford Parkway.

GREENBRIAR



REGULATORY FRAMEWORK

The Greenbriar Mall area represents one of the greatest opportunities for redevelopment along the entire corridor. The Greenbriar LCI envisions the area being redeveloped into a town center and hub for southwest Atlanta. The SPI-20 zoning district, specific to Greenbriar, is supportive of that vision, allowing a broad mix of uses, higher densities, and incorporating pedestrian and urban design standards. This area also lies within various economic incentive zones and a TAD that covers much of the corridor.



PHYSICAL CONDITIONS

The presence of waterways and challenging topography south of Greenbriar Parkway may present some limitations to development, but these areas could be positioned to serve as potential green space, providing amenities for the entire area. Commercial development dominates the area today including large buildings and large parking lots. Greenbriar Mall is the largest commercial development along the corridor but has high vacancy rates and has seen a steady decline in recent years, creating opportunities for repositioning or repurposing of the mall.



MOBILITY

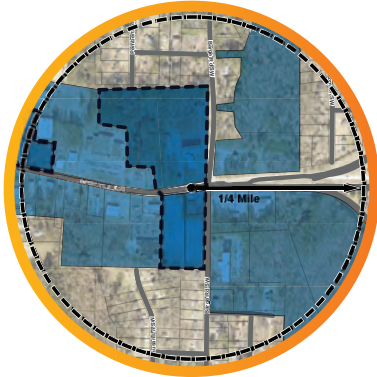
There is strong regional vehicular connectivity in the area due to the proximity of I-285, Langford Parkway, and Campbellton Road, as well as connections to several MARTA bus routes. However, local connectivity within the immediate area is limited by a lack of inter-parcel access between properties. As with the rest of the corridor, there is limited bicycle infrastructure, but the area does have a comprehensive sidewalk network. The potential exists for even greater pedestrian connectivity with the redevelopment of Greenbriar Mall, expansion of related internal street networks, and the creation of additional trails. This enhanced mobility supports the LCI's goal of making this area a mixed-use hub.



PARCEL CONDITIONS

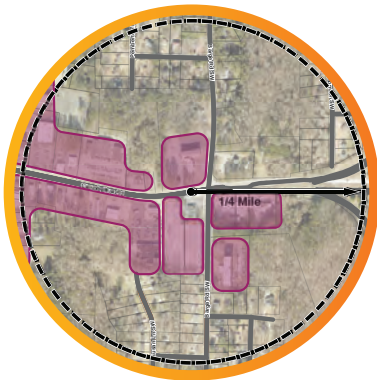
There are numerous large parcels with high susceptibility to change throughout the area. Greenbriar Mall represents the primary opportunity for redevelopment, with several vacant out-parcels and large expanses of under utilized parking. Together with the redevelopment of other stripmall-style development, this area has the potential to transform into a new town center for southwest Atlanta.

BEN HILL



REGULATORY FRAMEWORK

Ben Hill is the only station location west of I-285. Existing zoning supports a mix of medium and high-density commercial and residential uses. Most of the station area's core is zoned SPI-20 or MRC-2, which is aligned with the mixed-use designation in the FLUM and generally supportive of high-capacity transit. To realize the area's full potential to support high-capacity transit, some upzoning may be needed, particularly the SPI areas adjacent to I-285. As with the most of the corridor, this station area is part of the Enterprise and Opportunity Zones designed to incentivize investment and redevelopment as well as the Campbellton Corridor TAD.



PHYSICAL CONDITIONS

There are few major natural or other environmental challenges in this area and there are opportunities to connect the recreation center and green spaces to create additional amenities. Development in this area is primarily lower density and as with much of the corridor, strip-mall style retail is the dominant retail form along Campbellton Road.



MOBILITY

This area, like Greenbriar Mall, has excellent regional connectivity due to proximity to I-285, Fairburn Road, and Campbellton Road. Local street connectivity is limited in the area, but many streets could be extended to create a truly comprehensive street grid network. Campbellton Road is the only road with sidewalks. There is strong bus connectivity, particularly due to the presence of the Barge Road Park-and-Ride lot.



PARCEL CONDITIONS

There are several large and moderately sized parcels with a high susceptibility to change that could provide development opportunities in the area, particularly the very large parcels adjacent to I-285. There are some older buildings at the intersection of Fairburn Road and Campbellton Road with traditional urban form. The buildings are located closer to the street, which could serve as a model for new development in the area seeking to restore an urban pattern to the village center.

3 | LAND USE FRAMEWORK



WHAT IS TRANSIT-ORIENTED DEVELOPMENT?

The Land Use Framework sets a vision for how the future station areas along the corridor will develop. The character of the community and the built environment varies throughout the corridor, and as a result, the development around each station will vary as well to fit within the local context. Four station type categories have been developed to provide overall guidance for development and land use along the corridor as well as a vision for each station area. While the specific character and intensity of development may vary by location, each of these station areas has the potential to serve as a center for new transit-oriented development. Successful implementation of transit-oriented developments shares several key elements including a core that is dense relative to the surrounding environment, a mix of different land uses, and a strong emphasis on walkability and the pedestrian environment.

TOD CHARACTERISTICS

- Compact, vibrant, and pedestrian-friendly development that is located adjacent to and seamlessly integrated with transit.
- Encourages transit ridership and increases community mobility by location of homes, business, shops, schools and other services within walking distance of a transit station
- Livable places with a mix of land uses, housing, and affordability levels
- Walkability with sidewalks, amenities, and a grid of streets
- Does not mean “no cars,” but requires less parking than similar development in non-transit-oriented locations

FOUR PRIMARY PRINCIPLES



Compact and walkable development



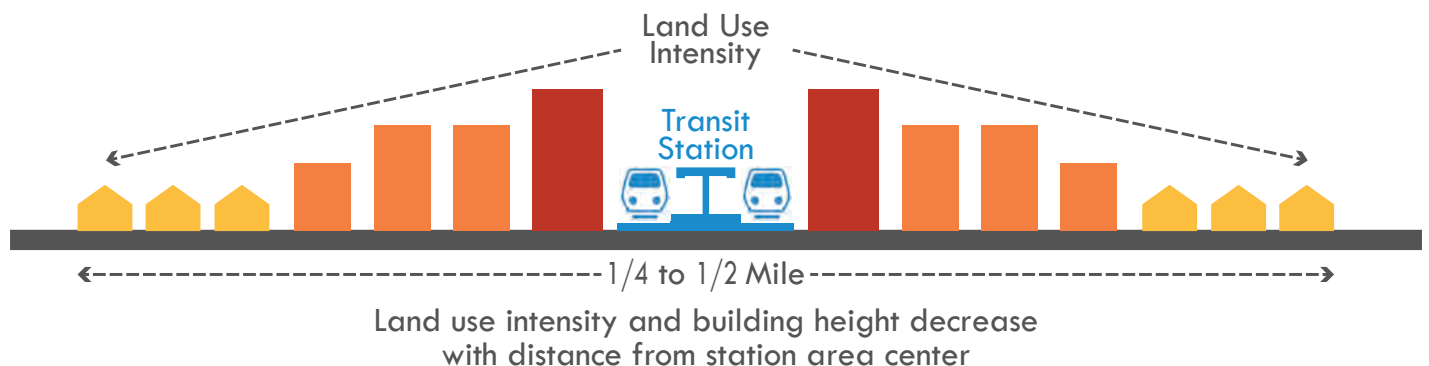
A rich mix of land uses within a short distance of the station



Great public spaces, parks and pedestrian amenities



A balanced approach to mobility and parking



STATION AREA TYPES

Station Area Types are a tool for understanding and describing the character and development around high capacity transit stations. Just as no two neighborhoods in a community will be identical, the same holds true for the areas around individual transit stations. Despite the differences between station areas, they can be organized into a broad framework based on similar shared characteristics, such as land use, density and activity levels, street infrastructure, and urban form. Classifying station areas into broad “station area types” allows for planning efforts that are sensitive and responsive to the local context, market potential and community needs around each station.

The City of Atlanta’s Comprehensive Plan and Livable Centers Initiative studies within the corridor identified future land use and development along Campbellton Road, based on neighborhood character, existing development patterns and community input.



STATION AREA TYPE FRAMEWORK

Each of the nine proposed station locations have been assigned a station type based on land use, connectivity, density, and development potential. The City of Atlanta Future Land Use Map (FLUM) identifies development concentrations, or “nodes”, along Campbellton Road. These nodes vary in mix of uses, density, and potential for development. Thus, the four distinct station types consider current and future development and character outlined in FLUM to identify appropriate scale and density for transit-oriented development and how to best serve the surrounding community with access to high capacity transit along Campbellton Road.

-  **NEIGHBORHOOD RESIDENTIAL**
-  **NEIGHBORHOOD ACTIVITY CENTER**
-  **COMMUNITY ACTIVITY CENTER**
-  **REGIONAL ACTIVITY CENTER**



NEIGHBORHOOD RESIDENTIAL

Neighborhood Residential transit stations are characterized by predominantly low- and medium-density residential, including a mix of housing types such as detached single-family homes, townhomes, duplexes, and small-scale apartments. Limited, neighborhood service commercial may be appropriate, but commercial activity is not a defining characteristic of the Neighborhood Residential typology. The immediate area around Neighborhood Residential stations are not envisioned to increase in jobs and employment, but rather will stay predominately residential in nature. Neighborhood Residential stations are small in scale, are primarily accessed by pedestrians and bicyclists and are not anticipated to be accessed by passengers using other modes, including other transit routes.



ELEMENTS FOR SUCCESSFUL IMPLEMENTATION

- Design transit stops as integral part of high-quality streetscape
- Attract limited small-scale, mixed-use, mixed-income development
- 1.5-5.0 Floor Area Ratio (FAR)
- 15-50 Residential Units (per Acre)
- 2-5 floors (height)

PLACEMAKING STRATEGIES

- Integrate station area neighborhood park or public space
- Include strong pedestrian connections to the surrounding neighborhoods
- Encourage treescape enhancements that walking and bicycling
- Include public art

MOBILITY STRATEGIES

- Station served by one or two transit routes, including high-capacity transit
- Primary access to transit station through biking or walking
- Extensive pedestrian links to surrounding areas

TRANSIT STATION FEATURES

- Station platforms and enhanced passenger waiting areas
- May include secure bike parking facilities
- Enhanced wayfinding and next bus information

STATION TYPE DESIGN FEATURES

ACCESS

- Roadways** - Narrow lane widths and slower speeds on secondary streets (15-25 mph)
- Pedestrians** - Residential scaled sidewalks along all streets (6 ft Min.)
- Enhanced crossings and longer pedestrian signal phases at stations
- Cyclists** - Limited on-street facilities
- Robust connections to city and regional networks

URBAN FORM

- Development Intensity** - Low to medium density development
- Primarily residential in nature
- Building Orientation** - Larger structures located near stations and along primary streets
- Zero-lot line development encouraged

STREETS & BLOCKS

- Street / Block Layout** - Small to moderate block size (600' max block length)
- Traditional neighborhood street patterns for connectivity
- Connectivity** - Include bicycle and pedestrian amenities in station area
- Encourage connections to existing trails and parks

PARKING

- Parking Types** - On-street parking near building entrances
- Centralized and shared surface parking
- Parking Location** - Parking located away from primary streets
- Large amounts of parking are discouraged

OPEN SPACE

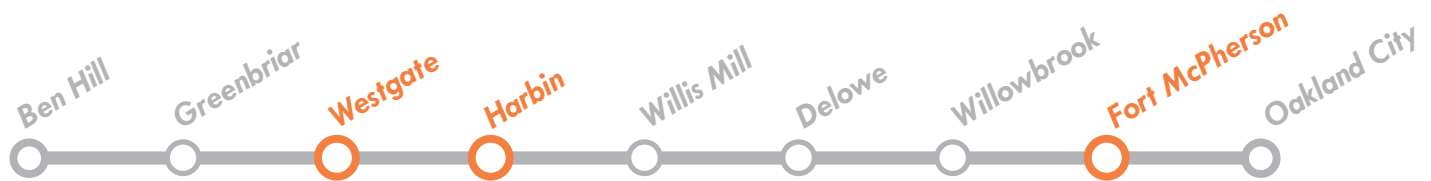
- Open Space Types** - Integrate new open spaces (passive and active)
- Provide direct connections to existing, nearby open spaces

NEIGHBORHOOD RESIDENTIAL PRECEDENT IMAGES



NEIGHBORHOOD ACTIVITY CENTER

Neighborhood Activity Center transit stations are characterized by low- and medium-density residential, including a mix of housing types such as detached single-family homes, townhomes, duplexes, and apartments. Small scale, neighborhood-serving commercial development is also appropriate and could include small, free-standing buildings containing one or more businesses. Commercial development primarily supports the adjacent neighborhood and may include restaurants, local retail, medical offices, and other retail and service uses. Neighborhood Activity Center stations are small in scale, are primarily accessed by pedestrians and bicyclists, but may be served by additional transit routes, providing more regional transit accessibility. Parking is also provided on the street or in lots behind buildings.



ELEMENTS FOR SUCCESSFUL IMPLEMENTATION

- Design transit stops with high-quality streetscapes and new development
- Attract small-scale, mixed use, mixed income development
- Reduce or remove residential and commercial parking minimums
- 1.5-5.0 Floor Area Ratio (FAR)
- 15-50 Residential Units (per Acre)
- 2-8 floors (height)

PLACEMAKING STRATEGIES

- Station area integrates neighborhood park or public space
- Strong pedestrian connections to the surrounding neighborhoods
- Streetscape enhancements that encourage walking and bicycling
- Station is a centerpiece
- Create neighborhood scaled mixed-use, mixed income development
- Inclusion of public art

MOBILITY STRATEGIES

- Connections to 1-2 transit routes
- Located near arterials or key intersections
- Extensive pedestrian links to surrounding areas
- Primary access to transit station through biking or walking

TRANSIT STATION FEATURES

- Amenitized transit station facilities
- Additional space for bike parking and potential pick-up and drop-off zones
- Enhanced wayfinding and next bus information

STATION TYPE DESIGN FEATURES

ACCESS

- Roadways** - Narrow lane widths and slower speeds on secondary streets (15-25 mph)
- Pedestrians** - Residential scaled sidewalks along all streets (6 ft Min.)
- Enhanced crossings and longer pedestrian signal phases at stations
- Cyclists** - Limited on-street facilities
- Robust connections to city and regional networks

URBAN FORM

- Development Intensity** - Low and Medium density development
- Residential and commercial in nature
- Building Orientation** - Larger structures located near stations and along primary streets
- Zero-lot line development encouraged

STREETS & BLOCKS

- Street / Block Layout** - Small to moderate block size (600' max block length)
- Traditional neighborhood street patterns for connectivity
- Connectivity** - Include bicycle and pedestrian amenities in station area
- Encourage connections to existing trails and parks

PARKING

- Parking Types** - On-street parking encouraged near building entrances
- Centralized and shared surface parking
- Parking Location** - Surface parking located behind buildings
- Screen parking when visible from street

OPEN SPACE

- Open Space Types** - Integrate of new open spaces (passive and active)
- Provide direct connections to existing, nearby open spaces

NEIGHBORHOOD ACTIVITY CENTER PRECEDENT IMAGES



COMMUNITY ACTIVITY CENTER

Community Activity Center transit stations are characterized by a medium scale and density, including a mix of housing options within close proximity to goods and services used on a daily basis. Community Activity Centers offer the ability to live, shop, work, and play in one geographically compact place. This includes a high intensity of uses and denser development that encourages active living. Community Activity Center stations are larger in scale, are served by multiple transit routes, providing more regional transit accessibility. While many transit riders will still access the station by walking or bicycling, the station will also be accessed by other transit routes, include space for drop-off and pick-up and possibly include limited transit station parking. The station area includes a complete, walkable street network with wide sidewalks, high connectivity, and access to adjacent parks, recreation centers, libraries, and other municipal or community assets.



ELEMENTS FOR SUCCESSFUL IMPLEMENTATION

- Reduce or remove residential and commercial parking minimums or utilize shared parking
- Integrate the transit station with a high quality pedestrian environment
- Use of public-private partnerships
- 3.0-10.0 Floor Area Ratio (FAR)
- 25-75 Residential Units (per Acre)
- 4-15 floors (height)

PLACEMAKING STRATEGIES

- Station area integrates neighborhood park or public space
- Strong pedestrian connections to the surrounding neighborhoods with large pedestrian zones
- Station as a centerpiece
- Use passive public space to activate pedestrian zones (cafe seating, benches, etc)
- Inclusion of public art
- Wayfinding/Signage

MOBILITY STRATEGIES

- Multiple transit connections
- Extensive pedestrian and street links to surrounding areas
- Multiple modes of access to transit station

TRANSIT STATION FEATURES

- Fully amenitized transit station facilities (ticket machines, secure bike parking, limited station parking, etc)
- Pick-up and drop-off zones
- Potential transit supportive retail integrated into the station

STATION TYPE DESIGN FEATURES

ACCESS

- Roadways** - Narrow lane widths and slower speeds on secondary streets (25-30 mph)
- Pedestrians** - Wider sidewalks along all streets (8 ft Min.)
- All crossings have increased pedestrian phasing at signals
- Cyclists** - On-street and off-street bicycle facilities
- Robust connections to city and regional networks

URBAN FORM

- Development Intensity** - Medium to high density development along primary streets, transitioning down in intensity near existing single-family neighborhoods
- Building Orientation** - Commercial buildings placed along property line facing primary streets

STREETS & BLOCKS

- Street / Block Layout** - Urban block pattern with multiple street connections
- Grid transitions to neighborhood street pattern outside of core
- Connectivity** - Encourage pedestrian pathways and open space to break up larger block
- Encourage connections to existing trail network

PARKING

- Parking Types** - Centralized surface parking
- Shared structured parking where appropriate
- Parking Location** - Parking located away from primary streets, behind or beside buildings
- Screen parking when visible from street

OPEN SPACE

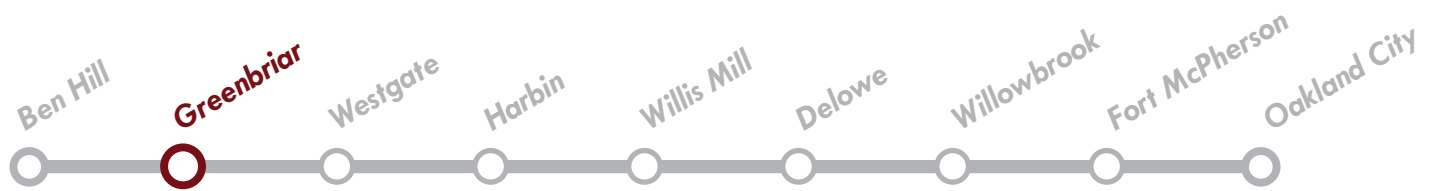
- Open Space Types** - Mix of hardscaped and landscaped public spaces
- Highly active spaces such as plazas, playgrounds, and community splash pads
- Highly amenitized streetscape serves as additional public space

COMMUNITY ACTIVITY CENTER PRECEDENT IMAGES



REGIONAL ACTIVITY CENTER

Regional Activity Center transit stations are characterized by large scale, high-density development, with a mix of residential, retail, commercial, and employment uses. This includes denser development that functions as a major regional center and may serve as an employment center or shopping destination for residents beyond nearby neighborhoods. Buildings are typically mid-rise or high-rise with apartments, lofts, condos, or offices above street level retail. A comprehensive network of complete streets encourages active living. This is the most intense station type with high levels of amenities, connections to other transit routes, and high levels of regional connectivity.



ELEMENTS FOR SUCCESSFUL IMPLEMENTATION

- Attract a 24/7 mix of uses (i.e., residential, retail, dining, cultural)
- Prohibit low-density and auto-centric land uses
- Reduced parking standards
- 8.0-30.0 Floor Area Ratio (FAR)
- 75+ Residential Units (per Acre)
- 5-40 floors (height)

PLACEMAKING STRATEGIES

- Station area integrates public spaces at multiple scales
- Streetscape includes large pedestrian zones
- Public spaces activate pedestrian zones (cafe seating, benches, etc)
- Inclusion of public art
- Wayfinding and signage
- Active building uses at ground level
- Pedestrian scaled architecture
- Station as centerpiece

MOBILITY STRATEGIES

- Multimodal hub with multiple transit connections
- Extensive pedestrian and street links to surrounding areas
- Park and Ride facilities for commuters

TRANSIT STATION FEATURES

- Off-street transit center serving multiple transit routes
- Fully amenitized transit station facilities (ticket machines, secure bike parking, etc)
- Pick-up and drop-off zones
- Transit supportive retail integrated into the station
- Electric vehicle charging stations

STATION TYPE DESIGN FEATURES

ACCESS

- Roadways**
 - Slower speeds on secondary streets (15 -25 mph)
 - Slow to moderate speeds on arterials (20-35 mph)
- Pedestrians**
 - Wide sidewalks to promote walkability (10' Min.)
 - All crossings have increased pedestrian phasing at signals
- Cyclists**
 - On street protected bicycle facilities
 - Connections to existing network

URBAN FORM

- Development Intensity**
 - High density development with active ground floor uses, interspersed with public spaces, plazas, and activity
- Building Orientation**
 - Pedestrian oriented building frontages along majority of streets
 - Buildings pulled up to sidewalk, oriented to primary streets

STREETS & BLOCKS

- Street / Block Layout**
 - Urban block pattern with multiple points of access, inter-parcel connectivity and smaller block sizes
 - Highly connected street network that extends beyond the immediate station area
- Connectivity**
 - Encourage connections to existing trail network

PARKING

- Parking Types**
 - Structured parking with limited surface parking
 - On-street parking near building entrances
- Parking Location**
 - Structured parking located behind or integrated within buildings
 - On street parking encouraged on all primary streets

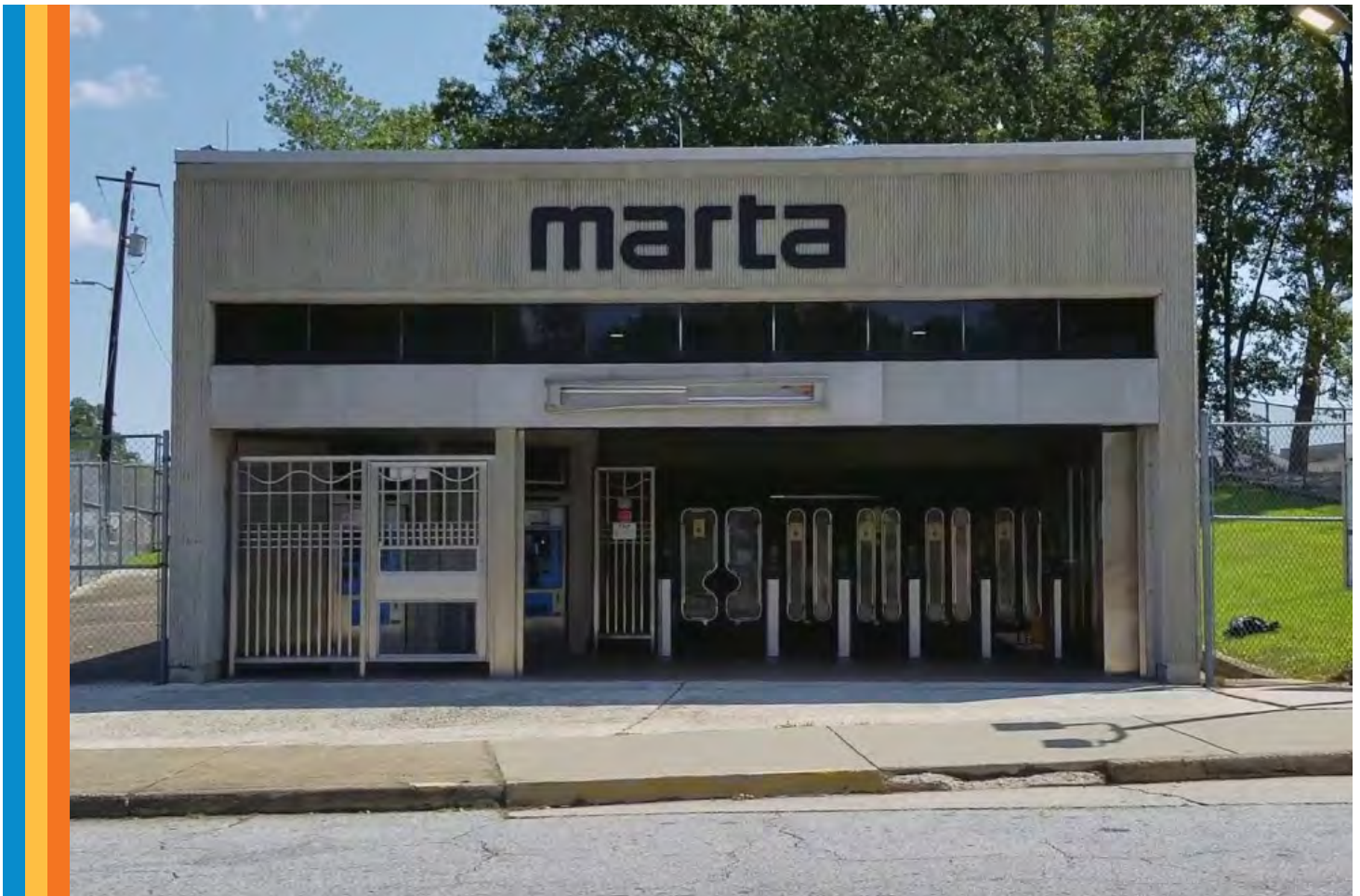
OPEN SPACE

- Open Space Types**
 - Network of hardscaped plazas and small pocket parks
 - "Town green" to serve as a civic focus and gathering space
 - Integration of both programmed and flexible public space

REGIONAL ACTIVITY CENTER PRECEDENT IMAGES



4 | STATION AREA CONCEPT PLANS



CONCEPT PLANS

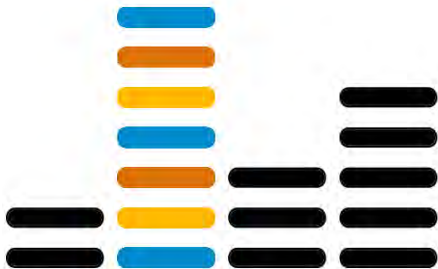
Following the identification of place types, Station Area Concept Plans were developed from the existing conditions assessments, community and stakeholder feedback, a 2020 market study of the corridor that determined development potential and a more recent inventory of development trends since 2020.

Stations were prioritized based on short and medium-term market demand and development potential with the goal of generating the greatest possible long-term benefit for the corridor.



TOD DEMAND

Development opportunities and land use policy alignment were identified for each station area along with an analysis of market conditions.



STATION PRIORITIZATION

Each station was categorized and prioritized based on market conditions, development potential, and the potential to catalyze TOD in the corridor.



STATION CONCEPT PLANS

Concept plans were developed for each station reflecting existing conditions, previous plans, policies and community feedback.

TOD OPPORTUNITIES

The existing conditions analysis, together with stakeholder and community feedback make it clear that TOD is possible and desirable within the corridor.

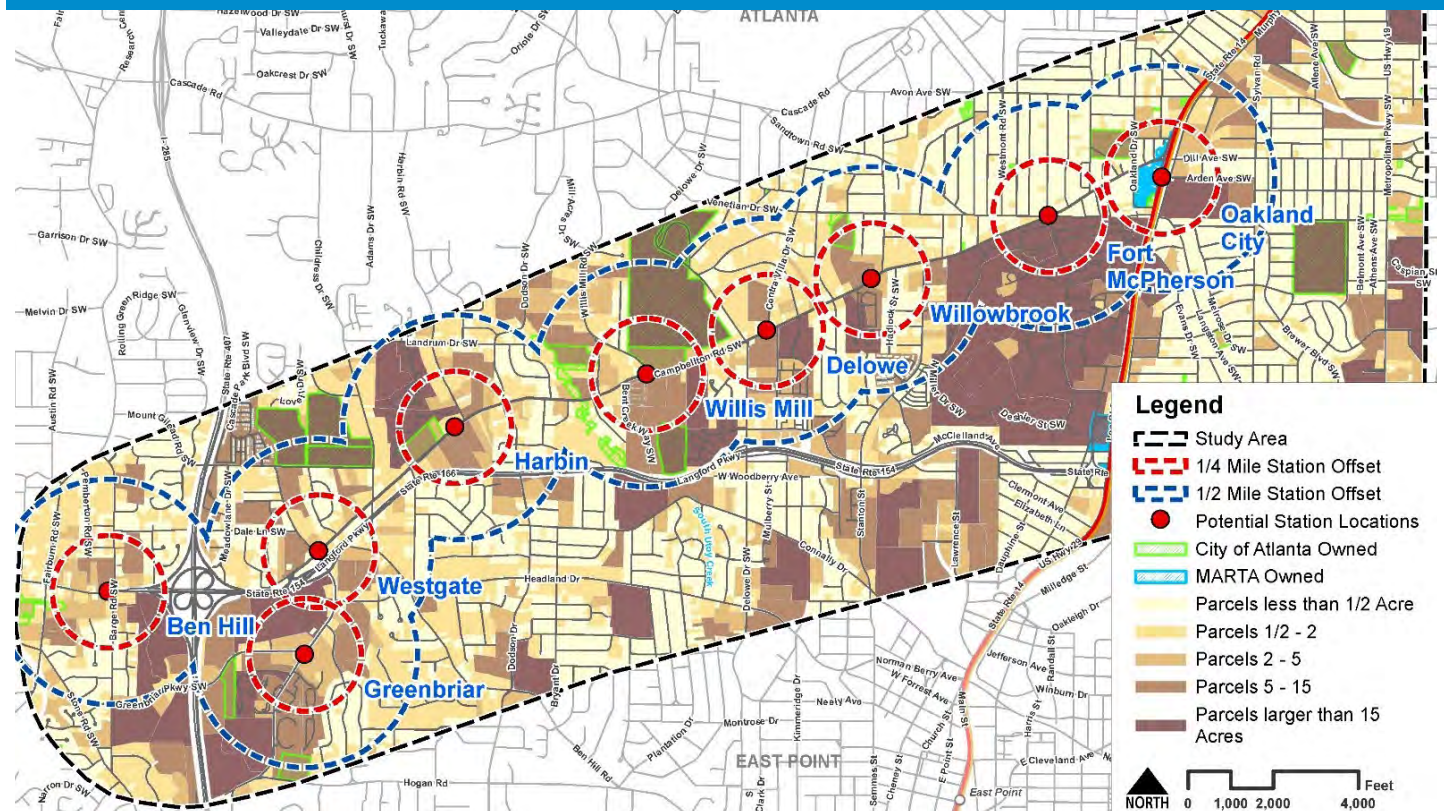
A 2020 market analysis was performed to fully understand the potential barriers and opportunities associated with new TOD and allow for a strategic approach that best leverages transit investment within the corridor. The study also identified development potential in the corridor over the short and medium term. A 2023 inventory to understand more recent development activity was also reviewed.

DEVELOPMENT POTENTIAL

The first step in determining TOD opportunities within the corridor was to identify possible locations for development or redevelopment that align with land use and development policies that allow for transit-supportive development. Elements that were considered include:

- **Zoning / TOD Alignment** - These are parcels with fewer regulatory barriers to supporting higher density TOD within the existing zoning code.
- **Large/Available Parcels** - Larger parcels and those already owned by MARTA or the City of Atlanta reduce the need for parcel acquisition or assemblage.
- **Susceptibility to Change** - Parcels with improvement values that are substantially lower than the land on which they sit are more likely to redevelop in the near term.

DEVELOPMENT PARCELS



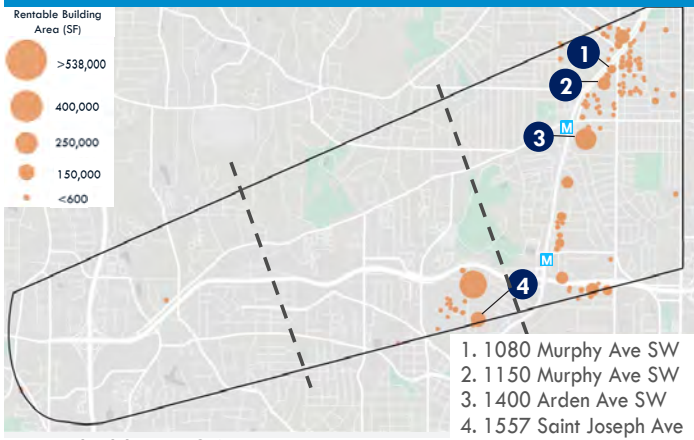
CORRIDOR SEGMENTS

Due to corridor length of over five miles and the variation in demographic, land use, and market trends along the corridor, and recognizing that the market does not have the capacity to support large TOD throughout the entire corridor at once, the analysis of market and development potential organized the corridor into three distinct sections for analysis.

The analysis revealed that each of these three segments have different market conditions and trends. The western corridor segment has the highest incomes and education levels, and the east has the highest redevelopment pressures and single family home prices. The middle section of corridor has the smallest amount of retail square footage, deteriorated housing stock, and lower overall incomes as can be seen below. The analysis revealed the eastern and western segments have the strongest market conditions and development potential for TOD.

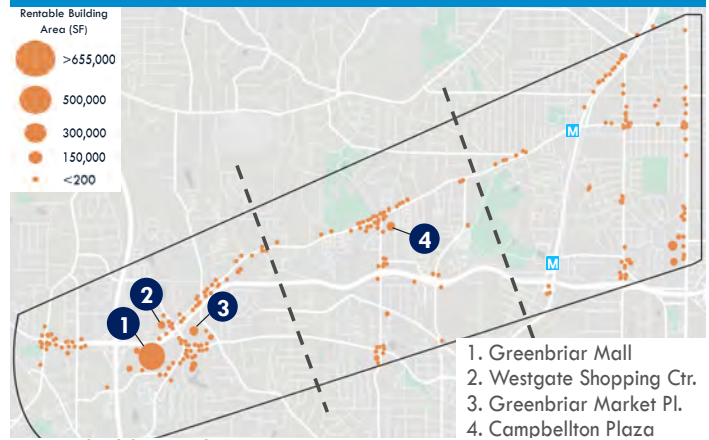


EXISTING INDUSTRIAL DEVELOPMENT



Provided by HR&A

EXISTING RETAIL DEVELOPMENT



Provided by HR&A

MARKET BARRIERS

- **Lack of existing market potential** - A lack of demand drivers and lack of walkable, mixed-use places to incentivize development limit investor attraction. Legacy industrial development presents another barrier to new development.
- **Lack of Institutional Anchors** - Investors prefer to build in areas with an institutional anchor such as a University or major employer. A high-capacity transit line alone is not strong enough to stimulate transformation of the corridor.
- **Limited Income** - Median household incomes in the corridor were slightly below \$30,000 in 2019. Household incomes need to diversify to attract additional real estate development.

MARKET OPPORTUNITIES

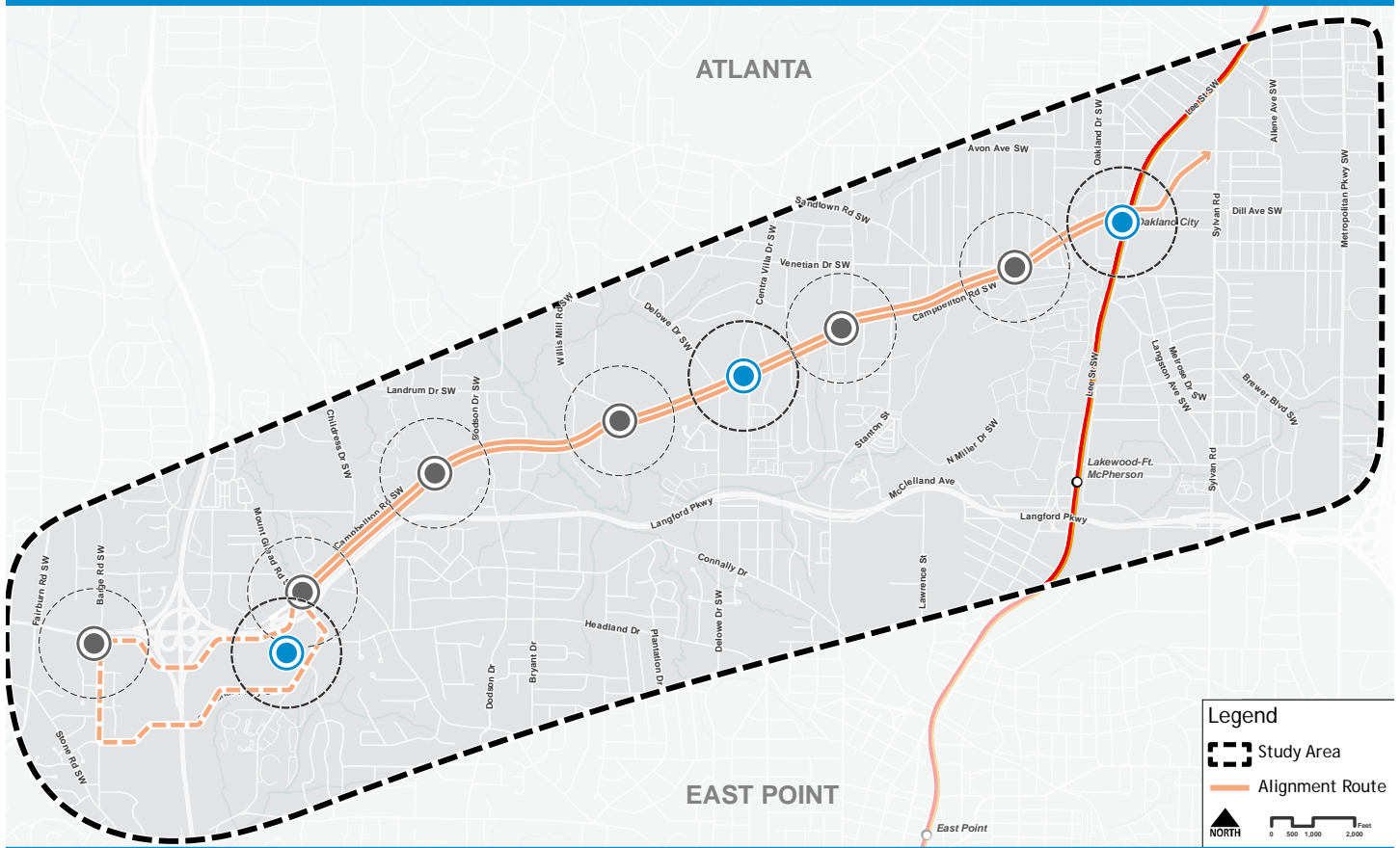
- **Redevelopment at Fort McPherson and Greenbriar** - These two sites offer opportunities for large scale development at either end of the corridor. Fort McPherson in particular can leverage development activity in the West End and from the BeltLine.
- **Housing Rehabilitation** - The corridor has large quantities of older residential development that can be rehabilitated to increase the supply of quality housing.
- **Increased Walkability** - The introduction of quality bicycle and pedestrian infrastructure can change the perception of the corridor as an auto-dependent market and support the development of TOD.

STATION PRIORITIZATION

While nine total station locations were identified along the corridor, each station area varies in its capacity to stimulate and support new transit-oriented development. To effectively leverage existing demand and development potential in the study area, station areas were classified into two categories, Catalyst and Infill. These categories provide direction on station area recommendations, planning recommendations, and investment priorities.

Low market demand and limited investment has largely precluded new development from occurring within the corridors, despite many of the station areas having large sites suitable for reinvestment and TOD-supportive zoning. By focusing new investment at a few key stations with the greatest potential for redevelopment in the near-term, these investments can be leveraged to catalyze a mutually supportive development pattern. This can create a cycle of increasing market demand, leading to increasing investment that will in turn support development at the remaining station locations.

STATION PHASING MAP



 CATALYST STATIONS

 INFILL STATIONS

CATALYST STATIONS

Stations with the highest short-term development potential were identified as Catalyst Stations. These stations can serve as the first focus areas for new TOD investments. New tax revenues and development momentum generated in these areas can 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 Catalyst Stations could be used to fund infrastructure improvements and development incentives and build development momentum for Infill Stations over the long term. In the meantime, development in these areas should be carefully monitored to avoid precluding future TOD opportunities.



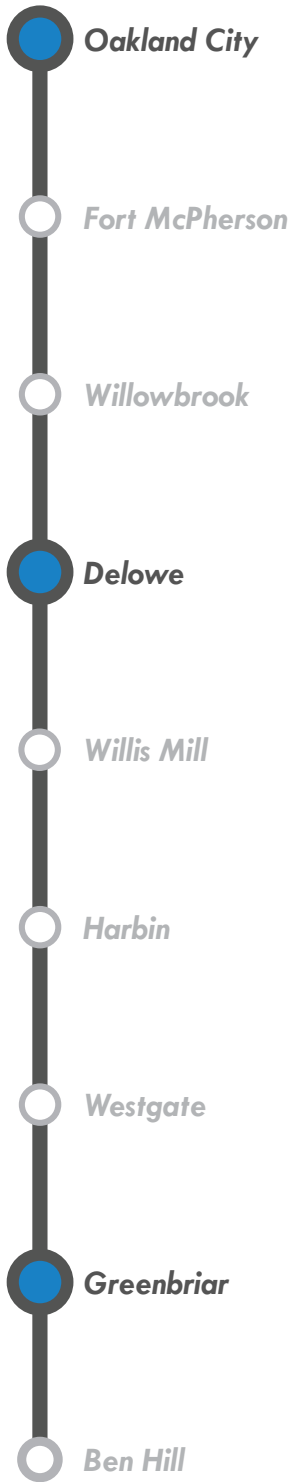
BUILDING INWARD

The Catalyst Stations are focused at the ends and center of the corridor. These stations have some of the greatest regional connectivity, availability of developable land, and supportive zoning, and are in 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 these locations provides the greatest opportunity for short-term success to catalyze redevelopment, creating strong nodes from which future development can spread along the corridor.

IMPLEMENTATION

The categorizations made here are based on existing conditions and should be responsive to future changes in the corridor. Recommendations by individual station may change over time depending on market conditions and development activity at other stations. As implementation proceeds, MARTA and the City of Atlanta should revisit the plan and collaboratively update station plans and recommendations to maintain a cohesive vision and strong focus on TOD success in the corridor.

CATALYST STATIONS



INTRODUCTION

These stations are best positioned to support transit-oriented development in the short to medium term and have the strongest market conditions along the entire corridor. They anchor the ends and center of the corridor, where development potential is currently highest, and have conditions that are prime for dense redevelopment. Some of these advantages include zoning that is supportive of TOD, strong regional connectivity, available acreage for development, and relatively higher property values. These areas are already beginning to attract new investment from the private sector and are the most appropriate locations in the corridor for significant infill and large-scale redevelopment. Development at these locations can have a catalytic impact on the rest of the corridor, supporting market development at other station locations over the long term.

TOOLS FOR SUCCESS

These station areas are experiencing increased attention and investment from the private sector resulting in redevelopment activity. Strategic decisions should reduce barriers to redevelopment in these areas, encouraging development that is transit supportive, and support development that is catalytic. Strategies, as discussed in more detail in Chapter 5 include:

TOOL KIT

PUBLIC-PRIVATE PARTNERSHIP

Partner with private developers and use tools such as tax abatements or grants to stimulate development and investment in areas that may not attract private sector development on their own.

ZONING

Update zoning regulations and overlays to encourage more walkable, transit-supportive development patterns.

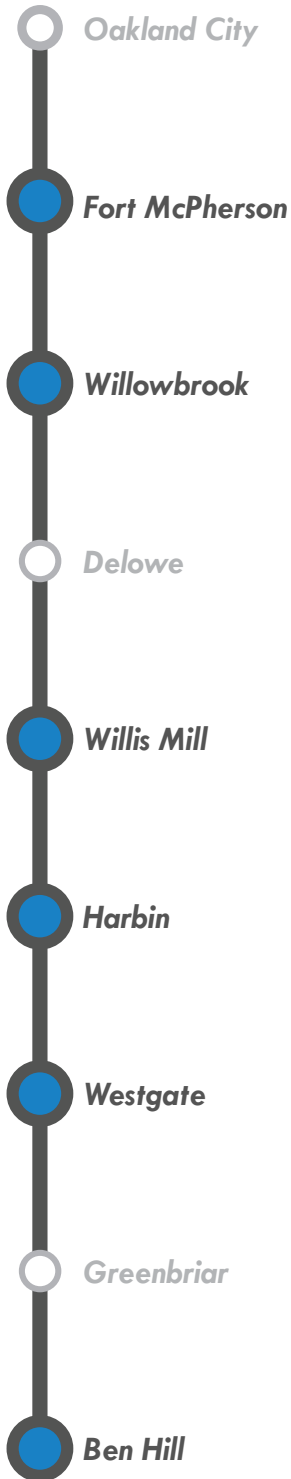
STRATEGIC INVESTMENTS

Enhanced pedestrian and bicycle infrastructure, construction of parking facilities, and development of community facilities, green spaces, and trails can make station areas more attractive for development.

SPLOST

Include and prioritize strategic public infrastructure improvements in the next project list for Special Purpose Local Option Sales Tax.

INFILL STATIONS



INTRODUCTION

These stations generally have weaker market conditions and lack the current development potential to support major private investment. While some of these locations may have capacity for development in the long-term, improved market conditions or strategic investment may be necessary to stimulate private development and increase activity. Due to their future transit accessibility and the long-term vision for redevelopment in the corridor, these areas would benefit from high-level planning and development efforts and strategic property acquisitions to begin setting the stage for longer term TOD activity. Planning efforts should also focus on protective land acquisition, the establishment of partnerships, and implementation of any necessary zoning code updates, to avoid short term decisions that will weaken long-term TOD Potential.

TOOLS FOR SUCCESS

While the development of these stations may have longer time horizons than the “Catalyst Stations”, visioning and long term planning will guide decision making and investment that sets the stage for successful TOD. Strategies for long-term success as discussed in more detail in Chapter 5 include:

TOOL KIT

SMALL AREA PLANS

The development of small area plans to provide more detailed visions and strategies at these stations can identify fine-grain improvements and development strategies.

ZONING

Update zoning regulations and rezone strategically to encourage more walkable, transit-supportive development patterns and limit uses that conflict with TOD goals.

STRATEGIC INVESTMENTS

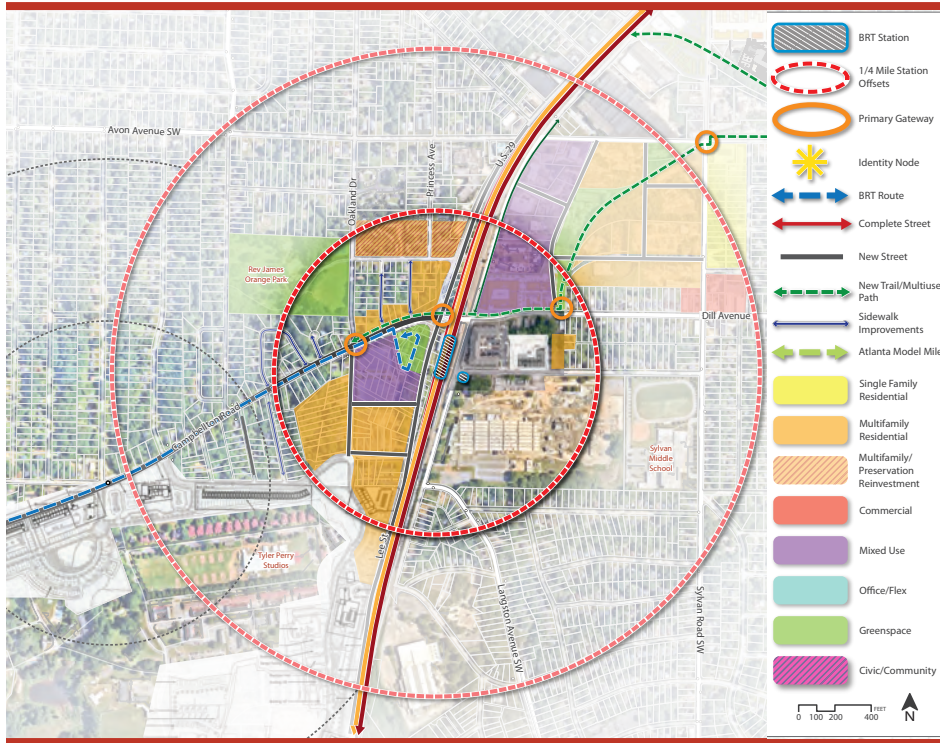
Enhanced pedestrian and bicycle infrastructure, green spaces, and trail connections can make station areas more functional for existing property owners and attractive for new development.

SPLOST

Include and prioritize strategic public infrastructure improvements in the next project list for Special Purpose Local Option Sales Tax.

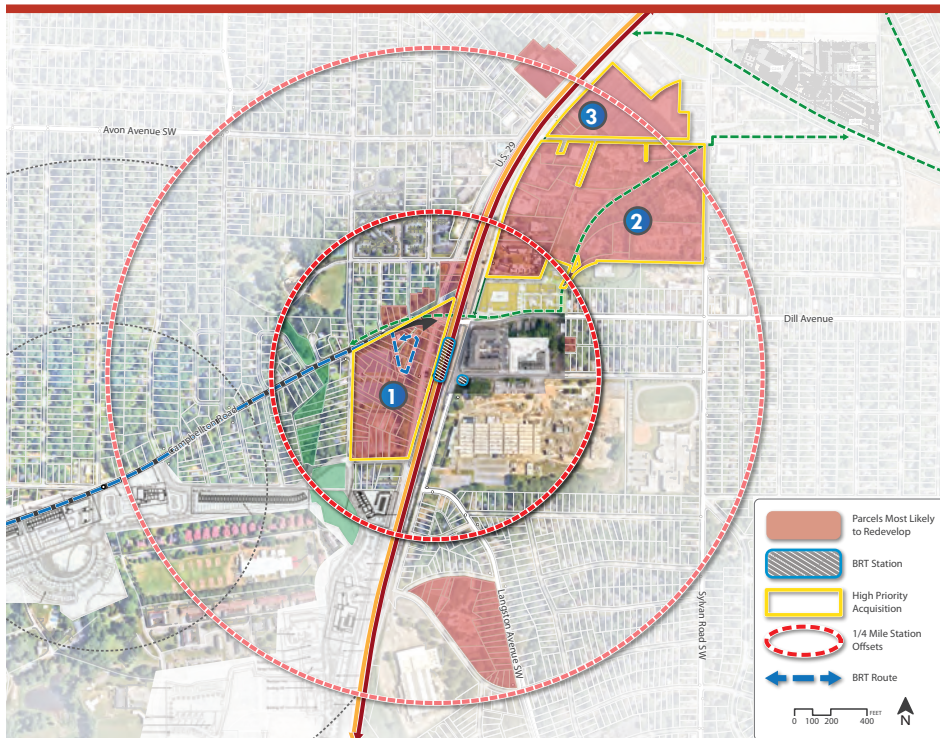
OAKLAND CITY

STATION AREA FRAMEWORK



- Current MARTA parking lots near the station redeveloped as dense, mixed use development
- Large parcels north of Dill Avenue and East of Murphy Avenue reimagined as mix of residential, commercial, and green spaces with a reconnected street grid
- A BeltLine extension along the existing rail ROW owned by Invest Atlanta serves as a spine for redevelopment and a key link between the BeltLine and Oakland City Station

HIGH PRIORITY PARCELS



- 1 MARTA owns the parcels adjacent to the Oakland City Station, allowing this area to serve as the lynchpin of redevelopment
- 2 These formerly industrial parcels are large and underutilized. They are large enough to support a large and comprehensive mixed use development, though some environmental remediation may be necessary
- 3 Large parcels north of Avon Avenue host several former warehouses that offer opportunities for the large, creative reuse projects that are popular elsewhere in the city

CATALYST STATION



STATION AREA CONCEPT PLAN



Aerial view of Oakland City Station Area Concept Plan



Perspective 1: Community plaza



Perspective 2: Community plaza

OAKLAND CITY

STATION AREA DEVELOPMENT CONCEPT



1 Townhomes with streetscaping



2 Enhanced crossings and signals to enhance pedestrian safety at BeltLine



3 Complete streets with wide sidewalks, seating, street trees, and active retail fronts



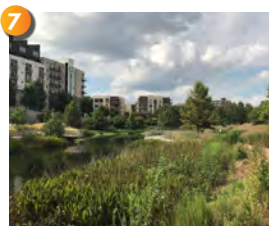
4 Community Space for Farmers markets, festivals, and events



5 Mixed use buildings oriented towards the new BeltLine trail spur



6 Adaptive reuse of industrial spaces



7 Large open space along the trail serves as a neighborhood anchor



8 Mixed-use development with residential over street level retail

CATALYST STATION



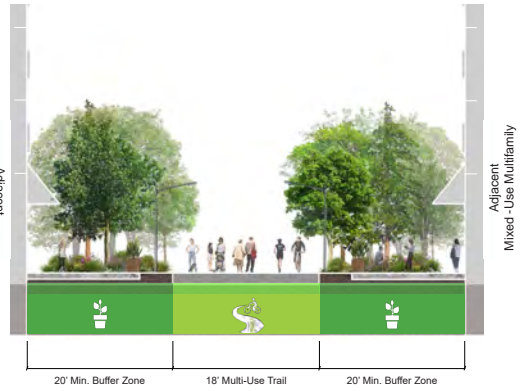
TRANSPORTATION ENHANCEMENTS

The addition of new streets within the Oakland City Station area will be critical to the creation of TOD. Additionally, existing streets will be enhanced to create complete streets that offer better connectivity to surrounding residents and a more pleasant public realm for pedestrians. The figures below represent potential typical sections for enhanced or new streets.

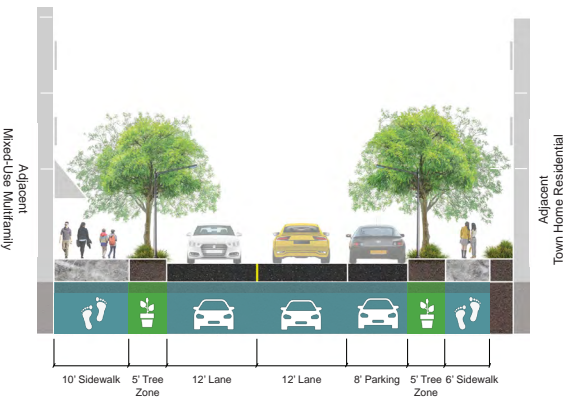
BELTLINE (SECTION A)



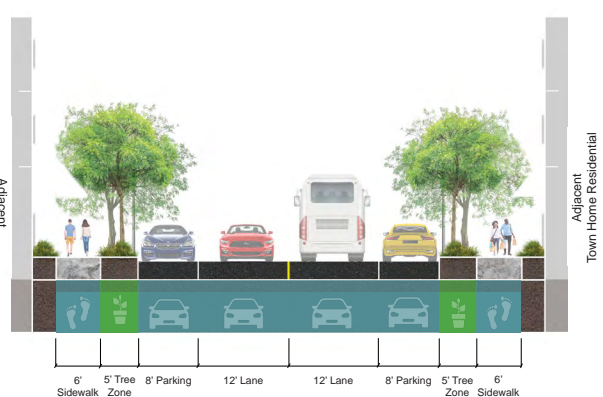
BELTLINE (SECTION B)



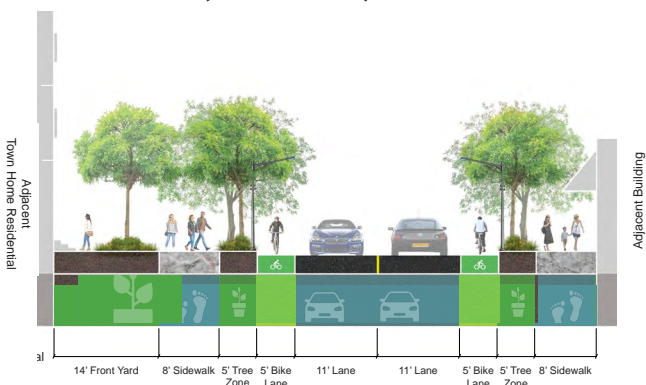
STREETSCAPE (SECTION C)



STREETSCAPE (SECTION D)

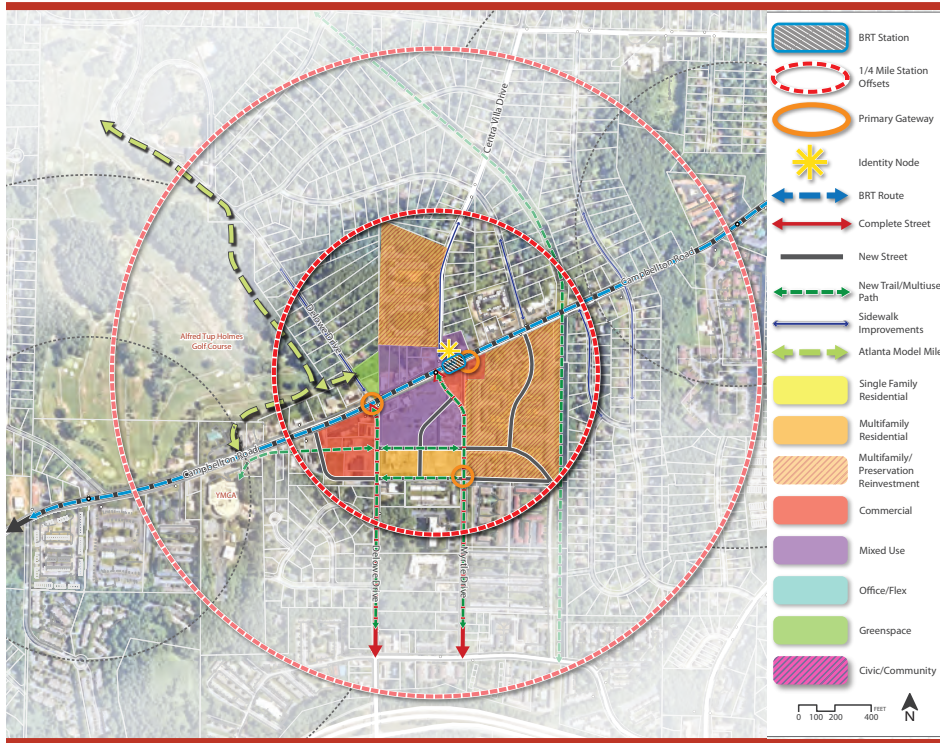


STREETSCAPE (SECTION E)



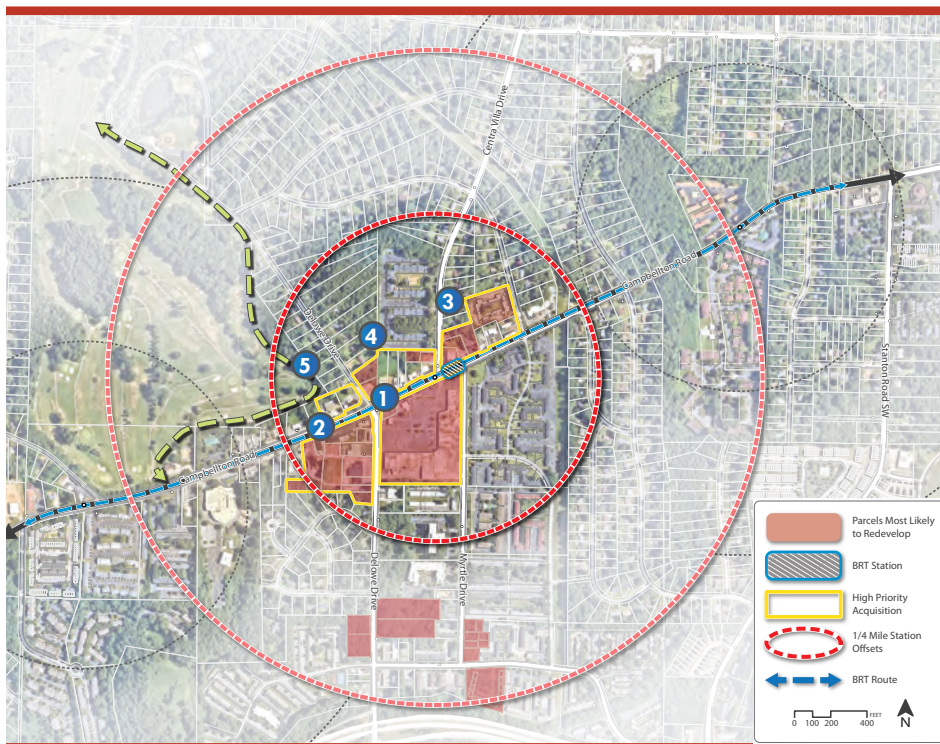
DELOWE

STATION AREA FRAMEWORK PLAN



- Commercial areas around Delowe Plaza are redeveloped with higher intensity mixed-use centered around a new street framework
- Large concentrations of affordable multifamily development are preserved and renovated in to maintain affordable housing options
- Complete streets and trail connections enhance connectivity and access to adjacent neighborhoods
- Realignment of Myrtle with Centra Villa creates a block that functions as the gateway into the area

HIGH PRIORITY PARCELS



- The Campbellton Plaza shopping center is under-invested and the best opportunity for transformative new development on a single parcel
- The parcels on the southwest corner of Delowe Drive and Campbellton Road are small, underutilized, and can be combined for a larger development
- These parcels are currently underutilized and auto-oriented, and will be directly adjacent to the future BRT station
- These small, auto-oriented parcels frame the core station area between Delowe Drive and Centra Villa Drive
- These corner parcels can provide a linkage between the ATL Model Mile and the station area, and frame the final corner of the intersection

CATALYST STATION



STATION AREA CONCEPT PLAN



Aerial view of Delowe Station Area Concept Plan



Perspective 1: Community plaza abutting Campbellton Road



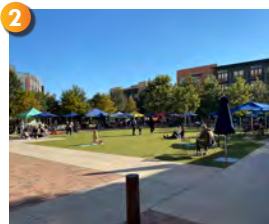
Perspective 2: Myrtle Drive Crossing at Campbellton Road

DELOWE

STATION AREA DEVELOPMENT CONCEPT



1 Street fronting retail with Grocery and parking behind



2 Central green space and pedestrian corridor



3 Multifamily with active streetscaping



4 Public plaza space provides a focal point along Campbellton Road



5 Realignment of Myrtle Drive creates additional developable commercial space



6 Mixed-use development with street level retail and upper story residential



7 Complete streets upgrade incorporates bike lanes on Delowe Drive and Myrtle Drive



8 Open public space framed by retail and commercial spaces

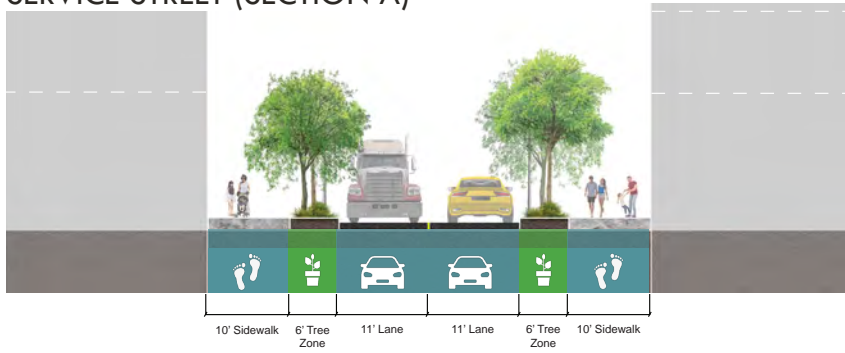
CATALYST STATION



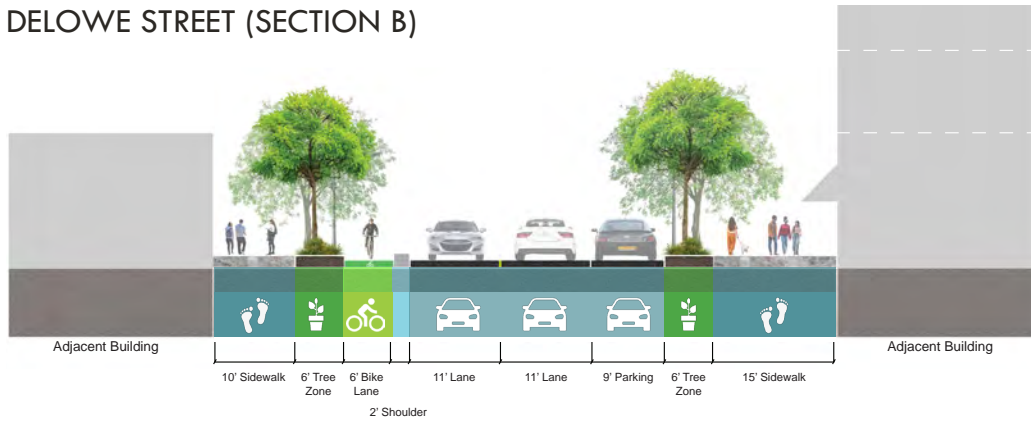
TRANSPORTATION ENHANCEMENTS

Streetscape enhancements and multimodal features will be key components of success for this station area. Major and minor streets in and around the station should be upgraded to include wide sidewalks, tree planting zones, and in some cases bike lanes. These enhancements provide connections between adjacent neighborhoods and the station, provide shade in the summer, and enticing places for civic life to occur. The figures below represent potential typical sections for enhanced or new streets.

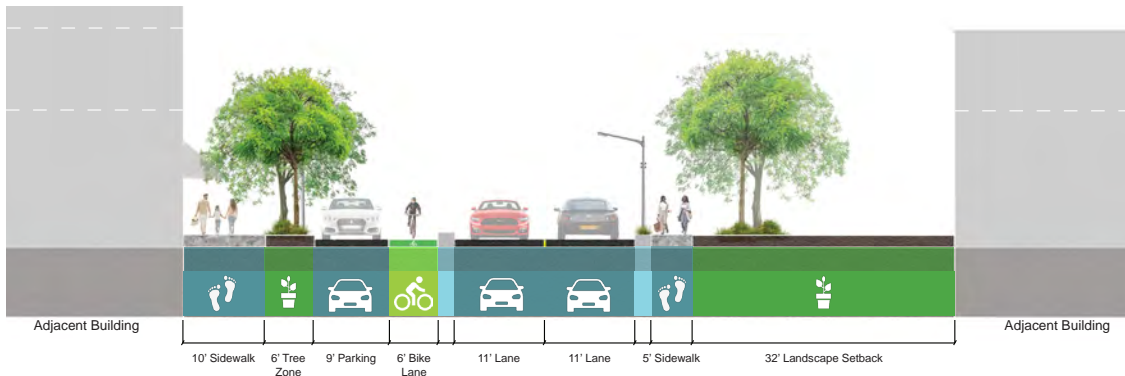
SERVICE STREET (SECTION A)



DELOWE STREET (SECTION B)



MYRTLE STREET (SECTION C)

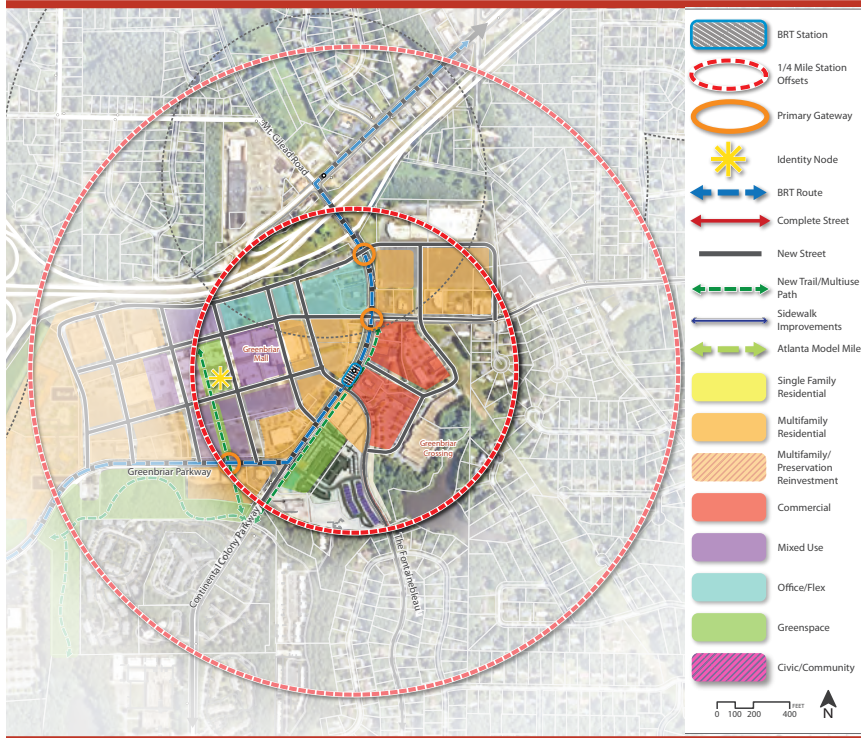


GREENBRIAR



CATALYST STATION

STATION AREA FRAMEWORK PLAN



The Greenbriar Mall property has the potential to serve as a new town center for Southwest Atlanta, as envisioned in the Greenbriar LCI Plan. Detailed site planning should occur after the final transit alignment and transit mobility hub layout are determined.

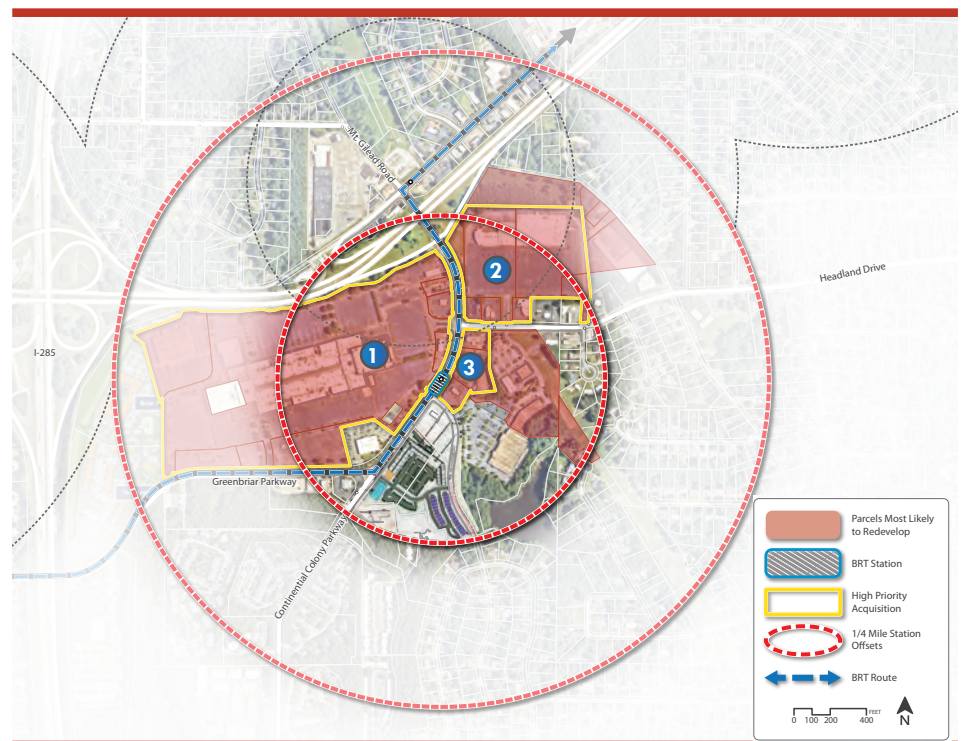
- The mall property is the largest parcel with large parking areas available for redevelopment
- Initial residential components would be constructed around the perimeter of the mall site
- A public green space surrounded by mixed use would eventually replace a portion of the mall itself in later project phases
- Office and commercial uses along the highway have high visibility and provide a buffer for other site development

1 The Greenbriar Mall property is the highest priority parcel in the corridor. The large parcel and outparcels are intended to form the core of a new urban center for southwest Atlanta

2 The properties north of Headland Drive have large parking lots that can be redeveloped as high-density and/or affordable housing

3 These parcels front directly onto the future transit station, and currently host non-transit supportive uses, including fast food, pawn shops, and gas stations

HIGH PRIORITY PARCELS

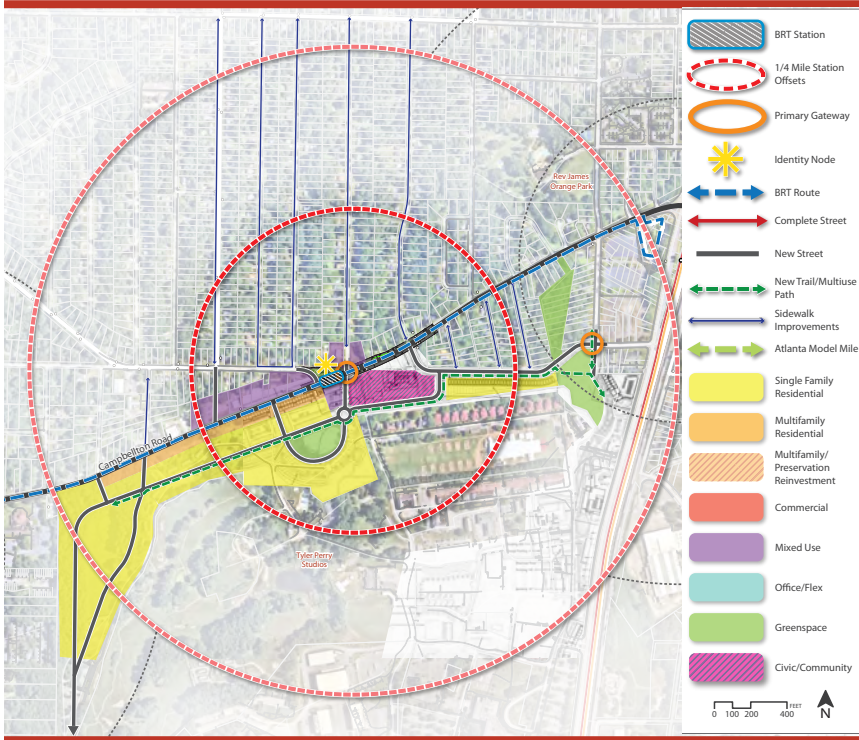


FORT MCPHERSON



INFILL STATION

STATION AREA FRAMEWORK PLAN



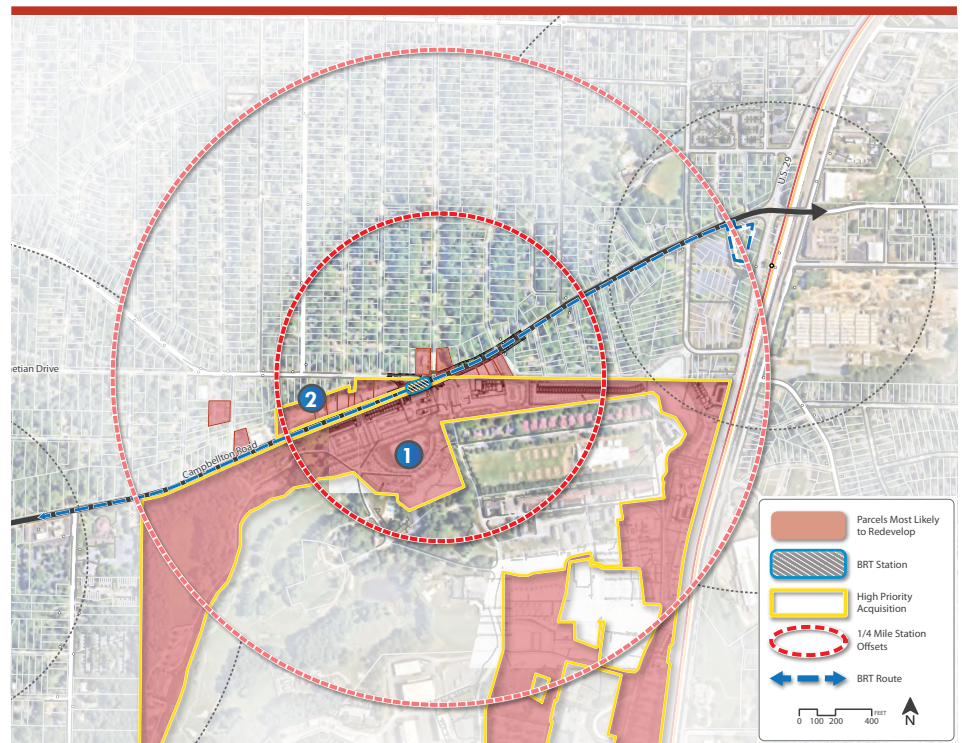
The Fort McPherson property is in the process of being redeveloped into a large, mixed-use development on the south side of Campbellton Road. The designations in the framework plan reflect the plans submitted by the development team.

- Commercial parcels on Campbellton Road between Venetian Drive and Alma Street present the best opportunity for TOD outside of the Fort McPherson site
- Realignment of the Venetian Drive intersection improves safety and connectivity
- Sidewalks into the neighborhoods north of Venetian Drive will provide safe access to the BRT station
- A stream on the far east edge of the station area provides opportunities for trails and recreational activities

HIGH PRIORITY PARCELS

1 A large, mixed use development is planned for the former Fort McPherson site. The LRA has governed this site and is tasked with guiding redevelopment on the site

2 Many parcels between Venetian Drive and Campbellton Road are underutilized; mixed use development here would compliment development on the Fort McPherson site and provide development continuity on both sides of Campbellton Road

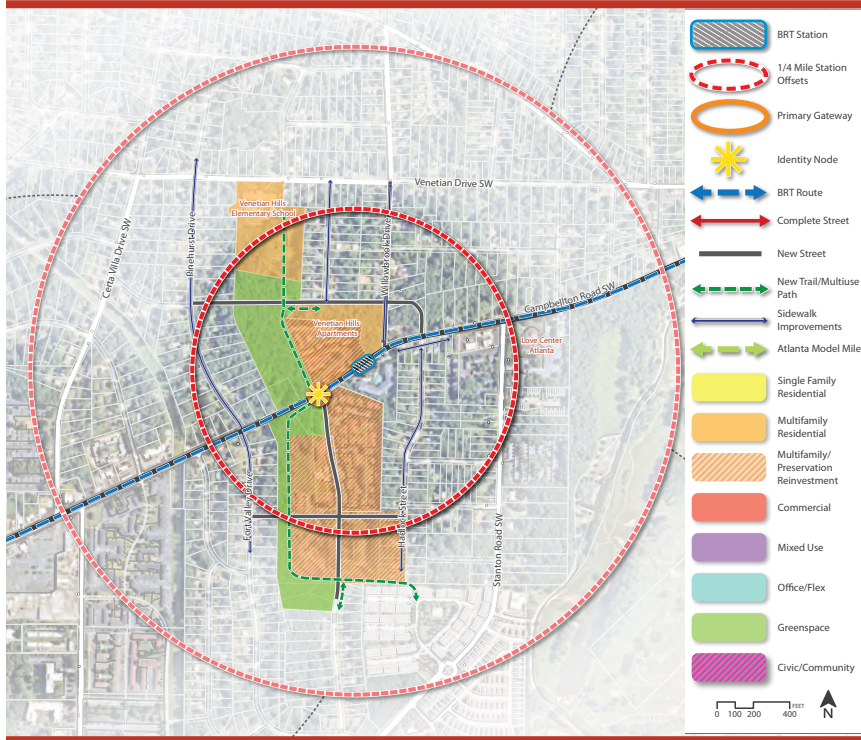


WILLOWBROOK



INFILL STATION

STATION AREA FRAMEWORK PLAN



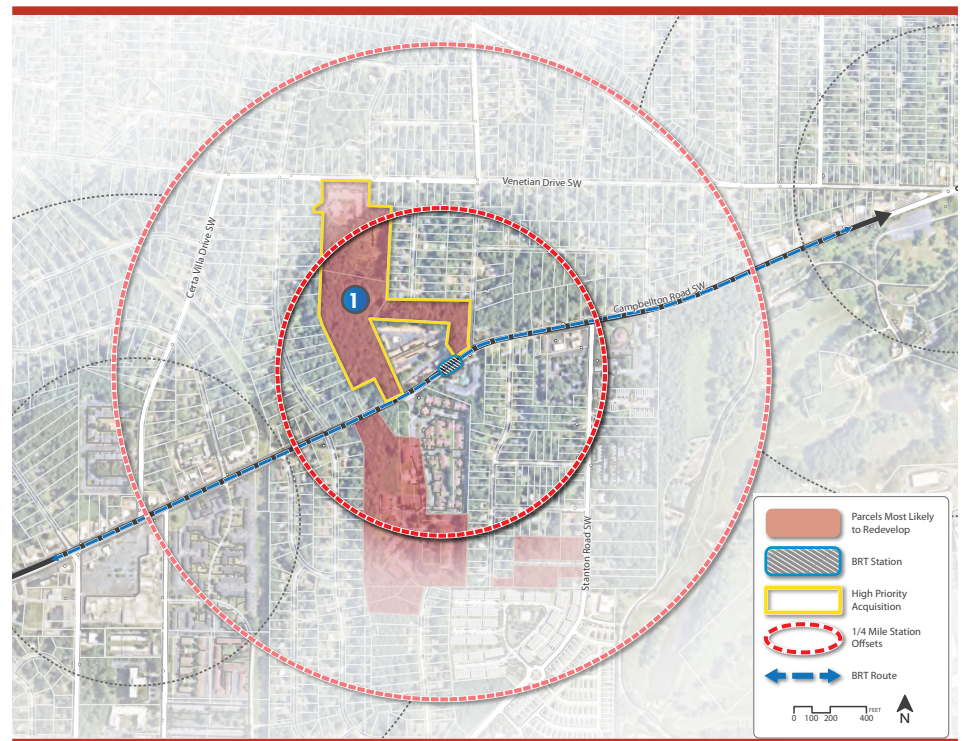
This station area has limited current development potential and is predominantly residential.

- Existing multifamily that currently provides affordable housing options in the corridor is preserved and renovated
- The former Venetian Hills Elementary School is redeveloped into a residential community
- Areas with low elevations and floodplain are preserved as green space, with new trails that provide connectivity to the station from surrounding areas
- A street extension and new sidewalks provide enhanced connectivity to the station for local residents

1

Parcels of land most suitable to focus transit oriented development are the parcels around the Venetian Hills Apartments and the former Venetian Hills Elementary; the parcels fronting Campbellton Road are critical to providing access from the station to any potential redevelopment or reuse of the school property

HIGH PRIORITY PARCELS

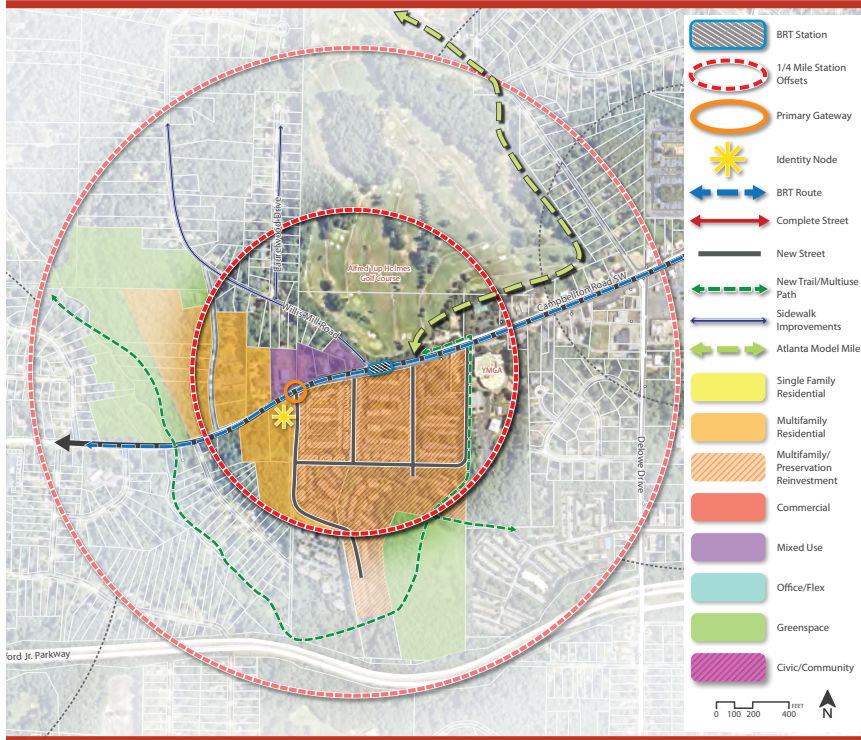


WILLIS MILL



INFILL STATION

STATION AREA FRAMEWORK PLAN

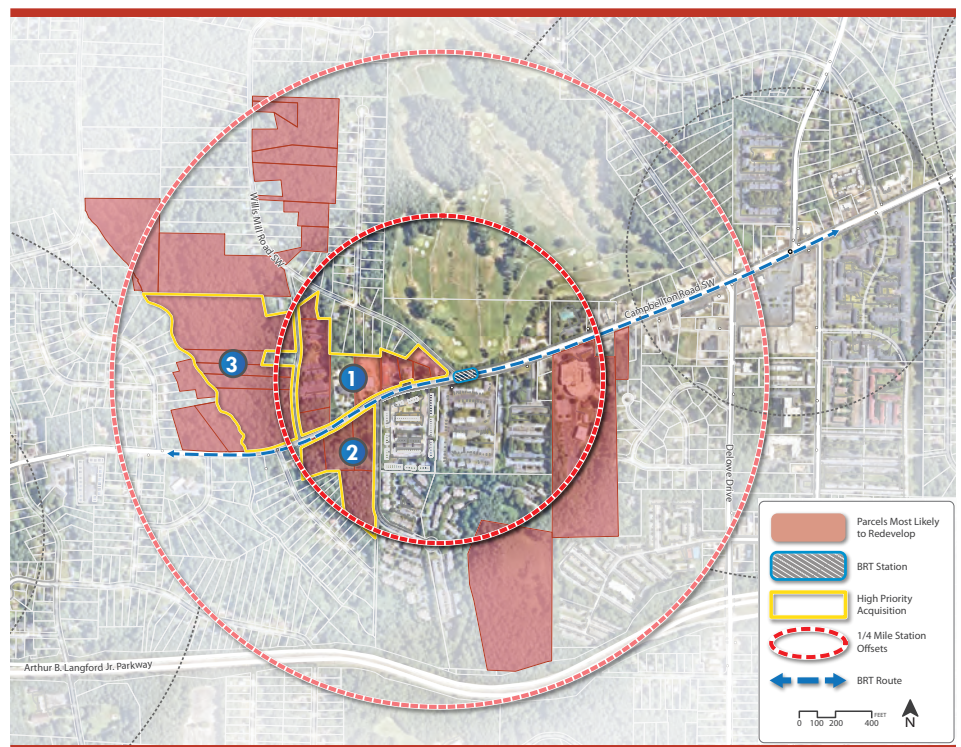


Willis Mill provides limited opportunities for new large-scale development, but the current transit stops here are well utilized by residents of nearby affordable and senior housing.

- The large city owned parcels along South Utoy Creek are recreational assets that can provide trail linkages directly to Cascade Springs nature preserve
- Large parcels between Willis Mill Road and Campbellton Road and along Wells Drive are developed with new housing, with housing closest to the station including some neighborhood-focused, ground floor retail
- Existing affordable housing is preserved and renovated.

HIGH PRIORITY PARCELS

- 1 Large parcels between Campbellton Road, Willis Mill Road, and Wells Drive are the best opportunity for new residential and neighborhood serving commercial
- 2 These parcels are currently undeveloped, not in the floodplain, and relatively flat, making them the most easily developable properties in the station area
- 3 Most of these parcels are owned by the City of Atlanta and have large areas of floodplain along South Utoy Creek. They are a critical recreational link between the corridor and Springs nature preserve

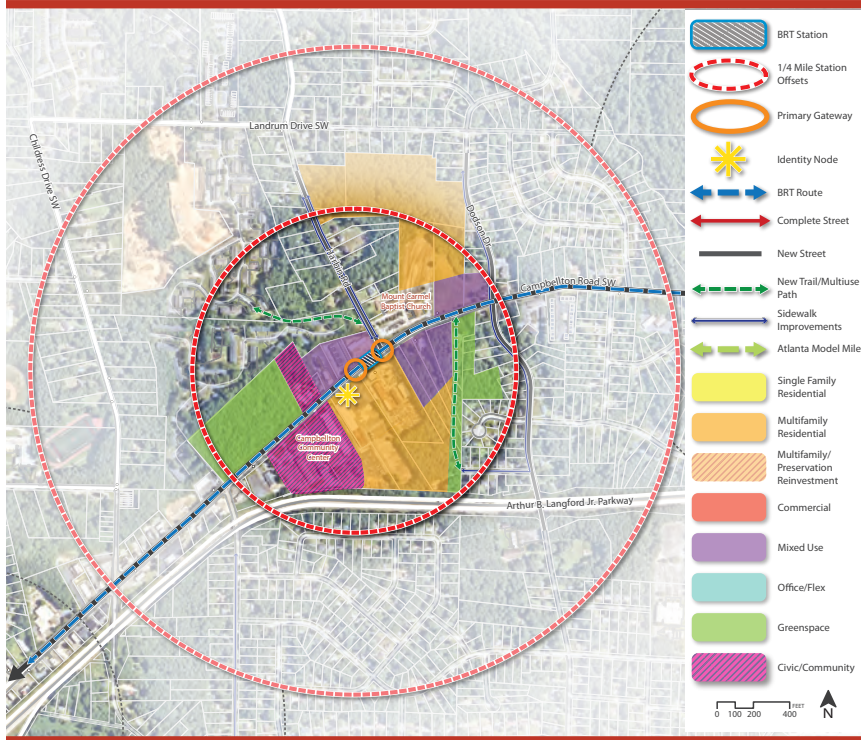


HARBIN



INFILL STATION

STATION AREA FRAMEWORK PLAN

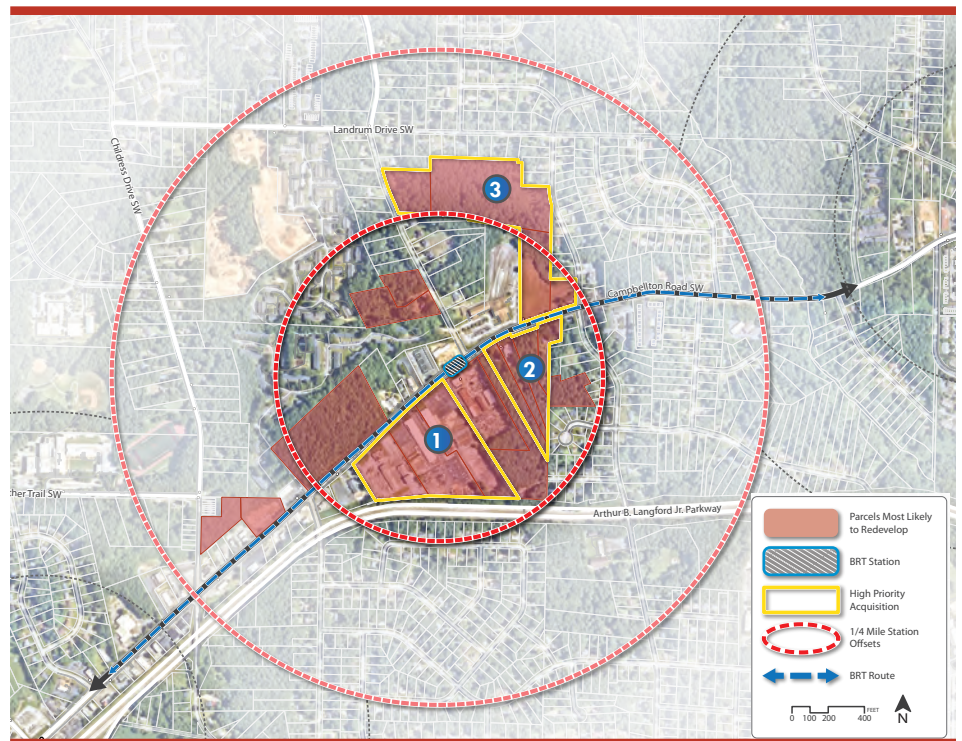


This area, also part of the Greenbriar LCI, is already experiencing redevelopment activity, including multifamily residential south of the Campbellton Road and Harbin Road intersection.

- Parcels along Campbellton Road adjacent to the station, other than those currently being developed, are mixed-use with multifamily and ground floor retail
- Larger parcels to the north and south, further from the station, are redeveloped as multifamily
- The current Campbellton Community Center and adjacent parcels contain civic spaces, with some mixed-use integrated into the development, while a large city owned parcel to the west provides green space adjacent to community uses

HIGH PRIORITY PARCELS

- 1 These parcels, including the Campbellton Community Center, that are predominantly paved; the location between Campbellton Road and Langford Parkway provides development opportunities that minimize conflict with adjacent land uses
- 2 These large parcels are minimally developed and have large frontages on Campbellton Road that could support new residential development
- 3 These large, undeveloped parcels could support large residential redevelopment with direct access to the station

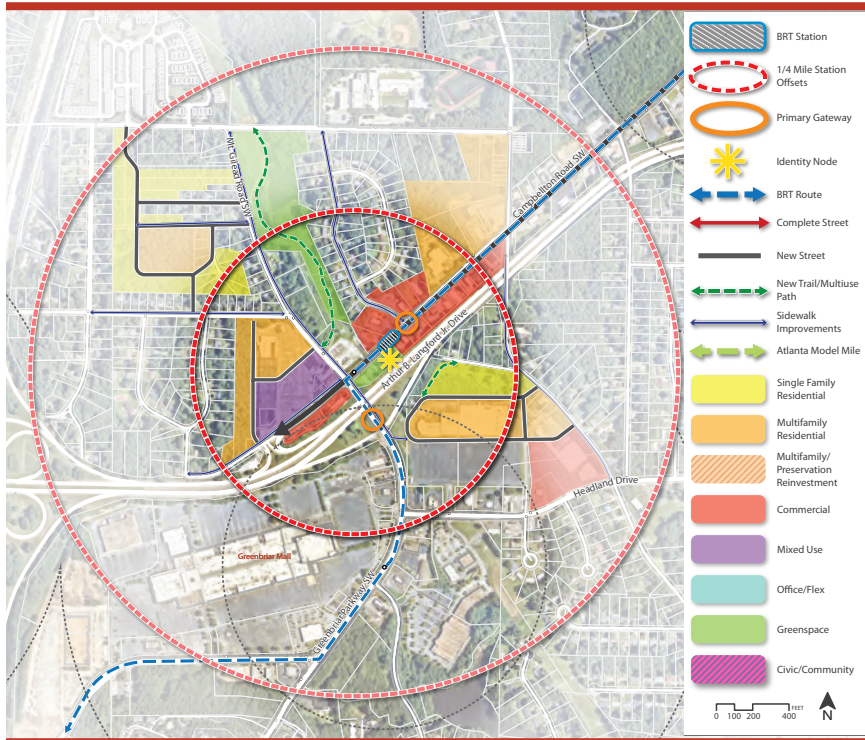


WESTGATE



INFILL STATION

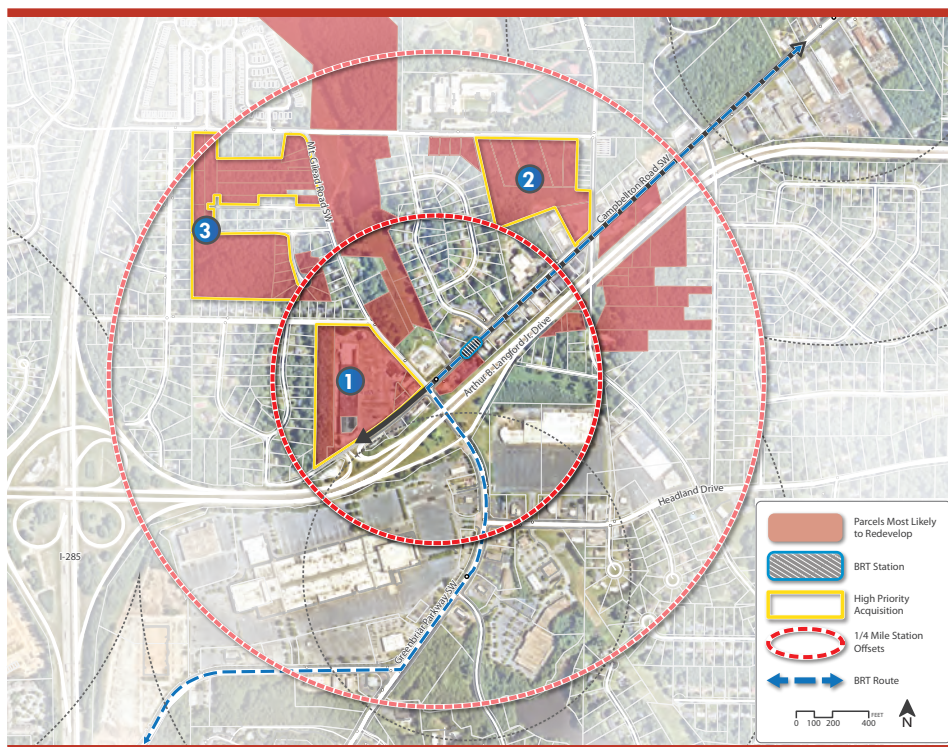
STATION AREA FRAMEWORK PLAN



The Westgate shopping center is largely vacant and a center of blight and crime in the area. The location in the LCI area and at the intersection of Campbellton Road, Langford Parkway, and Greenbriar Parkway will provide opportunities for major development.

- The Westgate shopping center is redeveloped as a mixed-use and residential hub
- Parcels directly along Campbellton Road, especially on the south side, are a commercial corridor as their shallow depths make them unsuitable for residential uses
- Larger residential areas are focused, on a high visibility corner, large parcels that are undeveloped today

- 1 Residents of the corridor identified the blighted Westgate shopping center as a high priority for redevelopment to reduce crime
- 2 These large parcels provide a large redevelopment opportunity that directly abuts both the corridor and Therrell High School
- 3 These large parcels were previously platted but never developed

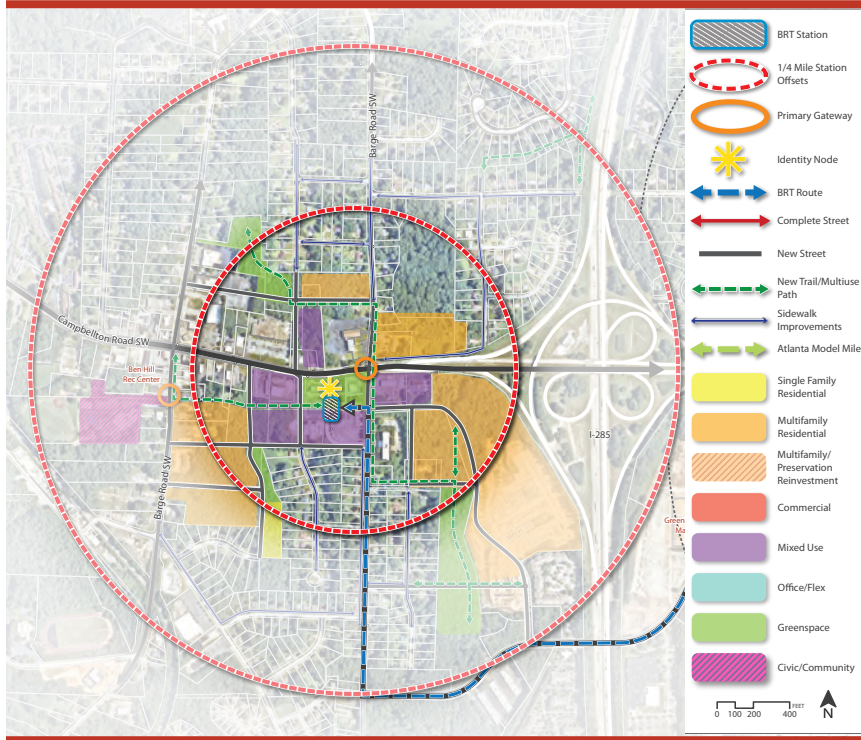


BEN HILL



INFILL STATION

STATION AREA FRAMEWORK PLAN



The Ben Hill station area is the end station for the BRT line, terminating at an existing MARTA park and ride.

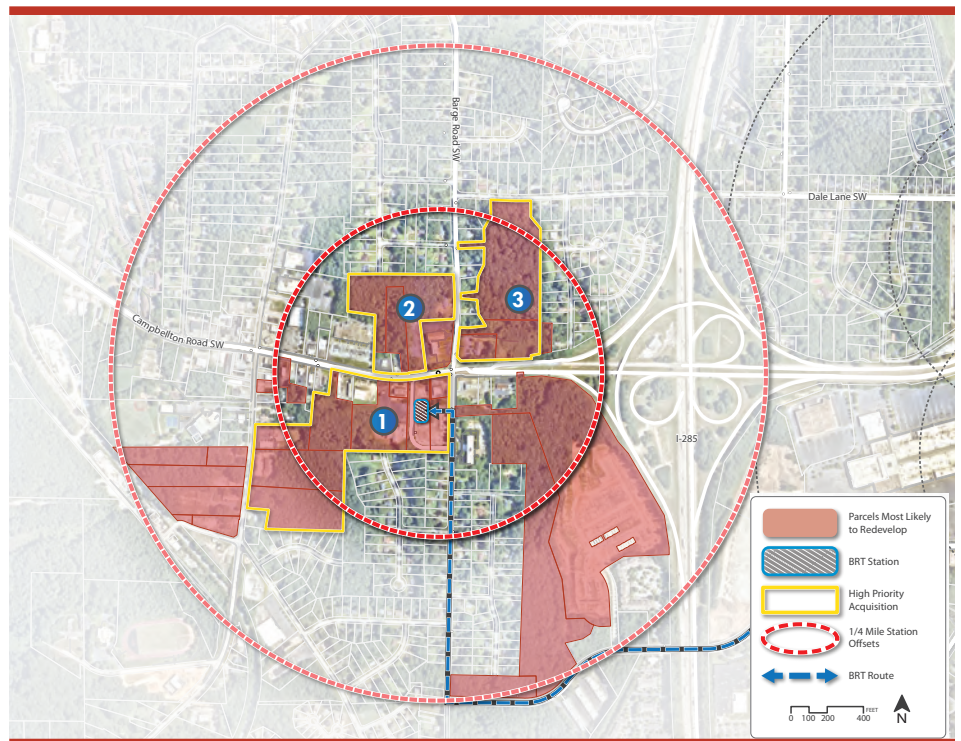
- A mixed-use development node centered around a central greenspace provides a public space and focal point for the station area
- Large undeveloped parcels provide additional residential density, with new street connections improving connectivity
- A pedestrian connection from the station area to the Ben Hill Recreation Center links the largest civic assets in the station area

HIGH PRIORITY PARCELS

1 The large parcels currently have auto-oriented development, and are directly adjacent to the future end of line transit station; they also provide a link between the transit station and the Ben Hill Recreation Center

2 These parcels are large, undeveloped and underutilized, and partially owned by nearby churches

3 This single parcel is large enough to support a large housing development



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5 | IMPLEMENTATION STRATEGIES



IMPLEMENTATION STRATEGIES

The successful implementation of this TOD Master Plan, spanning over six corridor miles and nine station areas, will depend on the participation of numerous partners: public agencies, City departments, community leaders, and private and non-profit stakeholders. Partners can play various roles in both refining and further developing Plan recommendations, and in implementing catalytic investments in the short term that will complement MARTA's transformative investment in high-capacity transit service on the corridor.

The ultimate success of the investment in Campbellton BRT service will be dependent upon buy-in and implementation of complementary investments by others. To navigate the implementation of such a complex and multifaceted community improvement effort, MARTA has developed an action plan for the next approximately ten (10) years that describes the needed coordination, partnerships, and implementation steps to advance the overall communal vision, with City partners in particular.

The implementation recommendations resulting from the TOD Master Plan are summarized below by category, followed by the implementation action plan.

IMPLEMENTATION RECOMMENDATIONS

The sections below discuss appropriate implementation actions in support of the Campbellton Corridor TOD Master Plan, organized to address zoning refinements, pre-development activities, catalyst station areas, corridor housing, mobility initiatives, and placemaking initiatives.

CORRIDOR ZONING REFINEMENTS

The Campbellton corridor has primarily developed in an auto-centric pattern, with low-density single family development and commercial areas with large building setbacks and strip mall format development. To transform land use patterns along the corridor, and encourage dense, walkable nodes of activity as well as affordability, revisions to the zoning ordinance should be pursued. General objectives to guide these zoning refinements are summarized below. See Appendix IV for specific zoning refinement recommendations in each station area.

Refine Allowable Density And Building Form Along The Corridor

Support mixed-use and multi-family residential uses through adjustments to allowable density (FAR), including establishing minimum densities at key station nodes and incentive structures to encourage desirable development patterns.

Refine Allowable and Conditional Uses Along the Corridor

Streamline the regulatory approval process for desired land uses to allow desired housing and commercial types “by right” while increasing review and conditional approval requirements for uses that are not compatible with TOD goals for the corridor.

Support a Robust Mix of Housing Types

Establish guidelines and incentive structures to encourage development of “missing middle” housing within the corridor study area. Target development of affordable, workforce housing, and missing middle housing nearest to stations, particularly those with numerous route connections, while protecting existing single family residential areas just outside of but easily accessible to the corridor.

Focus Retail Activity at Station Nodes

Cluster denser development nodes immediately adjacent to BRT stations, carefully balancing walkable access and customer parking needs at commercial uses along the corridor, with walkable and locally-focused retail destinations that can be well supported by nearby customers and transit users sited nearest to BRT stations.

Advance Citywide Zoning Initiatives Supportive of TOD

Explore the feasibility of expanding existing and potential citywide zoning initiatives proposed in the One Atlanta Affordability Action Plan to apply to the Campbellton corridor to expand inclusionary zoning requirements, support the provision of missing middle housing, and offer relief from current parking requirements.

CORRIDOR PRE-DEVELOPMENT ACTIVITIES

As the BRT project creates momentum along the corridor, and development interest increases for properties in the area, it is incumbent upon the City and MARTA to coordinate on a strategy that ensures a positive development environment and adequate site control for delivering effective public improvements and positions the community to execute catalytic TOD projects.

Protective Acquisition Strategy

The City of Atlanta should proactively partner with economic development entities like Invest Atlanta, the Atlanta Land Trust, and the Metro Atlanta Land Bank to deliver a targeted protective acquisition strategy for high priority parcels. See Appendix V for specific priority parcel recommendations in each station area.

Corridor-Wide Code Enforcement

Beyond incentivizing and attracting new development, a dedicated interdepartmental code enforcement effort should be deployed by the City along the corridor, to improve aesthetics and safety standards for properties within the area, particularly multi-family residential complexes. Improved code compliance along the corridor will create a more supportive environment for reinvestment.

Formalize Corridor-Focused Partnership Opportunities

MARTA, the City of Atlanta, Atlanta Housing, Invest Atlanta, LISC, and other stakeholder groups should identify and formalize joint development opportunities within the corridor centered around site control, neighborhood stabilization, public infrastructure improvements, affordable and missing middle housing, commercial corridor revitalization, beautification, and other key areas.



MARTA Midtown Station. Photo from <https://www.itsmarta.com/tod.aspx>

CATALYST STATION AREA DEVELOPMENT

Initial supported redevelopment efforts should be centered on the three catalyst station locations along with corridor that have the most potential for transformative change. See Appendix X for detailed station area concept plans at each catalyst station.

Oakland City

Guided by the station area concept plan, and in coordination with final BRT station design and adjacent redevelopment proposals, issue an RFP to redevelop underutilized MARTA-owned parking lots for transit-supportive housing and commercial uses in combination with structured commuter parking.

Delowe

Guided by the station area concept plan, and in coordination with final BRT station design, the City and its partners should undertake a phased conversion of the Delowe shopping center property into a mixed-use district with walkable commercial options to serve the nearby neighborhood, bolstered by renovation and selective infill at adjacent MF properties to increase the quantity and mix of transit-accessible housing.

Greenbriar

Guided by the station area concept plan, create a phased strategy for joint mall property redevelopment integrated with the BRT station and planned timed bus transfer facility, accommodating community anchor uses and park-and-ride parking, and providing convenient multi-modal access from surrounding residential and office developments.



Perspective rendering of Delowe

CORRIDOR HOUSING STABILIZATION INITIATIVES

The Campbellton corridor currently provides a variety of housing types and affordability levels, with a significant inventory of affordable housing options for low and middle income Atlantans. The creation of an effective and proactive housing strategy will be critical to help maintain affordability in the corridor and prevent potential displacement, especially in light of the gentrification and rapidly escalating housing prices occurring across other Atlanta neighborhoods.

Establish Corridor Housing Advisory Group

The City of Atlanta should establish an advisory group composed of public agencies, nonprofits, community-based partners, and developers to assist with the goal of maintaining affordable housing and preventing displacement on the corridor. This effort should include agencies like Invest Atlanta, an entity already providing grants to several affordable housing developers along the corridor, in addition to other groups like LISC and the Cascade-Greenbriar Alliance.

Advance the Greater Atlanta Affordable Housing TOD Initiative

In 2022, MARTA, City of Atlanta, and Goldman Sachs embarked on a \$200 million public-private partnership focused on providing capital to black developers for construction and rehabilitation of affordable housing near transit stations. With financing provided through Low-Income Housing Tax Credit (LIHTC) equity, joint venture equity, and traditional construction debt, the initiative is currently financing projects along the planned Summerhill BRT Line. Opportunities to bring this model the Campbellton corridor should be pursued.

Preserve and Renovate Existing Single Family Housing Stock

Identify areas for single family home preservation and rehabilitation with a focus on stabilization of areas with “naturally occurring affordable housing,” as well as identifying areas where single family housing can transition to higher density multi-family residential closest to the corridor. This transition should be codified through zoning revisions as described elsewhere. Advance the preservation of existing affordable housing options through grants, low interest loans, and tax credits for low to moderate income homeowners and homebuyers along the corridor.

Preserve and Renovate Existing Multi-Family Housing Stock

Identify existing multi-family housing complexes for preservation and rehabilitation with a focus on stabilization of areas with “naturally occurring affordable housing,” as well as identifying areas with the capacity for increased density through on-site development of additional multi-family units. Advance renovation assistance programs to support the stabilization of existing affordable multi-family units.

CORRIDOR MOBILITY INITIATIVES

Connectivity and ease of mobility to BRT stops and within the BRT station areas is a major priority along the corridor to support TOD. Mobility includes bicycle and pedestrian facilities, ADA access, micro-mobility options, and a nearby transportation network that supports critical first/last mile connections to the BRT route.

Corridor ADA Accessibility

Evaluate the entire corridor for ADA compliance and remedy any non-conforming ADA infrastructure not addressed directly by the Campbellton BRT project.

Corridor Access Management

The incorporation of multi-modal transit along the corridor will require the development of an access management plan to reduce the number of curb cuts and limit left-turn movements in some areas. The access management plan should be designed to prioritize cyclist and pedestrian safety in the corridor as well as transit efficiency, making the corridor safer and more navigable for nonvehicular users.

Micro-Mobility Programming

Micro-mobility options such as bikeshare, e-bikes, and e-scooters will provide first/last mile connections to destinations and other transit routes, connecting to areas well beyond the typical walkable buffer immediately surrounding each BRT station. Dedicated space for micro-mobility options at or near stops will further expand access for corridor residents, employees, and visitors to utilize the BRT.

Bicycle and Pedestrian Infrastructure

Bicycle and pedestrian facilities such as complete sidewalk networks, pedestrian-scale lighting, bike lanes, and bike user amenities (racks, maintenance stations) are important to the success of the corridor. The more walkable and bikeable a station area is, the greater the amount of access, activity, and vibrancy. Currently, there are sidewalk gaps and a lack of bicycle infrastructure throughout the corridor. Gaps and fragmented street networks limit important connections between future transit stops and businesses, employment centers, and housing. Bicycle and pedestrian infrastructure investments should be made by the City of Atlanta to extend sidewalks down adjacent side streets to connect nearby residents safely to all BRT stations. Additionally, the City of Atlanta should pursue completing trail linkages to key recreational assets in the area.

CORRIDOR PLACEMAKING INITIATIVES

Placemaking improvements along the corridor will serve to reinforce mobility, economic development, and quality of life priorities. These include wayfinding, branding, public art, and community-focused programming.

Incorporate Established Community-Focused MARTA Programs

Employ MARTA's existing programming to activate community spaces and encourage activity along the corridor. This could include:

- Fresh MARTA Market:** A potential strategy for implementation at Oakland City and Delowe catalyst stations in particular, MARTA Market¹ administers pop-up farm stands to provide healthy, fresh food options for MARTA public transit commuters. The markets are currently located at seven MARTA public transport stations. Their goal is to assist farmers sell more produce, while providing fresh food where food access is limited. The markets enable commuters to purchase fresh produce on their way home from the station. MARTA Market is intended to become a primary retail component of all future transit-oriented developments.
- StationSoccer:** A potential strategy for implementation at the Greenbriar station in particular, StationSoccer² is a city-wide project designed to connect communities together through sport and transit. Soccer in the streets bridges the gap between affordability and transportation hurdles, providing children in the metro Atlanta area a safe place to play soccer. This opportunity gives children and adults the chance to represent their own community station and play other stations while using their public transit system.

Corridor Wayfinding / Branding

Implement a consistent wayfinding system along the corridor that helps people navigate the transit network to guide them to destinations without using a personal vehicle. This would be delivered through a branding strategy and consistent signage implemented throughout the corridor.

BRT Station Public Art Program

Build partnerships with local artists to create public art installations, either permanent or temporary, at station locations throughout the corridor, in coordination with a consistent visual theme established with a corridor-wide streetscape and landscape palette.



Bus stop in Athens, GA. Photo from <https://www.accgov.com/9591/Art-Shelters>

IMPLEMENTATION ACTION PLAN

The sections that follow outline: 1) recent and ongoing planning efforts that TOD Master Plan implementation will complement; 2) key partners for the TOD Master Plan implementation effort; 3) the primary implementation tools available for application in the corridor to complement MARTA's transit investment. These sections are followed by an implementation matrix that highlights key actions as they relate to one another, identifying the partners that will most appropriately support them.

RECENT AND ONGOING COMPLEMENTARY PLANNING AND POLICY EFFORTS

The Campbellton TOD Master Plan complements various planning efforts happening at the neighborhood, municipal and regional scale. Alignment with these planning efforts establishes the basis for building diverse project partnerships and successfully securing funds for implementation, building on the recent City commitment to pursue a multi-pronged approach to stabilization and revitalization of the Campbellton corridor in coordination with the Cascade-Greenbriar Alliance.

- **Plan A: Atlanta's 2021 Comprehensive Development Plan³** reflects the vision established by the community for the Campbellton corridor. Campbellton Road is an "equity framework target neighborhood" in the plan, highlighting it as a priority for investment in high-capacity transit and transit-oriented development.
- **The Atlanta City Design⁴** is a guiding document for the City, intended to transform Atlanta through new policies and investments. The document highlights the importance of BRT and prioritizes Campbellton as a growth corridor.
- **The Metro Atlanta Regional Housing Strategy** was developed by the Atlanta Regional Commission (ARC) to help local governments better understand housing affordability issues and identify potential solutions. It provides a policy framework and strategies that can be applied to the Campbellton Road corridor, to preserve affordability and introduce new housing supply, that delivers on regional TOD and density goals.
- **Atlanta BeltLine Sub Area Master Plans 1 & 2** provide frameworks for land use, housing, open space, mobility, and economic development for separate subareas of the BeltLine corridor, both located just to the east of the Oakland City MARTA station and the Campbellton corridor. Implementation of these plans will encourage strong connectivity and sustainable development patterns between the trail corridor and the BRT corridor.
- **The One Atlanta Housing Affordability Action Plan⁵** proposes expanding Atlanta's Inclusionary Zoning Ordinance to apply to smaller developments and additional areas, implementing a Missing Middle Housing Ordinance, and amending parking requirements to reduce development costs and required land assemblage. These regulatory updates would align with the redevelopment objectives in the Campbellton corridor while also enhancing redevelopment efforts citywide.

- **Livable Communities Initiative (LCI)**⁶ is a grant program that funds studies that increases mobility options in communities, to encourage healthier lifestyles and improve air quality. Competitively awarding grants on an annual basis, the program has previously funded livability studies near Greenbriar Mall and Oakland City.
- **The HouseATL**⁷ program builds policies and financial models that advocate for affordable housing. Ensuring that all Atlanta residents will benefit, HouseATL takes heed of the social issues of the community and the funding needed to coordinate the policy improvements. Program's like HouseATL will serve as critical tools advancing affordable housing preservation and appropriate development on the Campbellton corridor.

IMPLEMENTATION PARTNERS

To successfully transform the Campbellton Road into a vibrant BRT corridor, populated with dense and affordable TOD, coordination and collaboration must occur among numerous public and private partners. Key stakeholder organizations that can play important roles in implementation of Campbellton corridor TOD initiatives include the following:

- **City of Atlanta departments:**
 - **Department of City Planning**⁸ facilitates travel options, supports affordable housing for Atlanta residents, and enhances the community through design and preservation of historic resources.
 - **Office of Housing & Community Development**⁹ develops policy innovations and implements practices to improve local economy, housing innovation, and affordability.
 - **Office of Buildings**¹⁰ authorizes civil activities and technical work through the issuance of building permits.
 - **Department of Transportation (ATLDOT)**¹¹ provides quality improvements to public rights-of-way, to better the safety, equity, and mobility of communities.
 - **Police Department - Code Enforcement Section** inspects and enforces compliance for residential and commercial properties that violate the Atlanta Housing Code, Graffiti Ordinance, and/or Commercial Maintenance and Industrial Code.¹²
- **Invest Atlanta**¹³ is Atlanta's official economic development authority, devoted to strengthening Atlanta's economy and providing equitable resources for the people of Atlanta. Invest Atlanta partners with MARTA to innovate on the city's mobility and access to transit.
- **Atlanta BeltLine Inc**¹⁴ works to improve the resources to economic opportunity. The program connects intown neighborhoods with transit systems, public parks, multi-use trails, and affordable housing along a historic 22-mile railroad corridor.
- **LISC (Local Initiatives Support Corporation)**¹⁵ is a non-profit organization that connects "hard-to-tap" public and private resources with underinvested communities.
- **The Atlanta Land Trust**¹⁶ was created in 2009 to help maintain affordability in neighborhoods and communities that are at risk of gentrification and displacement due to the development of the Atlanta BeltLine. The organization focuses on permanent affordable housing and transit-oriented development and could be leveraged as a partner in the Campbellton corridor.

- **The Atlanta Regional Commission (ARC)**¹⁷ addresses the most important issues facing metro Atlanta by working with diverse stakeholders. ARC developed the Atlanta Region’s Plan, ensuring to improvise to the regions’ mobility and commuting alternatives through the investment in transportation infrastructure.
- **The Fort Mac Local Development Authority**¹⁸ is a local government authority, founded by the State of Georgia. Fort Mac is responsible for the redevelopment of the former Fort McPherson Army Base in southwest Atlanta, south and west of the Oakland City MARTA station.
- **The Metro Atlanta Chamber (MAC)**¹⁹ advocates for policies and partnerships, in hopes of bringing the region together. MAC connect business leaders and policy makers with like-minded leaders to pursue the same goals.
- **Cascade-Greenbriar Alliance**²⁰ is a community-based organization focused on sharing perspectives, announcements, initiatives, ideas and respectful discourse on matters concerning communities in Southwest Atlanta including, but not limited to, Cascade Road and Campbellton Road.
- **Private developers** play the critical role of delivering new and rehabilitating existing real estate product on the corridor. Establishing alignment between public agencies and incentives will be crucial for ensuring that the development realized will advance agency and community goals.



Department of
CITY PLANNING

IMPLEMENTATION TOOLS

The most relevant economic development tools to be considered to support TOD Master Plan implementation efforts are summarized below.

TAX ALLOCATION DISTRICT (TAD)

The Campbellton Road TAD is limited in its revenue generating capacity by the limited amount of private investment that has occurred in the corridor. Additionally, while the TAD almost entirely overlaps the planned BRT corridor, the area surrounding the Oakland City station partially falls outside the district boundary. While the TAD could support new investments in catalytic infrastructure in the long term, these opportunities are unlikely to be present in the next ten years. In the short-term, the TAD should prioritize funding for small placemaking projects, such as expanding sidewalks, improving signage and street lighting, and the creation of new public open space, particularly when these improvements support multimodal connections.

COMMUNITY IMPROVEMENT DISTRICT (CID)

The City of Atlanta should collaborate with the Georgia Department of Community Affairs (DCA) and local leaders to review the feasibility and potential impact of establishing a Community Improvement District (CID) along the corridor as a long-term implementation goal. CIDs are a tool used to fund public infrastructure improvements in Georgia using self-imposed additional tax levies on commercial businesses within their districts, including road construction and maintenance, parks and recreation, stormwater and sewage systems, water systems, public transit, and other services and facilities. CIDs require significant support from local property owners (including written consent from 75% of property owners in the area, defined by value), so engagement is critical for developing this funding district. 10 CIDs currently exist within the City of Atlanta.²¹ An HR&A analysis from 2021 did not find the creation of a CID along the corridor to be feasible in the near term, since the district's creation would require agreement amongst a substantial amount of property owners within its projected boundary. HR&A's evaluation indicated that the existing TAD and federal Opportunity Zones represent more viable near-term implementation tools than CID along the corridor.²²

FEDERAL & STATE OPPORTUNITY ZONES

Federal Opportunity Zones (OZs) serve as incentives for driving investment in designated eligible areas. Six federal OZs exist within the Campbellton BRT project area, providing investors with an opportunity for temporary or staged deferral of capital gains. With these federal OZs, an investment vehicle called a "Federal Qualified Opportunity Fund" can be developed, which is a partnership or corporation for investing in eligible property located in the OZ that utilizes the investors' gains from prior investment. Two of these such funds already exist within or near the project area: Fort McPherson Redevelopment (Phase 1B) and Danielle Rudolph Properties (to market 1283 Lorenzo Dr SW).²³ The State of Georgia also operates a "State Opportunity Zones" program, centered around a Job Tax Credit against the State's income tax and payroll withholding tax. However, there are no established state OZs within the Campbellton BRT project area. The potential development of state OZs should be explored particularly for potential future job centers at the Greenbriar Mall and Fort McPherson.²⁴

REAL AND PERSONAL PROPERTY TAX ABATEMENT

The Development Authority of Fulton County (DAFC) issues taxable and tax-exempt bonds for qualified economic development projects across Fulton County and its municipalities. The bonds, the interest on which may be taxable or tax-exempt, facilitate financing for a company or institution allowing them to buy land, build new facilities, expand existing facilities, upgrade equipment, or otherwise make investments that enhance value and create jobs within Fulton County. This tool could be used as a resource in attracting and developing anchor employers near stations at Greenbriar and Fort McPherson.²⁵

HOUSING INCENTIVES

There are numerous federal housing incentives programs syndicated locally through Atlanta Housing and the State of Georgia's Department of Community Affairs, that can be directed toward housing development and renovation along the Campbellton BRT corridor. These include:

Low Income Housing Tax Credit (LIHTC)

Syndicated by the Georgia's Department of Community Affairs, the program supports acquisition, construction, and rehabilitation of subsidized affordable rental units.

HOME Investment Partnership Program (HOME)

Serving as US Department of Housing & Urban Development (HUD) funding that has been passed through to Georgia DCA, HOME funds serve as low- to no-interest loans on the development of multifamily rental properties, as well as the construction and renovation of single-family homes.²⁶

HOME Atlanta 4.0

Via InvestAtlanta, homebuyers that meet income and qualifications can get an FHA or VA mortgage and receive a 3.5% grant towards down payment and closing costs.²⁷

Owner-Occupied Rehabilitation (OOR) Program

Via InvestAtlanta, these programs assist legacy residents by offering home repairs so that they can remain in their home. No OOR programs currently exist for the Campbellton Road area, but could be introduced to support preservation of naturally-occurring affordable housing.²⁸

Homeownership Down Payment Assistance Program (DPA)

Atlanta Housing's (DPA) Program provides down payment assistance to low-to-moderate income first-time homebuyers, up to \$25,000 on a maximum purchase of \$335,000.²⁹

LAND BANKING

The Metro Atlanta Land Bank (MALB) is a mission-driven organization focused on the acquisition and disposition of vacant tax delinquent properties. They operate numerous programs that can support neighborhood stabilization and affordable housing preservation along the Campbellton BRT corridor, including:

Land Banking Depository Program

This program allows a nonprofit to transfer title to real property to the MALB, to hold for up to 5 years. Pending completion of an affordable housing project, MALB will transfer the title of the property back to the nonprofit. During the holding period, the subject property is tax-exempt. Maintenance and insurance are provided by MALB as a pass-through cost to the nonprofit.

Permanent Affordability

MALB sets forth guidelines for the sale and pricing of residential real property and vacant lots zoned residential to neighborhood non-profit entities, for the development and provision of permanently affordable housing.

Donation Program

MALB accepts donations of real property, subject to the discretion and approval of the Board of Directors.³⁰

Given this authority, MALB plays a key role in support of entities like Invest Atlanta, LISC, and Atlanta Housing as they undertake new housing construction and rehabilitation along the corridor, as well as the Atlanta Land Trust, which works with MALB to develop permanently affordable housing on eligible property.³¹

PUBLIC-PRIVATE PARTNERSHIPS (P3)

Opportunities exist for MARTA to pursue innovative public-private partnerships (P3s) for equitable transit-oriented development on the Campbellton BRT corridor. Recently, MARTA partnered with Morgan Stanley Community Development Finance and National Equity Fund to establish a \$100 million fund to preserve existing affordable units around heavy rail stations and the Atlanta Streetcar. MARTA also has partnered with Goldman Sachs on a \$100 million affordable housing TOD initiative around its stations. These partnerships will succeed in leveraging additional investment for projects existing in Opportunity Zones, as well as additional State-level investment. As an example, in 2021 the Georgia General Assembly approved a \$6 million appropriation toward the transformation of MARTA's Bankhead Station, in support of the economic development taking place in surrounding areas. Bringing this P3 approach will serve to strengthen redevelopment and affordability preservation efforts along the corridor.³²

SPLOST

A Special Purpose Local Option Sales Tax (SPLOST) is a way for counties and municipal governments to finance capital projects through an optional 1% sales tax.³³ This project includes and prioritizes strategic public infrastructure improvements outlined in the following TOD-supportive initiatives list.

IMPLEMENTATION ACTION MATRIX

The matrix below identifies an approximate time frame for the important TOD-supportive initiatives described in this Master Plan and identifies lead and supporting partners that should work together to facilitate implementation.

STRATEGY	ACTION	LEAD/SUPPORT	TIMELINE		
			NEAR (1-2 YRS)	MID (3-5 YRS)	LONG (5+ YRS)
I. Corridor Zoning Refinements					
Update zoning in the corridor to promote appropriate uses, density and affordability ranges, and urban character to support transit use. Refer to Appendix IV for additional detail regarding specific rezoning recommendations.					
I.A	Evaluate and further refine allowable density ranges and building forms along the corridor, informed by station access	City of Atlanta - Planning	X		
I.B	Evaluate and refine allowable and conditional uses along the corridor, informed by station access		X		
I.C	Evaluate and refine district assignments to support a robust mix of housing unit sizes and formats, informed by station access		X	X	
I.D	Evaluate and refine district assignments to support an appropriate balance of walkable and parking-served commercial uses, informed by station access		X	X	
I.E	Advance and expand citywide zoning initiatives that will benefit all TOD corridors citywide			X	
II. Corridor Pre-Development Activities					
Establish site control of high priority properties and expand joint development partnership mechanisms. Refer to Appendix V for additional detail regarding priority parcels for protective acquisition.					
II.A	Implement a protective acquisition strategy for high priority parcels	City of Atlanta -Planning / Invest Atlanta, Metro Atlanta Land Bank, Atlanta Land Trust	X	X	
II.B	Undertake consistent code enforcement along the BRT corridor to support the reinvestment environment	City of Atlanta Police Department - Code Enforcement Division / City of Atlanta - Planning	X	X	X
II.C	Formalize corridor-focused partnerships between public, private, and non-profit entities	Invest Atlanta / City of Atlanta - Planning, LISC, Metro Atlanta Land Bank, Atlanta Land Trust, MARTA, private developers	X		

STRATEGY	ACTION	LEAD/SUPPORT	TIMELINE		
			NEAR (1-2 YRS)	MID (3-5 YRS)	LONG (5+ YRS)
III. Catalyst Station Area Development					
Focus resources initially on redevelopment efforts at three catalyst stations, each with unique conditions and opportunities. Refer to Chapter 4 for additional detail regarding the redevelopment concepts at catalyst station areas.					
Oakland City Station Area					
III.A	Guided by the station area concept plan, and in coordination with final BRT station design and adjacent redevelopment proposals, issue an RFP to redevelop underutilized MARTA-owned parking lots for transit-supportive housing and commercial uses in combination with structured commuter parking.	MARTA / City of Atlanta - Planning, Invest Atlanta, LISC, Atlanta Land Trust, Metro Atlanta Land Bank, private developers	X	X	
Delowe Station Area					
III.B	Guided by the station area concept plan, and in coordination with final BRT station design, undertake a phased conversion of the Delowe shopping center property into a mixed-use district with walkable commercial to serve the nearby neighborhoods, bolstered by renovation and infill at adjacent MF properties to increase the quantity and mix of transit-accessible housing.	City of Atlanta - Planning / Invest Atlanta, LISC, MARTA, Atlanta Land Trust, Metro Atlanta Land Bank, private developers	X	X	
Greenbriar Mall Station Area					
III.C	Guided by the station area concept plan, create a phased strategy for joint mall property redevelopment integrated with the BRT station and planned timed bus transfer facility, accommodating community anchor uses and park-and-ride parking, and providing convenient multimodal access from surrounding residential and office developments.	City of Atlanta - Planning / Invest Atlanta, LISC, MARTA, Atlanta Land Trust, Metro Atlanta Land Bank, private developers		X	X
IV. Corridor Housing Stabilization Initiatives					
Pursue a coordinated corridor-wide strategy to preserve, stabilize, and expand a variety of housing options.					
IV.A	Establish a corridor-focused Housing Advisory Group in coordination with partners already focusing on corridor initiatives	City of Atlanta - Housing / LISC, Cascade-Greenbriar Alliance, Invest Atlanta, Atlanta Land Trust, Metro Atlanta Land Bank, tenant groups, private developers	X		
IV.B	Utilize the recently established Affordable Housing TOD Initiative to support MF development projects on the corridor	City of Atlanta - Housing / Invest Atlanta		X	
IV.C	Support SF affordability preservation through homebuyer & homeowner assistance, including: grants, low interest loans, tax relief	City of Atlanta - Housing / LISC, Metro Atlanta Land Bank, private property owners	X	X	X
IV.D	Support MF affordability preservation through renovation assistance, and selective additional density at existing complexes	City of Atlanta - Housing / LISC, Invest Atlanta, Atlanta Land Trust, Metro Atlanta Land Bank, tenant groups, private developers	X	X	X

STRATEGY	ACTION	LEAD/SUPPORT	TIMELINE		
			NEAR (1-2 YRS)	MID (3-5 YRS)	LONG (5+ YRS)
V. Corridor Mobility Initiatives					
Implement corridor-wide mobility improvements that provide multi-modal connections to BRT stations.					
V.A	Evaluate the corridor for ADA compliance and establish a strategy to address non-conforming infrastructure	ATLDOT / MARTA, ARC	X		
V.B	Develop and implement a corridor access management plan, to reduce the number of curb cuts and limit left-turn movements	ATLDOT / MARTA, ARC, property owners	X		
V.C	Install micro-mobility improvements to support first/last mile connections to BRT stations, including: Relay bikeshare, e-bikes, and e-scooters	ATLDOT / MARTA, ARC, Cyclehop LLC, property owners		X	
V.D	Install pedestrian and bicycle amenities at and near BRT stations and activity centers, and within redevelopments in partnership with property owners	ATLDOT / MARTA, ARC, property owners		X	
VI. Corridor Placemaking Initiatives					
Establish corridor branding and wayfinding, with additional enhancements at key station locations.					
VI.A	Establish a consistent branding theme, and install wayfinding signage throughout the corridor	City of Atlanta - Planning / MARTA, ATLDOT, property owners		X	
VI.B	Partner with local artists to create public art installations at and near BRT stations, in coordination with a consistent corridor streetscaping and landscaping theme.	MARTA / City of Atlanta - Planning, LISC, property owners		X	
VI.C	Incorporate established MARTA community programs like Fresh Market and StationSoccer at selected BRT station areas			X	

Chapter 5 Endnotes

- 1 MARTA Markets – Fresh, healthy produce right inside MARTA stations (cfmatl.org)
- 2 StationSoccer™ - The Story — Soccer in the Streets (soccerstreets.org)
- 3 <https://www.atlantaga.gov/government/departments/city-planning/community-plans-studies/plana>
- 4 Atlanta Department of City Planning (atlcitydesign.com)
- 5 <https://www.atlantaga.gov/government/mayor-s-office/projects-and-initiatives/housing-affordability-action-plan>
- 6 Livable Centers Initiative (LCI) - Atlanta Regional Commission
- 7 HouseATL
- 8 About DCP | Atlanta, GA (atlantaga.gov)
- 9 Office of Housing & Community Development | Atlanta, GA (atlantaga.gov)
- 10 Office of Buildings | Atlanta, GA (atlantaga.gov)
- 11 <https://atldot.atlantaga.gov/>
- 12 <https://www.atlantapd.org/about-apd/divisions/chief-administrative-office/code-enforcement-section>
- 13 Invest Atlanta
- 14 About Us // Atlanta Beltline
- 15 Atlanta | LISC Atlanta
- 16 <https://www.metroatlantalandbank.org/>
- 17 About the Atlanta Regional Commission - ARC
- 18 Home - Fort Mac (fortmaclra.com)
- 19 Metro Atlanta Chamber (<https://www.metroatlantachamber.com/>)
- 20 Cascade Greenbriar Alliance (<https://www.facebook.com/groups/409474695906889/>)
- 21 Community Improvement Districts | Atlanta, GA (atlantaga.gov)
- 22 HR&A: Community Improvement District (CID) Memorandum (May 24, 2021)
- 23 Federal Opportunity Zones (<https://www.dca.ga.gov/community-economic-development/incentive-programs/federal-opportunity-zones>)
- 24 State Opportunity Zones (<https://www.dca.ga.gov/community-economic-development/incentive-programs/state-opportunity-zones>)
- 25 Incentives & Taxes (developfultoncounty.com)
- 26 HOME Investment Partnership Program (HOME) | Georgia Department of Community Affairs (ga.gov)
- 27 showdocument (atlantaga.gov)
- 28 Owner-Occupied Rehab (investatlanta.com)
- 29 Down Payment Assistance - Atlanta Housing
- 30 Our Programs – Metro Atlanta Land Bank
- 31 Atlanta Land Trust – Stewards of Permanently Affordable Housing
- 32 MARTA (ismarta.com)
- 33 SPLOST (<https://www.accg.org/library/legal/SPLOST%202016.pdf>)