

BeltLine Master Plan Plan Recommendations Report

SUBAREA 9

Prepared for
Atlanta BeltLine, Inc.
by Pond & Company

Adopted by the Atlanta City Council
on March 16, 2009



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Executive Summary

Background

Atlanta is in the midst of an extraordinary opportunity to influence the future of the city's in-town neighborhoods. In April 2005, Atlanta Mayor Shirley Franklin announced the creation of the BeltLine Partnership. The BeltLine Partnership helped galvanize private sector and citizen support for the Atlanta Development Authority (ADA) led effort to move the 22-mile live-work-play-transit corridor from vision to reality. The team, including ADA, the BeltLine Partnership, city departments and a team of consultants, obtained significant public input about the project and created the BeltLine Redevelopment Plan completed in November 2005.

The Redevelopment Plan provided a framework for the BeltLine by outlining major public infrastructure projects, the type and scope of development consistent with best planning practices, and outlining the boundaries of the Tax Allocation District (TAD) as a primary local funding source for the project. Based on the viability of the project and public support, the Atlanta City Council, the Fulton County Board of Commissioners, and the Atlanta Public School Board of Education approved the BeltLine Redevelopment Plan and the BeltLine TAD at the end of 2005.

In early 2006, the Atlanta Development Authority, with support from the BeltLine Partnership, created a Five-Year Work Plan outlining priorities, goals, organizational structure, and budget for the first five years of the BeltLine project. Approved by the Atlanta City Council in July 2006, this set the stage for implementation of the vision through an initial series of 10 master plans incorporating elements of prior studies and original data collection and research into the groundwork for recommendations and action items.

As one of the most comprehensive economic development efforts undertaken in the city of Atlanta and the largest, most wide-ranging urban redevelopment currently underway in the U.S., the BeltLine combines greenspace, trails, transit, and new development along 22 miles of historic rail segments that encircle the urban core. By attracting and organizing some of the region's future growth around parks, transit, and trails, the BeltLine will help change the pattern of regional sprawl and lead hopefully to a vibrant and enhanced quality of life.

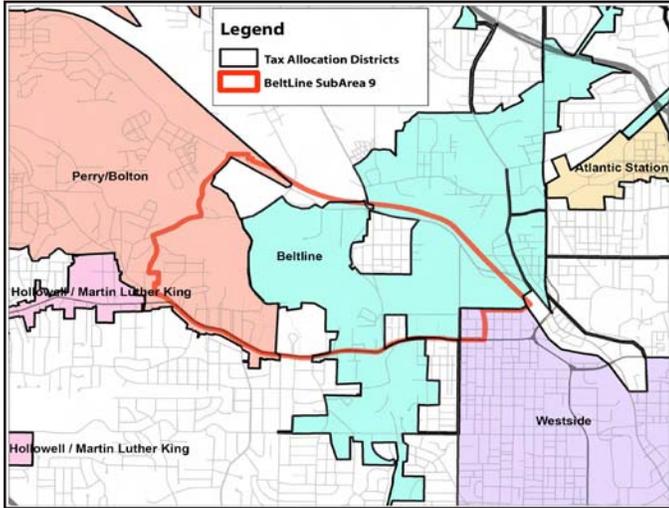
The Project Study Area

One of the initial actions undertaken for the BeltLine by the Mayor and City Council was the acquisition of the 138-acre Bellwood Quarry and underlying property in June 2006. The quarry, which will become a reservoir providing critical drinking water for the city, is the centerpiece of what will be the largest park in the city.

Westside Reservoir Park, as the park is known currently, is part of Subarea 9 within the BeltLine. It is located on the west/northwest of the overall BeltLine project area, very near the geographic center of the City of Atlanta. The BeltLine's Subarea 9 is bounded by Donald Lee Hollowell Parkway (south), Norfolk Southern freight rail lines (north and east), and Johnson Road (west). Westside Reservoir Park is on the western half of Subarea 9, encompassing the Bellwood Quarry property. Bordered on the south, west, and east by Georgia Power transmission corridors and to the west by Proctor Creek, it is adjacent to the Bankhead MARTA station, and sits between Grove Park and Howell Station neighborhoods.

The park is part of the larger study area comprising a total area of 1,386 acres and includes the King Plow Arts Center, Fulton County Jail, the Bankhead MARTA Station and Grove Park. Subarea 9 is part of two of the City of Atlanta's City Council Districts - Council District 3 and Council District 9 - and four Neighborhood Planning Units (NPU) - NPUs G, J, K, and L. Subarea 9 includes all of Howell Station neighborhood and a significant portion of Grove Park neighborhood. The area along Johnson Road,

east of Proctor Creek, is almost entirely in Subarea 9. The West Highlands neighborhood, former site of Perry Homes, encroaches on the extreme northwest corner of Subarea 9.



Subarea 9 Tax Allocation Districts

Study Process

The overall effort consists of two interrelated planning elements. One element consisted of an existing conditions analysis, program and recommendations for the Westside Reservoir Park and adjacent open space as a self-contained entity. The second element is broader in area and scope examining major issues including Land Use and Design, Mobility and Transportation, Historic Preservation, Cultural Development, and Public Art for the entire subarea ensuring the edges of the park are integrated into the surrounding neighborhoods and overall study area. Similarly, this element consists of an existing conditions analysis, programming and recommendations.

The park master plan is driven by three major factors: the needs of the parks program within the City of Atlanta Department of Parks, Recreation and Cultural Affairs (DPRCA); the input of city residents; and, the requirements of the Department of Watershed Management's (DWM) proposed raw water facility to be located in the former Bellwood Quarry. These city departments are working closely with Atlanta BeltLine, Inc. (ABI) to ensure that Westside Reservoir Park serves as a new recreation destination for Atlantans and regional residents alike. ABI and DPRCA defined the following as goals: developing the park into

a city wide destination with a balance of active and passive recreation opportunities; creating a contiguous greenspace by connecting to Grove Park and an expanded Maddox Park; maximizing the potential of the land (topography, vegetation, views, etc.) with minimal intervention; enhancing the inherent natural and scenic resources of the site and making them physically and/or visually accessible to the public; and, ensuring public safety in the integration of the DWM proposed facility.

The master plan for the broader study area is driven by the need to balance redevelopment planning with appropriate transportation mobility enhancements and land use intensities. Mobility goals for the study area include promoting alternative modes of transportation, promoting transportation network connectivity and preserving the function and character of the existing roadway network. A thorough transportation analysis report was undertaken examining traffic operations at selected intersections. Based on the evaluation, a number of transportation recommendations were made that will inform the Comprehensive Transportation Plan nearing completion by the city's Department of Planning and Development.

Overriding considerations with respect to land use and design were the need to promote compact, quality development and to preserve and protect existing single family neighborhoods. Additional goals and objectives include the need to mitigate gentrification, maintain a variety of housing types and the creation and continuation of a pedestrian friendly public realm. As a corollary, a goal of cultural and public art is to weave it throughout the study area and Westside Reservoir Park and to ensure the historic fabric of the area is part of artistic endeavors.

There was significant public involvement throughout the master plan effort divided into two distinct groups: a core group of key stakeholders and the general public. A series of meetings, forums and charrettes were held with each group that helped guide the study effort. A planning committee and study group met regularly

between July 2007 and August 2008. Feedback was collected from residents in a December 2007 survey and open house meetings. The core group created a set of goals and objectives that framed the discussions during the course of the master planning process.

Key Findings

An analysis of various prior reports, as well as an assessment of current data for Subarea 9, led to the creation of a set of opportunities and constraints as follows:

Opportunities

- An abundance of vacant and/or underutilized land creates prime redevelopment opportunities
- Stable neighborhoods with good fabric and empty lots, ideal opportunities for appropriate infill
- Opportunity for Transit-Oriented Development at Bankhead MARTA station
- Mixed-use opportunities along the proposed BeltLine, as well as near existing mixed use and adaptive use areas such as King Plow and Puritan Mill
- Expansion and upgrading of existing open space; the addition of new open space to the underserved subarea
- Opportunity to encourage more transit supportive land use in areas outside of neighborhoods
- Adaptive re-use of existing structurally sound buildings

Constraints

- Incompatible land uses including industrial and large institutional uses adjacent to single family homes
- Abundance of vacant and dilapidated structures; the lack of maintenance and investment in area is hard to overcome without buy-in of property owners
- Lack of commercial and other services needed to support growth

Westside Reservoir Park

The master plan for Westside Reservoir Park focuses on five essential program elements: tournament-quality baseball; meadows that follow the existing topography; a skate park and rink on previously developed land known as the "Holophrastic Site"; hiking and mountain biking trails; and an informal outdoor theater which takes advantage of views of the meadows, reservoir and skyline. Supplementary program items include: multi-use rectilinear fields; basketball courts; an in-line skating/street hockey rink; a disc golf course; paved multi-use trails; a pond with the potential for water activities (paddle boating, radio-controlled model sailing, etc); earth (landform) sculptures and venues for permanent/temporary public art; gardens and botanical trails; an exercise course; and, an off-leash dog park. Also proposed are picnic shelters; observation towers and platforms; wildlife viewing areas; interpretive center/ stations; food service kiosks and concession structures; and a park operations and storage building. Twenty-six acres of open space, twelve miles of new trails, and seventy-five acres of reforested and existing woodlands complement the program.

Mobility

Critical elements for Subarea 9 in the transportation arena include a Baseline Alternative traffic analysis and a BeltLine Build Alternative traffic analysis, both of which focus on key, major intersections within the subarea. The Baseline Alternative assumed the BeltLine would not be built, while the BeltLine Build Alternative assumed the BeltLine would be built. Both alternatives focused on key intersections within the subarea, identifying locations with traffic operations problems and making recommendations at these locations. A complete list of enhancements are included as part of the Transportation Analysis Report.

Land Use and Design

With respect to land use and design, Subarea 9 was analyzed in terms of existing and proposed street typology, proximity to transit (MARTA and BeltLine), existing historic properties

and neighborhoods, and areas with significant development potential and pressures so appropriate land use modifications could be suggested. These changes include housing policies to promote compatible in-fill housing, adaptive re-use of vacant buildings, and the provision of buffers between commercial/industrial properties and residential uses. In the area of mixed-use, policies encompass high intensity mixed-use development to support transit nodes, neighborhood serving, low density development along major corridors adjacent to established neighborhoods, and height variability as buildings approach single family development. Lastly, policies have been suggested to allow for a range of use options with respect to existing industrial development.

The following maps graphically depict components of the plan for the future of Subarea 9:

Figure ES-1: Land Use and Circulation

Figure ES-2: Westside Reservoir Park Master Plan

Figure ES-3: Mobility Improvements

These maps depict the long-range vision for the study area. The major land use, circulation, and open space policies are articulated in the overall study document. In examining these maps the reader should keep in mind that:

1. These maps are intended to supplement the textual descriptions herein; and
2. They are intended to be illustrative of the master plan statements.

Both the text and the maps are to be considered in interpreting this plan.

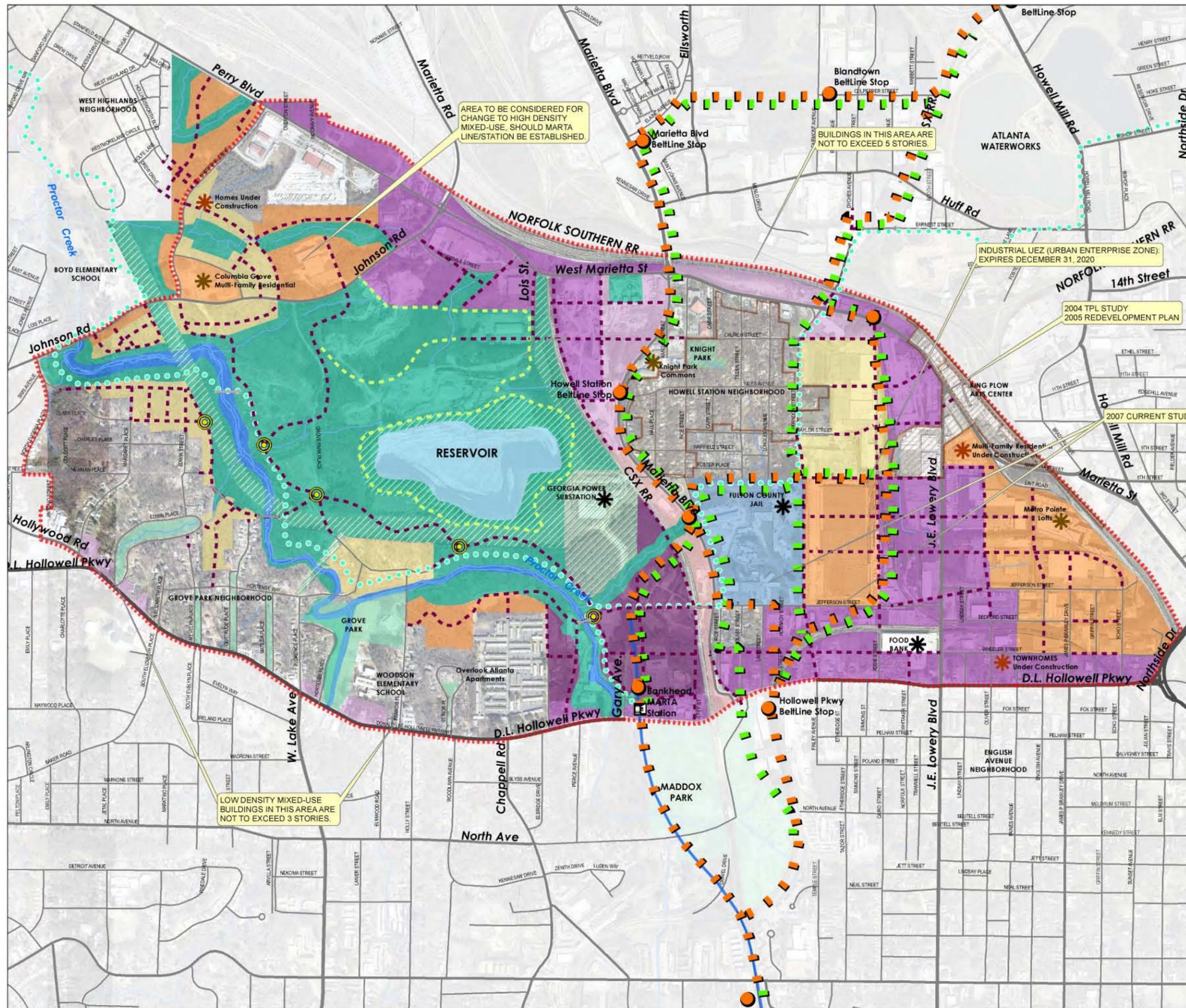
Project Implementation

Atlanta BeltLine Inc. (ABI), an affiliate of the Atlanta Development Authority, is the entity tasked with planning and executing the implementation of the BeltLine in partnership with the BeltLine team including City of Atlanta Departments. Its functions include specifically defining the BeltLine plan; leading efforts to secure federal, state and local funding; continuing the BeltLine community engagement process; and serving as the overall project management office to execute the BeltLine

plan, including the coordination of planning and execution activities with other City of Atlanta departments and managing all vendors and suppliers. Atlanta BeltLine Inc. is also responsible for tracking and reporting progress on the BeltLine to the Atlanta City Council, Atlanta Public Schools and Fulton County, the three taxing authorities that authorized the BeltLine TAD legislation in 2005.

After the adoption of all subarea master plans, Atlanta BeltLine Inc. will develop a comprehensive Implementation Plan and budget for projects identified and prioritized in the individual subareas. This phased approach will help ensure a uniform approach to implementing projects and an equitable distribution of development opportunities across all geographies of the BeltLine over time – regardless of the sequencing of subarea master plans.

Master plans by their nature are subject to periodic review and at times change to reflect changing conditions in the local area, refined neighborhood visions and city policies, demographic shifts and other factors. This plan has been developed for the Year 2030 based on a variety of data including projections of population and employment growth, economic conditions and travel patterns and behaviors; and physical constraints and opportunities that exist within the subarea at this time. Accordingly, from time to time with the appropriate community and technical inputs, this plan may be revisited and adjusted to reflect updated data and new policies.



Concept Plan CV.8 SUBAREA MASTER PLAN

Legend

Land Use

- High Density Mixed-Use
- Medium Density Mixed-Use (5-9 Stories)
- Low Density Mixed-Use
- Low Density Residential (5-9 Stories)
- Low Density Residential
- Low Density Commercial
- Industrial
- Proposed Park Space
- Existing Park Space
- Reservoir
- Floodway
- Utility Corridor
- Registered Historic District
- Points of Interest
- Community Facility
- Recent Development
- Under Construction

New Routes

- BeltLine Transit Route
- BeltLine Multi-Use Path
- BeltLine Transit Stops
- Traffic Circle

Existing Infrastructure

- Bridges
- Proposed Roadways
- Park Trails
- Silver Comet Connector Trail
- Principal Arterial
- Minor Arterial
- Collector Street
- Local
- Railroad
- MARTA Heavy Rail
- MARTA Station

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SCALE IN FEET
0 200 400 800 1200

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Figure ES-1 Land Use and Circulation Map



BeltLine
Atlanta Connected

Beltline Subarea 9:
WESTSIDE
RESERVOIR PARK

MASTER PLAN

Legend

- Current City Land Ownership
- Potential Additional Parkland
- Stream
- Park Entry
- Parking
- Service Access with Pedestrian Hiking, Biking & Blading Trail
- Vehicular Access with Separated Pedestrian Trail
- DWM Exclusion Zone

CONTOURS

- INDEX (100 FT)
- INTERMEDIATE (10 FT)

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Figure ES-2 Westside Reservoir Park Master Plan Map

1 Overview

Guiding Principles

Early in the study process, representatives from stakeholder groups and neighborhoods expressed themes specific to their interests, as well as more general principles that overlapped with the vision of other BeltLine communities. Together, the themes formed the blueprint for how the BeltLine should be implemented. In addition, the core group created a set of objectives that framed the discussions during the course of the master planning process.

The recommendations in the final Subarea 9 and Westside Reservoir Park Master Plans aim to achieve the subarea goals and objectives.

Overview of Subarea Goals:

Land Use and Circulation

Goal 1.0 Promote compact urban development

- Objective 1.1: Where appropriate work to maximize redevelopment opportunities such as including employment centers and mixed use
- Objective 1.2: Promote the redevelopment of underutilized industrial sites
- Objective 1.3: Maintain appropriate light industrial uses
- Objective 1.4: Locate development to take advantage of existing and planned transit lines

Goal 2.0 Create livable activity centers

- Objective 2.1: Improve pedestrian and roadway connectivity throughout study area focusing on emerging development areas
- Objective 2.2: Provide public art and public spaces for artistic and community use
- Objective 2.3: Integrate artwork into infrastructure, public spaces and private development

- Objective 2.4: Promote a mix of uses with a focus on retail, commercial and residential

Goal 3.0 Preserve the character of established single-family neighborhoods

- Objective 3.1: Revitalize neighborhoods by promoting investment in compatible, context sensitive infill housing
- Objective 3.2: Promote compatible zoning adjacent to existing neighborhoods
- Objective 3.3: Create regulations to have consistent scale and architecture with existing neighborhoods

Goal 4.0 Promote affordable housing

- Objective 4.1: Provide for a range of housing types and products to support the development of affordable housing units near transit

Goal 5.0 Promote the preservation of historic and cultural resources

- Objective 5.1: Preserve industrial railroad history of the area
- Objective 5.2: Celebrate the cultural history of the area including connections to the civil rights movement

Open Space

Goal 1.0 Make Westside Reservoir Park an attractive regional/local destination

- Objective 1.1: Establish a unique identity for Westside Reservoir Park to differentiate it from Atlanta's other parks
- Objective 1.2: Provide park facilities that serve local and regional needs
- Objective 1.3: Invest in the park to generate market demand for adjacent development

Goal 2.0 Accommodate regional access to Westside Reservoir Park

- Objective 2.1: Plan for transit, pedestrian and bicycle access to the park
- Objective 2.2: Provide parking facilities on-site to accommodate visitors and to minimize parking in adjacent neighborhoods
- Objective 2.3: Locate park access points to take advantage of regional transportation connections

Goal 3.0 Ensure safe, integrated, and convenient local access to recreational opportunities

- Objective 3.1: Maximize street and trail connections between Westside Reservoir Park and Grove Park neighborhood
- Objective 3.2: Make greenway trail connections from Westside Reservoir Park to Knight Park, Grove Park, Rockdale Park, and Maddox Park

Mobility

Goal 1.0 Promote alternative modes of transportation

- Objective 1.1: Maximize transit access to redevelopment opportunities
- Objective 1.2: Preserve a corridor for the future extension of MARTA’s Proctor Creek heavy rail line
- Objective 1.3: Provide safe, integrated pedestrian and bicycle access between neighborhoods and park and between neighborhoods

Goal 2.0 Promote transportation network connectivity

- Objective 2.1: Provide connections across railroads to areas to the north and east
- Objective 2.2: Encourage new connections to reduce transportation impacts on existing streets
- Objective 2.3: Improve signage, access and connectivity to regional roads
- Objective 2.4: Structure redevelopment to promote connectivity
- Objective 2.5: Maximize street and trail connections between Howell Station neighborhood and new development along the BeltLine

Goal 3.0 Preserve the function and character of existing roadways

- Objective 3.1: Improve the major roadway network as necessary to mitigate the impacts of new development
- Objective 3.2: Focus on preventing commercial traffic on neighborhood streets
- Objective 3.3: Establish parking requirements on local streets

Project Implementation

After the adoption of all subarea master plans, Atlanta BeltLine Inc. will develop a comprehensive Implementation Plan and budget for projects identified and prioritized in the individual subareas. This phased approach will help ensure a uniform approach to implementing projects and an equitable distribution of development opportunities across all geographies of the BeltLine over time – regardless of the sequencing of subarea master plans.

Implementation of projects identified in individual subarea master plans is dependent upon the active involvement of numerous organizations. Many of the projects are spearheaded and managed by Atlanta BeltLine, Inc. However, there is a variety of other programs and activities that are important for supporting healthy growth, and require the involvement of outside partners and stakeholders. These additional activities will be achieved with the leadership, collaboration, and resources of organizations with specialized expertise in these specific areas. Key areas of implementation include the following:

1. Developing and planning core BeltLine amenities in a way that enhances quality of life and distributes economic development in an equitable manner
2. Recruiting economic development in a way that creates business and job opportunities throughout the BeltLine
3. Minimizing displacement and leveraging economic opportunity in a way that stabilizes neighborhoods
4. Incorporating community voice in project implementation
5. Preserving and enhancing the historic and cultural character of neighborhoods

The Implementation Plan will distinguish between the activities within ABI’s control and those outside ABI’s control, in which other organizations will help to achieve BeltLine objectives. The extent of ABI’s control, and therefore the extent of ABI’s leadership and

leverage during implementation, has been categorized into three classifications:

- **ABI Control:** Projects that ABI is responsible for based on legislative authority and the use of flexible TAD funds.
- **ABI Influence:** Projects that are primarily controlled by outside parties with some ABI involvement and/or nominal TAD funding or adherence to BeltLine design standards.
- **External ownership:** Projects that require external leadership and ownership in order to most effectively achieve equitable development.

The Implementation Plan will assign each project from the subarea master plans to one of the classifications detailed above. ABI will then work with its various external partners to implement and promote the forward movement of the BeltLine vision.

2 Land Use and Design

Community character is comprised of the perception and experience of a community by those living, working and passing through it. It is largely determined by the built environment and the surrounding natural environment as affected by urban development. Careful urban design and land use planning can provide direction and guidance for development that enhances community character by creating a greater sense of time, place, and well-being.

The existing character of Subarea 9 developed as a result of the extension of the Atlanta trolley system from the downtown core, as the city was undergoing rapid change and growth during the early part of the 20th century. As part of this expansion, new neighborhoods and industrial centers were created on the west side of the city. The D.L. Hollowell Parkway corridor, a major thoroughfare in Northwest Atlanta due to its east/west connections (Northside Drive-Midtown/Downtown and Interstate 285), was in its economic prime through the 1960's until the early 1970's. During the mid-70's, suburban sprawl started to drain the City of Atlanta of residents and eventually the businesses they supported.

This section presents recommendations regarding development, use, design, historic preservation, culture and public art. These recommendations were generated based on the findings in the Inventory and Analysis Report, comments to publicly presented draft concept plans, and market trends. They also intend to achieve the appropriate dynamic between transportation and land use changes, and therefore take into account vehicular and pedestrian circulation and future transit options. However, the single most important factor affecting these issues is the anticipated impact of Westside Reservoir Park.

Stakeholders in the subarea helped formulate a vision for the park through an iterative process,

maximizing the development potential generated by the public investment in Westside Reservoir Park. High design standards and strategic historic preservation will become critical mechanisms for realizing that potential. This section and its supplement, Appendix B, provide details for implementing these standards through changed zoning, regulations, programs and policy. Finally, Westside Reservoir Park plans, development adjacent to it, and development in the broader subarea had to both mutually support each other and be supported by the mobility and circulation recommendations.

The results of those efforts are organized below as follows: after reviewing Subarea 9 goals, this section presents a summary of development patterns and general recommendations. It then presents the Land Use and Circulation Plan and explains future land use categories used in the plan in terms of existing, adopted regulations and policy. Development opportunities are identified, with recommendations organized by specific geographic areas, as well as policies organized by development type. The report then supports the recommendations with a presentation of data quantifying the development potential in the subarea. Section 2 closes with policy and program recommendations regarding historic and cultural opportunities.

Finally, Appendix B provides specific actions regarding zoning, overlays, and other regulatory considerations necessary for making the land use and circulation plan presented here a reality.

Land Use and Design Policies

Guiding the study recommendations were goals and objectives developed in collaboration with the steering committee and stakeholders during the master planning process. In general, guiding principles focused on protecting existing historic neighborhoods while pursuing transit-oriented development and mixed-use development in appropriate areas. Specifically, the goals and associated objectives for Subarea 9 were to:

Goal 1.0 Promote compact urban development.

- Objective 1.1 Where appropriate, maximize redevelopment opportunities, including employment centers and mixed-use.
- Objective 1.2 Promote the redevelopment of underutilized industrial sites.
- Objective 1.3 Maintain appropriate light industrial uses.
- Objective 1.4 Locate development to take advantage of existing and planned transit lines.

Goal 2.0 Create livable activity centers.

- Objective 2.1 Improve pedestrian and roadway connectivity throughout study area, focusing on emerging development areas.
- Objective 2.2 Provide public art and public spaces for artistic and community uses.
- Objective 2.3 Integrate artwork into infrastructure, public spaces and private development.
- Objective 2.4 Promote a mix of uses with a focus on retail, commercial and residential

Goal 3.0 Preserve the character of established single-family neighborhoods.

- Objective 3.1 Revitalize neighborhoods by promoting investment in compatible, context-sensitive infill housing.
- Objective 3.2 Promote compatible zoning adjacent to existing neighborhoods.
- Objective 3.3 Create regulations to have consistent scale and architecture with existing neighborhoods.

Goal 4.0 Promote affordable housing.

- Objective 4.1 Provide for a range of housing types and products to support the development of affordable housing units near transit.

Goal 5.0 Integrate neighborhoods and new developments with open space.

- Objective 5.1 Frame Westside Reservoir Park with residential and mixed-use residential development.

Goal 6.0 Promote preservation of historic and cultural resources

- Objective 6.1 Preserve industrial railroad history of the area.
- Objective 6.2 Celebrate the cultural history of the area including connections to the Civil Rights movement.

Development Summary

Although a variety of planning studies have analyzed portions of this subarea, this study focused on the impact of three important factors: Westside Reservoir Park, transit (BeltLine and MARTA), and encroaching development. There are two well-known historic neighborhoods, a variety of historic industrial and commercial buildings, and deteriorating suburban development along D.L. Hollowell Parkway and in the subarea. Seventeen percent (17%) of the property is vacant; this situation can facilitate redevelopment because a developer will not have to relocate tenants or demolish buildings. Industrial uses currently occupy 36% of the subarea, which is high compared to 8% in the rest of the city. Historically, much of the industrial development was focused in the Northwest part of the city; however, industrial parks relocated to the fringes of Metro Atlanta.

The proposed land use changes replace a significant portion of existing industrial land uses with mixed-use and residential categories. The intent of the study efforts is to protect and preserve historic resources and single-family neighborhoods while providing opportunities for positive growth in the area. As the focus has turned toward in-town living, it is important to develop a sustainable plan to enhance the quality of life for people living in, and moving to, this area.

The future land uses proposed in the BeltLine Master Plan for Subarea 9 are predominantly mixed-use and residential, and will be more pedestrian-oriented and compact than the current uses. It is recommended that new streets contained in developments have small block sizes (300-600 ft), large sidewalks, and a variety of services (retail, restaurant, office) to encourage pedestrian activity and connectivity to transit. This will promote healthy, sustainable growth in the study area providing more balanced percentages of land use types in keeping with other vibrant parts of the city. Different land uses result in a more efficient use of land and greater economic and social vitality. The land use and circulation map in this report proposes over 19% of the land

to be used for mixed-use (high, medium and low) compared to 6% at this time.

Methodologically, the study generated recommendations by responding to the following directives:

- Investigate land use and zoning that will promote compact development.
- Investigate policies, land use and zoning which will protect single-family development.
- Investigate the proposed BeltLine routes and the Bankhead MARTA station's effect on land use and zoning.
- Investigate what type of block structure and road typology support proposed development.
- Investigate design, land use and zoning options to ensure compatible, quality development.

Development Opportunities

The Land Use and Circulation Map (Figure 2-1) illustrates recommended future land uses as they relate to transit, trails and a new street framework. In addition to the factors described earlier in this section, a review of existing land use, existing zoning, and adopted future land use was undertaken. This review included analysis of other associated plans to promote the most desirable development patterns. Some of the specific economic factors reviewed include: the existing Urban Enterprise Zone (indicated on Figure 2-1 and discussed further below); the numerous new development projects underway within the subarea (MetroPointe Lofts, Knight Park Commons and several others that led to more than 600 new housing units between 2005 and 2007 alone); and, as compared to other BeltLine areas, the low employment and housing density that currently characterizes Subarea 9.

The latter point carries implications for potential transit options that can or should be considered for the area; the Inventory and Assessment of Existing Conditions Report indicated that the overall density would need to increase in order to support bus or light rail. Specifically,

residential density would need to increase four times and employment three-fold just to support more bus service. New development that serve student populations and the existing, stable neighborhoods with affordable housing price points indicate that existing populations may benefit from greater transit options.

Future Land Use Categories

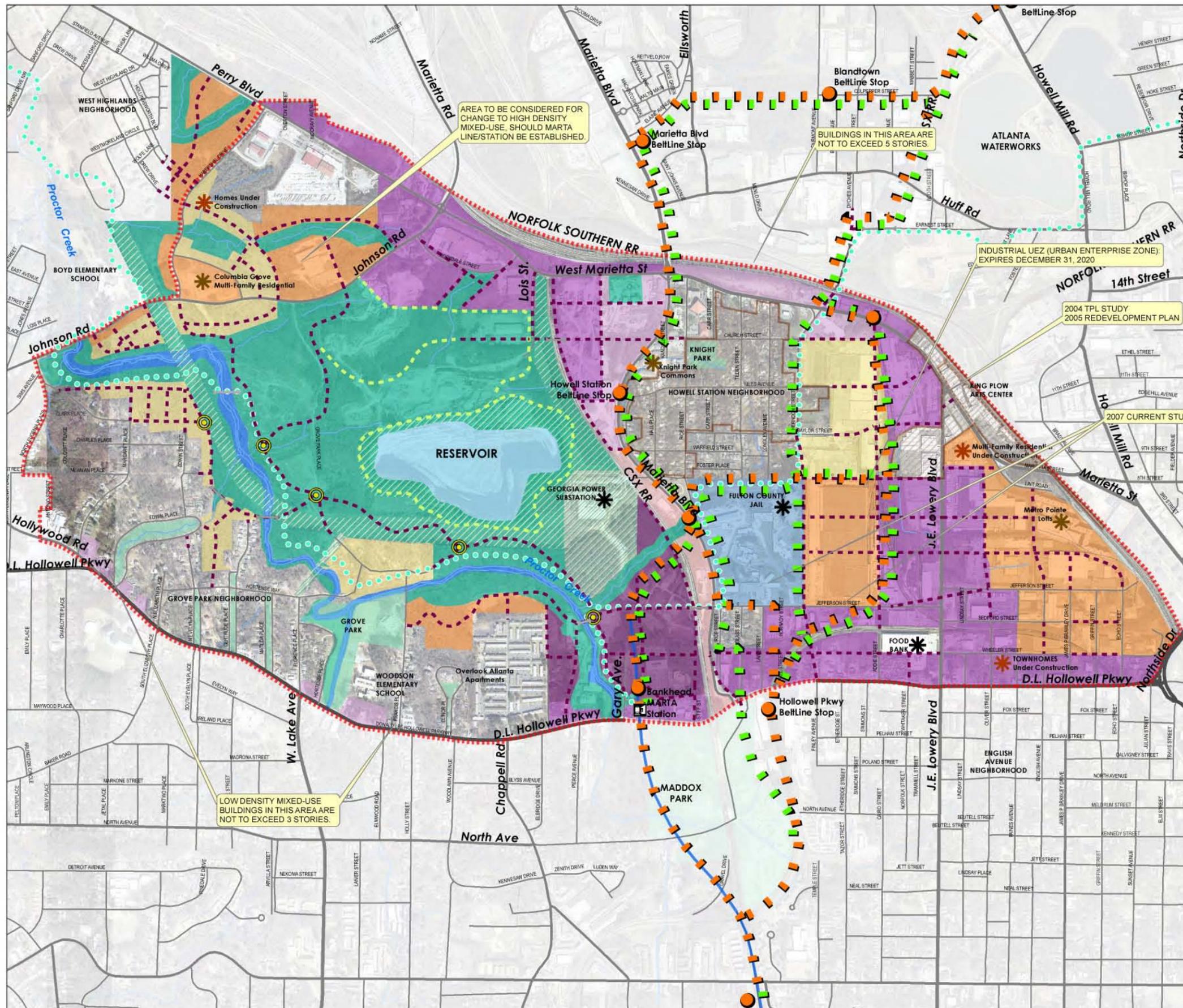
The following land use categories used in the map are organized upon a set of assumptions regarding residential and employment densities explained below.

The proposed Land Use Assumptions chart provided by ABI outlines land use categories that differ from the 15-Year Land Use Plan and land use categories currently used by the City of Atlanta. Table 2-1 outlines the categories and associated development controls produced by ABI.

Land use categories are a general guide for land use decisions. The City of Atlanta recognizes the following land use categories:

- Private Open Space
- Open Space
- Single-Family Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Very High Density Residential
- Low Density Commercial
- High Density Commercial
- Industrial
- Business Park
- Office/Institutional/Residential
- Mixed-Use Development.
- Low Density Mixed-Use
- Medium Density Mixed-Use
- High Density Mixed-Use
- Community Facilities
- Transportation, communications and utilities

One important change between the two classification systems is the deletion of the single-family residential land use category in the new



BeltLine
Atlanta Connected

**BeltLine Subarea 9:
UPPER MARIETTA /
WESTSIDE RESERVOIR PARK**

**Concept Plan CV.8
SUBAREA MASTER PLAN**

Legend

Land Use

- BeltLine Subarea 9
- High Density Mixed-Use
- Medium Density Mixed-Use (5-9 Stories)
- Low Density Mixed-Use
- Medium Density Residential (5-9 Stories)
- Low Density Residential
- Low Density Commercial
- Industrial
- Proposed Park Space
- Existing Park Space
- Reservoir
- Floodway
- Utility Corridor
- Registered Historic District
- Points of Interest
- Community Facility
- Recent Development
- Under Construction

New Routes

- BeltLine Transit Route
- BeltLine Multi-Use Path
- BeltLine Transit Stops
- Traffic Circle
- Bridges
- Proposed Roadways
- Park Trails
- Silver Comet Connector Trail

Existing Infrastructure

- Principal Arterial
- Minor Arterial
- Collector Street
- Local
- Railroad
- MARTA Heavy Rail Station

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JANUARY 2009

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Figure 2-1 Land Use and Circulation Map

Table 2-1 Assumptions for Land Use Conversions		Employment Factor	FAR	DU/Acre
Residential 1 to 4	Low Density Residential			20
5 to 9	Medium Density Residential			50
10+	High Density Residential			80
Office	Office - Institutional	1 job per 300 sq ft Office / 1 job per 400 sq ft Institutional	2.0	
Commercial	Low Density Commercial	1 job per 500 sq ft	0.5	
	High Density Commercial	1 job per 500 sq ft	2.0	
Mixed-Use 1 to 4	Low Density Mixed-Use	1 job per 500 sq ft	0.2	25
5 to 9	Medium Density Mixed-Use	1 job per 500 sq ft	0.2	50
10+	High Density Mixed-Use	1 job per 500 sq ft	0.2	80
	Industrial	1 job per 1000 sq ft	0.5	
	Parks & Green Space			

Table 2-1-Provided by ABI

land use assumptions. The zoning designations associated with this land use category would be placed logically under the low density residential category. The low density residential category allows for a variety of multi-family uses at densities up to 20 units per acre and 1-4 stories.

Additionally, the mixed-use zoning categories which would be associated logically with the mixed-use land use categories have a much higher floor area ratio than what is proposed by the Assumptions for Land Use Conversion chart, producing a much different building footprint. It is recommended that the FAR assumptions be reviewed and assessed for compatibility with the desired product.

The following recommendations use the Assumptions for Land Use Conversion chart provided by ABI.

Development Opportunities: Areas Recommended for Change

The proposed land use changes indicated in the subarea master plan provide for high and medium density mixed-use and residential uses around transit stations and stops, around Westside Reservoir Park and along major transportation corridors. The proposed land use changes are aggressive, but take into account the probable market effects caused by the commitment to the Westside Reservoir Park development, the BeltLine and renewed interest in transit (rail and bus). It is important to review the area surrounding Subarea 9 because of the type, quality and development price points which are indicative of future development within the subarea.

The following are specific geographic areas recommended for land use changes based on existing and proposed future conditions:

1. Westside Reservoir Park
 - 1a. Bankhead MARTA Station
 - 1b. Overlook Apartment Area
 - 1c. Marietta Boulevard Area (East Park entrance)
 - 1d. Rockdale Road Area
 - 1e. Johnson Road Area
 - 1f. Grove Park Neighborhood Area
2. D.L. Hollowell Parkway Corridor
 - 2a. Marietta Boulevard to Northside Drive
 - 2b. West Lake Avenue
 - 2c. Hollywood Road
3. West Marietta Street Corridor
4. Joseph E. Lowery Boulevard Corridor
5. Marietta Boulevard Corridor
6. Jefferson Street Corridor

These areas are identified on Figure 2-2, Areas Recommended for Land Use Changes.

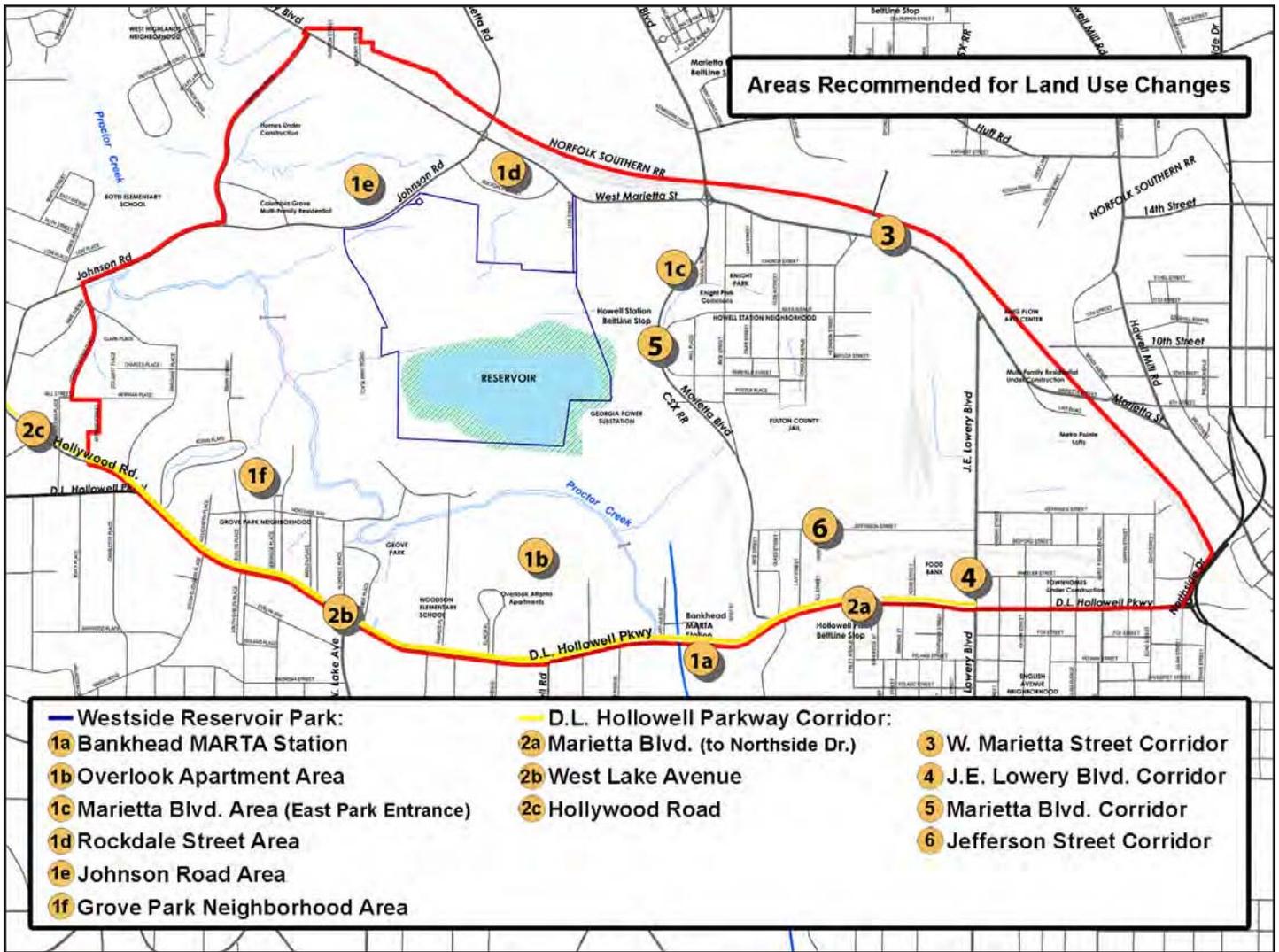


Figure 2-2 Areas Recommended for Land Use Changes

Westside Reservoir Park: Overview

In general, this area covers all property abutting Westside Reservoir Park (see 1a-1f on reference map). Market studies indicate that there will be a strong need for multi-family residential housing and destination retail, which is reflected in the land uses recommended all around the park. This recommendation does not apply to the Grove Park neighborhood, which contains historic single-family homes and is well established.

Mixed-use developments around the park should utilize traditional building organization. Traditional building organization and composition includes a strongly articulated lower façade with a possible belt course creating a visual separation from an identifiable upper facade with a decorative

cornice, as well as designs for all sides, which gives a strong pedestrian orientation.

Design Recommendations

Additionally, lower façade and small retail spaces around the new park should include 70-75% transparent window fenestration with bulkheads (30" from ground plane). Upper floors should have more wall space. One way to ensure acceptable, compatible architecture, massing and scale is to create a design district for property adjacent to the park.

A special design district overlay or section of the BeltLine Overlay District Regulations should be created to ensure appropriate development around the park. See Appendix B, General Zoning

Conclusions, Item 3, for further information.

Westside Reservoir Park: Bankhead MARTA Station



Context

The existing Bankhead MARTA station and surrounding property is an asset to the community, although currently underutilized. The station is situated along D.L. Hollowell Parkway, which has excess traffic capacity on the roadway to accommodate additional housing, mixed-use and commercial development. The current volume of vehicles per day is 16,700, about half the vehicle capacity, based on roadway design. The station is completely unconnected from the surrounding neighborhoods and has no residential or commercial development in close walking distance, which does not fulfill any of the goals established for the subarea. There are approximately 54 acres around the station including the footprint of the station and tracks, as well as two fairly new social services buildings. The current development also includes Proctor Creek, which is also an underutilized resource.



Existing Bankhead MARTA Station

The Bankhead MARTA station is expected to be a focal point for development opportunities because of the heavy rail system, access to D.L. Holloway Parkway (a major east/west route), access to Proctor Creek, the BeltLine, and Westside Reservoir Park.



Existing Bankhead MARTA Station

Approach

It is recommended that this site be redeveloped under the high density mixed-use category to complement the area's transportation infrastructure and lack of surrounding single-family uses. In high density mixed-use developments, heights should be 10 or more stories with an urban grid system. The development should be a mix of residential with a strong office and retail component connected to transit. A ratio of 40% office/retail and 60% residential is recommended.



Example of a Building over 10 Stories, Atlanta, GA

This land use category will allow for Transit Oriented Development (TOD) focusing on existing vistas, a new pedestrian-oriented street grid and the MARTA station.

At least 9-15 dwelling units per acre are required to support transit (light/heavy rail). Studies show that the minimum density levels to support local bus service are 4-6 dwelling units per acre. The land use category allows up to 80 units per acre, which will support the existing station, in excess of minimum transit needs.

As shown in Figure 2-3, small block sizes are recommended to promote walkability. The suggested block size is 400-600 feet on new roadways categorized as boulevard mixed-use and 300-500 feet on new roadways categorized as avenue mixed-use. The proposed roadway system is a grid pattern allowing for multiple access points along Marietta Boulevard and D.L. Hollowell Parkway. Roadway typologies also provide for an

extensive pedestrian network which will provide access to the park entrance along Jefferson Street (see Figure 2-3 and Figure 3-2 in the Mobility section).

Mixed-use development promotes first story commercial uses, second floor office/residential, with the remainder constituting residential uses. The proposed height and building layout promotes roof top views and public space to be utilized to enhance the skyline and provide another unique amenity, the view of downtown. Other items to take into consideration when designing a building are:

1. Varying textures
2. Canopies
3. Window patterns



Figure 2-3 Bankhead MARTA Station Development Concept

4. Decorative paving
5. Recessed Entries
6. Weather protection elements for transit riders

The current zoning regulations allocate density bonuses to affordable housing units. One prime goal of the BeltLine and Subarea 9 (see Goal 4.0) is to dedicate an affordable component to all housing developed around the BeltLine.

Residents with low to moderate incomes often utilize transit as their only means to work or school. The mixed-use developments around the Bankhead MARTA station should investigate ways to provide affordable housing units.

Affordable housing can be pursued through adoption of inclusionary zoning regulations, which would require a share of new construction to be affordable to people with low to moderate incomes. The BeltLine Affordable Housing Trust Fund’s recommendations can also be a powerful tool to maintain and create affordable housing in Atlanta and the subarea. The three main guiding principles are:

1. Facilitate housing near jobs for working families who are otherwise priced out of these desirable housing markets.
2. Serve as a catalyzing agent for the revitalization of communities along the BeltLine redevelopment area that have experienced disinvestment and decay.
3. Support the mitigation of involuntary economic displacement of existing residents and preservation of housing assets near the BeltLine to the greatest extent possible.

Proposed Land Use Change: The Bankhead MARTA station is recommended to be converted from mixed-use and high density residential on the 15-Year Future Land Use Plan (FLUP) to high density mixed-use, except for the property abutting D.L. Hollowell Parkway.

The mixed-use area currently identified on the 15-Year Future Land Use Plan should be extended west across the creek to incorporate the property

east of the apartments (aside from the area in the flood plain of Proctor Creek).

Design Recommendations

- The creek should be incorporated into the design of any project whether it allows views or access to a possible greenway.
- Pocket parks and small open spaces should be incorporated throughout for passive neighborhood open/meeting space.
- Promote pedestrian connectivity to the transit station by opening up all sides of the MARTA station through trails, streetscapes and sidewalks.
- Incorporate murals into the design of development to enhance utilitarian features such as blank walls, bridges and overpasses.

Westside Reservoir Park: Overlook Apartment Area



Context

The Overlook Apartments are currently rented and provide low/moderate income housing options. The area north of the Overlook Apartments is currently undeveloped and abuts the park.

Approach

It is recommended that this area be developed under the medium density residential category which will be compatible to the use of the apartments, although the proposed height

allowed is 5-9 stories. The current apartment complex height is much less.

The new residential units will focus on the park, with design elements, massing and scale, complementary to all architecture around Westside Reservoir Park. Some items unique to this area will be:

- Managing Transitions: Height and landscaping between the existing apartments and single-family homes will require new controls
- Access to Grove Park, as well as Westside Reservoir Park

The proposed extension of Jefferson Street through this area will provide local access to the park. The majority of traffic will access the park through the Gary Street Extension, where there will be a traffic signal. In addition, it is recommended that another local roadway access directly into the Overlook complex and connect to the Jefferson Street path.

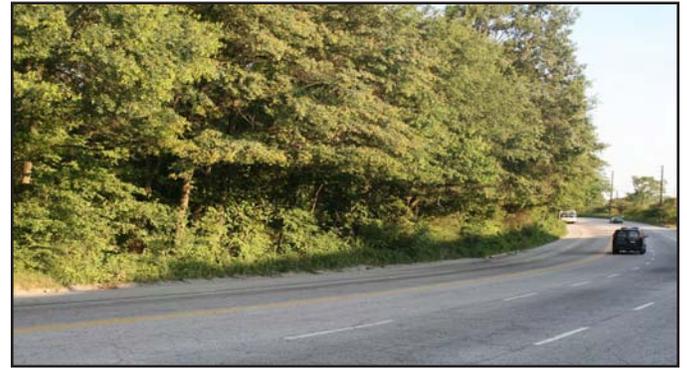
Proposed Land Use Change: From single-family residential and high density residential to medium density residential.

Westside Reservoir Park: Marietta Boulevard Area (East Park Entrance)



Context

This area is proposed to be the primary entrance into the Park. There is little development along this roadway at the present time. Marietta Boulevard connects D.L. Hollowell Parkway and West Marietta Road, two major arterials in the subarea. Traffic volume on Marietta Boulevard is 14,600 vehicles a day, less than half its design capacity.



Existing Conditions, Marietta Boulevard

The lack of development (open land), excess capacity, access to two major routes, and the proposed primary entrance to the park will be appealing to all facets of the development community as Westside Reservoir Park and the surrounding area develops.

Approach

The East Park Entrance Development Concept (Figure 2-4) illustrates the subarea recommendation for compact development adjacent to the park along Marietta Boulevard, with medium density mixed-use land use. Low density mixed-use has been proposed to buffer the adjacent Howell Station neighborhood. The property, which is identified as a possible development opportunity is 36 acres allowing for a cohesive master plan. A grid system of streets is proposed to emulate the traditional framework in Howell Station. Block sizes should be 300-500 feet (currently 350-550 feet). Building heights should be from 5-9 stories on the west with a step down toward Howell Station to 1-4 stories. The majority of the development should be residential with a strong office and retail component connected to transit. A ratio of 40% office/retail and 60% residential is recommended.



Figure 2-4 East Park Entrance Development Concept

As noted above, the west side of the property sits adjacent to the park and new development should interact with it. The primary entrance to the park is proposed at the extension of Church Street and should be emphasized with a major public art piece. Seating and protection from the elements should be provided in the form of shelters, trellises, seating ledges, as well as other pedestrian oriented design features. The development will be mixed-use with retail, restaurant, residential and pocket parks as shown in the Figure 2-4.

One of the proposed BeltLine stops is proposed in the area and should feature small retail spaces, newsstands and other retail amenities. The pedestrian should be able to see into the spaces, and the fenestration requirements recommended for the overall park area should apply.

Proposed Land Use Change: From medium density residential to medium density mixed-use/ low density mixed-use.

Design Recommendations

- Design access to the park from new development and existing Howell Station neighborhood for pedestrian connectivity.
- Implement an urban grid pattern.
- Promote pedestrian amenities.
- The low density mixed-use portion, closest to Howell Station, should be a step down in mass, scale and height to buffer the neighborhood.

Westside Reservoir Park: Rockdale Road Area



Context

This area is currently located to the northeast of the decommissioned Bellwood Quarry with one abandoned building located off Rockdale Road. There are no single-family neighborhoods in the vicinity. Along West Marietta the current traffic volume is 7,000 vehicles a day. The road can handle 31,400 vehicles a day, which allows for a significant amount of additional traffic. Being that the property is connected to the park, the property will draw more attention as the park develops and as other areas, such as the Bankhead MARTA station, also develop.

Approach

The property directly adjacent to the park is recommended to be 5-9 stories. The 5-9 story recommendation north of Rockdale Street will be compatible with the West Marietta Corridor. The development should be a mix of residential, office, park and neighborhood-serving retail components.

An urban grid system with a proposed block size of 300-500 feet, with an avenue mixed-use street typology, is appropriate for the two streets leading to the park. A boulevard mixed-use typology is recommended for the main street separating the high density mixed-use from the medium density mixed-use with a block size of 400-600 feet (see Figure 3-2). The three proposed roadways will

serve the development by allowing access off of West Marietta Street and Johnson Road. They also serve as access to the park. The development will serve the new residents as well as the park visitors with plazas, retail and restaurants.

As with other areas around the park, traditional design, complementary to the proposed architecture, appropriate massing and scale around the park, should be utilized.

Specifically in the Rockdale Road area, the building design and massing should take into account the varied topography, possible building shadowing and the spectacular views of Westside Reservoir Park and the city center. Sculptured rooftop elements will provide a unique amenity. Façade modulation and articulation is key in this area. Plazas and open space should be integrated into the park, as shown in Figure 2-5. Although the development is not directly adjacent to transit, pedestrian paths with possible weather protection amenities should be planned. The rear facades of the buildings should also provide architectural detailing because they will interact with surrounding buildings.

Proposed Land Use Change: From industrial and mixed-use to medium density mixed-use.

Design Recommendations

- Proposed site plans should show structures focusing on the park and provide extensive pedestrian connections to park amenities and as well as the other development along West Marietta.
- A plaza feature should be required to break up the massing of the buildings adjacent to the park and access should be provided through the plaza.
- As a regional and citywide draw, access to transit should be a main concern in the development of pedestrian routes.
- The design of development should promote “eyes on the street” to prevent crime.



Figure 2-5 Westside Reservoir Park/Rockdale Road Area Development Concept

**Westside Reservoir Park:
Johnson Road Area**



Context

This area was once plagued by dilapidated buildings and neglected properties. Recently, the Columbia Grove multi-family project and West Highlands development have been built. In addition, a number of single-family homes have been built on vacant, underutilized lots, greatly enhancing the aesthetics of the overall neighborhood. There are still some dilapidated properties and vacant land to be developed.

There are two proposed roadways which provide access to the park. Additionally, a portion of the Silver Comet Connector Trail is proposed along a portion of Johnson Road. This trail, once the final location is determined, will be constructed by the PATH Foundation. Developments along the south side of Johnson Road will abut the park, while developments along the north will be separated by the road.

Approach

In an effort to continue to provide a variety of housing options in the northern portion of the subarea, medium and low density residential have been proposed. The area is already developing this way. Higher density residential may be considered in the future if the MARTA Proctor Creek Line is extended in the form of a streetcar line. This line would connect the Bankhead MARTA station to Westside Reservoir Park and to Perry Boulevard.

As with other areas around the park, careful consideration should be taken to integrate development with the new park.

Proposed Land Use Change: From mixed-use, medium density residential and industrial to medium and low density residential.

Westside Reservoir Park: Grove Park Neighborhood Area



Context

This section of Grove Park is located adjacent to Westside Reservoir Park and to the extreme north of the neighborhood boundaries. The majority of the area is vacant land but there is a small portion occupied by single-family homes. The current roadway system feeds into this area.

Approach

The northern portion of the Grove Park neighborhood, surrounding the park, has been identified as low density residential. Low density residential allows for more dense uses than the surrounding single-family neighborhoods under the City of Atlanta land use designation: single-family residential. The intent is to take advantage of the park amenities with additional development. This will allow for 1-4 stories around the park. The density, massing and scale must be carefully managed due to the close proximity of the Grove Park neighborhood immediately to the south. The Land Use and Circulation Map proposes the extension of the existing roadways to feed into the park to integrate new development.



Example of Residential Infill,
Inman Park, Atlanta, GA

A historic district overlay should be considered for the Grove Park neighborhood, including this area, to ensure compatibility with the existing development pattern and scale. This overlay would work in conjunction with any design district or overlay that might be created to regulate development around the park.



Example of Residential Infill,
Inman Park, Atlanta, GA

Proposed Land Use Change: From single-family residential and low density residential to low density residential.

Design Recommendations:

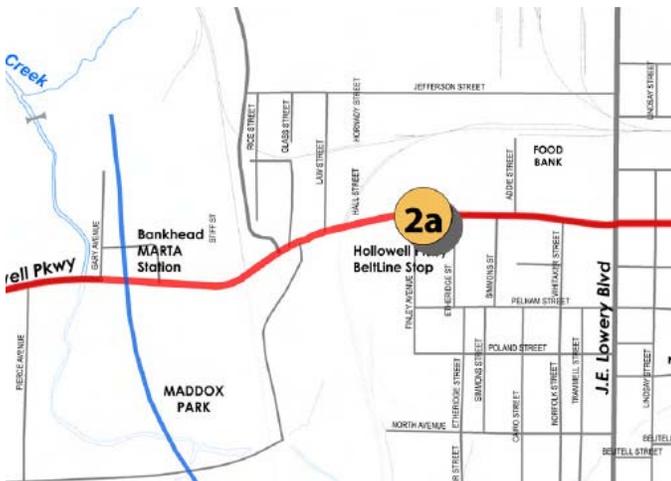
- A historic district overlay should be investigated.
- A design district/overlay should be investigated for any property adjacent to Westside Reservoir Park.
- All development should be integrated with the adjacent park features.

D.L. Hollowell Parkway Corridor: Overview

D.L. Hollowell Parkway runs east to west along the bottom of the study area. The study area portion runs from Northside Drive to the intersection of Hollywood Road. The parkway is designed to be a major east/west route connecting I-285 and Cobb and Douglas Counties to the central area of Atlanta. However, it is underutilized. On a daily basis, traffic volume is approximately 13,900 vehicles, less than half its design capacity.

There are two distinct areas of D.L. Hollowell Parkway: Northside Drive to the Bankhead MARTA station, and the section running from the Overlook Apartments to Hollywood Road. The latter contains two neighborhood nodes, West Lake Avenue and Hollywood Road. Each section will be analyzed differently because of existing conditions.

D.L. Hollowell Parkway Corridor: Marietta Boulevard to Northside Drive



Context

The land use along this section of D.L. Hollowell Parkway is currently underutilized and is characterized by dilapidated structures and outdated auto-oriented development not in keeping with the study area land use and mobility principles. There is not a grocery store within the study area. The area to the north is characterized by underutilized industrial buildings with residential to the south. This roadway is a state route. As Westside Reservoir Park develops, the corridor will become attractive and ripe for development.



Existing D.L. Hollowell Parkway

Given its good accessibility, as the BeltLine improvement and other redevelopment projects in the area are implemented, it is expected that the corridor will become attractive to new development and more commuter travel demand will occur. There are a number of historic, contributing structures that could be incorporated into the new development, identified in the adaptive re-use section further below.



Existing D.L. Hollowell Parkway

Approach

The majority of new medium density mixed-use development should occur on the north side of the street to protect the single-family, possibly historic, residential neighborhoods on the south side, such as English Avenue. The street will act as a natural barrier for development. The proposed land use category allows for development from 5-9 stories. Currently the right-of-way width is approximately 60 feet. To accommodate a new transit line, bike lanes and a median, an additional 54 feet is needed. Developers should be required to donate this at the time of permitting if the planned widening is permitted (this does not include sidewalk zones).

As pictured in Figure 2-6, the potentially historic structure at the north corner of Joseph E. Lowery Boulevard and D.L. Hollowell Parkway should be integrated into the new multi-story mixed-use development, as should others along this roadway. The extant historic building is able to retain a sense of place while the new development can house a variety of retail and commercial options with residential above; this would also encourage pedestrian activity.



Existing Building, D.L. Hollowell Parkway, used in Figure 2-6

To encourage pedestrian activity, street-oriented buildings, storefront windows, expansive sidewalks, benches and street trees, all should be required to provide a comfortable, well designed streetscape.

Additionally, parking should be hidden behind buildings but conveniently accessed from side streets rather than the parkway; this will minimize curb cuts with block sizes no greater than 300 feet. D.L. Hollowell Parkway will be the logical place for more auto oriented uses such as larger scale grocery and big box development. Market forces indicate that there is a need for destination retail and local supportive retail.



Figure 2-6 D.L. Hollowell Parkway / Joseph E. Lowery Boulevard

The percentage of residential along this corridor will be less than that expected along the transit nodes such as the Bankhead MARTA station, the East Park entrance (Marietta Boulevard) and around the park. A 50% office/retail and 50% residential ratio is recommended.

In an effort to avoid overwhelming massing and a tunneling/canyon effect, there are a number of design options that should be incorporated into new projects:

- A sculptured top with distinctive identity and a reduction in the area in the top floors has the overall effect of “shortening” the building height.
- Setbacks create scale transitions in bulk and scale.
- Façade modulation and architectural detailing also gives the viewer the impression of a smaller building more human scale building. The south side of the corridor is recommended to be redeveloped at 1-4 stories as a transition to the neighborhood. This is outside the subarea and will be reviewed later.

In addition, there is an opportunity to design structures that focus on the intersection with large plazas or fountains.

Proposed Land Use Change: From current land uses (a range currently exists) to medium density mixed-use.

Design Recommendations

- Integrate historic structures into new development.
- Set new buildings back with large sidewalks and pedestrian amenities such as sidewalk cafes and benches will provide human scale development.
- Incorporate street trees.
- Avoid making the roadway a “canyon”; appropriate setbacks and building step-backs are suggested.
- Require buildings longer than 100 feet to provide modulation and varying textures

to provide depth and break up massing.

- Additional right-of-way should be requested when a property develops to accommodate possible roadway widening in the future.

D.L. Hollowell Parkway Corridor: West Lake Avenue



Context

This intersection is characterized by small scale neighborhood-serving commercial buildings, with single-family residential to the north and south. The existing building stock is in poor condition.

Approach

This area should continue to be characterized as a neighborhood-serving node, although the land use is recommended to be changed from low density commercial to low density mixed-use to provide additional housing options in



Example of New Construction Infill, Glenwood Park, Atlanta, GA

an area, which is predominantly single-family. Neighborhood leaders have requested that any new development be capped at 3 stories instead of 4, which is the maximum height allowed by the recommended low density mixed-use category.

Proposed Land Use Change: From low density commercial to low density mixed-use.

General Recommendations

- Provide pedestrian connectivity.
- Enhance pedestrian amenities.
- Encourage transitions in height and landscape buffers.

D.L. Hollowell Parkway Corridor: Hollywood Road



Context

The intersection is unique because Hollywood Road intersects D.L. Hollowell Parkway at an angle, leaving a large parcel in between. This provides an exceptional opportunity for the redevelopment of a neighborhood focal point with the possibility of a plaza and art. The buildings are in poor condition. A portion of the intersection is located outside the study area; the entire intersection should be reviewed once the study is completed.



Existing D.L. Hollowell Parkway / Hollywood Road



Figure 2-7 D.L. Hollowell Parkway / Hollywood Road

Approach

This activity node will be neighborhood-serving, either allowing for adaptive reuse of existing structures or constructing mixed-use structures. The land use category, low density mixed-use, allows for a maximum of 4 stories, but the surrounding neighborhoods and NPUs requested that the activity nodes along D.L. Hollowell Parkway not exceed 3 stories west of Bankhead MARTA station. This area could use areas such as Virginia Highlands, downtown Oakhurst or Decatur as a visual reference for design and scale.

As can be seen in Figure 2-7, this intersection will be a focal point with a plaza feature. An already-existing neighborhood marker can be enhanced. The existing buildings have been replaced by 3-story mixed-use buildings that are pedestrian-oriented, with wide sidewalks, cafe seating, large transparent windows, building articulation, awnings, and underground utilities.

Market data indicates that connections to the park through Grove Park and other neighborhoods along the development of D.L. Hollowell Parkway will facilitate much needed commercial and retail in this and other nodes. This will serve as a destination for the adjacent neighborhoods as well as the surrounding neighborhoods.

Proposed Land Use Change: From low density commercial to low density mixed-use.

General Recommendations

Mixed-use in this area should provide a variety of housing options without encroaching into the single-family neighborhood.

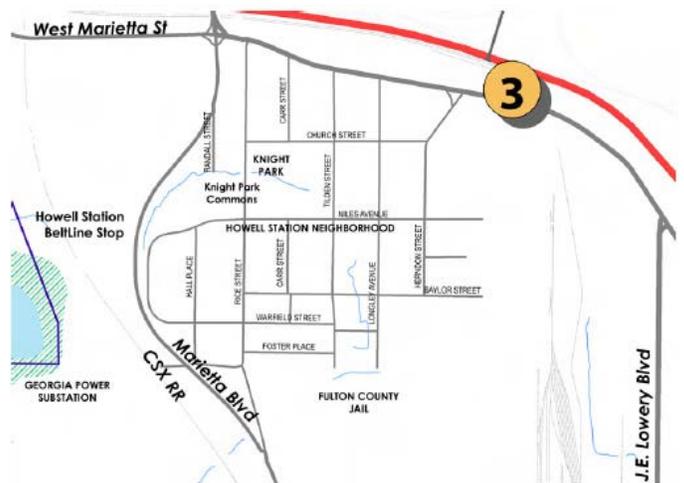
Design Recommendations

- Utilize existing street pattern.
- Emphasize neighborhood focal point.
- Promote pedestrian amenities such as wide sidewalks, awnings, café type development with benches and outdoor dining.



Example of Neighborhood-Oriented Mixed-Use, Auburn Avenue, Atlanta, GA

West Marietta Street Corridor:



Context

The corridor incorporates the historic King Plow complex as well as a variety of industrial buildings and vacant land. The current volume along West Marietta Street is 7,000-19,000 vehicles per each day, less than half of the traffic the roadway can accommodate.



Existing West Marietta Corridor



West Marietta Corridor, King Plow

Approach

It is recommended that the West Marietta Corridor be redeveloped at heights ranging from 5-9 stories, except where it borders Howell Station, which will be a maximum of 5 stories. In this area, development should be mixed-use with street-oriented structures that will provide neighborhood/community serving retail, office and residential services. Over time, redevelopment of Westside Reservoir Park will act as a catalyst for new residential and retail development as the market rebounds.



5-9 Story Building, Atlanta, GA

The corridor should provide a cohesive pedestrian thoroughfare which will act as a gateway between Westside Reservoir Park and Northside Drive. This area will feature compact design with 300-500 foot blocks which will need to be identified as the existing industrial uses are redeveloped. There is no current regular block plan. The

architectural expression should play off of the industrial character. As in other areas, architectural modulation and articulation are important. As the corridor develops and pedestrian accessible blocks are developed, strict attention should be paid to the corner detailing of a building. There is an opportunity to provide monumental entrances, inviting the pedestrian into the building. As with D.L. Hollowell Parkway, there is a chance for the tunneling/canyon effect which can be modified by a building step back and/or architectural undulation.

The conversion of existing industrial space may be an ideal place for burgeoning artists and other members of the creative class, as has been the case at King Plow and Puritan Mill. These spaces provide the open floor plan needed for a variety of artists.

Transfer of Development Rights (TDR) might be an option for King Plow, Puritan Mill and the Ashby Barn. The separation of the development rights from the property will ensure that the buildings are retained and protected while allowing the owner to profit off of the unused height and units. The sites are already listed on the National Register of Historic Places which fulfills one important criterion under the existing ordinance.

Proposed Land Use Change: From mixed-use and industrial to medium density mixed-use.

General Recommendations

- Investigate the possibility of allowing King Plow, Puritan Mill and the Ashby Barn to be TDR projects based on the proposed Land Uses and corresponding zoning categories. Likely receiving areas would be around transit lines.
- Investigate incentives for the arts and creative class to utilize converted and newly created spaces.

Design Recommendations

- Buildings step back from street to avoid the canyon effect.
- Focus on building entries at corner intersections.

Joseph E. Lowery Boulevard Corridor:



Context

Joseph E. Lowery Boulevard currently consists of a variety of outdated and some underutilized industrial and commercial properties. These properties are located on “superblocks”. The current volume of 5,600 vehicles per day is well below the 24,000 cars per day the roadway is designed to accommodate. There is no connection between the single-family neighborhoods to the west and the proposed higher density development to the east. The road runs north/south in the study area connecting D.L. Hollowell Parkway to West Marietta Street which are the main proposed mixed-use corridors in the study area. This is a logical place to focus redevelopment.

Market studies indicate that there will be a strong need for multi-family residential as well as neighborhood destination retail. No new straight industrial development will occur in the study area. It is likely that the area will continue to feel the pressure of commercial and residential conversion and developments, as can be seen to the North, West and East of the subarea. An option to fund additional development/redevelopment is the Urban Enterprise Zone (UEZ) program

administered by the City of Atlanta. See Appendix B for further discussions of UEZ/IEZ.

Approach

It is recommended that the area be redeveloped under medium density mixed-use land use category along Joseph E. Lowery Boulevard with medium density residential development abutting the industrial area and low density residential development adjacent to the Howell Station neighborhood. This will allow for 5-9 story and 1-4 story development, respectively. One of the proposed BeltLine transit routes and path runs near one of the proposed new streets in the area. This will provide for additional transit options and innovative large parcel mixed-use projects. The new streets have been designed to break up the superblocks created when the major development pattern focused around large-scale industrial uses.

As in the Westside Reservoir Park area, traditional building forms are proposed. Additionally, similar to D.L. Hollowell Parkway and West Marietta, every effort should be made to design buildings to avoid the tunneling/canyon effect.



Example of Building Heights, Mexico City, Mexico

Proposed Land Use Changes: From industrial and mixed-use to low density residential, medium density residential, and medium density mixed-use.

Design Recommendations

- Break up the “superblocks” (2500-2700 feet) in favor of the proposed grid system as new development occurs.
- Avoid canyoning by defining an appropriate height/width aspect ratio.
- Buildings should not be uniform and continuous.
- Gaps between buildings should be allowed to improve ventilation and to allow for pocket parks.



Pocket Park, Mexico City, Mexico

- Promote the development of integrated, planned plazas and pocket parks in new development.
- Investigate UEZ/IEZ opportunities (see Appendix B for further discussion of these programs).

Marietta Boulevard Corridor:



Context

The southern portion of Marietta Boulevard is very narrow between the road and the railroad tracks. The parcels will not be able to hold large scale development.



Existing Conditions, Marietta Boulevard Corridor

Approach

The road should contain small scale, neighborhood serving commercial businesses, no larger than 4-stories, to service the new development proposed around the Bankhead MARTA station, the Marietta Boulevard park entrance area, and along West Marietta Street and D.L. Hollowell Parkway as well as the existing neighborhoods.

Proposed Land Use Change: From mixed-use to low density commercial.

Jefferson Street Corridor:



Context

This area consists of dilapidated industrial spaces and the newly developed MetroPointe Lofts. Also included here is an existing Urban Enterprise Zone (UEZ); see Appendix B for further discussions of the program, which will be in effect until December 31, 2020. This use will not significantly change until then.

Part of the area is located within an existing grid system. The land area cannot be accessed off of Northside Drive and is bound by the train tracks to the north and east. Access to the area will be indirectly from D.L. Hollowell Parkway and Joseph E. Lowery Boulevard.



Existing Conditions, D.L. Hollowell Pkwy/Northside Dr.

Approach

Medium density residential land use, 5-9 stories, is recommended because of limited access and

the emphasis of mixed-use development along D.L. Hollowell Parkway and Joseph E. Lowery Boulevard.

It should be noted that multi-family residential neighborhoods can have a small amount of commercial uses under current zoning regulations. The area could accommodate such services as a dry cleaner or a coffee shop, for example. Jefferson Street will remain a local road in this area.

Another reason for the recommended land use is to continue to provide housing options, similar to MetroPointe Lofts. Market studies indicate that new multi-family residential (rental in the short term and condominium in the long term) will continue to thrive in this area. This area is also the closest to downtown, providing an excellent commute for residents.

Proposed Land Use Change: From mixed-use to medium density residential.

Industrial:

Context

This area is currently used for the Fulton County Jail and other industrial uses. This area will not experience growth pressures in the short term because the uses are all associated with Fulton County Services.

Recommended Policies by Development Type

The recommendations above provide detailed narrative associated with key areas of the Subarea 9 Master Plan. Below are over-arching policies organized by development type.

Housing Development

- Retain, preserve and enhance single-family residential neighborhoods such as Howell Station and Grove Park by focusing higher density at transit stations, along D.L. Hollowell Parkway, around Westside Reservoir Park and where existing and

- proposed infrastructure is appropriate.
- Promote compatible in-fill housing in already developed neighborhoods.
- Promote a variety of housing types.

Commercial Development

- Promote adaptive reuse of vacant buildings for appropriate uses.



Adaptive Reuse in a Mixed-Use Development, Parish Restaurant, Atlanta, GA

- Promote redevelopment of dilapidated and underutilized auto oriented strip centers and sites to create new commercial and housing opportunities through consolidation to create a unified development with minimal curb cuts and turn lanes.
- Promote and provide buffers between commercial/industrial and residential uses.

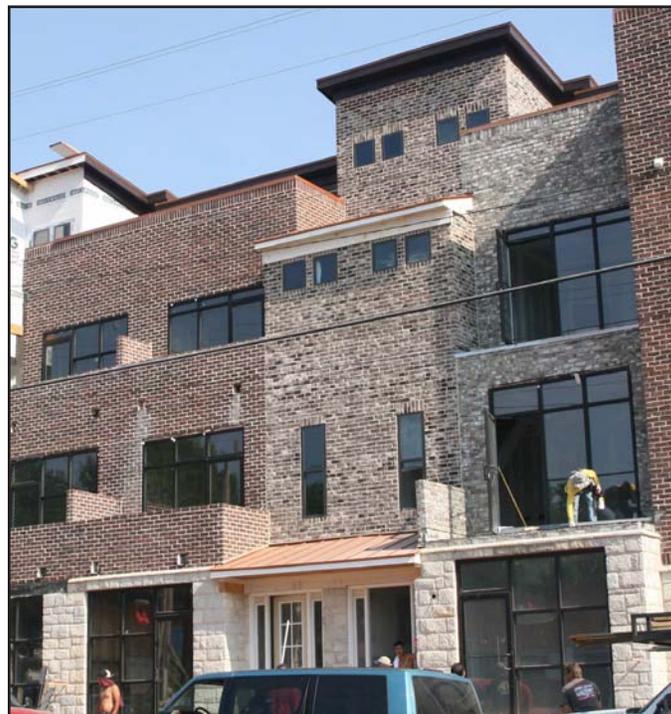
Mixed-Use Development



Neighborhood-Serving Mixed-Use, Kirkwood Station, Atlanta, GA

- Direct mixed-use development to transit locations and nodes along D.L. Hollowell Parkway.

- Focus low density mixed-use development in neighborhood serving nodes along D.L. Hollowell Parkway at West Lake Avenue and Hollywood Road.
- Support mixed-use development with residential-over-retail or projects that have a variety of uses on one large parcel. This will provide “eyes” on the street to prevent crime and provide opportunities for residents to “age-in-place”.
- Require new buildings next to single-family residences or along a major roadway to “step down”, or graduate in height, to protect single-family homes and prevent a canyon effect on corridors. This may affect the mixed-use proposals at West Lake Avenue and Hollywood Road as well as mixed-use development along West Marietta Street and D.L. Hollowell Parkway.



Step Down, Graduated Height, Atlanta, GA, near Subarea 9

- Require pocket parks and plazas, through zoning regulations, in new development for public gathering space and possible locations for public art.
- Investigate possible locations for public meeting space and possible public gallery space.

Industrial Buildings

- Investigate “flexible” office/industrial opportunities with “live/work” options for adaptive reuse of industrial spaces.

Environmental Development/Protection

- Promote clean up and enhancement of Proctor Creek and other natural amenities for passive or recreational uses.
- Enhance and protect environmentally sensitive areas such as Proctor Creek. Utilize these areas for possible greenways and appealing viewsheds.



Proctor Creek, an underutilized natural amenity, will be a feature of the new park

- Preserve and protect currently designated green spaces, neighborhood parks and playgrounds

Design/Compact Design

- Require buildings to face and define the street with commercial and mixed-use land uses to encourage interaction with the pedestrian and integration with the streetscape.
- Enhance neighborhood identity through designs for utilitarian infrastructure (bridges, overpasses, retaining walls).
- High quality materials, such as stacked stone, brick, hardiplank and other context sensitive materials, should be used.
- Architectural details should be emphasized, including but not limited to fenestration

(casement detailing), façade modulation/articulation, corner features, and other associated accoutrements to provide depth and interest.

- Utilize viewshed to promote an additional natural amenity such as designing the front threshold to focus on Proctor Creek with possible access to a potential greenway.
- Promote small block size to enhance the pedestrian experience.
- Retain or extend existing roadways to promote connectivity.
- Promote the use of alleys in new developments and redevelopment to support connectivity.
- Require new development to bury utilities.
- Encourage the use of pervious pavers or non-asphalt/concrete materials on local roads and plazas.
- Promote pedestrian access to schools and other public amenities.



Example of Design Features, Glenwood Park, Atlanta, GA

General

- Promote the use of code enforcement for general area clean up and securing abandoned properties.
- Explore the establishment of small neighborhood police precincts.
- Investigate a public art program for the area in conjunction with COA and MPAC.
- Investigate requiring public art as a key feature to be incorporated into redevelopment and new development.

Development Quantification

The majority of new and proposed development activity within and immediately adjacent to the BeltLine has concentrated in the Northeast and Northwest quadrants of the BeltLine. Subarea 9 is included in this area. These figures include developments outside but adjacent to the BeltLine. The northwest area, particularly Subarea 8, has experienced one of Atlanta's most active markets for residential, office (primarily warehouse conversion) and retail development. While the weakening economy and market have caused a downturn in overall activity; during the study process, Subarea 9 remained strong.

Table 2-2 created by Robert Charles Lesser & CO (RCLCO) indicates a significant increase in demand for all land use categories except for industrial uses. Stand alone industrial development will decrease by 806 square foot by 2020. The RCLCO document does not address flex industrial options which are becoming a popular adaptive reuse of industrial buildings. The term refers to the flexibility to utilize traditionally industrial space for a variety of uses such as warehouse, office or light industrial. This option is popular with internet companies and telecommunications companies.

The development projections indicate that the original development goals for the BeltLine TAD will be met and possibly exceeded.

Historic Resources Strategies

The BeltLine connects more than 40 historic neighborhoods as it follows turn-of-the-century railroad tracks. The historic resources around the BeltLine should be used to interpret the cultural and social development of each distinct subarea and the BeltLine itself. If recognized, appreciated and maintained, the historic resources will be able to maintain the "sense of place" and unique qualities of the BeltLine and surrounding subareas while allowing needed development. All too often, poorly managed growth eliminates the unique features present in an area. Goals specifically related to preserving existing neighborhood integrity and historic resources were:

Table 2-2 Summary of Land Use Projections by BeltLine Subarea Atlanta, GA 2005 & 2020		
	SUBAREA 7	
	2005	2020
Households		
Owners	4,555	7,819
Renters	4,631	7,013
Total	9,186	14,832
Office (SF)		
Local	132,044	213,522
Regional	1,464,810	2,328,624
Total	1,596,854	2,542,146
Retail (SF)		
Local	635,017	832,417
Regional	89,008	725,944
Total	724,025	1,558,361
Industrial (SF)		
Total	2,999,054	2,990,865
	SUBAREA 8	
	2005	2020
Households		
Owners	2,489	4,873
Renters	2,531	4,269
Total	5,020	9,142
Office (SF)		
Local	143,877	203,951
Regional	650,743	1,117,804
Total	794,620	1,321,756
Retail (SF)		
Local	398,783	558,981
Regional	0	594,518
Total	398,783	1,153,499
Industrial (SF)		
Total	4,120,680	4,117,926
	SUBAREA 9	
	2005	2020
Households		
Owners	1,274	2,186
Renters	1,295	1,962
Total	2,569	4,148
Office (SF)		
Local	254,549	277,332
Regional	10,000	10,000
Total	264,549	287,332
Retail (SF)		
Local	130,236	206,177
Regional	0	0
Total	130,236	206,177
Industrial (SF)		
Total	810,189	809,333

Table 2-2: Created by RCLCO for the Atlanta Beltline, Inc.



Special Collections Department, Pullen Library, Georgia State University
 Historic Photo, Joseph E. Lowery Boulevard



Special Collections Department, Georgia State University Library
 Historic Photo, West Marietta Street

- Goal 3: Preserving the character of established single-family neighborhoods.
- Goal 5: Preservation of surrounding single-family neighborhoods.
- Goal 6: Promote preservation of historic and cultural resources.
- Goal 7: Preservation of historic buildings and structures.

Regarding Goal 3, the Subarea 9 study team directed special attention to the Howell Station and Grove Park neighborhoods. Both areas will be impacted as new development places pressure on the existing housing stock, which is often small in size.

D.L. Hollowell Parkway was once a thriving corridor from the streetcar days until the 1970's. It is unfortunate that the contributing buildings

are scattered along D.L. Hollowell Parkway. Now designation to the National Register or local district overlays is not as feasible. Because of this, recommendations for the Parkway will be addressed in a section below focused on adaptive reuse options and recommendations.

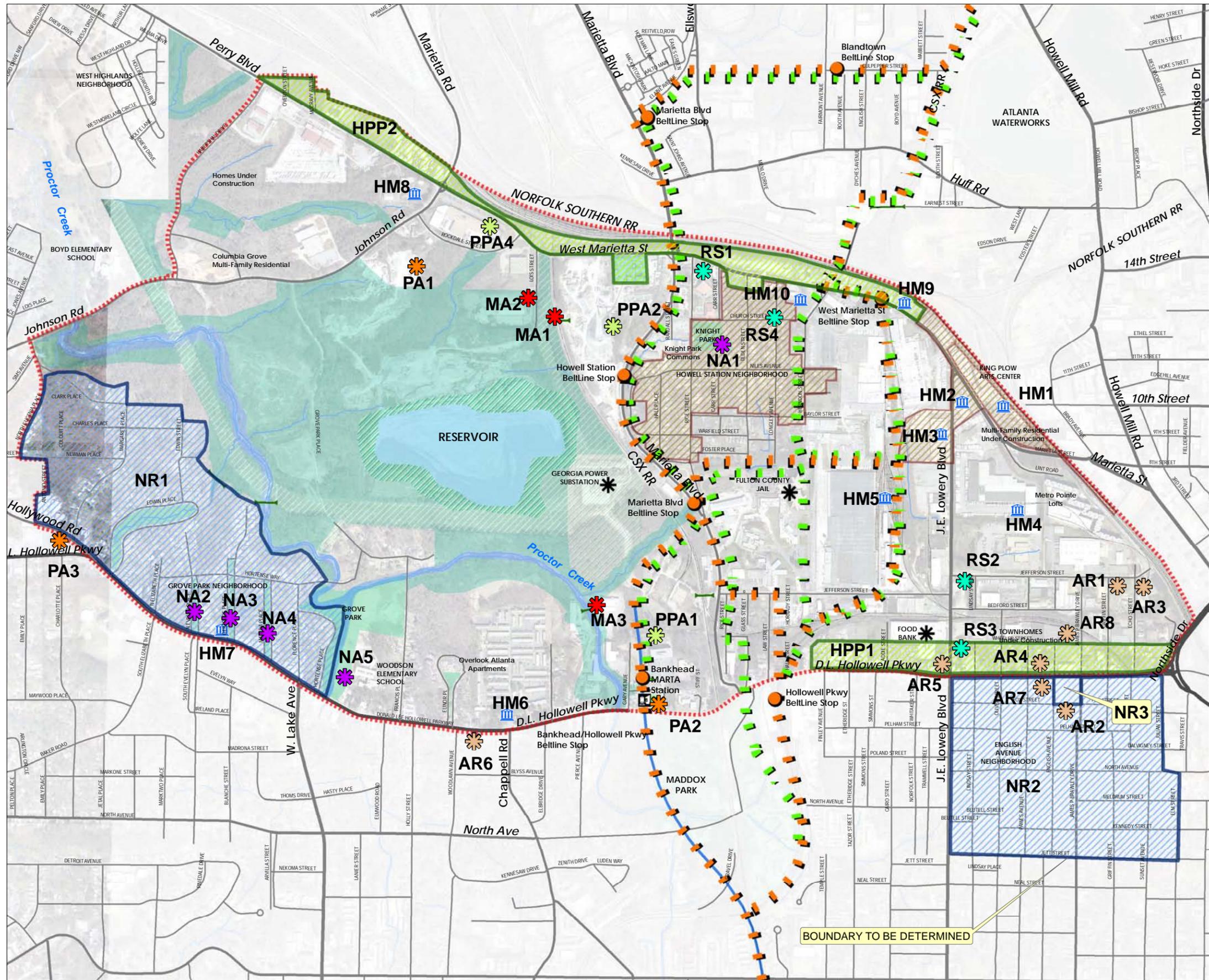
Preserving existing historic resources and integrating them into the new development, as well as utilizing historic development patterns to create a sustainable community, will also fulfill broader goals of the BeltLine and Subarea 9. The Inventory and Analysis Report outlines the existing historic resources in the subarea recognized by the City of Atlanta Urban Design Commission and the National Register of Historic Places. It is important to note that there are extant historic structures not identified by either of these agencies that may fit the definition of "historic obscured". Even though these structures may not be listed on the National Register of Historic Places or on a local register, they may contribute to the dwindling fabric of the neighborhood.

Recommendations

The four strategies below propose ways to cultivate and preserve historic resources in the subarea. Within each, specific sites for preservation or adaptive re-use have been identified; Figure 2-8 maps and Table 2-3 lists the site locations.

The recommendations result from a field survey of a list of historic resources contained within the Beltline Historic Resource Survey (May 2007) created by the Atlanta Urban Design Commission. The field survey revealed that there are properties in the area which have the potential to be individually listed on the National Register, as well as those that could contribute to the overall sense of place, but were not significant individually. If identified properly, they could, however, be incorporated into redevelopment proposals. There are a large number of properties which meet the 50 year threshold but may not all warrant additional protection.

Because the subarea has few sites for the National Register, adaptive re-use of buildings with historical



BeltLine
Atlanta Connected

**BeltLine Subarea 9:
UPPER MARIETTA /
WESTSIDE RESERVOIR PARK**

**Public Art and Cultural/
Historical Opportunities**

Legend

- BeltLine Subarea 9
- Major Public Art (MA)
- Public Art and Plazas (PA)
- Neighborhood Public Art (NA)
- Pocket Park Public Art (PPA)
- Adaptive Re-Use/Rehabilitation (AR)
- Religious Structures (RS)
- Historic Markers (HM)
- Plaza and/or Pocket Parks (HPP)
- National Register Opportunity (NR)
- Community Facility

Land Use

- Proposed Park Space
- Existing Park Space
- Reservoir
- Floodway
- Utility Corridor
- Registered Historic District
- New Routes
- BeltLine Transit Route
- BeltLine Multi-Use Path
- BeltLine Transit Stops

Existing Infrastructure

- Roadways
- MARTA Heavy Rail
- MARTA Heavy Rail Station

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Figure 2-8 Public Art & Cultural/Historical Opportunities Map

Table 2-3 Public Art and Cultural Opportunities

Neighborhood Public Art (NA)	
Howell Station Neighborhood -Knight Park	NA1
Grove Park Neighborhood	
-Linear Park: Evelyn Place	NA2
-Linear Park: Gertrude Place	NA3
-Linear Park: Matilda	NA4
Grove Park	NA5
Public Art and Plazas (PA)	
South of Rockdale High Density	PA1
MARTA Station	PA2
Intersection of Hollywood and Hollowell	PA3
Major Public Art (MA)	
Church Street Entrance	MA1
Lois Street Entrance	MA2
Jefferson Street Entrance	MA3
Historic Markers (HM)	
King Plow	HM1
Ashby Street Car Barn	HM2
Puritan Mill	HM3
Exposition Cotton Mills	HM4
Bellwood	HM5
Davis' Hill	HM6
Grove Park Neighborhood	HM7
General Cleburne's Headquarters	HM8
West Marietta Corridor	HM9
Howell Station	HM10
National Register Opportunity	
Grove Park Neighborhood	NR1
English Avenue Neighborhood	NR2
Carnegie Library	NR3
Contributing Religious Structures (RS)	
Mount Ephraim Baptist Church	RS1
New St. James Baptist Church	RS2
705 Joseph E. Lowery Blvd.	RS3
Langley Street and Church Street	RS4
Adaptive Re-use/Rehabilitation (AR)	
736 Jefferson Street *Excellent Example	AR1*
English Avenue School	AR2
Guardian Chemical	AR3
D.L. Hollowell Parkway Block	AR4
D.L. Hollowell Pkwy/Joseph E. Lowery Blvd.	AR5
Woodlawn Avenue/D.L. Hollowell Parkway	AR6
D.L. Hollowell Parkway/English Avenue	AR7
English Avenue Yards	AR8
Pocket Park Public Art (PPA)-Green	
Marta Station Area	PPA1
New Mixed-Use Medium Density Along BeltLine	PPA2
Hybrid Possible Plazas/Possible Pocket Parks (HPP)	
D.L. Hollowell Parkway	HPP1
West Marietta Street	HPP2

reference can play an especially important role in cultivating character and heritage. Therefore, the recommendations include a sampling of possible adaptive re-use buildings.

It is important to take into account that some properties need to be saved to maintain the sense of place in the subarea. This section also identifies some properties that lie just outside the subarea, but directly impact the development of character for the area.

1. National Register of Historic Places

The National Register of Historic Places is the official list of the nation's historic places worthy of preservation. The National Register is administered by the National Park Service, which is part of the U.S. Department of the Interior. The National Register is part of a national program to coordinate and support public and private efforts to identify, evaluate, and protect our historic and archeological resources. Properties listed in the Register include districts, sites, buildings, structures, and objects that are significant in American history, architecture, archaeology, engineering, and culture.

Listing in the National Register contributes to preserving historic properties in a number of ways:

- Recognition that a property is of significance to the nation, state, or community.
- Consideration in the planning for Federal or federally assisted projects.
- Eligibility for Federal tax benefits.
- Qualification for Federal assistance for historic preservation, when funds are available.
- Eligibility for State assistance and programs.

There are a number of properties/districts listed on the National Register of Historic Places which were identified in the Inventory and Analysis Report. The following are additional properties which could be eligible and would benefit from this designation.

Grove Park Neighborhood: 1920-1930s

This neighborhood has a combination of bungalows and gabled ell cottages, many that are in poor condition or would be considered historically obscured. The existing stock is in tact and cohesive enough to investigate NR designation. The neighborhood contains some linear parks which are a neighborhood signature. Along many of D.L. Hollowell Parkway intersections with neighborhood streets are granite neighborhood markers.



Grove Park Neighborhood, Historic Folk Victorian

English Avenue Neighborhood: 1880-1930s

This site actually lies just outside the subarea, but carries an impact on the character of Subarea 9. The English Avenue neighborhood features a wide variety of residential styles from folk Victorian, new south cottages, and bungalows. Many of the buildings are in poor condition and would be considered historic obscured. The boundaries of this neighborhood can be further defined during the Inventory and Analysis of Subarea 10.

Carnegie Library (792 Hollowell Parkway): 1922

Also just outside the subarea border is the Carnegie Library, which can contribute to the subarea's cultural feel. Industrialist Andrew Carnegie chose libraries as his primary philanthropic gift because he believed in the democratic ideal of

equal access to culture, education and enlightenment by rich and poor alike. Over a 24-year period beginning in 1893, Carnegie granted more than \$41 million to fund the construction of 1,689 public libraries across the country. One hundred years later, only 772 of these still function as libraries. Hundreds have been adapted to new uses or lost to the wrecking ball.

This is a Beaux Arts library constructed out of blonde brick with elaborate stone door surrounds, roman arched windows, a hipped tiled roof, wide eaves, ornate brackets and rafter tails. Some rehabilitation activity has taken place on this property. Aside from NR listing, additional levels of protection should be investigated.

The three sites - the Carnegie Library, the English Avenue Neighborhood, and the Grove Park neighborhood - should be nominated to the National Register of Historic Places. Howell Station received this designation in 1997.

2. Adaptive Reuse

As noted above, there are a variety of structures within the subarea that are not identified for preservation or protection. Often because they sit in isolation, they are not eligible for designation on the local level or national level. They can still, however, contribute to the cultural and aesthetic context of a neighborhood. The following buildings have been recognized as being historic with the possibility of adaptive reuse in a larger redevelopment to maintain a "sense of place" along D.L. Hollowell Parkway:

736 Jefferson (Jefferson and Griffin): 1900

This commercial/retail building is an excellent example of a two part commercial structure with extensive brick work. The building is solid brick construction, with 5 course American bond, arched and half circle windows, corner entry, and brick chimneys with 3 vertical recessed bands. All efforts should be made to

retain this building and incorporate it into redevelopment projects. It sits by itself with no other buildings of its kind in the immediate area. This has been converted to a residence.

English Avenue School (English Avenue and Fox Street): 1910

This school is solid brick with extensive brick decorative detailing, an ornate doorway surrounding and concrete lintels. The building was the whites only school built after the Craddock School built in 1889, which was the said to be the finest school building the city had ever built. The Craddock School was the first brick school built for African Americans. It unfortunately was lost to fire in the 1980s. The English Avenue School is a large complex, in fair condition and would be a perfect redevelopment site.

Guardian Chemical(708 Jefferson Street): 1890

The building is solid brick with 6-course American bond, arched windows and a stone foundation, adjacent to the tracks. Guardian Chemical is painted on the exterior as was often the case with older industrial/commercial buildings. Additional buildings were added to the complex in the 1940s which could also be utilized in an adaptive re-use project.

813-815 D.L. Hollowell Parkway: 1920 (D.L. Hollowell between Paires Avenue and English Avenue)

This building would originally have had two storefronts but has been combined with one central door. It is constructed of solid brick masonry with 5 course American bond, wood windows with segmental arches on top floor two storefronts. This is a good example of a building that maintains a sense of place.



Existing Conditions, D.L. Hollowell Parkway

This entire block could be incorporated into a redevelopment project. The building on the end, although in poor condition, is brick with a terracotta roof.

D.L. Hollowell Parkway and J.E. Lowery Boulevard: 1940 (AUDC date needs to be verified)

This building is a 2 story mercantile with 6 course American brick bond, concrete window sills, decorative brick work, brick stack chimneys, and a parapet.

Woodlawn and D.L. Hollowell: 1920/1930

Many similar one story strip commercial structures similar to this have been rehabilitated successfully. This building is located on the south side of D.L. Hollowell Parkway in an area that will remain more residential in character which makes the size and scale of this building appropriate. The building is currently in poor condition and some characteristics have been obscured but would be an option for rehabilitation. It features brick construction with a terracotta roof.

808 D.L. Hollowell Parkway: 1928

This service station features brick construction service bays and a terracotta clay roof. As seen in other neighborhoods these types of buildings make excellent adaptive re-use candidates for restaurant and retail.

English Avenue Yards: Large pre-1950 Industrial

This complex is in good condition and has been converted for art and creative work spaces. It is constructed of brick with concrete lintels and loading bays. There are other complexes in the Jefferson Street area that can be converted in a similar manner.

General

In general there are a large number of utilitarian auto service/industrial buildings in the subarea from the 1940s and 1950s. One common feature is a concrete roof cap detail featured in almost all some are constructed of brick while others are CMU (concrete block). These structures are not high style nor of exemplary construction but do provide part of the development "story" in the area.

Contributing Religious Structures:

W. Marietta Street (Rice and Marietta): Mount Ephraim Baptist Church: 1928

This religious structure features decorative brick banding, terra cotta tile, roof, ornate emblems on the façade, brick and concrete window sills, stretcher bond, decorative brick door surrounds.

892 Jefferson Street: New St. James Baptist Church: 1910

This is a one-story church with stained glass, a double pediment front facade, brick foundation.

705 Joseph E. Lowery (Lowery and Wheeler): 1920

This church features multi-colored brick decorative brick banding, stained glass, a double pedimented front, large staircase, and a granite retaining wall.

Langley Street and Church Street: 1920-1930s

This is a small neighborhood church. It is constructed of brick with wood accents.

In conclusion, a map of possible adaptive reuse buildings for the subarea can aid developers as they plan to redevelop sites; it should be incorporated into a BeltLine overlay or design guidelines.

3. Historic District Overlay

A local historic district status (overlay) for the Howell Station and Grove Park neighborhoods is recommended. A windshield survey of the resources should be conducted to establish compliance with Urban Design Commission standards. Howell Station neighborhood and Grove Park neighborhood could apply for "Historic District" designation under Chapter 20, "HC Historic and Cultural Conservation Districts".

An additional resource, 736 Jefferson Street, may require a local level of protection. It is an excellent example of two-story commercial building, constructed of brick with decorative detailing. This resource is also highlighted in the adaptive re-use/rehabilitation section.

The overlay would govern:

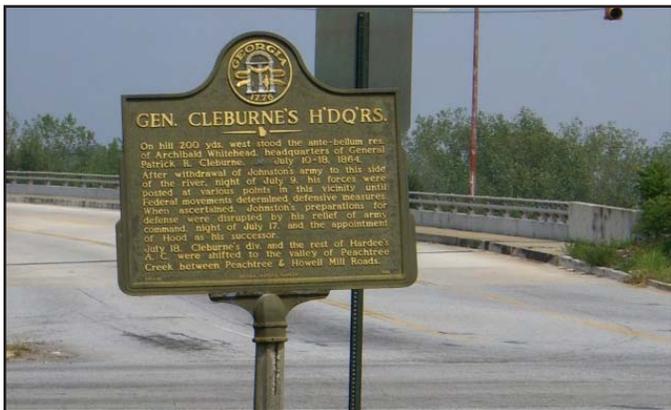
- Changes to the exterior appearance of any structure within an historic district.
- New structures or additions to any structure within the district.
- Demolishing or moving any contributing structure in whole or in part, within the district
- Varying any applicable regulation.
- Neighborhood-specific design guidelines pertaining to architectural standards, building facades, windows, doors, foundations, chimneys, roofs, porches, accessory structures, fences, ornaments, paved surfaces, off-street parking and signs, as well as any other features deemed appropriate, should be developed. This section should also define setbacks, maximum height and other site design features.

- Neighborhood designation protects quality and scale, which often increases property values

4. Historical Markers

The subarea would be served by a historic marker program to highlight the area’s historic structures and/or areas to residents and visitors. The program should include neighborhood development, industrial development, Civil War history, streetcar history and civil rights. The community should have the opportunity to contribute to the design and content. There are a variety of options to consider:

- Design: Custom (wood/metal) or the Georgia Historical Society’s standard
- Pictures at key locations.
- Text
- Sign toppers



Existing Historic Marker in Subarea

Figure 2-8 shows the known historical structures, sites and areas. Ten locations have been identified. It is important to design the markers for sustainability and reproduction so that more can be added as the history of the area is researched and evolves.

Art & Culture Strategies

Introduction

Public art and cultural activities enhance the quality of life for all Atlanta citizens and visitors to our city. As the BeltLine and the surrounding subareas develop there will be a need to further

develop the burgeoning art scene. Subarea 9 has very little in terms of public art and cultural opportunities. Just as the Olympic Games were a major catalyst for economic development, public art and culture in and around Downtown/Centennial Olympic Park, so will the BeltLine encourage the development of public art and cultural programs within the corridor. A truly diversified program will have clear historic themes such as the development of the railroads or the Civil Rights movement, but will also focus on themes of human or environmental conditions representing expressions of both our history and our future.

Types of Public Art

The term “public art” refers to works of art in any medium, including performance art, which are accessible to all and are intended to enhance indoor or outdoor surroundings through community vision, the creation of a sense of place, the representation of historic events or other expressions. The oldest types of public art are monuments, memorials, and civic statuary, but today public art has expanded to landscape features, benches, trash cans, community enhancement projects, murals, as well as dance and theatre.

A variety of categories for public art have been developed to address area needs and appropriate locations as listed below:

- Major Public Art: Major public art is often large in scale and located in plazas and/or parks in highly visible areas.



Example of Major Public Art, Millennium Park, Chicago, IL

- Plaza Public Art: A plaza is an urban open space for gathering. It can be part of a larger park or part of an urban development. This type of art can vary in size depending upon the theme or design of the plaza.



Example of Plaza Public Art, Picasso sculpture in Chicago, IL

- Neighborhood Public Art: Neighborhood scale public art is often smaller in scale and often responds to the surroundings whether natural or historic.



Example of Neighborhood Public Art, Auburn Avenue, Atlanta, GA

- Pocket Park Public Art: A pocket park is a small park accessible to the general public. These are usually too small for recreation but provide the public with an area to sit

and enjoy outside and many times are a venue for the placement of art.



Example of Pocket Public Art, Barcelona, Spain

- Temporary Public Artspace/Installations: Art created through a variety of media, from sculpture to performance, for a specific location, for a specific time.
- Interactive Installations: The piece reacts to the user's activity. These pieces can be located in a variety of places.



Example of Temporary Public Installation/Interactive Installation, Freedom Park, Atlanta, GA

- Gateways: Markers that define the physical boundaries of a city, neighborhood, trail or other geographic location, which often have a theme or historical connection.
- Murals: Created on a wall with a variety of media. Historically, murals have been used to depict a variety of subject matter, but have been used in the recent past to explore social injustice or to beautify an otherwise underutilized or utilitarian space.



Example of a Mural,
Dekalb Avenue, Atlanta, GA

Public Art Locations

A public art matrix and map (Table 2-3 and Figure 2-8) have been developed to identify key public art locations in the subarea. Focus was given to known features in the subarea such as existing parks, neighborhoods and entrances to Westside Reservoir Park near the BeltLine.

Public Art and Cultural Activities Recommendations

- Integrate site-specific objects into parks and plazas (for example, granite from the quarry).
- Promote sustainable public art.
- Foster future neighborhood programming and publicity.
- Develop public art criteria for each type (OCA/MPAC/PAAC/APAL).
- Investigate options associated with Atlanta's Cultural Investment Fund.
- Highlight D.L. Hollowell Parkway as CODA did for Ralph David Abernathy Boulevard - focus on a tribute to this civil rights leader while providing an outdoor respite for the community.
- Utilize murals to humanize bridges and overpasses in the area, as well as other utilitarian structures that may be appropriate.
- Investigate the possibility of art contests to fill established spaces.
- Promote community driven festivals and performances.



Site-Specific Object,
Atlantic Station, Atlanta, GA

- Promote activities such as concerts in Grove and Knight Parks.
- Promote art and cultural activities in neighborhood schools and senior center.
- Incorporate art and cultural requirements into the city code and zoning ordinance.
- Investigate public art programs and criteria.

3 Mobility

The purpose of the mobility analysis is to make recommendations for improvements to the transportation infrastructure that supports the overall land use, urban design, and parks master plans. The recommended transportation system is intended to integrate new development on industrial land in the TAD with existing neighborhoods in the subarea. The mobility analysis included a review of the existing conditions and projected future conditions for automobile traffic, truck traffic, and pedestrian, bicycle, and transit infrastructure.

A. Mobility Policies

Three major goals were established regarding transportation and mobility in Subarea 9. Multiple objectives were established to help achieve each of these goals. The following are the goals and objectives that guided the transportation analysis for Subarea 9:

Goal 1.0 Promote alternative modes of transportation

- Objective 1.1 Maximize transit access to redevelopment opportunities
- Objective 1.2 Preserve a corridor for the future extension of MARTA's Proctor Creek heavy rail line
- Objective 1.3 Provide safe, integrated pedestrian and bicycle access between neighborhoods and parks and between neighborhoods

Goal 2.0 Promote transportation network connectivity

- Objective 2.1 Provide connections across railroads to areas to the north and east
- Objective 2.2 Encourage new connections to reduce transportation impacts on existing streets
- Objective 2.3 Improve signage, access and connectivity to regional roads
- Objective 2.4 Structure redevelopment to promote connectivity

- Objective 2.5 Maximize street and trail connections between Howell Station neighborhood and new development along the BeltLine

Goal 3.0 Preserve the function and character of existing roadways

- Objective 3.1 Improve the major roadway network as necessary to mitigate the impacts of new development
- Objective 3.2 Prevent commercial traffic on neighborhood streets
- Objective 3.3 Establish parking requirements on local streets

These goals and objectives were presented at a Planning Committee meeting and a Study Group meeting during the master planning process. While all goals and objectives helped guide the master planning process, the meeting attendees were asked to provide feedback regarding their importance. Their responses showed the most support for the following objectives:

Objective 1.3: Provide safe, integrated pedestrian and bicycle access between neighborhoods and parks and between neighborhoods

Objective 2.2: Encourage new connections to reduce transportation impacts on existing streets

Objective 3.1: Improve the major roadway network as necessary to mitigate the impacts of new development

Support for Objective 1.3 indicates that residents are interested in having access to parks and to other nearby development without having to drive in their cars. Support for Objective 2.2 and Objective 3.1 indicates that residents want to prevent increases in traffic congestion that redevelopment in the area could potentially cause. Residents are supportive of new automobile and pedestrian connections, as well as improvements to major roadways to prevent this increase in traffic congestion.

B. Connectivity & Accessibility Enhancements Overview

Subarea 9 is generally characterized by a lack of connectivity and accessibility. Major roadways in the subarea, shown in Figure 3-1, include D.L. Hollowell Parkway, West Marietta Street/Perry Boulevard, Marietta Boulevard, and Joseph E. Lowery Boulevard. These roadways provide connections between the subarea and the surrounding area. However, overall connections to the surrounding area are few, particularly to the north and east where freight rail lines limit crossing opportunities.

Connectivity and accessibility within Subarea 9 are limited due to certain physical barriers. The most significant of these barriers are the Bellwood Quarry site (soon to become Westside Reservoir Park) and the superblocks in the Joseph E. Lowery Boulevard/Jefferson Street area that consist of industrial development and Fulton County government buildings. The Georgia Power substation and power-line easement, and Proctor Creek are barriers to connectivity and accessibility as well.

The Street Framework Plan, discussed in greater detail in Section 3C, lays out the recommended new roadway network throughout the subarea. This network includes new roadways and extensions of existing roadways. The first draft of the plan was developed as a part of graduate-level studio courses in city planning and architecture at the Georgia Institute of Technology. This plan was further refined and analyzed to determine the connectivity and accessibility improvements recommendations for Subarea 9. Other existing studies of Subarea 9 were also reviewed and incorporated where appropriate. The Upper Westside LCI Study and the Bankhead MARTA Station LCI Study were the other most relevant existing plans used for developing a roadway network in Subarea 9.

In addition to the roadways recommended in these studies, other new roadways were laid out on land that is expected to redevelop. This

includes Westside Reservoir Park, land adjacent to the park, and the Bankhead MARTA station area. Plans for West Highlands, the Atlanta Housing Authority's redevelopment of Perry Homes which is currently under construction, were incorporated into this analysis.

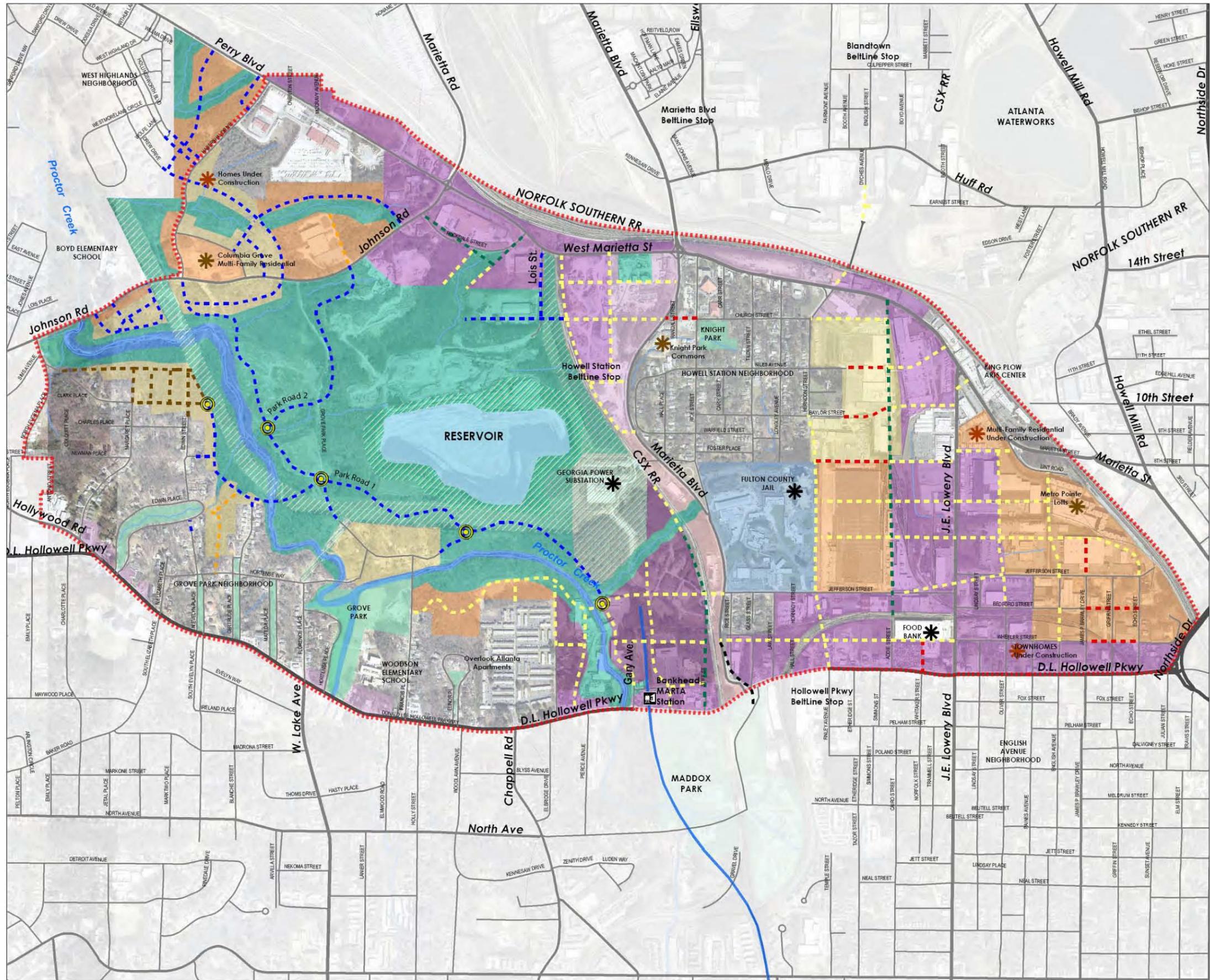
Figure 3-1 shows the Street Framework Plan. Each new roadway and roadway extension is delineated with a specific thoroughfare typology. Design details and illustrations of these thoroughfare typologies are shown in Figure 3-2. These thoroughfare typologies were provided by ABI and were adapted from SmartCode Version 9.0.

The following subsections provide detailed information regarding the roadway network recommendations at existing and proposed transit stations (MARTA and BeltLine), on land adjacent to and within Westside Reservoir Park, and in the industrial areas around Joseph E. Lowery Boulevard at Marietta Boulevard. These are areas that were generally not included in the Street Framework Plan. A critique of the Street Framework Plan and recommendations based on the plan are in Section 3C. The Subarea 9 project list, which includes project identification numbers and names, descriptions, projected completion dates, and other related information is in Section 3E.

Connectivity and Accessibility Improvements

The Subarea 9 Master Plan Mobility Section lays out a street grid for the Bankhead MARTA station transit oriented development (TOD). The proposed future land use for most of this TOD is high density mixed-use, which allows buildings 10 stories and taller. Street-front retail with residential or office space above the retail is proposed for these buildings. Additional details regarding the land use at this TOD is in Section 2 of this report.

This area is well served by existing transportation infrastructure including the Bankhead MARTA station, D.L. Hollowell Parkway, and Marietta Boulevard. However, to function well the TOD needs an internal grid of roadways that includes



BeltLine
Atlanta Connected

**BeltLine Subarea 9:
UPPER MARIETTA /
WESTSIDE RESERVOIR PARK**

**Proposed
New Roadways
Legend**

- BeltLine Subarea 9
- Land Use
 - High Density Mixed-Use
 - Medium Density Mixed-Use
 - Low Density Mixed-Use
 - High Density Residential
 - Medium Density Residential
 - Low Density Residential
 - Low Density Commercial
 - Office / Institutional
 - Industrial
 - Proposed Park Space
 - Existing Park Space
 - Reservoir
 - Floodway
 - Utility Corridor
- Points of Interest
 - Community Facility
 - Recent Development
 - Under Construction
- Thoroughfare Typology
 - Avenue/Mixed-Use
 - Avenue/Residential
 - Boulevard/Mixed-Use
 - Boulevard/Single Family
 - Street/Single Family
 - Street/Multi-Family
 - Roadway Modifications
 - Traffic Circle
- Existing Infrastructure
 - Principal Arterial
 - Minor Arterial
 - Collector Street
 - Local
 - Railroad
 - MARTA Heavy Rail
 - MARTA Heavy Rail Station

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JANUARY 2009

SCALE IN FEET
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Figure 3-1 Street Framework Plan Map with Street Typologies

Figure 3-2 BeltLine Thoroughfare Typology

Thoroughfare Types:

The following are definitions and types adapted from the Smart Code Version 9.0.

Thoroughfares: A way for use by vehicular, pedestrian and bicycle traffic that also provides access to development lots and opens spaces, consisting of vehicular lanes and public right of way.

Types: Boulevard (BL): A long distance, moderate speed (25-35mph), free movement thoroughfare, acting as a short distance connector, usually including a landscaped median.

Avenue (AV): A limited distance, low to moderate speed (25-30mph) thoroughfare, acting as a short distance connector, usually including a landscaped median.

Street (ST): A small scale, slow or yield movement (under 30 mph), local thoroughfare suitable for neighborhoods and centers.

Nomenclature:

(Type/Land Use-Row)

Example: Street/Single Family-50(ST/SF-50)

	Street Single Family (ST/SF-50)	Street Multi Family (ST/MF-60)	Avenue Residential (AV/R-78)	Avenue Mixed-Use (AV/MU-90)	Boulevard Single Family (BL/SF-112)	Boulevard Mixed-Use (BL/MU-112)
Number of Lanes	2	2	2	2	2	4
Width of Lanes	10'	11'	11'	11'	11'	11'
Bike Lanes	No	No	5'	5'	5'	5'
Sidewalk/Clear Zone	6'	6'	10'	10'	6'	10'
Planting Strip/ Street Furniture Zone	5'	5'	5'	5'	5'	5'
On-street Parking (from face of curb)	7'-6" (only one side)	7'-6"	7'-6"	7'-6"	7'-6"	7'-6"
Median	No	No	No	Yes	Yes	Yes
Width of Median				12'	42'	12'
Right-of-Way	50'	60'	78'	90'	112'	112'

Utility: To be located underground or in easement behind buildings.

Figure 3-2 BeltLine Thoroughfare Typology

Street/Single Family (ST/SF-50)

Number of Lanes	2
Width of Lanes	10'
Bike Lanes	No
Sidewalk/Clear Zone	6'
Planting Strip/ Street Furniture Zone	5'
On-street Parking (from face of curb)	7'-6" only one side
Median	No
Width of Median	
Right-of-Way	50'

Utility: To be located underground or in easement behind buildings.



Street/Multi-Family (ST/MF-60)

Number of Lanes	2
Width of Lanes	11'
Bike Lanes	No
Sidewalk/Clear Zone	6'
Planting Strip/ Street Furniture Zone	5'
On-street Parking (from face of curb)	7'-6"
Median	No
Width of Median	
Right-of-Way	60'

Utility: To be located underground or in easement behind buildings.



Figure 3-2 BeltLine Thoroughfare Typology

Avenue/Residential (AV/R-78)



Number of Lanes	2
Width of Lanes	11'
Bike Lanes	5'
Sidewalk/Clear Zone	10'
Planting Strip/ Street Furniture Zone	5'
On-street Parking (from face of curb)	7'-6"
Median	No
Width of Median	
Right-of-Way	78'

Utility: To be located underground or in easement behind buildings.

Avenue/ Mixed-Use (AV/MU-90)*



Number of Lanes	2
Width of Lanes	11'
Bike Lanes	5'
Sidewalk/Clear Zone	10'
Planting Strip/ Street Furniture Zone	5'
On-street Parking (from face of curb)	7'-6"
Median	Yes
Width of Median	12'
Right-of-Way	90'

Utility: To be located underground or in easement behind buildings.

* Coordination with emergency services will be required

Figure 3-2 BeltLine Thoroughfare Typology

Boulevard/Single Family (BL/SF-112)*

Number of Lanes	2
Width of Lanes	11'
Bike Lanes	5'
Sidewalk/Clear Zone	6'
Planting Strip/ Street Furniture Zone	5'
On-street Parking (from face of curb)	7'-6"
Median	Yes
Width of Median	42'
Right-of-Way	112'

Utility: To be located underground or in easement behind buildings.

* Coordination with emergency services will be required



Boulevard/Mixed Use (BL/MU-112)

Number of Lanes	4
Width of Lanes	11'
Bike Lanes	5'
Sidewalk/Clear Zone	10'
Planting Strip/ Street Furniture Zone	5'
On-street Parking (from face of curb)	7'-6"
Median	Yes
Width of Median	12'
Right-of-Way	112'

Utility: To be located underground or in easement behind buildings.



Figure 3-2 BeltLine Thoroughfare Typology

Alley (AL-20)



Number of Lanes	1
Width of Lanes	12'
Bike Lanes	No
Sidewalk/Clear Zone	No
Planting Strip/ Street Furniture Zone	4'
On-street Parking (from face of curb)	No
Median	No
Width of Median	No
Setback	5'
Right-of-Way	20' (Privately Owned)

Utility: To be located underground or in easement behind buildings.

sidewalks and bicycle lanes. The proposed street grid at the Bankhead MARTA station is shown in Figure 3-3.

Roadways within the Bankhead MARTA TOD use the thoroughfare typology Avenue/Mixed-Use, shown previously in Figure 3-2. The pattern of roadways is a grid, increasing connectivity within the TOD for all transportation modes. The short lengths of these roadways, and the short blocks (300-400 feet long), prevent traffic from reaching high speeds. In addition, the proposed narrow lanes, on-street parking, and bulbouts will slow traffic and make the roadways friendlier to bicyclists and pedestrians. As shown in Figure 3-3, a roundabout is proposed at the intersection of Gary Avenue and Jefferson Street, acting as a gateway entrance to Westside Reservoir Park.

Two new bridges are also proposed to connect the Bankhead MARTA TOD to the adjacent area. Project B-5 is a new bridge extending Jefferson Street west from Marietta Boulevard across the CSX freight rail line to the TOD. Project B-7 is a new bridge extending Jefferson Street from the MARTA TOD west to the area just north of the Overlook Apartments. Currently, the only way to access the Bankhead MARTA station is from D.L. Hollowell Parkway. These two bridges and roadway extensions provide access from roadways other than D.L. Hollowell Parkway, significantly improving access to the TOD.

The Subarea 9 Master Plan provides a street grid for the east park entrance area near the proposed Howell Station BeltLine stop. This area, shown in Figure 3-4, is located south of West Marietta Street and west of Marietta Boulevard. It is expected to redevelop into a mixed-use development, and this street grid provides for vehicular, bicycle, and pedestrian travel as well as locations for street front retail as part of the proposed development. Like the MARTA TOD, roadways in this development will be short due to existing constraints that include the CSX freight rail line, Norfolk-Southern freight rail line, and the Howell Station neighborhood. The proposed development will have relatively short block lengths, ranging from about 200 ft.

to about 700 ft. This, along with the design of the roadways, will keep traffic speeds slow and make the roadways friendlier to bicyclists and pedestrians.

The proposed east park entrance development at the Howell Station BeltLine stop (see Figure 3-4) and its roadways will serve as the entrance to Westside Reservoir Park from Marietta Boulevard and from the Howell Station neighborhood. A proposed westward extension of Church Street connects to an east/west roadway within the development at Marietta Boulevard. This provides direct access to the development from the neighborhood as well as from Marietta Boulevard. This roadway continues west through the development and across a proposed bridge, project B-6, over the CSX freight rail line into Westside Reservoir Park.

In the area of Johnson Road and Rockdale Street, the Subarea 9 Master Plan proposes two new roadways as well as alignment and design changes to Rockdale Street. These are intended to support redevelopment along Johnson Road, West Marietta Street, and Westside Reservoir Park. The number of roadways in this area is somewhat limited to allow some of the development to front directly onto Westside Reservoir Park without a roadway separating the development from the park. This design allows direct access for park users to restaurants and retail that are a part of this development. It also allows direct access to the park for residents in these new developments.

The Subarea 9 Master Plan depicts a number of new roadways in the northwestern part of Subarea 9, adjacent to Johnson Road, Perry Boulevard, and Habershal Road. The location of a number of these roadways is based on plans for the West Highlands development from the Atlanta Housing Authority (AHA). Residential construction for this development is currently taking place and these roadways are expected to be completed in the next few years.



Figure 3-3 Bankhead MARTA Station TOD Development Concept

Westside Reservoir Park Roadways

Park Road 1, project NR-2, is the primary roadway that passes through Westside Reservoir Park. It begins at the existing Gary Avenue, travels to the north and northwest, and ends at the intersection of Johnson Road and Habershal Road. The connection to Habershal Road creates one continuous roadway from the Bankhead MARTA station TOD through Westside Reservoir Park and north to Perry Boulevard. This route will use portions of the existing Grove Park Place, most of which is currently closed. This roadway will allow access to multiple parking lots serving the athletic fields, the park meadow, and other amenities within the park.

Park Road 2, project NR-3, connects Park Road 1 to Johnson Road. It will intersect with Johnson Road to the northeast of Habershal Road. This location was chosen to allow a connection between Westside Reservoir Park and potential redevelopment of the land northwest of Johnson Road near the MARTA bus maintenance facility.

The traffic analysis for Subarea 9 demonstrated that a three-leg, unsignalized intersection at Johnson Road and Park Road 1 would operate without any congestion problems. However, the layout of roadways in Westside Reservoir Park has changed since the completion of the traffic analysis. The proposed intersection of Park Road 1 and Johnson Road and the intersection of Park Road 2 and Johnson Road will each be 4-leg intersections. Potential redevelopment northwest of Johnson Road may add a significant amount of local traffic to the area. Therefore, a signal warrant analysis is recommended for each of the proposed intersections at Johnson Road when these roadways are closer to construction.

A limited amount of cut-through traffic on the roadways in Westside Reservoir Park is expected. This traffic should primarily be local traffic and include little, if any, commuter traffic. The low levels of traffic congestion on other roadways within Subarea 9 will reduce demand on these roadways as alternative routes. Additionally, the design of these roadways will include multiple

types of traffic calming design features, slowing vehicular speeds and reducing the amount of cut through traffic on the roadways.

The two roadways in Westside Reservoir Park will be 2-lane roadways with 10-ft. vehicular travel lanes using the Street/Single Family street typology. The roads would be designed to include on-street parking within Westside Reservoir Park and near the park. The alignments of Park Road 1 and 2 will be designed to avoid active portions of the park and to follow the existing topography of the area. These roadways will pass through parking lots within the park, which will slow traffic and reduce the amount of cut-through traffic on the roadways.

Traffic calming design features are recommended in strategic locations along Park Road 1 and Park Road 2. These design features include bulbouts at all intersections and at all crosswalk locations. Bulbouts serve to narrow the roadway and slow traffic. Roundabouts are recommended at four intersections along the roadways. These include the intersection of Park Road 1 and Park Road 2, two intersections of Park Road 1 and Grove Park Place, and the intersection of Park Road 1/Gary Avenue and the Jefferson Street extension.

C. Street Framework Plan

The Street Framework Plan is shown in Figure 3-5. This plan significantly improves connectivity and accessibility in the subarea, but it does not fully consider existing and proposed development which constrains many of the proposed additions to the roadway network. Therefore, the plan was analyzed and revised as a part of the Subarea 9 master planning process. Revisions to the plan were made based on existing developments that were not expected to change, such as the Georgia Power substation, the Fulton County government buildings, and some industrial land.

The following is an evaluation of the Street Framework Plan which provides a basis for the changes that were made to the plan. Specific details about proposed projects in Subarea 9, including roadway extensions, new roadways, and

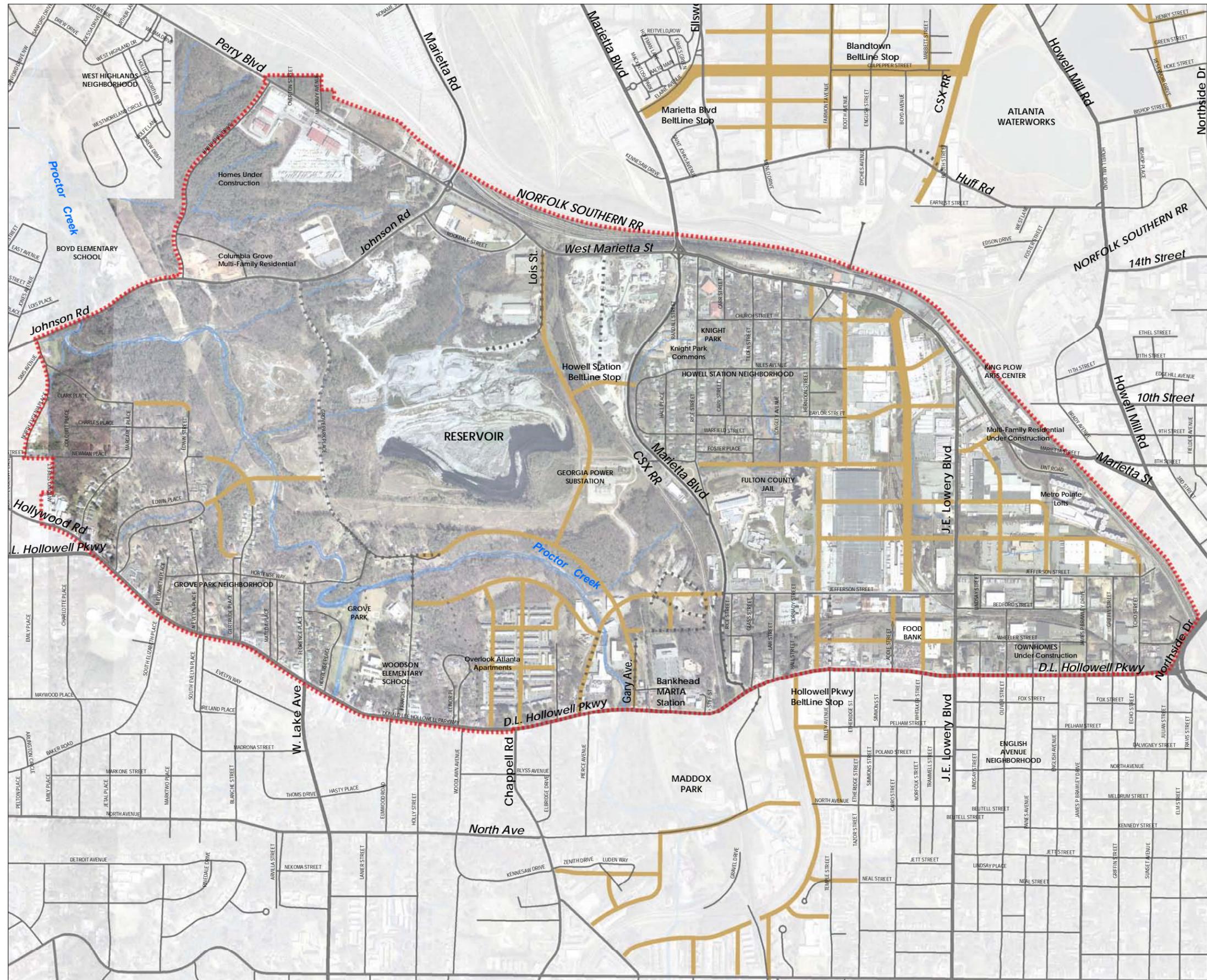


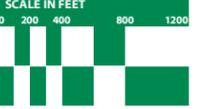
Figure 3-5 Original Street Framework Plan Map



**BeltLine Subarea 9:
UPPER MARIETTA /
WESTSIDE PARK**

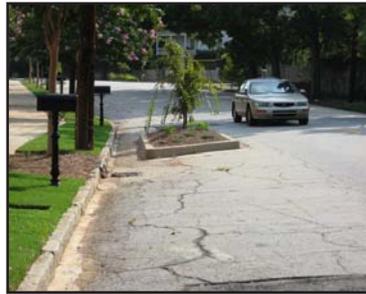
**Original Street
Framework Plan
SUBAREA MASTER PLAN**

- Legend**
- BeltLine Subarea 9
 - Street Framework Plan**
 - Roadways**
 - State Route
 - City Street
 - Under Construction
 - Closed / Abandoned
 - Potential Streets





Roundabout



Bulbout



Chicane



Speed Table



Gateway Island



Speed Hump

Traffic Calming Design Features

new bridges, are also included.

The Street Framework Plan proposes numerous new streets and creates a new, smaller block structure through the industrial area around Joseph E. Lowery Boulevard. Many of the roadways proposed in the Street Framework Plan pass through existing industrial structures in this area. These improvements are recommended because, as this area redevelops from industrial to non-industrial uses, the proposed street network must be implemented to support the new development. The existing industrial development is not impacted by the Master Plan's proposed street network. Only when existing structures are removed and replaced with new structures that serve a different land use will developers be required to construct these new roadways.

The right-of-way of the freight rail tracks parallel and to the west of Lowery Boulevard is proposed by the Street Framework Plan to be used for the BeltLine transit route and for a new roadway. The BeltLine and the new roadway would include a new bridge extending north across the Norfolk Southern freight rail tracks to Huff Road. If industrial land uses continue in this area when the BeltLine is constructed, then this is not a feasible alignment for BeltLine transit and the new roadway may not be feasible.

The Street Framework Plan proposes shifting the alignment of Herndon Street at West Marietta Street so that it meets West Marietta Street at close to a 90 degree angle. No bridge extending Herndon Street over the Norfolk Southern freight rail tracks to Huff Road is proposed at this location.

As previously mentioned a bridge connecting to Huff Road is proposed where the freight rail lines near Lowery Boulevard meet West Marietta Street. However, the Upper Westside LCI Study proposes keeping the existing route for Herndon Street and extending it over the freight rail tracks to Huff Road with a new bridge. It is recommended that the specific alignment of Herndon Street should be determined when the route for the new bridge connecting to Huff Road is identified. This should be done by conducting a concept study for the bridge. Existing development, grade changes, the length of the proposed bridge, and alignments for the BeltLine transit/trail and the Silver Comet Connector Trail should all be considered as a part of this concept study. Also, Huff Road (north of Subarea 9) will likely need some roadway improvements if additional traffic is added to it, particularly at the intersections with Howell Mill Road and Marietta Boulevard.

The Street Framework Plan proposes extending Herndon Street south to Jefferson Street and to

D.L. Hollowell Parkway. This roadway extension is included in the Subarea 9 Master Plan. However, it is slightly modified in the plan so that it will line-up with the intersection of D.L. Hollowell Parkway and Finley Avenue, creating one four-leg intersection. Currently, Finley Avenue ends one block south of D.L. Hollowell Parkway. However, it could be extended approximately ¼ mile through undeveloped land and existing industrial land to Temple Street. Temple Street continues approximately ¼ mile before reaching Simpson Road. These proposed extensions would provide one continuous roadway from Simpson Road to West Marietta Street. This continuous roadway would parallel Joseph E. Lowery Boulevard and Marietta Boulevard, providing an alternative route to both of these roadways.

The Street Framework Plan also proposes an extension of Jefferson Street west across Marietta Boulevard and the CSX freight rail line. This also is supported in the Subarea 9 Master Plan, although the route west of the CSX freight rail lines is modified. The plan shows the Jefferson Street extension curving south, crossing Proctor Creek, and ending at D.L. Hollowell Parkway. In the Subarea 9 Master Plan, Jefferson Street continues west to Francis Place. This alignment provides an alternate route to D.L. Hollowell Parkway from Francis Place to the Norfolk Southern freight rail lines on the eastern edge of Subarea 9. Due to the fact that the roadway does not extend outside the subarea it will primarily serve local traffic rather than commuter traffic, which will remain on D.L. Hollowell Parkway.

One additional change to Jefferson Street proposed by the Subarea 9 Master Plan involves the intersection with Joseph E. Lowery Boulevard. The east and west legs of Jefferson Street meet Lowery Boulevard approximately 200 ft. apart. The Street Framework Plan does not propose any changes to this intersection, but the Subarea 9 Master Plan proposes realigning this intersection. This realignment project requires additional land around this intersection which can be obtained as redevelopment takes place in the area. This realignment, Project I-7, should improve traffic flow in the area, particularly as redevelopment moves

forward and traffic volumes increase on Jefferson Street and Joseph E. Lowery Boulevard.

The Street Framework Plan proposes extending Lois Street south along the eastern edge of the quarry, through the Georgia Power property, ending at a new roadway near the Bankhead MARTA station. However, this route would pass through the site of the existing Georgia Power substation. Georgia Power has no plans to remove this substation and, in fact, may expand operations at this site. Therefore, this roadway extension is not feasible and is not recommended in the Subarea 9 Master Plan.

A small number of new roadways are proposed by The Street Framework Plan for undeveloped land in the Grove Park neighborhood. These roadways include one bridge connection across Proctor Creek to Westside Reservoir Park. The Subarea 9 Master Plan identifies a number of additional roadways in this neighborhood, as well as this same bridge connection to Westside Reservoir Park. The purpose of the additional roadways and the small blocks they create is to allow additional low density residential development in the neighborhood, adjacent to Westside Reservoir Park.

D. Operational, Capacity, Bike, and Pedestrian Improvements

A number of transportation projects are proposed for Subarea 9 that impact roadway operations, roadway capacity, bicycle facilities, and pedestrian facilities. All the proposed projects are listed in Section 3-F: Project Implementation Summary. Improvements to roadways, as well as bicycle/pedestrian facilities on the same roadway segment, are considered to be one project as all improvements will likely be constructed simultaneously. Some related projects, such as a project on a roadway segment and an intersection project along that same roadway segment, will likely be constructed simultaneously as well. This will reduce the costs of designing and constructing these projects. These projects are listed individually in the Project Implementation Summary so that specific details about each project can be provided.

Figure 3-6 is a map depicting the locations of all of the proposed roadway and bridge projects in Subarea 9. Figure 3-7 shows the locations of all of the proposed bicycle and pedestrian projects in Subarea 9. Any roadway project that also includes a bicycle or pedestrian component is also shown in this figure. Details about the projects in Subarea 9 are included in the following text.

D.L. Hollowell Parkway Corridor

D.L. Hollowell Parkway is currently a 4-lane roadway with narrow vehicular lanes, no bicycle facilities, and narrow sidewalks. There is no median and typically no turn lanes at intersections. Traffic volumes are relatively low on D.L. Hollowell Parkway, due partly to the fact that the roadway is only two lanes wide on part of the segment between I-285 and Subarea 9. Project AT-001 in the Atlanta Regional Commission (ARC) Regional Transportation Plan (RTP) will widen this segment to 4 lanes in the year 2030, removing this constraint. This will likely attract higher commuter traffic volumes on D.L. Hollowell Parkway. Additionally, projected future development in Subarea 9 is likely to generate significant amounts of local traffic and increase overall traffic volumes on D.L. Hollowell Parkway.



Existing D.L. Hollowell Parkway

The proposed typical section throughout Subarea 9 for D.L. Hollowell Parkway is a 4-lane boulevard with a 20-ft. wide landscaped median, bicycle lanes, and improved sidewalks that include landscaping, pedestrian lighting, and street furniture. The median will accommodate left turn lanes at major intersections. Project R-1 will implement these changes on D.L. Hollowell Parkway from west of Proctor Creek to Marietta Boulevard. This is Project AT-004 in the Atlanta Regional Commission's

Regional Transportation Plan, and construction is planned to begin in 2009.

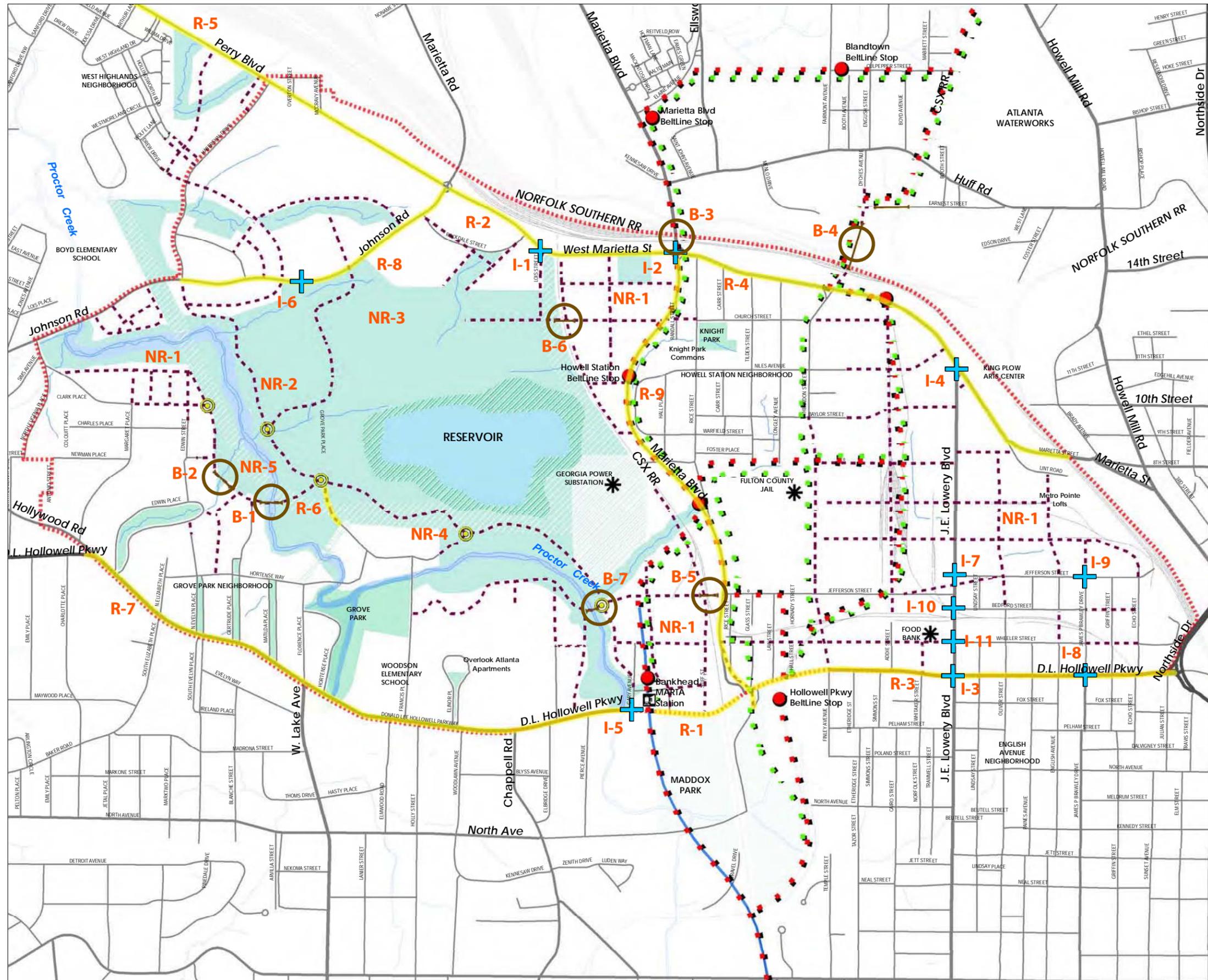
Project R-3 is proposed to implement the same enhancements as Project R-1 from Marietta Boulevard to Northside Drive. Project I-3, at the intersection of D.L. Hollowell Parkway and Joseph E. Lowery Boulevard, will be constructed concurrently with Project R-3. It includes the addition of left-turn lanes on the eastbound and westbound approaches, traffic signal upgrades, sidewalks, crosswalks, curbs and ramps, and pedestrian lighting.



Example of a 4-Lane Roadway with Landscaped Median, Dunwoody, GA

Project R-7, from Hollywood Road to Gary Avenue, is proposed to implement the same roadway enhancements as Project R-1 and Project R-3. Project R-3 and Project I-3 are proposed to be constructed before Project R-7 due to the fact these projects are located closer to downtown and midtown Atlanta. Additionally, land use along the north side of this segment of D.L. Hollowell Parkway is currently made up of industrial uses and underutilized commercial uses. The existing commercial and industrial land use makes the area more likely to redevelop at a higher density in the future than if the land use consisted primarily of single family residential development, which is not expected to redevelop in the near future. The higher density redevelopment will result in additional local traffic on this segment of D.L. Hollowell Parkway.

Land uses along the Project R-7 segment of D.L. Hollowell Parkway consist primarily of single family homes in the Grove Park neighborhood. Neighborhoods like this are to be preserved and



BeltLine
Atlanta Connects

**BeltLine Subarea 9:
UPPER MARIETTA /
WESTSIDE RESERVOIR PARK**

**Transportation Projects:
Roadways**

Legend

- BeltLine Subarea 9 Infrastructure
- Intersections
- Bridges
- Operations / Capacity
- New Routes
- BeltLine Transit Route
- BeltLine Multi-Use Path
- BeltLine Transit Stops
- Traffic Circle
- Proposed Roadways
- Land Use
- Proposed Park Space
- Existing Park Space
- Reservoir
- Floodway
- Utility Corridor
- Community Facility
- Existing Infrastructure
- Principal Arterial
- Minor Arterial
- Collector Street
- Local
- Railroad
- MARTA Heavy Rail
- MARTA Heavy Rail Station

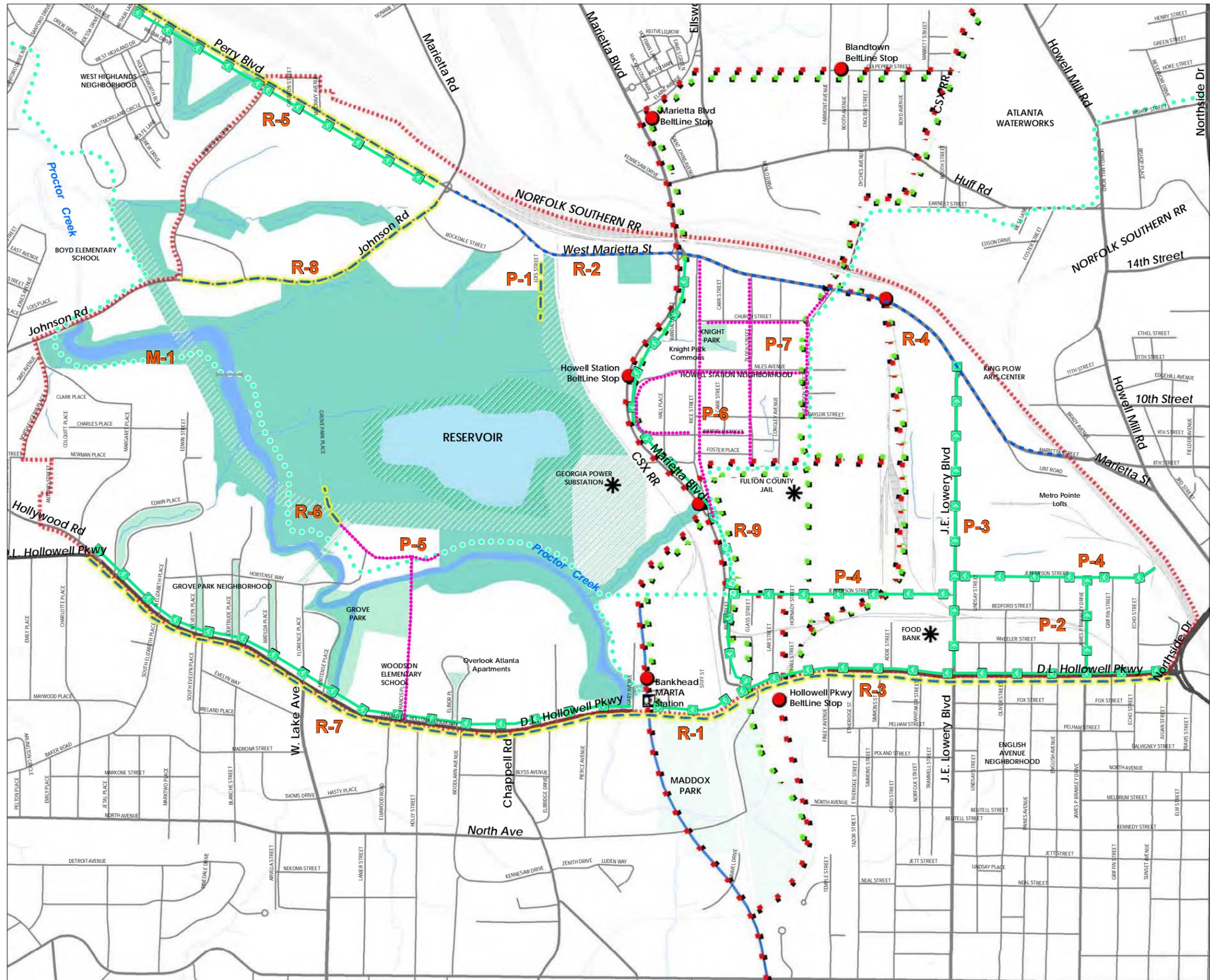
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Figure 3-6 Recommended Roadway and Bridge Projects Map



BeltLine
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BeltLine Subarea 9:
UPPER MARIETTA /
WESTSIDE RESERVOIR PARK

Transportation Projects:
Bike/Pedestrian

Legend

- BeltLine Subarea 9
- Streetscapes
- Sidewalk Project
- Bike Lane
- Multi-Use Trail
- Silver Comet Connector Trail

New Routes

- BeltLine Transit Route
- BeltLine Multi-Use Path
- BeltLine Transit Stops

Land Use

- Proposed Park Space
- Existing Park Space
- Reservoir
- Floodway
- Utility Easement
- Community Facility

Existing Infrastructure

- Roadways
- Bridges
- MARTA Heavy Rail
- MARTA Heavy Rail Station

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Figure 3-7 Recommended Bike and Pedestrian Projects Map

are not expected to experience redevelopment. Therefore, significant amounts of new, local traffic are not expected to originate along this segment of D.L. Hollowell Parkway.



Example of a streetscape at Mixed-Use Development, Atlanta, GA

Future transportation capacity along the D.L. Hollowell Parkway corridor must be considered by the year 2030. The Subarea 9 traffic analysis does not identify a need for additional capacity on D.L. Hollowell Parkway. However, trip generation in the Build Alternative is based on a market study for the subarea. If the real estate market in Subarea 9 grows at a higher rate than projected in this study, then travel demand within the subarea will be higher. Additionally, background traffic may grow at a higher rate than projected as more people continue to move to other nearby in-town neighborhoods to be closer to jobs and other amenities.

Alternate routes to D.L. Hollowell Parkway are limited with Simpson Road and Martin Luther King, Jr. Drive as the only major roadway alternatives nearby. There are numerous obstructions north of D.L. Hollowell Parkway that block potential parallel routes, including the Westside Reservoir Park, the City of Atlanta Water Works, two freight rail yards, and numerous freight rail lines. Implementation of the BeltLine transit component will likely have only a minor impact on traffic volumes along D.L. Hollowell Parkway as the BeltLine route does not follow the roadway's route.

Transportation capacity needs have traditionally been addressed by the addition of more roadway capacity. Adding more general purpose lanes

on D.L. Hollowell Parkway would create a 6-lane typical section, which may be detrimental to pedestrian activity along the roadway. Alternatives to adding more roadway capacity to D.L. Hollowell Parkway include:

- Improved Access Management
- Addition of a New Transit Line

Improved access management can consist of a number of different types of projects or policy changes. The addition of a landscaped median is one step in improving access management along the corridor, and is recommended in the projects previously discussed for D.L. Hollowell Parkway. A landscaped median would restrict left turns along the corridor while providing right-of-way for left turn lanes at intersections. Other steps to improved access management can consist of reducing/consolidating existing driveways, establishing requirements for future driveways, and improved interparcel access. These changes can improve the flow of traffic and improve safety without adding additional capacity.

A transit route along D.L. Hollowell Parkway has also been recommended by more than one study of the Atlanta area. This new transit route would shift more trips along the corridor from automobile trips to transit trips. Additional details about this proposed transit route are provided in the *Transit Improvements* subsection of the *Mobility* section of this report.

The Subarea 9 Master Plan proposes significantly higher density development along D.L. Hollowell Parkway. If higher density development is constructed, then right-of-way for a landscaped median and a transit route will become constrained, making these projects infeasible from a cost standpoint. Therefore, if these projects may be needed to meet future capacity needs along the D.L. Hollowell Parkway corridor, then the right-of-way must be reserved now as the master plan is implemented and higher density development is constructed.

West Marietta Street/Perry Boulevard Corridor

West Marietta Street is currently a 4-lane roadway with narrow vehicular lanes and no bicycle facilities. Sidewalks are narrow, discontinuous, and primarily located on the southside of the roadway. West of the intersection with Johnson Road/Marietta Road the name of the roadway changes to Perry Boulevard. The roadway narrows to 2 lanes approximately 1/10 of a mile west of Johnson Road/Marietta Road. The segment of West Marietta Street between Johnson Road/Marietta Road and Marietta Boulevard is a federal, STAA designated truck route. Vehicle classification counts conducted in 2007 showed that nearly 48% of vehicles traveling daily on this segment of West Marietta Street were some type of truck. The next segment to the east, located between Marietta Boulevard and the Norfolk Southern freight rail lines on the eastern edge of Subarea 9, carries significant amounts of commuter traffic between Cobb County and Atlanta. This eastern segment of the roadway has the highest traffic volumes along the corridor within Subarea 9.



Existing West Marietta Street

Even with the significant amounts of truck traffic and commuter traffic, the corridor experiences relatively little traffic congestion overall. The primary point of traffic congestion is the intersection of West Marietta Street and Marietta Boulevard. This intersection is constrained by the bridge over the Norfolk Southern freight rail lines immediately north of the intersection.

The proposed plan for West Marietta Street is for it to be a 4-lane boulevard throughout Subarea 9. This includes a landscaped median typically

20 ft. wide that will accommodate left turn lanes at major intersections. Multi-use paths with landscaping and pedestrian lighting will be adjacent to the roadway to provide for pedestrian and bicycle travel. Multi-use paths were chosen for this roadway rather than sidewalks and bicycle lanes due to the significant amount of truck traffic and commuter traffic using this roadway. Additionally, the planned Westside Reservoir Park will draw recreational bicyclists who are traveling to and from the park. These bicyclists may not be accustomed to riding their bikes in congested urban traffic conditions and the multi-use paths will improve safety for these bicyclists.



Example of a 4-Lane Roadway with Landscaped Median, Atlanta, GA



Example of a Multi-Use Path, Gwinnett County, GA

Thus, the initial design focus on this roadway will be the segment between Johnson Road/Marietta Road and Marietta Boulevard. The Lois Street entrance to Westside Reservoir Park is located along this segment of the roadway. This park entrance will be the first entrance that will serve the park and will remain in use until most or all of the other entrances to the park have been

constructed and are in use. Four projects are planned for this segment of West Marietta Street and Lois Street. These four projects are planned to be constructed concurrently to save on overall construction costs. However, it should be noted that the exact timeline for these projects has not been finalized and will be determined in part by funding constraints and project prioritization for the entire BeltLine. The projects are as follows:

- Project P-1, Lois Street Streetscape: This project is located along Lois Street from West Marietta Street to the meadow inside of Westside Reservoir Park. It includes the addition of sidewalks, street furniture, pedestrian lighting, curbs and ramps, and street trees to improve the short-term entrance to Westside Reservoir Park.



Existing Lois Street

- Project R-2, West Marietta Street 1: This project is located on West Marietta Street from Johnson Road/Marietta Road to Marietta Boulevard. It includes widening the existing lanes to 12-ft., the addition of a landscaped median, turn lanes at intersections, traffic signal upgrades, multi-use trails, crosswalks, curbs and ramps, pedestrian lighting, and street trees.
- Project I-1, West Marietta Street and Lois Street: This intersection enhancement project includes the addition of a northbound left-turn lane, an eastbound right-turn lane, a westbound left-turn lane, a crosswalk with brick pavers and reflectors across Lois Street, crosswalks across West Marietta Street, multi-use trails, curbs and ramps, and pedestrian lighting.

- Project I-2, West Marietta Street and Marietta Boulevard: This intersection enhancement project includes the addition of eastbound and westbound left-turn lanes and a westbound right-turn lane. These turn lane improvements will assure a passing level of service (LOS) for this intersection in the immediate future. (Additional lanes on the southbound approach will be added when the bridge north of this intersection is replaced.) This project also includes the removal of the right-turn islands on the southside of the intersection, traffic signal upgrades, sidewalks, crosswalks, curbs and ramps, and pedestrian lighting.

Other long-range projects are planned for this corridor. These include Project R-4, which will continue the same roadway enhancements from Marietta Boulevard east to the Norfolk Southern freight rail lines on the eastern edge of Subarea 9. This project will be constructed concurrently with Project I-4. Project I-4 will re-align the intersection of West Marietta Street and Joseph E. Lowery Boulevard, creating a 90 degree angle where these two roadways meet. This project also includes the addition of a left-turn lane on the westbound approach, a right-turn lane on the northbound approach, traffic signal upgrades, sidewalks, crosswalks, curbs and ramps, and pedestrian lighting.

Project R-5 is located along Perry Boulevard from Sanford Drive (just outside Subarea 9 at the West Highlands development) to the intersection of Johnson Road/Marietta Road. This project includes widening to a 4-lane boulevard with most of the same design features as the rest of the corridor. The one key difference between this segment and the rest of the corridor is that this segment will have bicycle lanes and sidewalks rather than a multi-use trail. This is due to the fact that the percent of truck traffic and overall traffic volumes are lower on this segment than on segments of this roadway further to the east.

Project B-3 consists of replacing the existing Marietta Boulevard bridge across the Norfolk

Southern freight rail lines on the northern edge of Subarea 9. The new bridge will include five lanes for southbound traffic, three lanes for northbound traffic, bike lanes, sidewalks, and pedestrian lighting. In addition to improving traffic conditions on Marietta Boulevard, this project will have a significant impact on traffic flow on West Marietta Street at the intersection with Marietta Boulevard.



Existing Marietta Boulevard Bridge

The existing bridge has only two lanes on the southbound approach. The five southbound lanes on the new bridge will change the southbound approach so that it includes two left-turn lanes, two through lanes, and one right-turn lane. This new bridge and intersection design will not only handle current traffic volumes, but as the Subarea 9 Transportation Analysis Report showed, will also handle traffic volumes through the year 2030 with a passing LOS. The changes to the intersection of West Marietta Street and Marietta Boulevard will remove the only major point of congestion along West Marietta Street. Project B-3 will improve traffic flow for commuter traffic as well as for visitors to Westside Reservoir Park.

Johnson Road Corridor

Johnson Road in Subarea 9 is the segment from Proctor Creek to the intersection with West Marietta Street/Perry Boulevard. This segment is currently a 2-lane roadway with bicycle lanes and some sidewalks primarily where existing developments are located. Traffic volumes on Johnson Road are very low, with GDOT traffic counts showing 1,500 vehicles per day traveling on this segment of the roadway.



Existing Johnson Road

No traffic congestion problems currently exist on Johnson Road; the traffic study for Subarea 9 did not identify any traffic problems by the year 2030. However, the traffic study assumed certain levels of development for the subarea based on a market study of the entire BeltLine. This projected development was spread fairly evenly over the available land in Subarea 9. If the subarea develops at a higher density than projected or that development is concentrated at a high density along Johnson Road, then additional roadway capacity may be needed.

The master plan for Subarea 9 calls for primarily medium density and high density residential uses and mixed-use development along Johnson Road. This development may generate significant amounts of new traffic, most of which would travel on Johnson Road during peak hours. To the southeast of the roadway will be Westside Reservoir Park, which will also generate new traffic, although primarily during off-peak hours. There are also potential locations for two new traffic signals on Johnson Road. These traffic signals would be located at the intersection with Habershal Road/Park Road 1 and the intersection with Park Road 2, which would also provide a connection to new development north of Johnson Road.

Due to the potential for significant amounts of new traffic along Johnson Road, as well as the potential for two new traffic signals, additional traffic capacity may be needed along this segment of the roadway. Project R-8, located on Johnson Road from west of Habershal Road to West Marietta Street/Perry Boulevard, is intended to

address those potential capacity needs. It includes widening to a 4-lane roadway with 11-ft lanes, a landscaped median, turn lanes at intersections, bike lanes (existing), sidewalks, crosswalks, curbs and ramps, street furniture, pedestrian lighting, and street trees. Whether or not this project is truly needed will be determined by how soon land adjacent to Johnson Road develops and at what density it develops.



Example of a Landscaped Sidewalk with Street Furniture, Lindbergh City Center, Atlanta, GA

Traffic impact studies are recommended when specific new developments are proposed to the City of Atlanta to determine the impact the developments will have on Johnson Road and other nearby roadways. If the impacts are significant, then it may be appropriate to require the developers to make transportation improvements to existing roadways and/or to simply donate right-of-way so that the city can make improvements when appropriate. If right-of-way is not preserved as redevelopment takes place, adding additional transportation infrastructure at a later date may become cost prohibitive.

Marietta Boulevard

Marietta Boulevard is currently a 5-lane roadway (3 lanes southbound, 2 northbound) without bicycle facilities and sidewalks. There is no median and typically no turn lanes at intersections. Marietta Boulevard in Subarea 9, from D.L. Hollowell Parkway to just north of West Marietta Street, is classified as a local roadway. Therefore, no daily traffic volumes are provided by GDOT. However, field observations of the roadway and peak hour

traffic analyses showed no traffic congestion problems except at the intersection of Marietta Boulevard and West Marietta Street. Additional details regarding this intersection have been provided in the earlier subsection regarding the West Marietta Street/Perry Boulevard corridor.



Marietta Boulevard at D.L. Hollowell Parkway

Marietta Boulevard has no traffic signals or other traffic control devices between D.L. Hollowell Parkway and West Marietta Street. The lack of traffic control devices, as well as the 5-lane roadway design with no bicycle or pedestrian facilities, enables high speed vehicular travel along the roadway. This makes the roadway less safe for pedestrians and bicyclists and less conducive to street-front retail. The Subarea 9 Land Use Plan calls for mixed-use development to be located in the land located south of West Marietta Street, east of Westside Reservoir Park, and west of Marietta Boulevard. The remaining land on the west side of Marietta Boulevard down to D.L. Hollowell Parkway is planned to be low density commercial development.

To slow traffic along Marietta Boulevard and create a more pedestrian friendly environment, Project R-9 is proposed. This project would be along Marietta Boulevard from D.L. Hollowell Parkway to West Marietta Street. It would convert the existing 5-lane roadway to a 4-lane roadway with 11-ft lanes and a landscaped median, turn lanes at intersections, bike lanes, sidewalks, crosswalks, street furniture, pedestrian lighting, curbs and ramps, and street trees. If the alternative BeltLine transit alignment on Marietta Boulevard is pursued, the transit line should be incorporated

into this roadway's design as well.



Example of a 4-Lane Roadway with Landscaped Median, Atlanta, Ga



Example of a Landscaped Sidewalk with Street Furniture, Lindbergh City Center, Atlanta, Ga

Project B-6 is a new bridge connecting the proposed mixed-use redevelopment adjacent to the intersection of West Marietta Street and Marietta Boulevard to Westside Reservoir Park. Once this bridge is completed, this development (discussed in greater detail in Section 3B) will be the eastern entrance to Westside Reservoir Park. It should be noted that this development is expected to necessitate at least one new traffic signal on Marietta Boulevard likely at the intersection with the Church Street extension.

The proposed Bankhead MARTA station TOD is also discussed in greater detail in Section 3B. After the completion of Project B-5, which consists of a new bridge connecting Marietta Boulevard to the Bankhead MARTA station TOD, a new traffic signal will likely be necessary at the intersection of Marietta Boulevard and Jefferson Street. Along with the redesign of Marietta Boulevard, this new traffic signal and the new traffic signal at the Church Street extension will slow traffic and make the roadway safer for pedestrians and more conducive to retail and other commercial

development.

Joseph E. Lowery Boulevard and Jefferson Street Area

Joseph E. Lowery Boulevard is currently a 3-lane (2 northbound lanes, 1 southbound) roadway without bicycle facilities but includes 5-ft. sidewalks through most of the corridor. Jefferson Street is a 2-lane roadway without bicycle facilities but includes 5-ft. sidewalks along portions of the corridor. These two roadways and other surrounding roadways primarily have served the industrial development located in this area. Some redevelopment has already begun to take place in this area, and the Subarea 9 Master Plan calls for mixed-use and residential development to be the long-term land use in this area.



Existing Joseph E. Lowery Boulevard

The most significant roadway project proposed for this area is Project I-7, which would align the eastbound and westbound legs of the intersection of Joseph E. Lowery Boulevard and Jefferson Street. Currently, the Jefferson Street approaches are offset by approximately 200 feet. In addition to aligning this intersection, this project would add a traffic signal (if warranted), left-turn lanes on all four approaches, an eastbound right-turn lane, bike lanes, sidewalks, crosswalks, curbs and ramps, and pedestrian lighting. As redevelopment takes place, right-of-way should be preserved to implement this project. Implementing Project I-7 will improve traffic flow in the area, particularly as traffic volumes increase due to redevelopment. This project will be constructed concurrently with Project P-4, which will add bicycle lanes to Jefferson Street.

Projects I-8, I-9, I-10, and I-11 all have been identified as potential intersection projects in this part of Subarea 9. Specific details about each of these projects can be found in Section 3E Project Implementation Summary. The primary purpose of these projects is to add turn lanes. The traffic study for Subarea 9 did not include these intersections, due to the fact that at least one roadway at each intersection is a local roadway with very low traffic volumes. However, as redevelopment takes place, traffic impact studies of individual developments should be conducted to determine if and when these four intersection projects are needed. Depending on the results of these traffic impact studies, developers may be responsible for implementing these improvements or for providing right-of-way for the city to implement the improvements.

The draft version of the City of Atlanta's Connect Atlanta Plan, which is the comprehensive transportation plan for the city, identifies Joseph E. Lowery Boulevard, Jefferson Street, and Brawley Drive as either Core Bike Routes or Secondary Bike Routes. To address the Connect Atlanta Plan, as well as to improve the bicycle infrastructure in this area, Projects P-2, P-3, and P-4 add bicycle lanes to these three roadways.

Grove Park and Howell Station Neighborhoods

From a transportation standpoint, the historic neighborhoods of Grove Park and Howell Station have been left largely untouched. Both of these neighborhoods are well established and consist primarily of single family homes on local, residential roadways. No major transportation projects are needed in these neighborhoods.

Project P-5 will construct new 5-ft. sidewalks, pedestrian lighting, and pedestrian ramps on both sides of Francis Place from D.L. Hollowell Parkway to Grove Park Place and on the segment of Grove Park Place that is currently open. There is an existing sidewalk along the west side of Francis Place for approximately 375 ft. from D.L. Hollowell Parkway north. This is the only existing sidewalk segment of significant length. Otherwise, new sidewalk is needed throughout the length of this project. The purpose of this project is to improve

pedestrian connectivity between the Grove Park neighborhood, Woodson Elementary School, Westside Reservoir Park, Grove Park, and D.L. Hollowell Parkway.

Project P-6 will construct new 5-ft. sidewalks, pedestrian lighting, and pedestrian ramps on both sides of Rice Street from Marietta Boulevard to West Marietta Street in the Howell Station neighborhood. Some portions of Rice Street, primarily near Church Street, already have 5-ft. sidewalks along one side of the roadway. This project will expand these sidewalks and provide a pedestrian connection between the potential BeltLine trail and transit alignments on the edge of the neighborhood to Knight Park and the rest of the Howell Station neighborhood.

Project P-7 will construct new 5-ft. sidewalks, pedestrian lighting, and pedestrian ramps on one side of many of the remaining roadways in the Howell Station neighborhood. These sidewalks were not identified as needed during the master planning process. However, these sidewalks were identified as a project in the Upper Westside LCI Study, completed in 2005. They are included here to show a complete picture of how the pedestrian needs of the Howell Station neighborhood are being addressed.

Other Projects

One additional project not in the Subarea 9 Master Plan Transportation Project List is ARC RTP Project AT-064. This project was included in the Mobility 2030 RTP, but was dropped from the Envision 6 RTP. Project AT-064 is located outside of Subarea 9, just to the east of Northside Drive. The project would replace the closed D.L. Hollowell Parkway bridge over the freight rail lines between Northside Drive and Means Street. Essentially, Project AT-064 would reconnect D.L. Hollowell Parkway east over the freight rail lines to Marietta Street, the Georgia Tech campus, and existing development adjacent to the campus. This would provide a direct link for vehicles, bicyclists, and pedestrians between Subarea 9 and the thousands of students and faculty/staff at Georgia Tech's campus. Due to the proximity of campus, the students and

faculty/staff are a group that is likely to live and shop in Subarea 9 as it redevelops and may also visit Westside Reservoir Park regularly. Already, students have begun living in Subarea 9 in MetroPointe Lofts, a residential development that specifically targets college students.

With replacement of this bridge, Subarea 9 would be just less than ½ mile from campus. This distance is about the maximum the average person would walk. However, this distance is a short bike ride and a very short drive. Currently, the shortest route between Subarea 9 and campus requires passing through the intersection of Northside Drive and Marietta Street. This intersection is designed to move large amounts of vehicular traffic quickly. However, the design of the intersection means it is not conducive to bicycle or pedestrian travel.

This bridge could also open up Subarea 9 to expansion by Georgia Tech, much in the same way the 5th Street Bridge over I-75/I-85 connects Georgia Tech to Midtown Atlanta and assisted in the Technology Square expansion at 5th Street and Spring Street. Direct connections for vehicular, bicycle, and pedestrian traffic over I-75/I-85 exist at the North Avenue, 5th Street, and 10th Street Bridges, while a tunnel at Bobby Dodd Way/3rd Street provides an additional bike/pedestrian connection. No direct connections exist connecting the campus to Subarea 9. Project AT-064 would provide this direct connection. If constructed, it is recommended that the bridge have a design similar to the 5th Street Bridge over I-75/I-85, which is a 2-lane bridge designed to be bicycle and pedestrian friendly and to help provide separation from the environment below the bridge.

While Project AT-064 would provide many positive benefits, it would also be expensive. Most of the old, substandard bridge still remains over the freight rail lines, but the roadway on the eastern side of the bridge has been replaced by a parking lot. Purchasing right-of-way through the existing parking lot for the roadway extension may be costly. However, right-of-way costs will increase in the future as the surrounding area redevelops. The land on the east side of the bridge consists

mainly of parking lots and single story buildings. If this area redevelops at a higher density and the roadway alignment is blocked by a building then the right-of-way may become cost prohibitive.

Further detailed analysis of this bridge was not pursued due to the fact that it does not fall within Subarea 9. Therefore, it is recommended that this bridge be studied in more detail in the future and included in the next update of ARC's RTP, if the project is considered feasible.

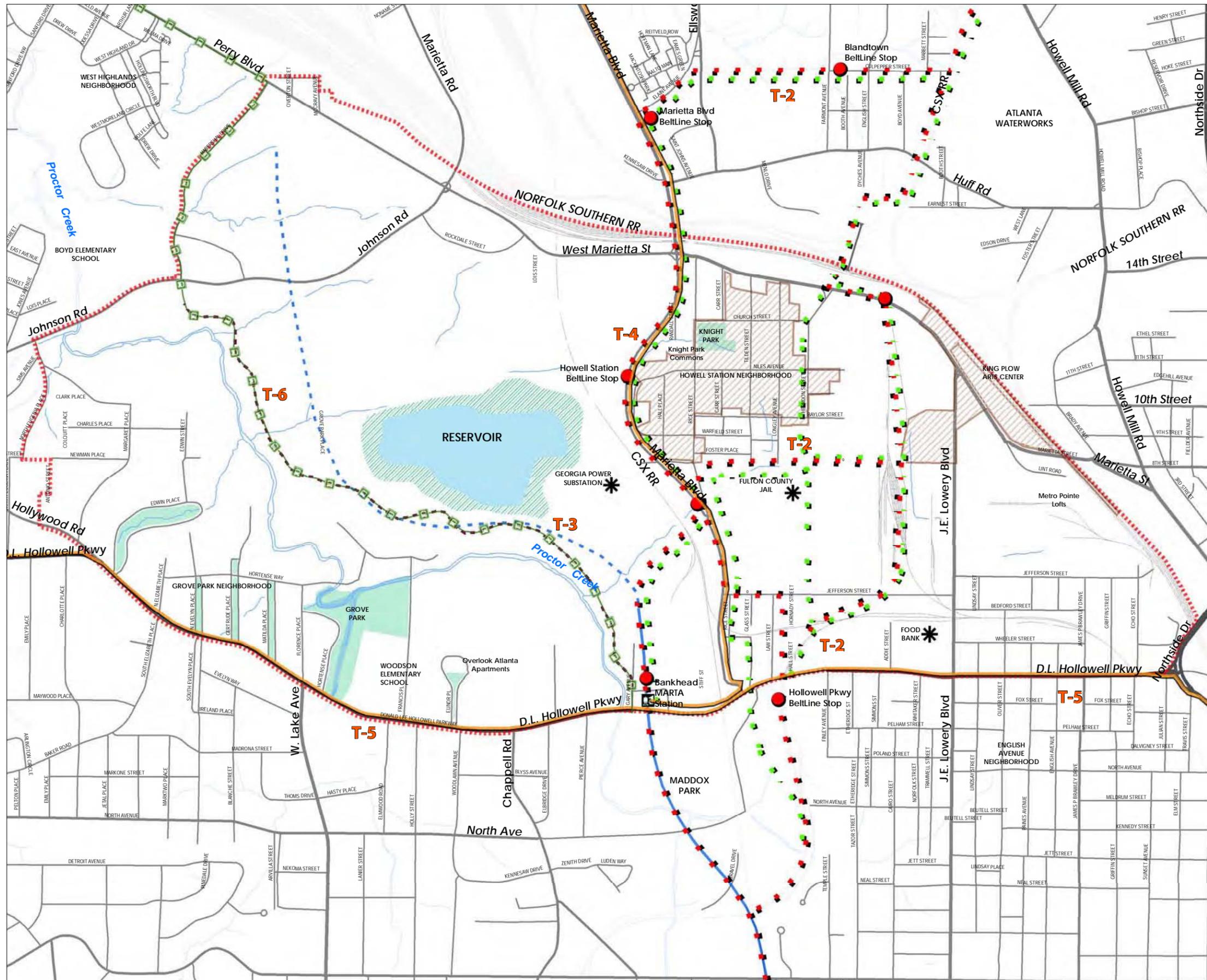
E. Transit Improvements

A number of transit improvements have been proposed for Subarea 9. These are shown in Figure 3-8, and are also listed in this report in Section 3F Project List. Most of these transit projects were proposed in other studies and generally do not have a specific funding source identified or a timeframe for when operations will begin.

Currently, transit in Subarea 9 consists of a number of local bus routes and the Bankhead MARTA station. Implementation of the transit projects discussed here would provide significantly more transit options to residents and workers in the subarea. While all the transit projects discussed are in the planning stage, they are included to show the potential routes that may be implemented and how they would impact Subarea 9.

Residential densities need to be in the range of 11 to 15 gross units per acre within one-half mile of a transit facility for rail transit to be feasible. A transit density analysis was conducted for the portion of Subarea 9 that is part of the BeltLine tax allocation district (TAD). The TAD is the primary area where public funding will be invested in infrastructure to help spur private development.

The amount of development projected in Subarea 9 is based on a market study conducted for the entire BeltLine by Robert Charles Lesser and Company. The gross dwelling density is the ratio of total residential units to the total acreage within the BeltLine TAD in Subarea 9. The net dwelling density assumes that approximately 20% of this land will not be suitable for development



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**BeltLine Subarea 9:
UPPER MARIETTA /
WESTSIDE RESERVOIR PARK**

**Transportation Projects:
Transit**

Legend

- BeltLine Subarea 9
- Route Types
 - Express or Bus Rapid Transit
 - Heavy Rail
 - Perry Blvd. Streetcar
- Proposed Roadway
- Points of Interest
 - Community Facility
 - BeltLine Transit Stops
- New Routes
 - BeltLine Transit Route
 - BeltLine Multi-Use Path
- Existing Infrastructure
 - Roadways
 - MARTA Heavy Rail
 - MARTA Heavy Rail Station

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Figure 3-8 Proposed Transit Projects Map

either because it is used for infrastructure (i.e. roads, railroad lines, etc.) or due to environmental constraints (i.e. streams, topography, etc.).

Subarea 9 includes two relatively large pieces of land owned by local governments where no new residential development is planned. The smaller of these two pieces of land is approximately 39 acres of land along Marietta Boulevard owned by Fulton County. This land includes the Fulton County jail as well as other government facilities. While no new development is planned for this area, the site is a job center and therefore is expected to generate future transit trips. The larger piece of government land in Subarea 9 is the planned Westside Reservoir Park, owned by the City of Atlanta. The park is planned to be over 300 acres in size. No residential development and few jobs are expected to be located at the park in the future. However, Westside Reservoir Park will include athletic fields, open space, trails, and other facilities, all of which are expected to generate future transit trips.

Due to the fact that the government-owned land is not expected to have any new residential or commercial development but is expected to generate future transit trips, a separate density analysis was conducted. This analysis was based on the land in the BeltLine TAD but did not include the land owned by Fulton County or the city of Atlanta. The results of the density analysis are shown in Table 3-1.

The density analysis shows that residential density alone will not be sufficient to support light rail transit in Subarea 9. However, jobs exist in the subarea at the Fulton County government site, at industrial development along Joseph E. Lowery Boulevard, and at other locations throughout the subarea. These job locations, as well as Westside Park, will be destinations for BeltLine users coming from other parts of the BeltLine and from throughout the city. The destinations will create transit trips in addition to those that originate at residential development within the subarea.

MARTA Bus Shelters

A field review of Subarea 9 showed that there were few MARTA bus shelters throughout the subarea. Existing MARTA bus ridership is relatively high in the subarea due primarily to lack of automobile ownership and good transit service. Adding bus shelters will improve the comfort level of current riders and may help attract new ridership as well. An increase in ridership will be beneficial to the eventual implementation of BeltLine transit in the subarea, as it increases public support of transit overall and will provide more potential riders for the BeltLine transit line.

MARTA provides bus shelters and benches through the MARTA Supplemental Bus Shelter/Bench/I-Stop Program. MARTA provides a shelter for bus stops with an average number of daily boardings of 15 or more, and provides benches for bus stops with an average number of daily boardings of 7 to 14. Other specific requirements of this program are provided in MARTA's Supplemental Bus Shelter/Bench/I-Stop Program Overview included in Appendix F of this report.

Figure 3-9 is a map showing MARTA bus boardings and alightings within Subarea 9. This map was created for the existing conditions analysis for Subarea 9. It provides a general idea of which bus stops are used the most and would potentially be eligible for a MARTA bus shelter or bench. This includes multiple locations along D.L. Hollowell Parkway, West Marietta Street/Perry Boulevard, the intersection of Marietta Boulevard and Jefferson Street, and the Fulton County Jail.

BeltLine Transit

Three potential route alternatives have been identified for the BeltLine transit line, which is identified as Project T-2. All three of these alternatives are shown in Figure 3-8. The MARTA BeltLine Inner Core Alternatives Analysis, completed in January 2007, identified a Locally Preferred Alternative (LPA) for the BeltLine's transit alignment. This route alternative crosses D.L. Hollowell Parkway at Hall Street, east of Marietta Boulevard, and primarily follows freight rail tracks

Table 3-1 Subarea 9 Transit Density Analysis

	New Non-Residential Development (SF)	Total New Jobs	Total New Dwelling Units	Gross Dwelling Density ¹	Net Dwelling Density ²	Gross Dwelling Density Without Government Property ¹	Net Dwelling Density Without Government Property ²
Anticipated New Development 2005-2020	98,724	228	1,579	2.2	2.7	3.0	3.7
Anticipated New Development 2005-2030	315,377	816	3,625	5.0	6.3	6.8	8.5

1 - Gross Dwelling Density is new units divided by Beltline TAD acreage

2 - Gross Dwelling Density is new units divided by net developable acreage in Beltline TAD

north to West Marietta Street. However, many of these tracks are currently in use by the existing industrial development located along Lowery Boulevard. This alternative is only viable if the surrounding area redevelops and these freight rail lines are no longer needed.

A second alternative also crosses D.L. Hollowell Parkway at Hall Street. This alternative then shifts northwest to Marietta Boulevard and follows this roadway north and out of Subarea 9. This alternative does not serve the Joseph E. Lowery Boulevard area as effectively as the LPA. However, it does serve the proposed Bankhead MARTA station TOD, Westside Reservoir Park, and the development adjacent to Marietta Boulevard effectively.

The third alternative crosses D.L. Hollowell Parkway at the Bankhead MARTA station. It then heads to the northeast, crosses Marietta Boulevard, and reaches West Marietta Street at the same location as the LPA. This alternative then follows the LPA's route north and out of Subarea 9. This alternative does the best job of facilitating transfers between the BeltLine transit and existing MARTA rail transit and buses.

MARTA Proctor Creek Rail Line Extension

Project T-3 is the MARTA Proctor Creek rail line extension. The Proctor Creek heavy rail transit line was originally planned to continue to the

northwest to a station at Perry Homes, the public housing development that has been redeveloped as West Highlands. This extension was part of the MARTA referendum map and more recently was considered as a part of the Transit Planning Board's Concept Plan 1 for regional transit in Metro Atlanta. However, Concept Plan 3 from the Transit Planning Board did not include this rail extension, and Concept Plan 3 was adopted by the Transit Planning Board in August 2008. The adoption of Concept Plan 3 means that the MARTA Proctor Creek rail line extension is not expected to be pursued as a heavy rail transit extension in the foreseeable future. The MARTA Referendum Map and the Transit Planning Boards Concept 1 Map and Concept 3 Map are provided in the Supporting Documents section of the Appendix of this report.

The proposed route for this rail line extension would pass through the planned Westside Reservoir Park. If the rail line is constructed above ground then it may have a negative impact on the park. Constructing the rail line underground would mitigate this impact but would make construction more expensive. The potential park impact and construction cost also makes this rail extension less likely to be constructed.

The recommended option for this rail line extension is Project T-6, which was proposed during the Connect Atlanta Plan's planning process. This project is a proposed streetcar line

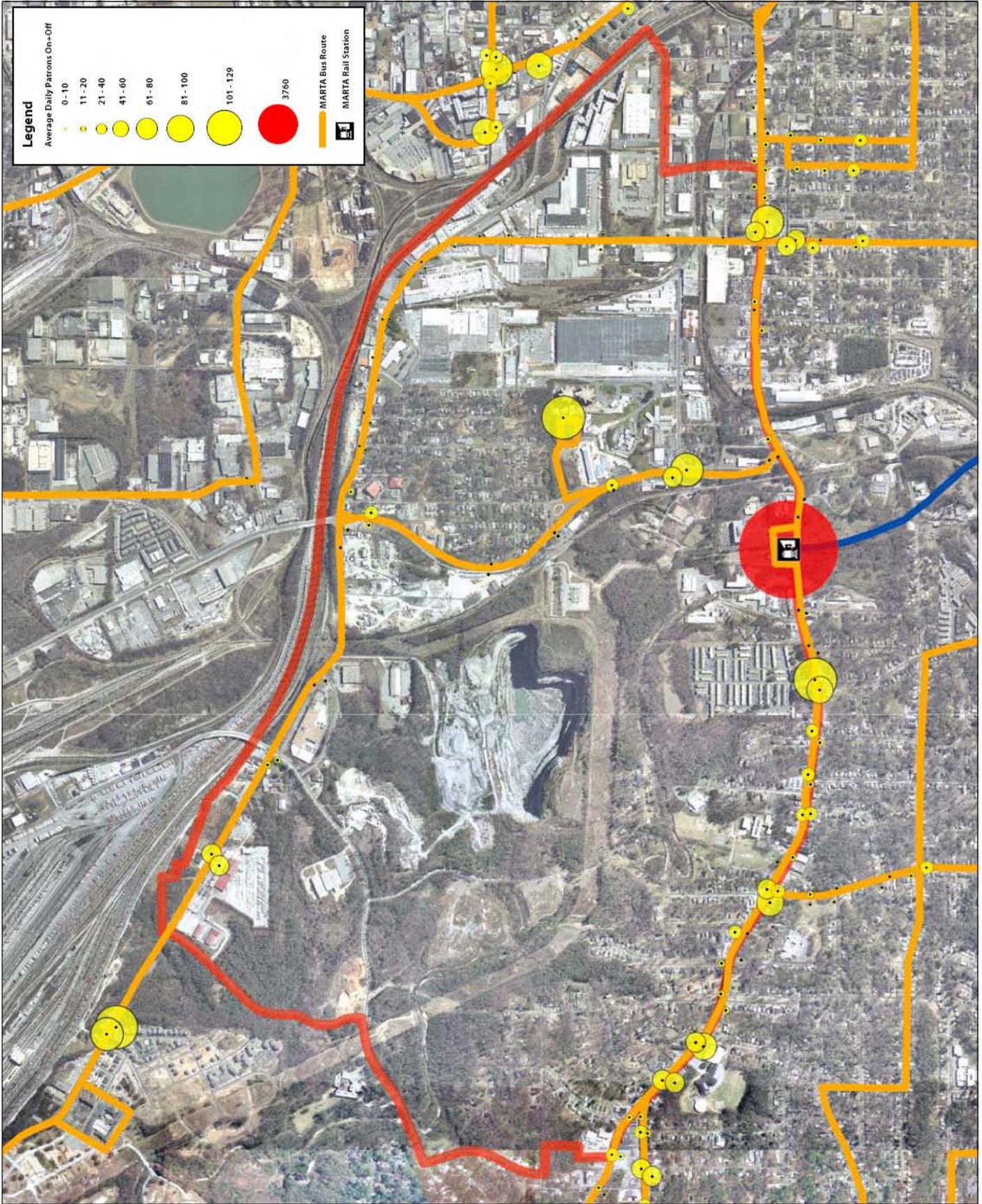


Figure 3-9 MARTA Bus Boardings and Alightings

that would connect the Bankhead MARTA station to Westside Reservoir Park and to Perry Boulevard. It would provide a local transit connection within the City of Atlanta, traveling within Westside Reservoir Park, on Habershal Road, and on Perry Boulevard. Changing to streetcar technology rather than heavy rail would reduce the cost of this transit line and reduce its potential impact on Westside Reservoir Park, making this transit extension more feasible.

Cobb County Bus Connection

Project T-4 will either be a local bus route or an express bus route connecting Cobb County with the Bankhead MARTA station. This potential transit route was identified as an option in the GRTA Northwest I-75/I-575 Corridor Study. The locally preferred alternative for bus rapid transit (BRT) analyzed in this study connecting Cobb County and the City of Atlanta is located primarily along I-75.

The route shown for project T-4 would supplement the BRT route, providing a connection to portions of Cobb County located to the west of I-75. No specific timeframe or funding for this project has been identified. However, it is included here to show potential future transit connections. This project is recommended as it will reduce commuter traffic in Subarea 9 and will help to make the Bankhead MARTA station into a transit hub for northwest Atlanta. It should be noted that this project would share one of the potential BeltLine alignments.

D.L. Hollowell Parkway BRT

Project T-5 is a BRT route that will travel along D.L. Hollowell Parkway between the I-285 interchange and midtown Atlanta. This route was identified in the Transit Planning Board's adopted Concept Plan 3 for regional transit in Metro Atlanta. It is called out in that plan as an arterial rapid bus project. These are projects that put BRT routes on major arterial roadways within Metro Atlanta.

The Connect Atlanta Plan, the City of Atlanta's Comprehensive Transportation Plan (CTP), also

identifies a new transit line along the D.L. Hollowell corridor. This proposed transit line would begin west of Subarea 9, outside of I-285. It would continue east of Subarea 9 along North Avenue and Ponce de Leon Avenue to the eastern side of the BeltLine in the Midtown/Virginia-Highlands area. The proposed transit line would serve commuter traffic coming from outside of Subarea 9 as well as local traffic within the subarea and the City of Atlanta. The transit line would likely be either bus rapid transit or streetcar/light rail transit and would generally operate within its own right-of-way. Like the Cobb County bus connection, this project is recommended as it will reduce commuter traffic in Subarea 9 and will help to make the Bankhead MARTA station into a transit hub for northwest Atlanta.

F. Project List

Table 3-2 is the Subarea 9 Draft Project List. This table lists the roadway, bridge, bicycle, pedestrian, and transit projects proposed for Subarea 9. Each project has a Project ID number which is used to reference the project earlier in this section of the report. Following the Project ID are a number of other details about the project, including a description of the type of improvements that will be made. The implementation plan for these projects will be developed at a later time and documented separately in a second volume to the master plan.

Table 3-2 Subarea 9 Project List

Project ID	Project Name	Project Type	Project Length (FT)	Project Description
R-1	D.L. Hollowell Parkway 1	Operations	2,650	ARC TIP Project AT-004, From Proctor Creek to Marietta Boulevard. Upgrade from its substandard condition to meet current roadway safety standards. Includes the addition of a landscaped median, turn lanes at intersections, and replacement of the CSX freight rail bridge.
R-2	W. Marietta Street 1	Operations, Bike/Ped	3,000	From Johnson Road/Marietta Road to Marietta Boulevard. Includes widening existing lanes to 12-ft wide, the addition of a landscaped median, turn lanes at intersections, traffic signal upgrades, multi-use trails, crosswalks, curbs and ramps, pedestrian lighting, and street trees. To be constructed concurrently with projects I-1 and I-2.
R-3	D.L. Hollowell Parkway 2	Operations, Bike/Ped	4,900	From Marietta Boulevard to Northside Drive. Includes widening existing lanes to 12-ft wide, the addition of a landscaped median, turn lanes at intersections, traffic signal upgrades, an improved drainage system, bike lanes, sidewalks, crosswalks, street furniture, pedestrian lighting, street trees, and geometric improvements at the intersection of D.L. Hollowell Parkway and Northside Drive. To be constructed concurrently with project I-3.
R-4	W. Marietta Street 2	Operations, Bike/Ped	5,150	From Marietta Boulevard to the Norfolk Southern freight rail tracks. Includes widening existing lanes to 12-ft wide, the addition of a landscaped median, turn lanes at intersections, traffic signal upgrades, multi-use trails, crosswalks, curbs and ramps, pedestrian lighting, and street trees. To be constructed concurrently with project I-4.
R-5	W. Marietta Street 3	Capacity, Bike/Ped	4,900	From Sanford Drive (outside Subarea 9) to Johnson Road. Includes widening to a 4-lane roadway with 12-ft lanes, a landscaped median, turn lanes at intersections, bike lanes, sidewalks, crosswalks, curbs and ramps, street furniture, pedestrian lighting, and street trees.
R-6	Grove Park Place Improvements	Operations, Bike/Ped	550	Grove Park Place from the point where it is currently closed northwest to Park Road 1. Project includes resurfacing, the addition of a traffic circle at the intersection with Park Road 1 and Grove Park Road 1, sidewalks, crosswalks, curbs and ramps, street furniture, pedestrian lighting, and street trees.
R-7	Hollowell Parkway 3	Operations, Bike/Ped	6,900	From Hollywood Road to Gary Avenue. Includes widening existing lanes to 12-ft wide, the addition of a landscaped median, turn lanes at intersections, traffic signal upgrades, an improved drainage system, bike lanes, sidewalks, crosswalks, street furniture, pedestrian lighting, and street trees.
R-8	Johnson Road	Capacity, Bike/Ped	3,900	From west of Habershal Road to W. Marietta Street/Perry Boulevard. Includes widening to a 4-lane roadway with 11-ft lanes, a landscaped median, turn lanes at intersections, bike lanes (existing), sidewalks, crosswalks, curbs and ramps, street furniture, pedestrian lighting, and street trees.
R-9	Marieta Boulevard	Operations, Bike/Ped	5,700	From D.L. Hollowell Parkway to W. Marietta Street. Improve the existing 5-lane roadway to a 4-lane roadway with 11-ft lanes and a landscaped median, turn lanes at intersections, bike lanes, sidewalks, crosswalks, street furniture, pedestrian lighting, curbs and ramps, and street trees. If the BeltLine transit alignment on Marietta Boulevard is selected then the transit line should be incorporated into this roadway's design.

Table 3-2 Subarea 9 Project List

Project ID	Project Name	Project Type	Project Length (FT)	Project Description
I-1	W. Marietta Street & Lois Street	Intersection	N/A	Intersection enhancements including the addition of a northbound left turn lane, an eastbound right turn lane, a westbound left turn lane, a crosswalk with brick pavers and reflectors across Lois Street, crosswalks across W. Marietta Street, multi-use trails, curbs and ramps, and pedestrian lighting. To be constructed concurrently with projects R-2 and I-2.
I-2	W. Marietta Street & Marietta Boulevard	Intersection	N/A	Addition of eastbound and westbound left turn lanes, a westbound right turn lane, removal of right turn islands on south side of intersection, traffic signal upgrades, sidewalks, crosswalks, curbs and ramps, and pedestrian lighting. To be constructed concurrently with projects R-2 and I-1.
I-3	D.L. Hollowell Parkway & Joseph E. Lowery Boulevard	Intersection	N/A	Addition of left turn lanes on the eastbound and westbound approaches, traffic signal upgrades, sidewalks, crosswalks, curbs and ramps, and pedestrian lighting. To be constructed concurrently with project R-3.
I-4	W. Marietta Street & Joseph E. Lowery Boulevard	Intersection	N/A	Project includes intersection realignment, addition of a left turn lane on the northwestbound approach, a right turn lane on the northbound approach, traffic signal upgrades, sidewalks, crosswalks, curbs and ramps, and pedestrian lighting. To be constructed concurrently with project R-4.
I-5	D.L. Hollowell Parkway & Gary Avenue	Intersection	N/A	Addition of a traffic signal, southbound right turn and left turn lanes, an eastbound left turn lane, a westbound right turn lane, bike lanes, sidewalks, crosswalks, curbs and ramps, and pedestrian lighting.
I-6	Johnson Road & Park Road 1	Intersection	N/A	Intersection project to include the addition of a westbound left turn lane, an eastbound right turn lane, a traffic signal (if warranted), sidewalks, crosswalks, curbs and ramps, and pedestrian lighting.
I-7	Joseph E. Lowery Boulevard & Jefferson Street	Intersection	N/A	Project includes aligning eastbound and westbound legs of the intersection, the addition of a traffic signal (if warranted), left turn lanes on all four approaches, an eastbound right turn lane, bike lanes, sidewalks, crosswalks, curbs and ramps, and pedestrian lighting. To be constructed concurrently with project P-4.
I-8	D.L. Hollowell Parkway & Brawley Drive	Intersection	N/A	Addition of northbound and southbound left turn lanes and traffic signal upgrades.
I-9	Jefferson Street & Brawley Drive	Intersection	N/A	Addition of northbound and westbound left turn lanes, bike lanes, sidewalks, crosswalks, curbs and ramps, and pedestrian lighting.
I-10	Joseph E. Lowery Boulevard & Bedford Street	Intersection	N/A	Addition of southbound and westbound left turn lanes, bike lanes, sidewalks, crosswalks, curbs and ramps, and pedestrian lighting.
I-11	Joseph E. Lowery Boulevard & Wheeler Street	Intersection	N/A	Addition of southbound and westbound left turn lanes, bike lanes, sidewalks, crosswalks, curbs and ramps, and pedestrian lighting.

Table 3-2 Subarea 9 Project List

Project ID	Project Name	Project Type	Project Length (FT)	Project Description
NR-1	Street Framework Plan	New Roadways	N/A	New roadways and extension of existing roadways based on the Street Framework Plan as shown on the Subarea 9 Master Plan map. These roadways will be implemented as redevelopment takes place, primarily using private funding.
NR-2	Park Road 1	New Roadway	6,750	New roadway through Westside Reservoir Park connecting Gary Avenue to Johnson Road at Habershal Road. Roadway will use the Boulevard/Single Family street typology. Roadway will include streetscapes, traffic calming, traffic circles, speed tables, and some on-street parking.
NR-3	Park Road 2	New Roadway	1,300	New roadway in Westside Reservoir Park connecting Park Road 1 to Johnson Road northeast of Habershal Road.
NR-4	Grove Park Place Extension	New Roadway	550	Extension of Grove Park Place to the northeast to meet Park Road 1. This intersection will consist of a traffic circle. To be constructed concurrently with projects B-1 and B-2.
NR-5	Grove Park Road 1	New Roadway	1,600	New roadway connecting Park Road 1 with Gertrude Place and the Grove Park neighborhood. Project includes a traffic circle at the intersection with Park Road 1 and the existing Grove Park Place.
B-1	Grove Park Bridge 1	Bridge	75	A new 2-lane bridge on the proposed Grove Park Road 1 connecting the Grove Park neighborhood across Proctor Creek to Westside Reservoir Park. To be constructed concurrently with projects NR-4 and B-2.
B-2	Grove Park Bridge 2	Bridge	75	A new 2-lane bridge on the proposed Grove Park Road 1 connecting the existing Grove Park neighborhood to undeveloped land within the neighborhood. To be constructed concurrently with projects NR-4 and B-1.
B-3	Marietta Boulevard Bridge	Bridge	410	Replacement of the existing Marietta Boulevard bridge across the Norfolk Southern freight rail lines on the northern edge of the subarea. The new bridge will include five lanes for southbound traffic, three lanes for northbound traffic, bike lanes, sidewalks, and pedestrian lighting.
B-4	Herndon Street Bridge	Bridge	700	A new 3-lane (2 southbound, 1 northbound) bridge connecting Herndon Street across the Norfolk Southern freight rail lines on the north side of the subarea. Includes bike lanes, sidewalks, and pedestrian lighting.
B-5	Jefferson Street Freight Rail Bridge	Bridge	250	A new 4-lane bridge extending Jefferson Street west across the CSX freight rail line to the Bankhead MARTA station TOD. Includes bike lanes, sidewalks, and pedestrian lighting.
B-6	Westside Reservoir Park/Marietta Boulevard Bridge	Bridge	100	A new 2-lane bridge connecting Marietta Boulevard and proposed development adjacent to it across the CSX freight rail line to the Westside Reservoir Park. Includes bike lanes, sidewalks, and pedestrian lighting.
B-7	Jefferson Street Proctor Creek Bridge	Bridge	100	A new 2-lane bridge extending Jefferson Street west from the Bankhead MARTA station TOD across Proctor Creek to the Overlook Apartments area. Includes bike lanes, sidewalks, and pedestrian lighting.

Table 3-2 Subarea 9 Project List

Project ID	Project Name	Project Type	Project Length (FT)	Project Description
P-1	Lois Street Streetscape	Pedestrian	950	From W. Marietta Street to the meadow inside of Westside Reservoir Park. Includes the addition of sidewalks, street furniture, pedestrian lighting, curbs and ramps, and street trees.
P-2	Brawley Drive Bike Lanes	Bike	1,100	The addition of bike lanes from D.L. Hollowell Parkway to Jefferson Street.
P-3	Joseph E. Lowery Boulevard Bike Lanes	Bike	3,500	The addition of bike lanes from D.L. Hollowell Parkway to W. Marietta Street.
P-4	Jefferson Street Bike Lanes	Bike	5,200	The addition of bike lanes from Marietta Boulevard to the dead end at the Norfolk Southern freight rail lines. To be constructed concurrently with project I-7.
P-5	Grove Park Sidewalks	Pedestrian	3,000	New 5-foot sidewalks, pedestrian lighting, and pedestrian ramps on both sides of Francis Place from D.L. Hollowell Parkway to Grove Park Place and on the segment of Grove Park Place that is currently open.
P-6	Howell Station Sidewalks 1	Pedestrian	2,900	New 5-foot sidewalks, pedestrian lighting, and pedestrian ramps on both sides of Rice Street from Marietta Boulevard to W. Marietta Street.
P-7	Howell Station Sidewalks 2	Pedestrian	8,600	New 5-foot sidewalks, pedestrian lighting, and pedestrian ramps to be constructed on one side of the following roadways: Herndon Street from Church Street to dead end, Tilden Street from W. Marietta Street to dead end, Church Street from Rice Street to Herndon Street, Niles Avenue from Herndon Street to Marietta Boulevard, and Warfield Street from Tilden Street to Marietta Boulevard.
M-1	Silver Comet Connector Trail	Multi-use Path	To Be Determined	Planned trail, built by the PATH Foundation, connecting the Silver Comet Trail to the City of Atlanta.

Table 3-2 Subarea 9 Project List

Project ID	Project Name	Project Type	Project Description
T-1	MARTA Bus Shelters	Transit	Addition of bus shelters and benches at MARTA bus stops. Project will begin with existing and planned points of interest including King Plow Arts Center, the Fulton County Jail, Maddox Park, and the Lois Street entrance to Westside Reservoir Park. These locations will be followed by adding shelters and benches to stops on major roadways.
T-2	BeltLine Transit	Transit	Completion of the BeltLine transit facility through the Subarea along the preferred route.
T-3	MARTA Proctor Creek rail line extension	Transit	Extension of the existing MARTA Proctor Creek transit line to a new station near the West Highlands development.
T-4	Cobb/Bankhead Bus Route	Transit	Implementation of a new Georgia Regional Transportation Authority (GRTA) Xpress bus route or a new Cobb Community Transit route, connecting Cobb County and the Bankhead MARTA station using Marietta Boulevard.
T-5	Arterial Rapid Bus	Transit	Implementation of a bus route with limited stops and other bus rapid transit amenities. This route was identified by the Transit Planning Board and would travel on Hollowell Parkway stopping at the Bankhead MARTA station and other activity centers.
T-6	Perry Boulevard Streetcar	Transit	This proposed streetcar line would connect the Bankhead MARTA station to Westside Reservoir Park and to Perry Boulevard. It would travel within Westside Reservoir Park, on Habershal Road, and on Perry Boulevard.

Project T-3 was identified in previous MARTA planning studies

Project T-4 was identified in the GRTA Northwest I-75/I-575 Corridor Study

Project T-5 was identified by the Transit Planning Board in their Regional Transit Vision - Concept 3

Project T-6 was identified by the ongoing Connect Atlanta Comprehensive Transportation Plan

4 Parks & Open Space

This section includes Open Space recommendations based on findings, constraints, and opportunities in the Inventory & Analysis Report for Subarea 9 as well as the considerable amount of planning and community input. It also presents key elements of the complete Westside Reservoir Park Master Plan, which can be found in Appendix D.

Park and Open Space Goals

Goals were established for open space in Subarea 9. Multiple objectives were established to help achieve each of these goals. The following guided the open space analysis recommendations:

Goal 1.0 Make Westside Reservoir Park an attractive regional/local destination

- Objective 1.1: Establish a unique identity for Westside Reservoir Park to differentiate it from Atlanta's other parks
- Objective 1.2: Provide park facilities that serve local and regional needs
- Objective 1.3: Invest in the park to generate market demand for adjacent development

Goal 2.0 Accommodate regional access to Westside Reservoir Park

- Objective 2.1: Plan for transit, pedestrian and bicycle access to the park
- Objective 2.2: Provide parking facilities on-site to accommodate visitors and to minimize parking in adjacent neighborhoods
- Objective 2.3: Locate park access points to take advantage of regional transportation connections

Goal 3.0 Ensure safe, integrated, and convenient local access to recreational opportunities

- Objective 3.1: Maximize street and trail connections between Westside Reservoir Park and Grove Park neighborhood
- Objective 3.2: Make greenway trail connections from Westside Reservoir Park to Knight Park, Grove Park, Rockdale Park, and Maddox Park

Park and Trail Improvements

Subarea 9 has a variety of small linear parks and medium-sized neighborhood parks, including:

1. Grove Park neighborhood: Three linear parks within the medians of streets
2. Grove Park
3. Knight Park
4. Maddox Park (South of Subarea 9)

Their locations are shown in Figure 4-1: Open Space and Trails Map. These parks currently are stand alone amenities but in the future will be connected by trails or sidewalks to Westside Reservoir Park (see Figures 4-1 and 4-2). There are several proposed trails, multi-use paths and greenways being investigated. Once the proposals are formalized and implemented, an enhanced network will begin to emerge allowing residents and visitors to enjoy a walkable neighborhood, with links to the rest of the City and regional attractions.

Trail Improvements

Three potential route alternatives have been identified for the BeltLine transit line and greenway, shown in Figure 4-1. The MARTA BeltLine Inner Core Alternatives Analysis, completed in January 2007, identified a Locally Preferred Alternative (LPA) for the BeltLine's transit alignment. This route alternative crosses D.L. Hollowell Parkway at Hall Street, east of Marietta Boulevard, and primarily follows freight rail tracks north to West Marietta Street. However, many of these tracks are currently in use by the existing industrial development located along Joseph E. Lowery Boulevard. This alternative is only viable if the surrounding area redevelops and these freight rail lines are no longer needed.

A second alternative also crosses D.L. Hollowell Parkway at Hall Street. This alternative then shifts northwest to Marietta Boulevard and follows this roadway north and out of Subarea 9. This alternative does not serve the Joseph E. Lowery Boulevard area as effectively as the LPA. However, it does serve the proposed Bankhead

MARTA station TOD, Westside Reservoir Park, and the proposed Howell Station BeltLine Stop development adjacent to Marietta Boulevard effectively.

The third alternative crosses D.L. Hollowell Parkway at the Bankhead MARTA station. It then heads to the northeast, crosses Marietta Boulevard, and reaches West Marietta Street at the same location as the LPA. This alternative then follows the LPA's route north and out of Subarea 9. This alternative does the best job of facilitating transfers between the BeltLine transit and existing MARTA rail transit and buses.

In addition, a number of BeltLine greenways/trails have been proposed which are not connected to the BeltLine transit line. These are focused around the Fulton County Jail with extensions near Herndon Street and connect to Maddox Park. The trails have not been finalized and will depend on the BeltLine transit route chosen.

The Silver Comet Connector Trail, a multi-use path that will connect the Silver Comet Trail in Cobb County to the City of Atlanta and the BeltLine trail. The Silver Comet Connector Trail is being planned primarily by the PATH Foundation, a non-profit organization that is responsible for the Silver Comet Trail and a number of other trails in the Metro Atlanta area. In Section 3: Mobility, Figure 3-7 shows a potential alignment for this path. However, it should be noted that the exact alignment of the Silver Comet Connector Trail has not been finalized at this time.

Park and Greenway Improvements

As proposed by the Land Use and Circulation Master Plan, most of Subarea 9 (barring single-family residential properties) will be redeveloped over time, providing an opportunity to require pocket parks and plazas be integrated into the new proposed site plans. Although not required, assemblages of property will be encouraged to allow for more creative cohesive designs with enough property to provide for such amenities as pocket parks and plazas. The zoning recommendations can include an incentive option

to make this a reality. These pocket parks should be integrated into the BeltLine trail system, where feasible. The pocket parks and plazas integrated into the overall development of the subarea will be more site-specific and serve the residents in the development or general area for passive recreation such as reading on a bench, having a picnic, or a general gathering place for the neighborhood.



Pocket Park Incorporated into New Development

The BeltLine Overlay, Sec 16-36.010 Open Space Requirements and Incentives, should encourage the following:

- When possible developments should create pocket parks (anywhere from a few hundred square feet and up), in addition to required landscape buffers, to add to the quality of life and livability of new compact developments. The required open space should be contiguous, rather than spread out across the development, to provide for useable open space.

The open space plan recommends protecting existing buffers and creating a greenway along Proctor Creek from the Bankhead MARTA station on the east and the Overlook Apartments on the west. The area is currently neglected and overgrown with a scattering of outdated non-contributing industrial buildings. This proposed greenway may be incorporated into the Silver Comet Connector Trail. If it does not become part of the Silver Comet project, property along the creek would still be a valuable natural amenity to cultivate. Further planning will be needed to assess the condition of the property and

the viability of developing it as a project, but is shown in Figures 4-1 and 4-2 as a connecting the Bankhead MARTA station, Grove Park and Westside Reservoir Park (and its internal trail network). It terminates at D.L. Hollowell Parkway across the street from Maddox Park. The greenway would create an opportunity to clean up Proctor Creek, and offer an example of environmental clean up that can be used all over Atlanta.

Figure 4-1 also indicates new potential open space on property where the Department of Watershed Management is planning a sewer tunnel; the parcel is located along West Marietta Street, just west of its intersection with Marietta Boulevard. The department will need periodic access to the property. It is unknown at this time what portion of the property will be dedicated for the intended utility; however, a portion of it could feasibly be available for a passive recreation/open space type use. As the site plan is developed, the utility needs to be balanced with neighborhood aesthetics and usability. For example, the property could act as a pocket park. The area abutting the street should be enhanced with possible sidewalks/pedestrian amenities.

Westside Reservoir Park

The main park and open space improvement in the subarea is the development of Westside Reservoir Park. The park will function as a citywide destination with a mix of active and passive recreational amenities. With the purchase of Bellwood Quarry and the extensive planning and marketing of Westside Reservoir Park, developers see a commitment to the development of the park and will be more active in property acquisition and site development. The development of Westside Reservoir Park will be completed in phases, more than likely at a slower pace than surrounding development. While new pocket parks will function as an open space in perpetuity, they provide an important interim, outdoor amenity while Westside Reservoir Park is constructed.

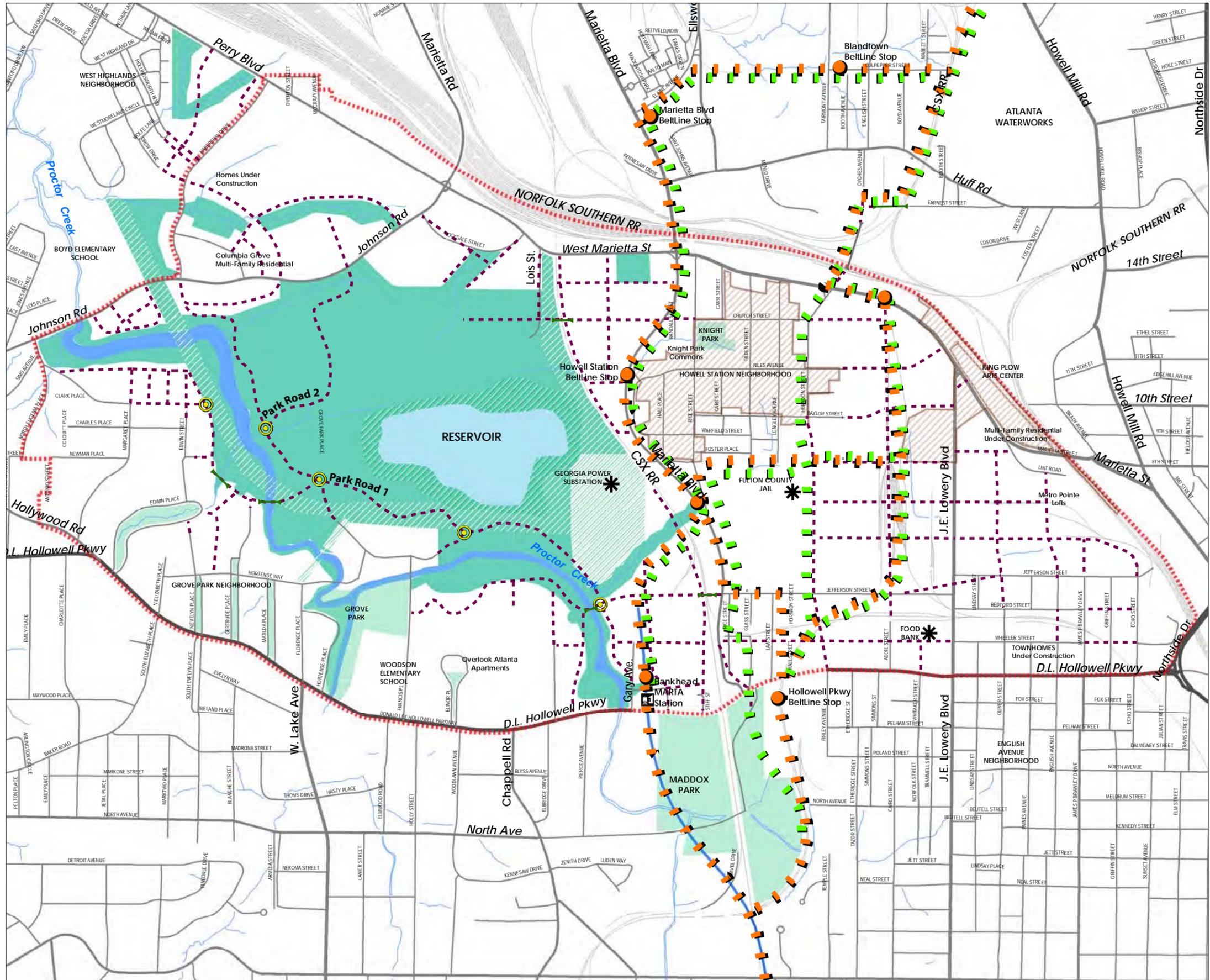
The master plan for Westside Reservoir Park focuses on five essential program elements:

tournament-quality basketball; meadows that follow the existing topography; a skate park and rink on previously developed land known as the Holophrastic site; hiking and mountain biking trails; and an informal outdoor theatre that takes advantages of views of the meadows, reservoir, and skyline. Additional program items include:

- multi-use rectilinear fields
- basketball courts
- in-line skating/street hockey rink
- a disc golf course
- paved multi-use trails
- a pond with the potential for water activities (paddle boating, radio-controlled model sailing, etc.)
- earth (landform) sculptures
- venues for permanent/temporary public art
- gardens and botanical trails
- exercise course
- off-leash dog park.

Also proposed are picnic shelters; observation towers and platforms; wildlife viewing areas; interpretive center/stations; food service kiosks and concession structures; and a park operations and storage building. Twenty-six acres of open space, twelve miles of new trails, and seventy-five acres of reforested and existing woodlands complement the program.

The Westside Reservoir Park Master Plan Figure 4-2 shows proposed program elements. As mentioned, the Westside Reservoir Park Master Plan report is in Appendix D of this report and includes a detailed program and project list.



BeltLine
Atlanta Connects

**BeltLine Subarea 9:
UPPER MARIETTA /
WESTSIDE RESERVOIR PARK**

**Open Space and Trails
Proposed Improvements**

Legend

- BeltLine Subarea 9
- Community Facility

New Routes

- BeltLine Transit Route
- BeltLine Multi-Use Path
- BeltLine Transit Stops
- Traffic Circle

Land Use

- Proposed Park Space
- Existing Park Space
- Reservoir
- Floodway
- Utility Easement
- Registered Historic District

Existing Infrastructure

- Roadways
- MARTA Heavy Rail
- MARTA Heavy Rail Station

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JANUARY 2009

SCALE IN FEET
0 200 400 800 1200

Figure 4.1 Open Space and Trails Maps



BeltLine
Atlanta Connected

Beltline Subarea 9: WESTSIDE RESERVOIR PARK

MASTER PLAN

Legend

- Current City Land Ownership
- Potential Additional Parkland
- Stream
- Park Entry
- Parking
- Service Access with Pedestrian Hiking, Biking & Blading Trail
- Vehicular Access with Separated Pedestrian Trail
- DWM Exclusion Zone

CONTOURS

- INDEX (100 ft)
- INTERMEDIATE (10 ft)

POND

CRJA

January 2009

SCALE IN FEET

0 100 200 300 400 500

Figure 4-2 Westside Reservoir Park Master Plan Map

5 Public Involvement Summary

The planning process for the Upper Marietta/Westside Reservoir Park subarea provided BeltLine planners with a collection of major themes and issues that are important to city and local residents when considering the planning of their community. The BeltLine planning team organized the community's concerns into three groups: 1) Land Use and Design, 2) Mobility, and 3) Parks and Open Space. The input of the community was taken by the BeltLine planners in order to help formulate recommendations for the final master plan for Subarea 9. Community engagement, however, is an ongoing process that does not stop at the completion of the master plan. Additional interaction with the community will be necessary as future projects and studies are planned and implemented within the subarea.

Process Description

The master planning process employed several methods for taking input from and providing feedback to the community and stakeholders. These included a series of subarea public and stakeholder meetings, as well as surveys and citywide meetings that addressed Subarea 9. The input mechanisms are summarized in the following sections.

Study Group

The BeltLine Westside Study Group is an essential part of the public involvement process. Study Groups were established by the Atlanta City Council as part of the Citizen Participation Framework to be a forum for broad public engagement in the planning, design and implementation of the BeltLine. BeltLine study groups are open to everyone who wishes to attend. They seek community input on the planning and implementation of BeltLine

projects in specified areas. Volunteer study group coordinators are selected from the community at the start of the study group process. Coordinators are expected to be engaged in various functions and duties that enhance the broader community's understanding of participation in and acceptance of the Atlanta BeltLine project.

Planning Committee

The Planning Committee is composed exclusively of designated members chosen to ensure an adequate and diverse representation of the entire community within the subarea. Planning committees typically consist of study group coordinators, business leaders, church members, community group leaders and representatives from other stakeholder groups. Planning committee meetings are held more frequently than study group meetings, allowing for continual input throughout the entire subarea planning process. The purpose of the committee is to provide an increased level of detail in order to fully inform the planning and design process, and to vet recommendations and help shape the presentation of information to be accessible to the study groups.

Open House

Similar to a study group meeting, a BeltLine open house allows anyone to participate in planning and learning about the BeltLine. Open houses are provided for a citywide audience. Open houses are a means of sharing BeltLine plans and concepts on a specific topic. The first BeltLine park open house highlighted Subarea 9 and the Westside Reservoir Park concept plan. Participants were given the chance to comment on plans, complete a survey and ask questions in an informal public forum.

Office Hours

Office hours are a citizen participation opportunity where interested groups may schedule appointments to meet with BeltLine staff to review, ask questions, and provide input and recommendations to the draft master

planning documents for consideration in finalizing the plans. The office hours focusing on the Upper Marietta/Westside Subarea Master Plan and the Westside Reservoir Park Master Plan were made available to stakeholder groups during the month of December 2008.

Quarterly Briefing

Four times a year, ABI convenes a Quarterly Briefing and invites the general public to learn about recent BeltLine developments and to respond to inquiries from Atlanta residents. These briefings usually consist of a two-hour session at Atlanta City Hall, Atlanta Public Schools or another suitable venue. The briefings are recorded and then shown on Atlanta's cable channel at a later time.

Survey

Subarea 9 underwent two BeltLine surveys as part of its community involvement process. Both survey questionnaires and results are available within Appendix E.

Responses to the first survey were collected between November 30, 2007, and December 21, 2007. The twelve-question survey was distributed by two methods. The first method was by an email that directed recipients to an online survey web address. The second method was through the distribution of hard copies at Westside-related public meetings throughout the month of December. Nearly 1,100 responses were made on the survey. It is important to note, however, that a random sampling technique for data collection was not used. Consequently, the age distribution of respondents was skewed towards men and women over the age of thirty with no children. The results of the survey suggest a number of important themes and concepts desired by participants for the subarea planning. These include, but are not limited to:

Over 60% of all respondents found it "most important" that Westside Reservoir Park visitors are able to travel to the Park through a combination of vehicle, transit, pedestrian and bicycle access.

Over 50% of participants desire a park that will serve both neighborhood and citywide needs.

Over 50% of participants also support park investments that will generate demand for nearby quality development.

When questioned about the City's active recreation needs, respondents most strongly supported the need for internal trails and open fields and lawns.

The second Westside Reservoir Park survey was distributed in paper format at the April 28, 2008 study group meeting and at the May 3, 2008 Parks Open House meeting. The survey simply asked for the participants' top five preferences for park programming/activities in order of priority. The survey was completed by 24 participants, who recommended 36 different park activities. Nearly 2/3 of the participants' total program priorities were passive items, while just over 1/3 of the priorities were active items. Items leading the list included dog parks, gardens, water activities, public art, recreational trails, and an outdoor theater.

Meeting Dates

During the study, seven joint study group / planning committee meetings, seven planning committee meetings, and one open house were held to garner input. Meeting agendas and notes are included for each meeting in the appendix. Meeting dates, types, and topics for all Westside study group, planning committee meetings, and open houses held during the planning process are listed below.

- **July 19, 2007 Planning Committee:** process, schedule and background
- **August 30, 2007 Planning Committee and Study Group:** existing park conditions
- **October 4, 2007 Planning Committee:** existing subarea conditions
- **October 25, 2007 Planning Committee and Study Group:** goals and objectives of park programming
- **November 6, 2007 Planning Committee:** review land use concept alternatives

- **November 8, 2007 Planning Committee and Study Group:** review land use concept alternatives, park shape/boundaries and programming
- **December 17, 2007 Planning Committee Meeting:** refined land use concept plan/park site framework
- **January 14, 2007 Planning Committee Meeting:** Review active park concept
- **January 24, 2007 Planning Committee and Study Group:** Recap of community input to date and community engagement input
- **January 30, 2008 BeltLine Network Meeting:** community input to date, park program/ community engagement framework input
- **April 28, 2008 Planning Committee Meeting and Study Group:** park concept plan alternatives
- **May 3, 2008 Open House Meeting:** citywide BeltLine park master plan
- **June 9, 2008 Planning Committee:** draft land use and park master plans (subarea master plan)
- **June 23, 2008 Planning Committee and Study Group:** draft land use and park master plans (subarea master plan)
- **August 11, 2008 Planning Committee:** final subarea master plan
- **August 25, 2008 Planning Committee and Study Group:** final subarea master plan

Major Themes and Issues

Throughout the course of the master planning process many important themes and issues were brought to the attention of BeltLine planners by community members and stakeholders. The BeltLine community engagement process gathered input from the community in order to help formulate future BeltLine recommendations. Community concerns and requests were well received by BeltLine organizers. Many inputs were reflected in the plan, thanks to an actively involved community throughout the entire process. This, in part, may be attributed to successful leadership from both local study group coordinators and planning committee members. The community members and planners shared many common goals and community-

mindful concepts. Subsequently, community members and representatives reacted favorably to most recommendations produced by BeltLine staff and consultant teams. The community themes and issues that most heavily influenced planning design and recommendations are listed below. Themes and Issues are divided into three categories:

Land Use and Design

1. Preservation of single-family neighborhoods with a strong consideration for scale, context, and character (especially Grove Park and Howell Station).
2. Strong desire to have development focused on existing major roads and near the Bankhead MARTA station.
3. Stated interest in making sure that the Land Use Plan provides opportunities for locally serving retail (e.g. grocery store).
4. The Land Use Plan should offer affordable housing near transit and the park.
5. Residents showed concern over developments that may displace single-family neighborhood residents.
6. Public art is an essential element of the new park. The art should exemplify a strong sense of neighborhood history and culture.
7. The subarea developments should reflect and illustrate the rich tradition of the area and its role in the development of the civil rights movement.

Mobility

1. Residents have a strong desire for the new Westside Reservoir Park to be heavily served by transit. Residents tend to support both the Bankhead MARTA extension and the alternative BeltLine transit route closest to the park.
2. Residents want better connectivity between neighborhoods and neighborhood serving facilities (parks, etc.). Residents are looking for more and safer connections than offered today by the existing routes.
3. There is a strong desire for new park access

to be multi-modal in nature. This includes pedestrian, bike, car, and transit options.

4. The north end of the study area currently supports high levels of truck traffic. This may not be acceptable after the implementation of the park and surrounding new developments.

Parks and Open Space

1. Public input and surveys suggest that residents generally share the vision of a more passive park including meadow and forest land.
2. Residents are interested in seeing Proctor Creek as a natural feature of the park.
3. The surrounding neighborhoods desire a park program that is oriented towards the immediately surrounding community. Additionally, the park should offer easy access and entry for neighbors.
4. Adequate automobile parking should be provided in order to avoid a parking spillover into the neighborhood streets.
5. The park should be programmed to appeal to men, women, and children of all ages.

Ongoing Engagement Activities

There are several proposed projects and studies that will require additional community engagement activities. The BeltLine will seek out community participation on each of the following projects as they progress from the planning stage to implementation:

- Phase 1 of the Westside Reservoir Park (Holophrastic Site).
- Future phases of Westside Reservoir Park.
- The Environmental Impact Study (EIS), which will help establish the right-of-way for future transit and trail routes, through Subarea 9.