



# College Park Activity Center LCI

Funded by City of College Park and Atlanta Regional Commission

Prepared by *Sizemore Group* In collaboration with  
 The Collaborative Firm, Croy Engineering, and Michael Syphoe and Associates

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## EXECUTIVE SUMMARY

### Overview

The City of College Park in conjunction with Atlanta Regional Commission (ARC), commissioned the College Park Activity Center Livable Centers Initiative (LCI) Study to develop a transit oriented; pedestrian friendly Live-Work-Play environment around the Historic Downtown (activity center) and to integrate the currently vacant Airport buyout property and MARTA into the Downtown District.

In an effort to revitalize the Historic Downtown (activity center) and to explore multi-modal transportation options within the Activity Center, the City of College Park sought and was awarded one of the nine Atlanta Regional Commission Livable Centers Initiative Corridor Study grants for 2007. These studies focus on developing comprehensive and creative solutions for future land use, development pattern, transportation and circulation options, alternative mobility and transportation modes, jobs to housing balance and implementation strategies that offer opportunities for live, work and play solutions that promote healthy quality of life and create a sense of place and identity for the community.

The City of College Park is located in Fulton County directly southwest of the City of Atlanta. The study area consists of the College Park MARTA Station, Historic Downtown, the Virginia Neighborhood Corridor and significant vacant redevelopable land created by airport expansion. The pursuit of the LCI grant came as a result of City of College Park planning efforts, local citizens, mayor and City Council's support to revitalize the historic downtown.

College Park is at the threshold of explosive growth, positioned at the gateway to the world, Hartsfield Jackson Atlanta International Airport, the busiest airport in the country which is going through its expansion expected to be completed in the next few years. The City will soon boast the only major convention center – GICC (Georgia International Convention Center) linked to an international airport via light rail. It is the second largest convention facility in the region next to Georgia World Congress. The expansion of the airport, completion of APM (automatic people mover), CONRAC (Consolidated Rental Facility), will provide further boost to GICC and City of College Park development activities. The influx of visitors will drive demand for an array of services and entertainment. The historic downtown - Activity Center of College Park must prepare to accommodate the anticipated visitors.

Coupled with this, several proposed and approved projects; Grove Street mixed use including hotels at the GICC, City Center, Indigo Hotel and residential infill developments in College Park, will drive demand for convenient access to a broader range of services. MARTA transit station in College Park is the southern hub (last station before airport) for a number of transit users in the region. This transit hub located in College Park is a great asset to the community that can drive growth as a desired location for live, work and play communities. The hub of hospitality activities; hotels/motels due to its proximity to airport will only grow and strengthen this hub. In addition to these activities that are in play, there is a significant redevelopment land available within College Park. The goal of this study is to find synergy between the various activities, leverage the potential of various assets, revitalize downtown and unify the various activities/elements by enhancing connectivity (different modes) between them, while reducing congestion, enhancing quality of life and enhancing the historic nature of downtown

## Study Area and Context

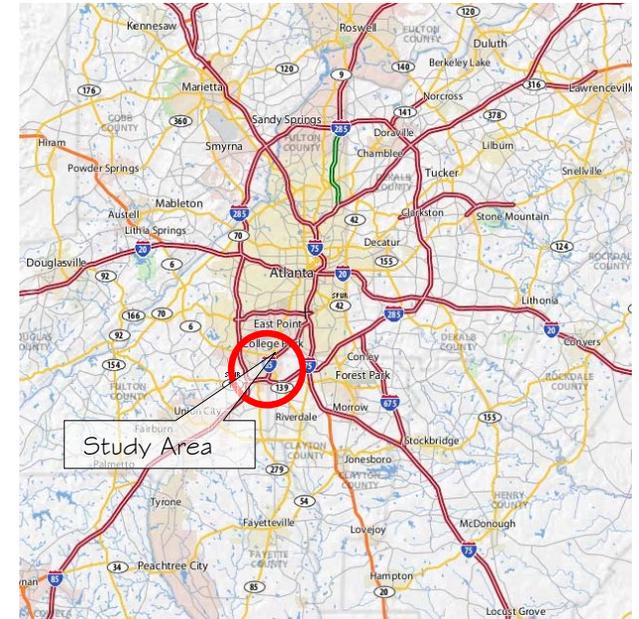
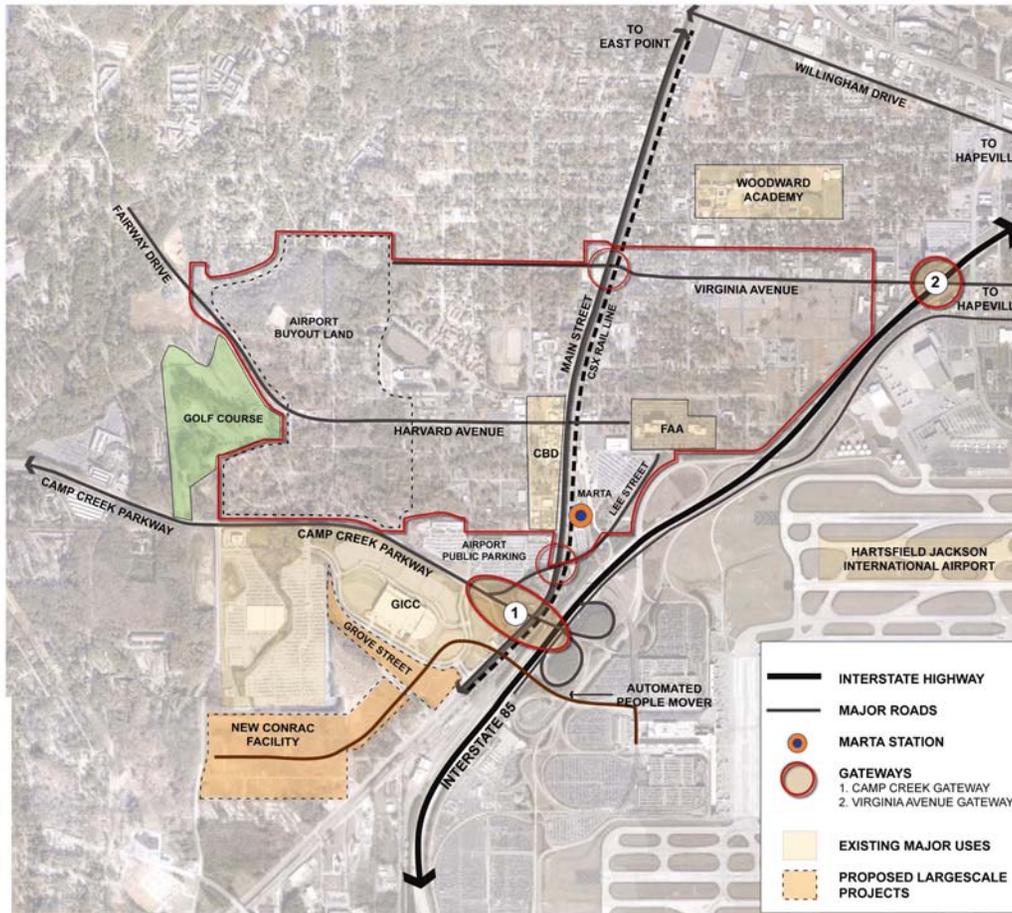
### Study area Extents

The LCI study area consists of the College Park MARTA Station, Historic Downtown, Manchester Pointe (the land bought by the airport that currently remains undeveloped) and the Virginia Avenue commercial corridor. The city golf course and the Airport Loop Road respectively define the west and the east boundaries and Camp Creek Parkway and Virginia Avenue defines the north south boundaries of the study area. The CSX rail line running North- South divides the study area into two parts and. Hartsfield Jackson Airport, GICC and the Woodward Academy School are some of the significant uses that are in the immediate vicinity of the study area. The total study area encompasses 550 acres approximately 50% of which lies vacant / under developed.



Context

The City of College Park directly located southwest of the City of Atlanta and spanning parts of Fulton and Clayton counties, is situated within a superior transportation infrastructure. Major interstates I-85 and I-285, as well as the Metro Atlanta Rapid Transportation Authority (MARTA) System and the proposed automated people mover provide multiple means of transportation into the city. Furthermore, the Hartsfield-Jackson International Airport, the busiest in the world, is located within the city's border thus making the City a mass transportation hub. The close proximity to the Airport has also been the catalyst for a thriving hospitality industry in College Park with several hotels, restaurants and the Georgia International Convention Center (GICC).



The above map shows the LCI study area in context of the Atlanta metro region. Neighboring jurisdictions include the City of East Point, and the City of Hapeville. The three cities are all included within the Atlanta Metropolitan Area and together constitute the "tri-cities" area



## Methodology and Public Process

Studies of this nature involve many participants and stakeholders, both on the Client side as well as the Consultant's side. For a successful planning study it is imperative to hear all of the voices and integrate them in the planning process. We divided this large number of participants into three teams; project management team, core team and neighborhood team.

- PROJECT TEAM: Project Team was created to monitor the logistics of the study and schedule. The team consisted of representatives from the consultant team, City of College Park Development Department, and ARC. The project team met with the core team to review documents, study findings and strategize the various elements of planning process.
- CORE TEAM: This was a larger group of community stakeholders who had a stake in the Study Area and also the knowledge of Area and its vicinity and the key issues and challenges. This team provided guidance to the project team through the planning process. They previewed the materials for public meetings to ensure that materials reflected the interest of the community during the planning process.
- NEIGHBORHOOD TEAM: An extended group of people in the community, residents, business and property owners and others who are influenced by the master plan.

As part of the College Park Activity Center LCI four-phase planning process, the project team created various forums to engage the community to clearly understand the issues, needs, and concerns of the College Park community. Concurrently the analysis of existing conditions and market study/potential were identified to inform the issues and the opportunities. Community input and a thorough analysis of study area along with the overall goals of ARC provided the platform for the development of recommendations and action plan that reflected the community vision. Following are the public participation mechanisms utilized through the planning study:

### Community Survey

As part of the visioning exercise, a public questionnaire was prepared, distributed to the public to solicit input from the community on various issues of land use, transportation and other community concerns.

### Stakeholder interviews

The consultant team conducted interviews with a number of important stakeholders/ business owners and development community to solicit their input. This facilitated a very good understanding of the community and specially the market conditions.

### Public Outreach:

The public outreach process included a series of outreach efforts/ public meetings. The process began with a public kick off meeting held on September 12, 2007 to introduce the community to the LCI study, and solicit their inputs on key issues, concerns and their long term vision for College Park. Next, a character preference survey meeting was held on November 14, 2007 to obtain community feedback on the design character of various elements of potential development (residential, commercial, mixed-use, etc.). Next, a public design workshop was held on January 12, 2008. This was a forum created for various stakeholders to take 'hands-on' role in designing the Study Area. The planning team used feed back from the public meetings, design workshop and with a further analysis of current conditions and market opportunities developed the concept plan addressing land use, transportation, open space, pedestrian improvements and urban design.



## SWOT Analysis

### Strengths:

- Great location and accessibility
  - Camp Creek parkway
  - Interstate 85 and 285
  - Close proximity to Hartsfield Atlanta International Airport
  - Close Proximity to GICC
- Regional Transportation Infrastructure
  - World's busiest airport located in City of College Park
  - MARTA transit station, the southern transit hub for metro region
  - Served by MARTA bus routes
  - Easy access to downtown Atlanta
  - Easy access to I-75, I-85 and I-285
- Historic Downtown
  - Good size urban blocks
  - Good grid of street network
  - Compact downtown
  - Pedestrian scale downtown
  - Quaint character and feel
- Strong Hospitality Industry
  - Many hotels and motels located in the area that leverages airport and GICC
  - Several hotels and motels are planned to be online within next 2-5 years
- Existing Green Space and Parks
  - The City golf course
  - Neighborhood Parks
  - Recreation Center/Stadium
- Collaborative Spirit
  - City, BIDA and GICC have common vision and cooperative spirit for the development of the city
  - Community is forward thinking
  - Strong and financially sound City Government
- Established Neighborhoods and Affordable homes
- Presence of Woodward Academy

### Weakness and Threats:

- Sustainability of businesses in downtown
- Airport noise and compatible land uses and FAA land use restrictions
- Lack of control of airport buy-out land
- Balance between jobs to housing



- Balance between rental (too many rentals) and home ownership
- Lack of diverse range of entertainment activities and options to attract people and businesses downtown
- Under-utilized parcels and obsolete uses/buildings
- Consistent streetscapes, pedestrian environment in downtown
- Downtown size is small
- Lacks good public and other choice of schools (charter)
- Perception of crime and inadequate positive media coverage
- Lacks a 'sense of place' or heart of downtown College Park
- Presently the GICC, airport, and hospitality activities are not fully leveraged
- MARTA linkage to downtown due to CSX rail line
- Large tract of vacant land that is undeveloped promotes unsafe environment and feeling
- Lacks gateways at the various entry points into the City and downtown and Virginia Avenue Corridor
- Linkage/Connectivity to Camp Creek Parkway

#### Opportunities:

- Redevelop vacant land to realize the community vision.
- Leverage the world's busiest Hartsfield Jackson International Airport
  - cultural attractions
  - expanding convention business and market
  - Attract corporations – logistics, etc.
  - creating free trade zone
  - good global hub
  - model of aerotropolis
  - airport/IT/securities/logistics related businesses
- Raise standards/quality of life
- Corporate housing for airline industry – could be a national choice
- Increased employment opportunities and tax revenues to the City
- Expanding downtown to a larger footprint to create the optimum size for a thriving downtown
- Redevelopment of MARTA parking lots into TOD
- Bring diverse uses, activities and community services
- Provide more housing to recapture the lost housing due to airport buy-out displacement
- Incentives/programs to attract more businesses and corporations
- Develop required infrastructure capacity
- Create a 'sense of place' and pride to the community



### Existing Conditions Analysis

The existing conditions analysis is categorized in four sections; economic, land use, transportation and urban design.

#### **Economic:**

- Airport, GICC, emerging hospitality industry provide opportunities for economic activity and employment
- Being a global transportation hub provides opportunities as –aerotropolis-
- Strong hospitality market and corporate housing gives a niche and unique opportunity
- Strong long term regional growth for Atlanta Metro Region
- Need balance between rental and home ownership
- Obsolete retail and commercial and under-utilized parcels in downtown
- Large tract of vacant land available for redevelopment
- High number of functional population due to the airport and employment in the area.

#### **Transportation:**

- Good grid network of streets in the study area
- Good transit and bus services
- Good level of service (LOS) for all streets – most of them are A or B and are expected to remain within C through 2030 projections
- Improve connectivity from Camp Creek Parkway to downtown
- Noise pollution from train movement through the downtown
- Improve pedestrian crossings across tracks and to MARTA from downtown
- Improve pedestrian environment and experience
  - Sidewalks
  - Streetscapes
  - crosswalks/signalizations
  - lighting
  - pedestrian safety
- Promote alternative modes of mobility – bikes/multi-paths
- Parking problem in downtown – conflict between MARTA/Airport commuters and downtown shoppers

#### **Land Use and Zoning**

- Large tract of undeveloped land lying vacant
- Under-utilized parcels and obsolete uses in downtown
- Parking lots of MARTA
- Sporadic commercial activities along Virginia Avenue doesn't lend itself to pedestrian environment
- Limited size of downtown
- Zoning regulations that hinder pedestrian friendly environment – setbacks, lot size, parking requirements, etc.



- Zoning regulations that hinder attraction of entertainment due to alcohol licensing.
- Airport noise and land acquired FAA funds that impose restrictions on land uses.

#### Urban Design

- Extend the size of downtown from the current 3 blocks.
- Need to enhance pedestrian experience; visually and aesthetically pleasing environment in downtown as well as Virginia Avenue - streetscapes, signage, lighting, architecture, sidewalks, art work, etc.
- Connectivity between GICC, Golf Course, Virginia Avenue, Downtown and MARTA
- Cohesive architectural character
- Density and mix of uses to revitalize the downtown and promote live-work-play environment
- Lacks a 'sense of place' or heart of downtown with public or civic space.
- Integrate civic buildings, MARTA into downtown (currently they are isolated from downtown)
- Lacks gateways and way finding signage
- Enhance pedestrian connectivity to neighborhoods.



## GOALS and OBJECTIVES

- ❖ To revitalize downtown with diverse uses and activities to promote live-work-play environment
- ❖ Create pedestrian friendly walkable environment in downtown and Virginia Avenue corridor
- ❖ To leverage high functional population, airport proximity and activities, GICC and employment in the area.
- ❖ To redevelop the vacant land with compatible uses that can generate economic activity, employment and tax revenues.
- ❖ To consolidate commercial activity and create a node on Virginia Avenue that serves the hospitality sector
- ❖ To create a marketing and branding campaign to promote and recruit businesses, corporations and residents to the area and mitigate negative perception of the area
- ❖ To bring residential population back to support downtown commercial activities
- ❖ Promote and expand the Improvement program and incentives to downtown businesses.
- ❖ Find unique and niche market and branding for College Park on the model of 'Aerotropolis'
- ❖ Improve collaboration between the stakeholders: MARTA, FAA, City of Atlanta, and Airport
- ❖ To retain the charm of the old historic character of downtown
- ❖ To promote more quality schools in the area to attract more home owners/residents



## Recommendations

### Concept Plan

The concept plan for the Study Area was developed based on the vision and goals of the community: residents, businesses, property owners, stakeholders, city and other civic and social institutions. The concept plan incorporates several major initiatives and catalyst projects. These initiatives are designed to leverage the existing resources of the Study Area to promote a vibrant and sustainable community with unique identity and a sense of place. Following are the key principles that guided the Concept Plan.

- To establish a strong visual and physical connection between the College Park MARTA station and the Downtown
- To create a strong and distinctive Downtown with a variety of uses including a variety of housing and Entertainment venues
- To create opportunities for Art/Cultural and Entertainment in downtown
- To create a focal point/ civic gathering place for the community
- To improve connectivity to Downtown from Camp Creek Parkway
- To redevelop and consolidate Virginia Avenue Corridor into a walkable and pedestrian friendly environment with enhanced streetscape, that supports the hospitality industry, restaurants and new retail.
- To create a mixed use node on Virginia Avenue that can support new and redeveloped Corporate Housing to capture the housing demand of the airline industry
- To investigate the possibilities of creating a Trade Free/Custom/Duty Free zone on the Airport Buyout property west of downtown with retail outlet stores, office uses and entertainment activities
- To consolidate housing north of Princeton Avenue in areas with tolerable noise levels
- To create boulevard connections linking the Downtown to the Golf Course and other proposed uses in the Manchester Pointe area.
- To link Virginia Avenue corridor to downtown utilizing the established Street Grid and enhancing the route through trails, Bike Paths and enhanced pedestrian sidewalks.
- To create Gateways into the Downtown/City
- To provide parks and green spaces in close proximity to the residents.

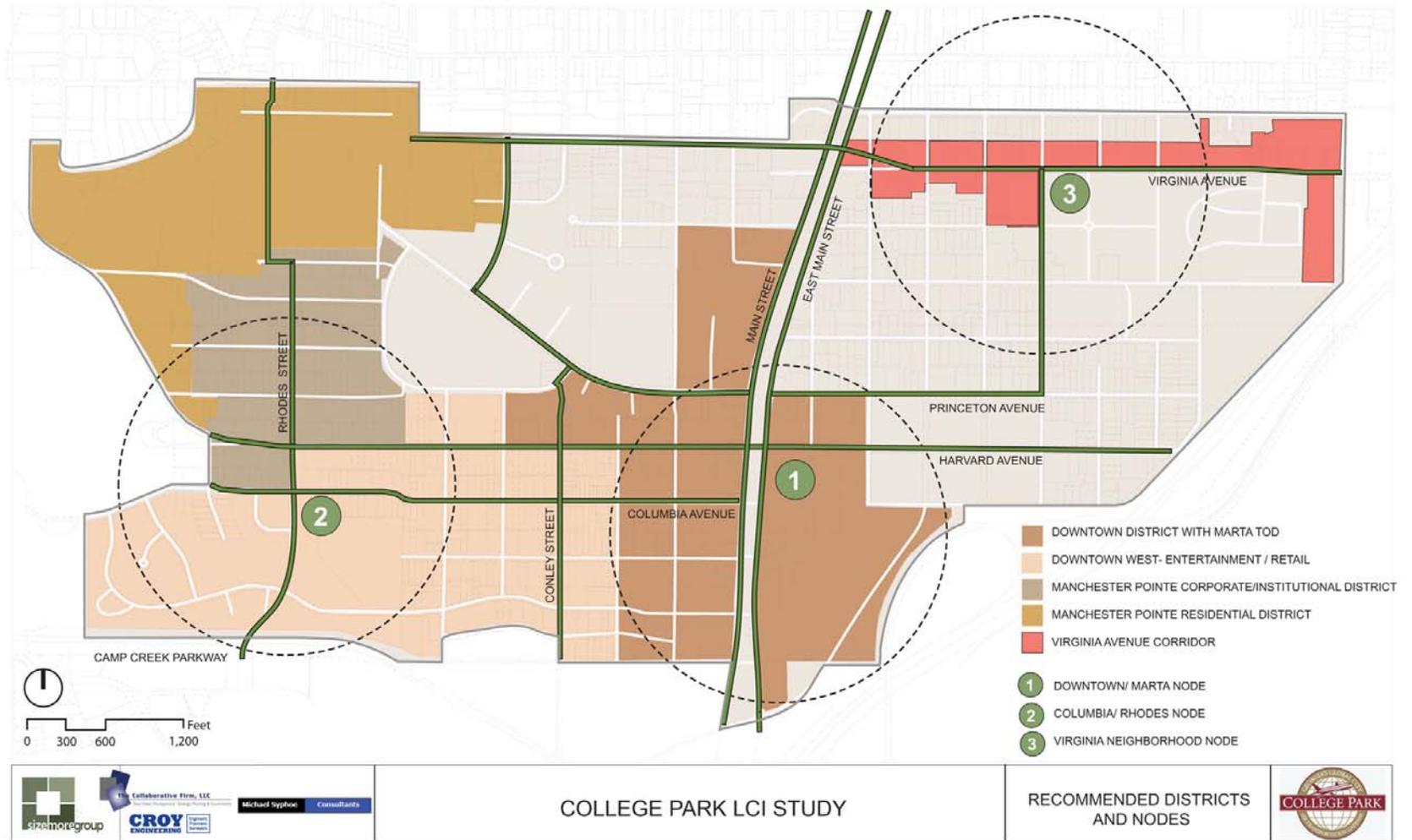


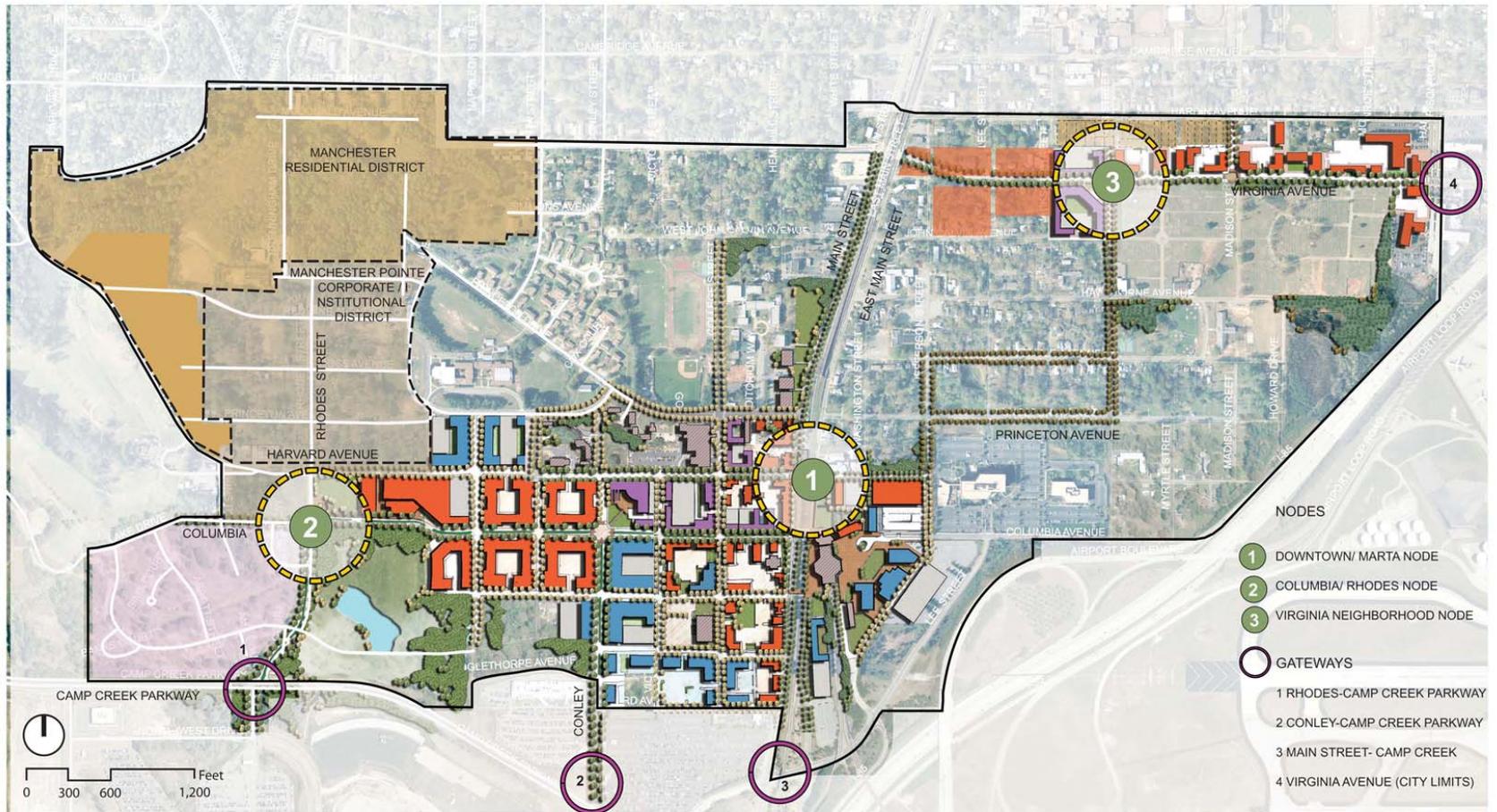
- To provide diverse housing types (Single Family, Town homes, Apartments etc.) that promotes social, economic and cultural diversity
- To leverage GICC (Georgia International Convention Center) to draw visitors into downtown, golf course, and proposed retail outlets & art/cultural activities
- To investigate some form of trolley/bus/golf cart for mobility/connectivity between various activity nodes.
- To continue streetscapes on John Wesley, Harvard, Columbia to continue across the rail line to extend the downtown on both sides of the rail tracks.
- To minimize the trouble and inconvenience caused by the noise from the Freight trains by installing silent crossing gates for rail crossings.
- To delineate a trolley route/ loop trial that connects the various activities and uses in the study area

What is critical is to do two or three important catalyst projects that can set the tone for realizing the total vision of the community. The three critical ones are one, MARTA/Civic/Downtown integration project, two, university /corporate campus and three, entertainments/retail project. Commitment and implementation of these will create the momentum for the rest to take off.

Based on the location of the activities, uses and geographic structure, the concept master plan organizes the Study Area into districts with each of these sub-area having similar functional, physical and social attributes that are recognizable. The character of each sub-area emerges with a common theme that reinforces and reflects its uses/activities, open spaces, public realm, scale, architecture and land uses. Following are the sub areas identified:

- Downtown District w/MARTA TOD
- Downtown West – Entertainment/Retail.
- Manchester Pointe Corporate/Institutional District
- Manchester Pointe Residential District
- Virginia Avenue Corridor





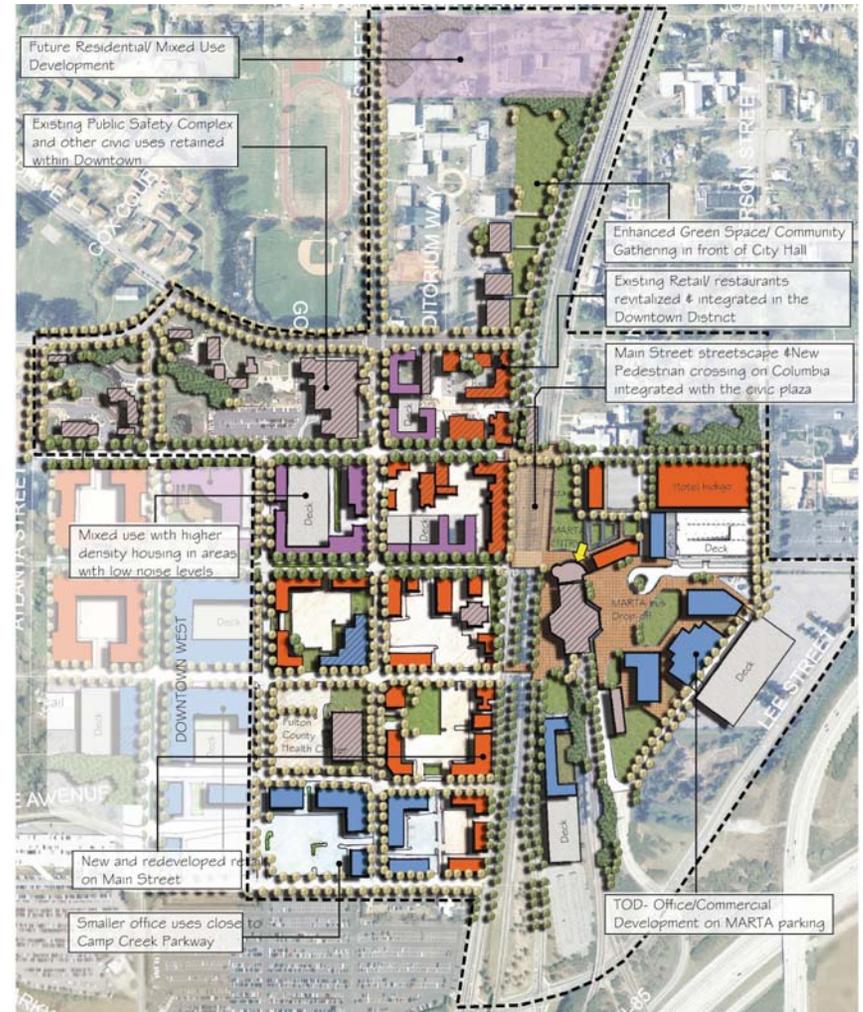
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| <br><br><br> | COLLEGE PARK LCI STUDY | CONCEPT PLAN |  |
|--------------|------------------------|--------------|--|

Downtown District w/MARTA TOD

The Downtown District builds upon the current College Park CBD which has always been the historic center for the city. The district is envisioned to be a live-work-play hub that will promote the use of MARTA and connect the study area to the adjoining neighborhoods and the region. One of the key guiding principles for the Downtown District was to integrate the Transit station and the Downtown, currently divided by a CSX rail line into a unified precinct.

The plan proposes to enhance the current downtown by creating a strong node that brings connectivity between MARTA and downtown across the CSX rail line which will include the MARTA TOD (Transit Oriented District) with office and retail. This node will include a civic plaza that will be the heart of downtown College Park. This joint initiative aligns with MARTA's overall TOD goal and their desire and willingness. The plan consolidates existing retail/restaurants on Main Street into a continuous stretch of pedestrian oriented retail. Along with the existing Civic and Retail uses, the Downtown District will include new and redeveloped Retail, Offices, Civic spaces and also some higher density housing in specific nodes and tolerable noise levels. The east side of the Downtown District, which currently consists of surface parking lots surrounding the Transit station, is proposed to be redeveloped into an Office/Commercial TOD development with pocket parks and plaza areas. The development will include Multiple Parking Decks to meet the demand of the office goers as well as the MARTA users. The Indigo hotel will be integrated into the development. The surface MARTA parking lot facing East Main Street is also proposed to be redeveloped into office development further adding employment and activity to the area and activating East Main Street.

The civic plaza/green space proposed North of MARTA station facing East Main Street is conceptualized as the unifying element in the Downtown District connecting the east and the west parts of Downtown both visually and physically. The Plaza design will incorporate kiosks and smaller retail to serve the office development. The MARTA station entrance and the bus drop off area are proposed to be reconfigured to activate this public space and allow for easy movement of people from MARTA into the Downtown and vice versa. There is a new Pedestrian rail crossing proposed at Columbia as a part of this plaza in addition to the existing one at John Wesley



Downtown District

Boulevard. Silent crossings and Pedestrian gates at these crossings will foster a safe pedestrian environment. A Consistent Streetscape for the whole area with the rail line integrated into the landscape will further enhance the connectivity between these two sides of Downtown. Old abandoned alleyways should be considered to improve the pedestrian connectivity within downtown district. The plan proposes streetscape along Main Street that includes, lighting, signage, trees, sidewalks, seating and replacing the thick dense trees along CSX tracks that block the visual connection between MARTA and downtown with light canopy trees that has more transparent quality to improve visual linkage to both sides of CSX tracks.

### Downtown West – Entertainment/Retail

The Downtown West consists of 130 acres, of airport buyout land which is currently vacant. This District is envisioned as an extension of the Downtown and a venue for Commercial and Arts/Entertainment activities. The District will leverage GICC to draw activity into the Downtown by establishing strong connections from Camp Creek Parkway into the activity center. Along with Conley Street, which is an existing connection to GICC, Rhodes Street is proposed to be extended to join Camp Creek Parkway and further connect into Airport Boulevard. These two Streets will be designed as Boulevard Streets coming into the Downtown West District and terminating at Columbia Avenue, which is proposed to be the primary development corridor for the Downtown West District. The Plan illustrates one possible concept for the development corridor with Retail outlet stores flanking both sides of Columbia Avenue transitioning into mixed uses (Office/ Retail/ Art venues/Higher Density Residential) closer to Downtown. The Boulevard will be anchored on the west side by a public plaza Movie Theater/Entertainment at the Rhodes/Columbia intersection linking Downtown West to the Manchester Pointe Corporate District.





The south west corner of Downtown West facing Camp Creek Parkway is proposed as a mixed use node with Commercial and Office Uses. Due to the high noise levels and also FAA restrictions on the property, no residential development is proposed on this land. The City should explore the possibility of relocating the two park and ride business at Conley and Camp Creek Parkway to improve the gateway into the city. Possible land swap elsewhere in the city should be considered. A potential theme park/edutainment/entertainment venue could be another potential option to be part of this district. Since this district has large undeveloped land available and has potential for diverse uses, the plan allows for uses that relate to retail, entertainment, and recreation. Having the flexibility will allow the city to meet the market demands and development potential in attracting desired private investment.

#### Manchester Pointe Corporate/Institutional District

The Manchester Pointe district also constitutes the currently vacant airport buyout land. Again due to high noise levels and FAA covenants there is a restriction on residential uses in this area. The Manchester Pointe Corporate District consists of 50 Acres of land and is proposed as an integrated corporate office or an educational campus in the future. The land has an established street grid which makes it readily developable. The proximity of the land to the Airport, Transit, retail/ entertainment options and also established residential neighborhoods would make it a credible site for such institutional uses.

#### Manchester Pointe Residential District

The Manchester Pointe residential district aims at reestablishing some of the residential base which the City lost over the past few decades due to the mass buyout of noise affected properties bought out by City of Atlanta. The Manchester Residential district is proposed to be located on land with noise levels less than 70 DNL and thus will have lesser noise problems. The proposed residential district spans around 90 Acres between Roosevelt Street and Virginia Avenue and seamlessly flows into the existing neighborhoods north of Virginia Avenue. The District is proposed to transition from higher density residential uses including Town Homes and Condominiums abutting the Golf Course and the proposed corporate campus onto less intense single family residential closer to the existing neighborhoods.

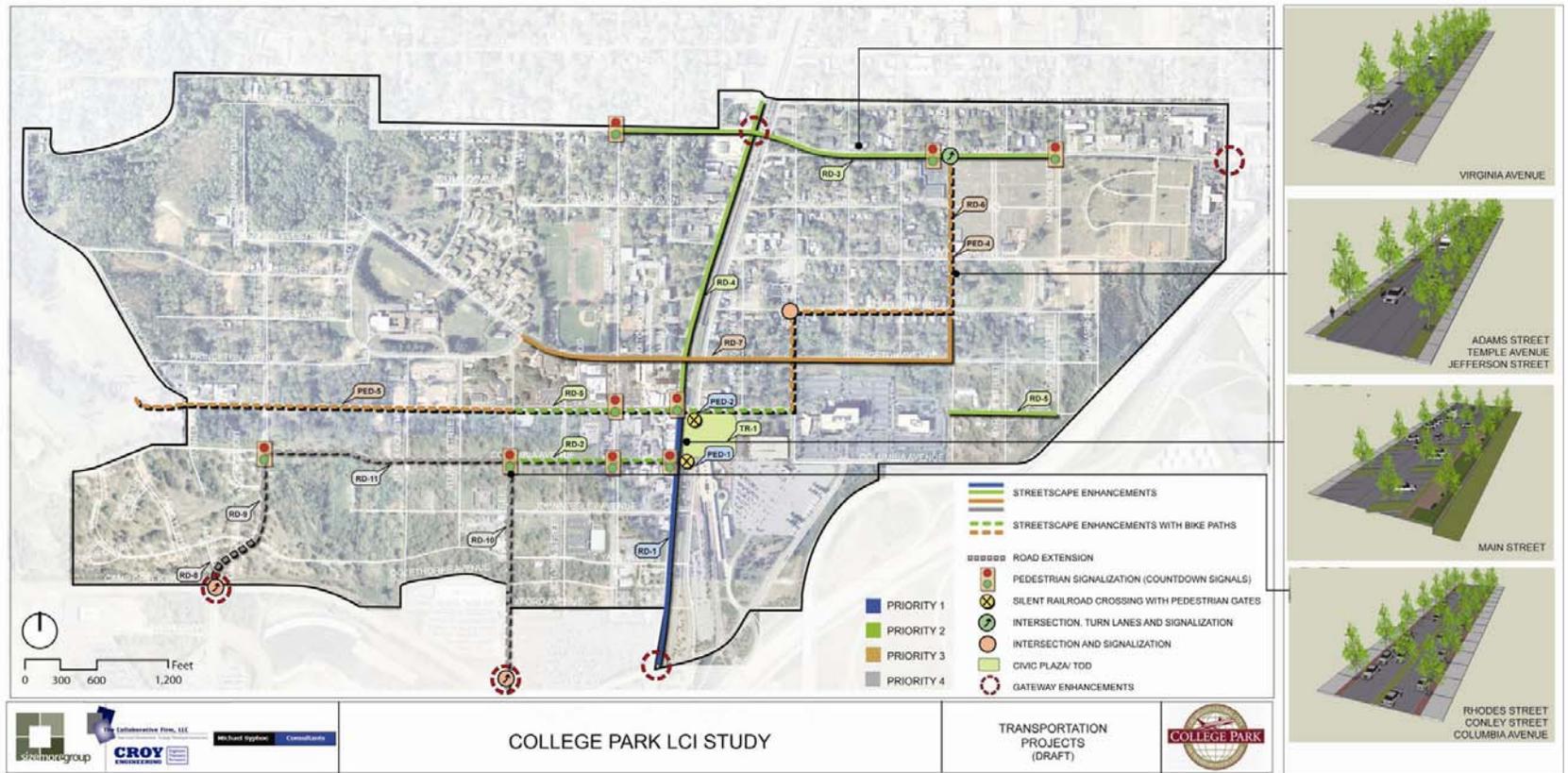
#### Virginia Avenue Corridor

Virginia Avenue is currently marked by sporadic commercial/hotel/motel development and lacks an active pedestrian environment. The corridor is home to a hospitality district serving Hartsfield-Jackson Airport and is bordered by established neighborhoods on its east end. The long term vision for the corridor is to transform it into a mixed use corridor with enhanced streetscape and a safe pedestrian environment. A mixed use node is proposed at the intersection of Virginia Avenue and Adams Street which will add more activity to the district and cater to some of the corporate housing needs in the area. The corridor will be linked to Downtown by Enhanced sidewalk and Bike paths.

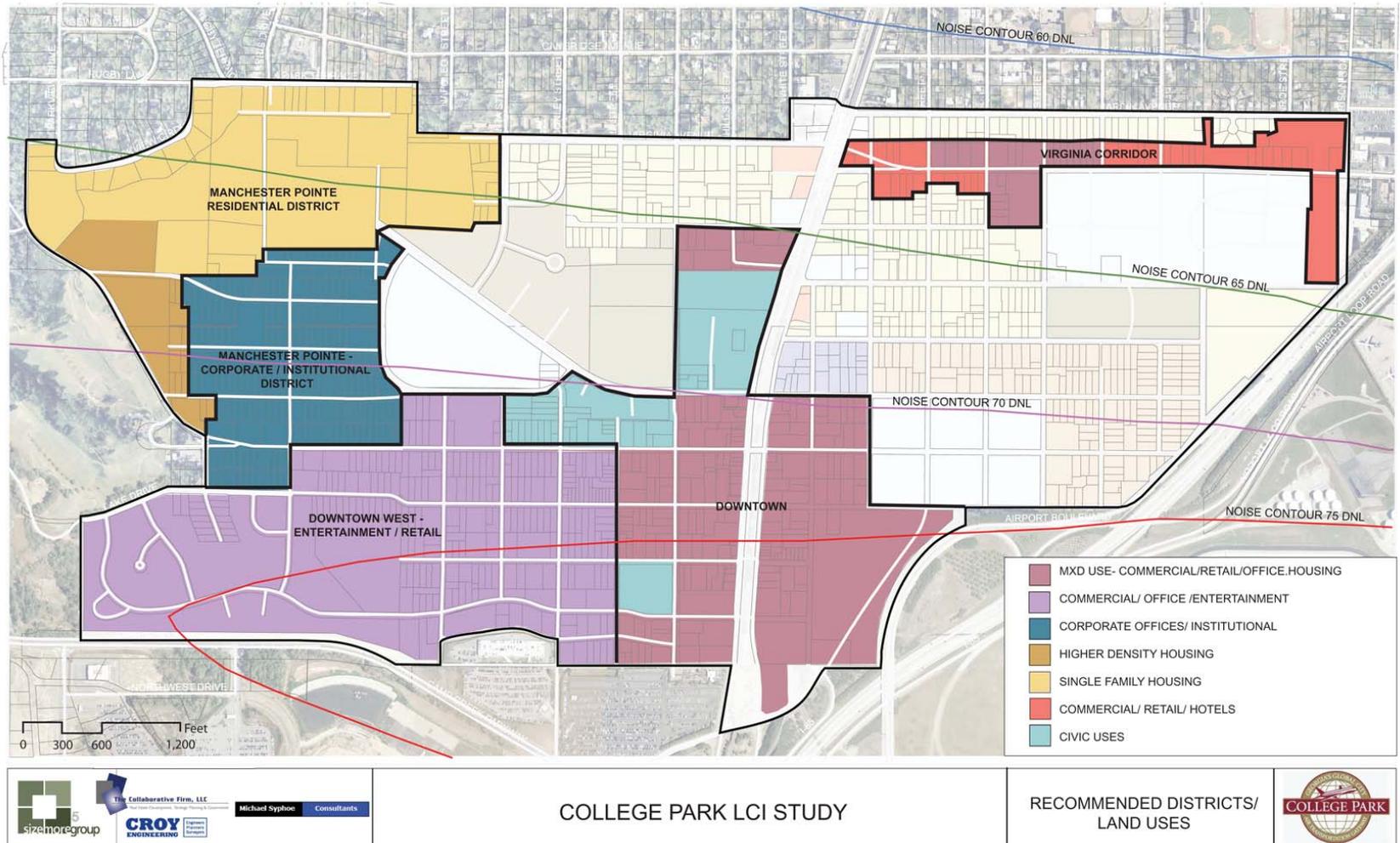


Virginia Avenue Commercial Corridor

Transportation Recommendations



Land Use Recommendations





## Implementation

Following are the Implementation strategies for implementing the concept plan. They include economic, land use, zoning, and urban design and transportation strategies.

### **Economic**

- Establish a desired targeted businesses, corporations and universities for recruitment
- Consider incentives to attract businesses, corporations and universities to the City
- Gain full control of the airport buy-out land
- Create a Free Trade Zone to explore the potential duty free retail/outlet retail and entertainment activities
- Create an 'economic, marketing and branding' campaign to promote College Park to recruit businesses, corporations and university and development community. This would also mitigate any negative perception of the area and media.
- Develop a plan and strategy to retain and promote small businesses in the area
- Expand and promote the façade improvement
- Leverage public investment in the form of public facilities and infrastructure to facilitate private development and redevelopment
- Prepare and launch a public/private partnership initiative aimed at facilitating the LCI compatible development projects
- Initiate funding effort to attract Federal, State, as well as ARC implementation grants

### **Land Use/Zoning**

- Adopt the recommended land use and zoning changes to amend the comprehensive plan and the zoning regulations to promote pedestrian friendly walkable downtown and neighborhoods.
- Develop zoning guidelines to reflect the concept plan recommendations; parking ratios, set backs, alcohol permits, unit sizes, etc. Emphasis on flexible and quality of life zoning
- Identify other areas within the city to accommodate higher density housing that focuses on bringing the displaced housing back into the City.
- To include sustainable strategies and guidelines to promote sustainable development; guidelines for water quality, pervious pavers, storm water management, plant materials, LEED certification and others. The city can consider offering density bonus or other incentives for those who implement sustainable strategies.

### **Urban Design**

- Develop a Master Plan for downtown core that integrates MARTA station, MARTA parking (TOD), Main Street as recommended in Concept Plan.
- Develop urban design guidelines for downtown and Virginia Avenue corridor that establishes the desired character and development density
- Develop a Master Plan for potential Institutional/corporate campus/entertainment venue as a public/private initiative



- Design for park/plaza in front of City Hall and Civic Complex
- Develop designs for gateways to the community and way finding signage to define the entries and districts within the study area
- Community Policing and Crime Mapping Study. GIS system to map crime and accident data in activity center. Develop a community policing program to patrol activity center to reduce crime and violence.

**Transportation**

- Implement the recommended projects as per the work program in transportation recommendations
- Submit application for the two priority projects to ARC for funding
- Hybrid Bus/Trolley Study. Study to consider natural gas/electric hybrid bus/trolley to circulate within activity center, GICC and other business centers
- Parking Monitoring Plan to address the parking conflicts between MARTA commuters and Downtown shoppers; parking decks in conjunction with private development, parking enforcements, signage integrated with streetscape, meters validated by merchants (vending machines) and other strategies.

| <b>DEVELOPMENT PROGRAM</b>                                |   |  |                                   |   |
|---|---|--|-----------------------------------|---|
| <b>SUB AREAS</b>  | <b>Existing Use</b>                                 | <b>Proposed Uses</b>   | <b>Estimated Development Year</b> | <b>Comments</b>   |
| <b>Downtown w/MARTA TOD</b>                               | Retail/Civic/MARTA                                  | Retail, Restaurants, Entertainment, Commercial/ Office, Condos, Hotel, Parking & Live/Work   | 2008-2013                         | Expanding the Downtown District. Private development - infill and redevelopment |
| <b>Downtown West - Entertainment/Retail</b>               | Civic and Mostly Vacant                             | Mixed-Use: Retail, Entertainment, Commercial/ Office, Multi-family (condos), Corporate Housing, Art and Culuture, Restaurants, Hotel and Parking | 2009-2015                         | Private development - infill and redevelopment                                  |
| <b>Manchester Pointe Corporate/Institutional District</b> | Mostly Vacant                                       | Office and University Campus, Corporate Housing, Entertainment, Farmers Market   | 2008-2020                         | Public/Private Partnership - Redevelopment                                      |
| <b>Manchester Corporate Residential District</b>          | Mostly Vacant                                       | Residential; Condos, Town Homes, and Single Family   | 2008-2021                         | Public/Private Partnership - Redevelopment                                      |
| <b>Virginia Avenue Corridor</b>                           | Retail, Restaurants, Hotels/Motels, and Residential | Retail, Restaurants, Hotel/Motel, Corporate Housing and Multi-family housing   | 2008-2012                         | Public/Private Partnership - Redevelopment                                      |



| <b>Local Government Planning Initiatives</b> |  |             |             |  |                             |
|--|--|-------------|-------------|--|-----------------------------|
| <b>FIVE YEAR IMPLEMENTATION PLAN</b>         |  |             |             |  |                             |
| <b>Project ID</b>                            | <b>Description / Action</b>  | <b>Cost</b> | <b>Year</b> | <b>Responsible Party</b>                   | <b>Funding Source</b>       |
| <b>Planning, Zoning and Design</b>           |  |             |             |  |                             |
| PZ-1   | Land Use: Adopt new land use for the LCI study area to accommodate mixed use and pedestrian friendly sustainable environments.   | TBD         | 2008        | City of College Park                       | City of College Park        |
| PZ-2   | Zoning Regulations: Develop zoning regulations to implement the LCI Plan: use, height, setbacks, parking, inter parcel connectivity, streets, signage, open space to promote and encourage the desired character for the LCI area. May require modifications to existing zoning regulations. | TBD         | 2008        | City of College Park                       | City of College Park/ARC    |
| UD-1   | Design Guidelines: To develop guidelines (including access management) for the LCI study area to ensure the quality and character of development to reflect the community's vision as articulated in LCI study   | \$40,000    | 2008        | City of College Park                       | City of College Park/ARC    |
| UD-2   | Downtown Sector Plan - Streetscape/Plaza, MARTA reconfiguration and TOD Design (East & West Main Street and Harvard): To design an integrated streetscape/landscape/plaza design connecting MARTA and downtown as per LCI Concept Plan   | \$100,000   | 2008        | City of College Park                       | City of College Park/ARC    |
| UD-3   | Corporate/Institutional Campus Plan: To create a Master Plan for institution/corporate campus  | TBD         | 2008        | City of College Park                       | City of College Park/ARC    |
| UD-4   | Gateway Design: To design gateways at Virginia Avenue, Camp Creek and Main Street as per LCI recommendations   | TBD         | 2008-09     | City of College Park                       | City of College Park/ARC    |
| UD-5   | Park in front of City Hall - Design  | TBD         | 2008-10     | City of College Park                       | City of College Park        |
| UD-6   | Community Policing and Crime Mapping Study. GIS system to map crime and accident data in activity center. Develop a community policing program to patrol activity center to reduce crime and violence  | TBD         | 2008-10     | City of College Park                       | Federal - Depart of Justice |
| <b>Economic Development</b>                  |  |             |             |  |                             |
| ED-1   | Establish a Duty Free Zone to explore potential duty free retail or outlet retail and entertainment activities   | TBD         | 2008        | Economic Development, City of College Park | City of College Park        |
| ED-2   | Create an 'Economic, Marketing and Branding Campaign' to promote College Park to recruit businesses, corporations and development community and promote positive image of College Park in the media  | TBD         | 2008-09     | Economic Development, City of College Park | City of College Park        |
| ED-3   | Establish a desired target list of business and corporations to recruit that are on top priority for active recruitment. These will include the services that community and city needs.  | TBD         | 2008        | Economic Development, City of College Park | City of College Park        |
| ED-4   | Develop incentive plan/structure to attract businesses/corporations to the area  | TBD         | 2008        | Economic Development, City of College Park | City of College Park        |
| ED-5   | Develop a plan to retain and promote small businesses.   | TBD         | 2008-2009   | Economic Development, City of College Park | City of College Park        |
| ED-6   | Expand and promote the Façade Improvement Program  | TBD         | 2008        | Economic Development, City of College Park | City of College Park        |
| ED-7   | Prepare and Launch a Public/Private Partnership initiative aimed at facilitating the LCI compatible development projects   | TBD         | 2008-09     | Economic Development, City of College Park | City of College Park        |
| ED-8   | Land Assembly/Consolidation for Projects   | TBD         | 2008-12     | BIDA/City of College Park                  | BIDA/City of College Park   |
| ED-9   | MARTA Property - park/ride redevelopment   | TBD         | 2008-2012   | City of College Park                       | BIDA/City of College Park   |
| ED-10  | Develop a master plan for public infrastructure and facilities, such as retention, sewer, capacity, etc. to leverage private development.  | TBD         | 2008-2010   | City of College Park                       | BIDA/City of College Park   |



## LCI PRIORITY PROJECT LIST

During the transportation agency coordination meeting with representatives of the Atlanta Regional Commission, Georgia Department of Transportation, Georgia Regional Transportation Authority, and Metropolitan Atlanta Regional Transit Authority, the ARC requested that the City of College Park submit two priority projects of less than \$4 million. The two projects listed below represent the City's two priorities for ARC funding consideration. The projects are in priority order and also are divided into phases should full funding not be available to projected shortfalls in federal transportation funding.

- **Priority 1: Southern Activity Center Improvements**

Total Cost: \$3,315,000.00

Pedestrian countdown signals at Main St./Columbia and Harvard and College St./Columbia and Harvard; Corridor enhancement along South Main Street from Camp Creek Pkwy to Princeton Ave. including streetscapes, crosswalks, sidewalk enhancement, pedestrian lighting, and landscaping; Mobility pedestrian improvements with quiet zones at railroad crossings at Columbia Avenue and Harvard Avenue including pedestrian gating structure safety improvements and decorative fencing.

Phase 1: Corridor enhancement along South Main Street from Camp Creek Pkwy to Princeton Ave. including streetscapes, crosswalks, sidewalk enhancement, pedestrian lighting, and landscaping (\$1,875,000).

Phase 2: Pedestrian countdown signals at Main St./Columbia and Harvard and College St./Columbia and Harvard; Mobility pedestrian improvements with quiet zones at railroad crossings at Columbia Avenue and Harvard Avenue including pedestrian gating structure safety improvements and decorative fencing (\$1,440,000).

- **Priority 2: East-West Connectivity Project**

Total Cost: \$3,990,000.00

Virginia Ave. improvements from College St. to Madison St.; and Temple Ave., Jefferson St. and Adams St.: streetscapes, crosswalks, sidewalk enhancements, bike lanes, pedestrian lighting, landscaping and gateway signage.

Phase 1: Virginia Ave. improvements from College St. to Madison St: streetscapes, crosswalks, sidewalk enhancements, bike lanes, pedestrian lighting, landscaping, and gateway signage (\$2,190,000).

Phase 2: Temple Ave., Jefferson St. and Adams St.: streetscapes, crosswalks, sidewalk enhancements, bike lanes, pedestrian lighting, landscaping, and gateway signage (\$1,800,000).



College Park Activity Center LCI: Proposed Transportation Projects

| DESCRIPTION   | TYPE OF IMPROVEMENT   | P&E YEAR | P&E COSTS    | ROW YEAR | ROW COSTS    | CONSTRUCTION YEAR | CONSTRUCTION COSTS | TOTAL PROJECT COSTS | RESPONSIBLE PARTY    | FUNDING SOURCE | LOCAL SOURCE | LOCAL MATCH  |
|---|---|----------|--------------|----------|--------------|-------------------|--------------------|---------------------|----------------------|----------------|--------------|--------------|
| <b>LCI Priority Projects</b>                          |   |          |              |          |              |                   |                    |                     |                      |                |              |              |
| <b>LCI-1: Southern Activity Center Improvements</b>   | Pedestrian countdown signals at Main St./Columbia and Harvard and College St./Columbia and Harvard; Corridor enhancement along South Main Street from Camp Creek Pkwy to Harvard Ave. including streetscapes, crosswalks, sidewalk enhancement, pedestrian lighting, and landscaping; Mobility pedestrian improvements with quiet zones at railroad crossings at Columbia Avenue and Harvard Avenue including pedestrian gating structure safety improvements and decorative fencing. | 2009     | \$535,000.00 | 2011     | \$300,000.00 | 2012              | \$2,630,000.00     | \$3,485,000.00      | City of College Park | LCI            | City         | \$693,000.00 |
| <b>LCI-2: East-West Connectivity Project</b>          | Virginia Ave. Improvements from College St. to Madison St.; and Temple Ave., Jefferson St. and Adams St.: streetscapes, crosswalks, sidewalk enhancements, bike lanes, pedestrian lighting, landscaping and gateway signage.  | 2009     | \$400,000.00 | 2011     | \$250,000.00 | 2012              | \$3,340,000.00     | \$3,990,000.00      | City of College Park | LCI            | City         | \$798,000.00 |
| <b>Intersection Improvements/ Signalization</b>       |   |          |              |          |              |                   |                    |                     |                      |                |              |              |
| INT-1: Columbia Ave and Main St.                      | Pedestrian signalization (countdown signals)  | 2009     | \$40,000.00  | N/A      | \$0.00       | 2010              | \$120,000.00       | \$160,000.00        | City of College Park | GDOT/LCI       | City         | \$32,000.00  |
| INT-2: Harvard Ave and Main St.                       | Pedestrian signalization (countdown signals)  | 2009     | \$40,000.00  | N/A      | \$0.00       | 2010              | \$120,000.00       | \$160,000.00        | City of College Park | GDOT/LCI       | City         | \$32,000.00  |
| INT-3: College St. and Virginia Ave.                  | Pedestrian signalization (countdown signals)  | 2009     | \$40,000.00  | N/A      | \$0.00       | 2010              | \$120,000.00       | \$160,000.00        | City of College Park | GDOT/LCI       | City         | \$160,000.00 |
| INT-4: College St. and Harvard Ave.                   | Pedestrian signalization (countdown signals)  | 2009     | \$40,000.00  | N/A      | \$0.00       | 2010              | \$120,000.00       | \$160,000.00        | City of College Park | GDOT/LCI       | City         | \$160,000.00 |
| INT-5: College St. and Columbia Ave.                  | Pedestrian signalization (countdown signals)  | 2009     | \$40,000.00  | N/A      | \$0.00       | 2010              | \$120,000.00       | \$160,000.00        | City of College Park | GDOT/LCI       | City         | \$160,000.00 |
| INT-6: Adams St. at Virginia Ave.                     | Intersection, turn lanes and signalization  | 2009     | \$120,000.00 | 2010     | \$100,000.00 | 2011              | \$700,000.00       | \$920,000.00        | City of College Park | GDOT/City      | City         | \$184,000.00 |
| INT-7: Madison St. and Virginia Ave.                  | Pedestrian signalization (countdown signals)  | 2009     | \$40,000.00  | N/A      | \$0.00       | 2010              | \$120,000.00       | \$160,000.00        | City of College Park | GDOT/LCI       | City         | \$160,000.00 |
| INT-8: Adams St. and Virginia Ave.                    | Pedestrian signalization (countdown signals)  | 2009     | \$40,000.00  | N/A      | \$0.00       | 2010              | \$120,000.00       | \$160,000.00        | City of College Park | GDOT/LCI       | City         | \$160,000.00 |
| INT-9: Camp Creek Pkwy at Airport Dr                  | Intersection, turn lanes and signalization  | 2010     | \$150,000.00 | 2011     | \$0.00       | 2012              | \$1,500,000.00     | \$1,650,000.00      | City of College Park | LCI/GDOT       | City         | \$330,000.00 |
| INT-10: Camp Creek Pkwy at Concourse Blvd./Conley St. | Intersection, turn lanes and signalization  | 2010     | \$200,000.00 | 2011     | \$100,000.00 | 2013              | \$1,500,000.00     | \$1,800,000.00      | City of College Park | LCI/GDOT       | City         | \$360,000.00 |
| INT-11: Jefferson St. at Temple Ave                   | Intersection and signalization  | 2010     | \$65,000.00  | 2011     | \$0.00       | 2012              | \$685,000.00       | \$750,000.00        | City of College Park | GDOT/City      | City         | \$150,000.00 |
| INT-12: Conley St. and Columbia Ave.                  | Pedestrian signalization (countdown signals)  | 2009     | \$40,000.00  | N/A      | \$0.00       | 2010              | \$120,000.00       | \$160,000.00        | City of College Park | LCI/GDOT       | City         | \$32,000.00  |
| INT-13: Rhodes St. and Columbia Ave.                  | Pedestrian signalization (countdown signals)  | 2009     | \$40,000.00  | N/A      | \$0.00       | 2010              | \$120,000.00       | \$160,000.00        | City of College Park | LCI/GDOT       | City         | \$32,000.00  |
| <b>Roadway Improvements</b>                           |   |          |              |          |              |                   |                    |                     |                      |                |              |              |
| RD-1: South Main Street/SR 29 Corridor Enhancement    | Camp Creek Pkwy. to Harvard Ave. Streetscapes, crosswalks, sidewalk enhancement, pedestrian lighting, landscaping   | 2009     | \$175,000.00 | 2010     | \$300,000.00 | 2011              | \$1,450,000.00     | \$2,025,000.00      | City of College Park | LCI/GDOT/TE    | City         | \$405,000.00 |
| RD-2: Columbia Ave. Improvements                      | Conley St. to Main St. Turn lanes, streetscapes   | 2010     | \$150,000.00 | 2011     | \$100,000.00 | 2012              | \$1,550,000.00     | \$1,800,000.00      | City of College Park | GDOT/City      | City         | \$360,000.00 |
| RD-3: Virginia Avenue Corridor Enhancement            | College St. to Madison St. Streetscapes, sidewalks, pedestrian lighting, landscaping.   | 2009     | \$200,000.00 | 2010     | \$150,000.00 | 2011              | \$1,840,000.00     | \$2,190,000.00      | City of College Park | LCI/GDOT/TE    | City         | \$438,000.00 |
| RD-4: North Main Street/SR 29 Corridor Enhancement    | Harvard Ave. to Virginia Ave. Streetscapes, crosswalks, sidewalk enhancement, pedestrian lighting, landscaping  | 2010     | \$175,000.00 | 2011     | \$100,000.00 | 2012              | \$1,450,000.00     | \$1,725,000.00      | City of College Park | LCI/TE         | City         | \$345,000.00 |
| RD-5: Harvard Ave. Connectivity                       | Conley St. to Madison St. Streetscapes and signage to connect east and west portions of Main Street   | 2010     | \$200,000.00 | 2011     | \$100,000.00 | 2012              | \$1,650,000.00     | \$1,950,000.00      | City of College Park | TE/City        | City         | \$390,000.00 |



|   |   |      |                       |      |                       |      |                        |                        |                      |                                      |      |                       |
|---|---|------|-----------------------|------|-----------------------|------|------------------------|------------------------|----------------------|--------------------------------------|------|-----------------------|
| RD-6: East Area Roadway Improvements              | Temple Ave., Jefferson St. and Adams St. Streetscapes, sidewalk enhancement, pedestrian lighting. Breakaway gateway sign at Adams St. and Virginia Ave.                           | 2011 | \$200,000.00          | 2012 | \$100,000.00          | 2013 | \$1,500,000.00         | \$1,800,000.00         | City of College Park | TE/City                              | City | \$360,000.00          |
| RD-7: Princeton Ave. Connectivity                 | Conley St. to Adams St. Streetscapes and signage to connect east and west portions of Main Street   | 2011 | \$200,000.00          | 2012 | \$100,000.00          | 2013 | \$1,700,000.00         | \$2,000,000.00         | City of College Park | TE/City                              | City | \$400,000.00          |
| RD-8: Rhodes St. Extension                        | New Roadway- Extend Rhodes St. about 900 ft. to Camp Creek Pkwy. and Realign Rhodes with Airport Dr. Three 12 foot lanes with landscaping and 8 ft. sidewalks                     | 2012 | \$200,000.00          | 2013 | \$200,000.00          | 2015 | \$1,100,000.00         | \$1,500,000.00         | City of College Park | GDOT/City                            | City | \$300,000.00          |
| RD-9: Rhodes St. Improvements                     | Southern terminus to Columbia Ave. (about 800 ft.). Three 12 foot lanes with landscaping and 8 ft. sidewalks.   | 2012 | \$100,000.00          | 2013 | \$100,000.00          | 2015 | \$550,000.00           | \$750,000.00           | City of College Park | GDOT/City                            | City | \$150,000.00          |
| RD-10: Conley St. Improvements                    | Camp Creek Pkwy. To Columbia Dr. (about 2000 ft.) Three 12 foot lanes with landscaping and 8 ft. sidewalks. Breakaway gateway sign at Camp Creek Pkwy./Concourse Blvd./Conley St. | 2012 | \$200,000.00          | 2013 | \$200,000.00          | 2015 | \$1,600,000.00         | \$2,000,000.00         | City of College Park | GDOT/City                            | City | \$400,000.00          |
| RD-11: Columbia Ave. Improvements                 | Rhodes St. to Conley St. (about 3000 ft.) two lane boulevard with landscaped median, multi-use bike path and sidewalks.   | 2012 | \$200,000.00          | 2013 | \$500,000.00          | 2015 | \$2,180,000.00         | \$25,280,000.00        | City of College Park | GDOT/City                            | City | \$456,000.00          |
| <b>Mobility/Pedestrian Improvements</b>           |   |      |                       |      |                       |      |                        |                        |                      |                                      |      |                       |
| PED-1: Columbia Ave. R/R Noise Free Crossing      | Columbia Ave. and Main St.: CSX Silent Crossing with pedestrian gating  | 2009 | \$100,000.00          | 2010 | N/A                   | 2011 | \$350,000.00           | \$450,000.00           | City of College Park | FRA/CSX/GDOT/LCI                     | City | \$90,000.00           |
| PED-2: Harvard Ave. R/R Noise Free Crossing       | Harvard Ave. and Main St.: CSX Silent Crossing with pedestrian gating   | 2009 | \$100,000.00          | 2010 | N/A                   | 2011 | \$350,000.00           | \$450,000.00           | City of College Park | FRA/CSX/GDOT/LCI                     | City | \$90,000.00           |
| PED-3: Rugby Avenue Historic Bike Path            | Main St. to Washington Rd.-Class III Bike Path  | 2009 | \$40,000.00           | N/A  | N/A                   | 2010 | \$100,000.00           | \$140,000.00           | City of College Park | TE/City                              | City | \$140,000.00          |
| PED-4: East Area Bike Path                        | East Harvard Ave., Jefferson Avenue, Temple Avenue, Adams St.   | 2010 | \$80,000.00           | 2011 | \$50,000.00           | 2012 | \$400,000.00           | \$530,000.00           | City of College Park | TE/City                              | City | \$106,000.00          |
| PED-5: East to West Trail                         | Harvard Ave./Main St. to Golf Course  | 2010 | \$150,000.00          | 2011 | \$100,000.00          | 2012 | \$900,000.00           | \$1,750,000.00         | City of College Park | TE/City                              | City | \$350,000.00          |
| <b>Transit Facilities</b>                         |   |      |                       |      |                       |      |                        |                        |                      |                                      |      |                       |
| TR-1: MARTA Rail Station TOD Study                | Plaza with public street, parking deck, new building, retail, new bus turnaround.   | 2009 | TBD                   | 2010 | TBD                   | 2012 | TBD                    | \$100,000.00           | College Park/MARTA   | LCI Supplemental Funds               | City | \$60,000.00           |
| TR-2: Hybrid Bus/Trolley Study                    | Study to consider natural gas/electric hybrid bus/trolley to circulate within activity center, GICC and other business centers  | 2010 | \$70,000.00           | N/A  | N/A                   | 2011 | TBD                    | TBD                    | City of College Park | FTA/City/MARTA                       | City | \$70,000.00           |
| <b>Other Projects</b>                             |   |      |                       |      |                       |      |                        |                        |                      |                                      |      |                       |
| OTH-1: Community Policing and Crime Mapping Study | GIS system to map crime and accident data in activity center. Develop a community policing program to patrol activity center to reduce crime and violence.                        | 2010 | \$50,000.00           | N/A  | N/A                   | 2011 | TBD                    | TBD                    | City of College Park | City/Fulton/USDOJ for Implementation | City | \$50,000.00           |
| <b>TOTALS</b>                                     |   |      | <b>\$3,485,000.00</b> |      | <b>\$2,300,000.00</b> |      | <b>\$24,135,000.00</b> | <b>\$53,000,000.00</b> |                      |                                      |      | <b>\$6,912,000.00</b> |

| KEY |                       |
|-----|-----------------------|
|     | Top Priority Projects |
|     | Second Tier Projects  |
|     | Third Tier Projects   |
|     | Fouth Tier Projects   |



## I .0 BACKGROUND

The City of College Park in conjunction with Atlanta Regional Commission (ARC), commissioned the College Park Activity Center Livable Centers Initiative (LCI) Study to develop a transit oriented; pedestrian friendly Live-Work-Play environment around the Historic Downtown (activity center) and to integrate the currently vacant Airport buyout property and MARTA into the Downtown District.

In an effort to revitalize the Historic Downtown (activity center) and to explore multi-modal transportation options within the Activity Center, the City of College Park sought and was awarded one of the nine Atlanta Regional Commission Livable Centers Initiative Corridor Study grants for 2007. These studies focus on developing comprehensive and creative solutions for future land use, development pattern, transportation and circulation options, alternative mobility and transportation modes, jobs to housing balance and implementation strategies that offer opportunities for live, work and play, solutions that promote healthy quality of life and create a sense of place and identity for the community.

The City of College Park is located in Fulton County directly southwest of the City of Atlanta. The study area consists of the College Park MARTA Station, Historic Downtown, the Virginia Neighborhood Corridor and significant vacant redevelopable land created by airport expansion. The pursuit of the LCI grant came as a result of City of College Park planning efforts, local citizens, mayor and City Council's support to revitalize the historic downtown.

College Park is at the threshold of explosive growth, positioned at the gateway to the world - Hartsfield Jackson Atlanta International Airport, the busiest airport in the country which is going through its expansion expected to be completed in the next few years. The City will soon boast the only major convention center – GICC (Georgia International Convention Center) linked to an international airport via light rail. It is the second largest convention facility in the region next to Georgia World Congress. The expansion of the airport, completion of APM (automated people mover), CONRAC (Consolidated Car Rental Facility), will provide further boost to GICC and City of College Park development activities. The influx of visitors will drive demand for an array of services and entertainment. The historic downtown - Activity Center of College Park must prepare to accommodate the anticipated visitors.

Coupled with this, several proposed projects; Grove Street mixed use including hotels at the GICC, City Center, Indigo Hotel and residential infill developments in College Park, will drive demand for convenient access to a broader range of services. MARTA transit station in College Park is the southern hub (last station before airport) for a number of transit users in the region. This transit hub located in College Park is a great asset to the community that can drive growth as a desired location for live, work and play communities. The hub of hospitality activities; hotels/motels due to its proximity to airport will only grow and strengthen this hub. In addition to these activities that are in play, there is a significant redevelopment land available within College Park. The goal of this study is to find synergy between the various activities, leverage the potential of various assets, revitalize downtown and unify the various activities/elements by enhancing connectivity (different modes) between them, while reducing congestion, enhancing quality of life and enhancing the historic nature of downtown

The LCI study was managed by the City of College Park. A stakeholder committee comprising property owners and local leaders was developed to provide guidance during the course of the study. Opportunities for public outreach and input were created with a Goals and



Vision session (September 12, 2007), Review of Existing Conditions and Character Preference Survey (November 14, 2007), Design Workshop (January 12, 2008) and presentation of the Final Plan at an Open House on March 3, 2008.

The consultant team led by Sizemore Group in collaboration with Croy Engineering, The Collaborative Firm, Michael Syphoe Consultants and City of College Park staff and leadership conducted the study and prepared a comprehensive document describing the study area, goals and objectives, recommended solutions and implementation strategies. The College Park Activity Center LCI Plan represents the culmination of a six month detailed planning study and public outreach efforts involving the various stakeholders and College Park residents in and around the study area. All the findings from the site visits, meetings, workshops as well as the final plan are presented in the report in five sections: Community Profile, Development Plan, Recommendations and Action Plan. The report follows the goals and requirements of Atlanta Regional Commission as outlined by the LCI Program.



## 2.0 COMMUNITY PROFILE

When a community decides to take decisive measures to plan for its future, the starting point with which they must begin is an examination of the existing conditions. The Community profile Chapter will look at existing community conditions and indicators such as demographics, land use and zoning, transportation, transit, land ownership, issues related to the close proximity of the Airport and urban design conditions that will have an impact on the strategic approach that the City of College Park takes in order to achieve the community vision for the development of the study area and its vicinity.

### 2.1 Location and Context

- Regional Context
- Study area extents
- Airport vicinity and noise issues

### 2.2 Land Use and Zoning Regulations

### 2.3 Urban Design and community character

- Urban Character – Major activities and uses
- Land Ownership
- Pedestrian nodes and walking distances
- Proposed Development projects
- Urban Design Issues

### 2.4 Transportation Analysis

## 2.1 Location and Context

### Context

The City of College Park directly located southwest of the City of Atlanta and spanning parts of Fulton and Clayton counties, is situated within a superior transportation infrastructure. Major interstates I-85 and I-285, as well as the Metro Atlanta Rapid Transportation Authority (MARTA) System and the proposed automated people mover provide multiple means of transportation into the city. Furthermore, the Hartsfield-Jackson International Airport, the busiest in the world, is located within the city's border thus making the City a mass transportation hub. The close proximity to the Airport has also been the catalyst for a thriving hospitality industry in College Park with several hotels, restaurants and the Georgia International Convention Center (GICC).

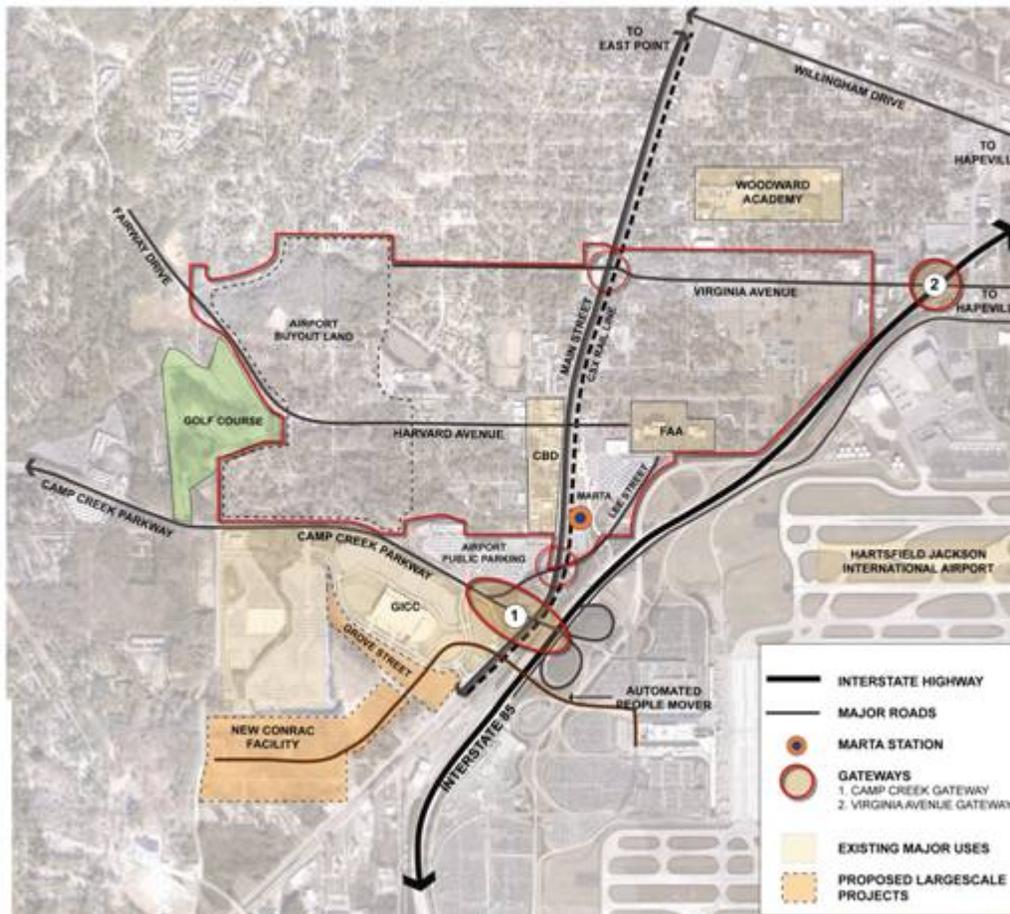


Figure 2.1: Immediate Context

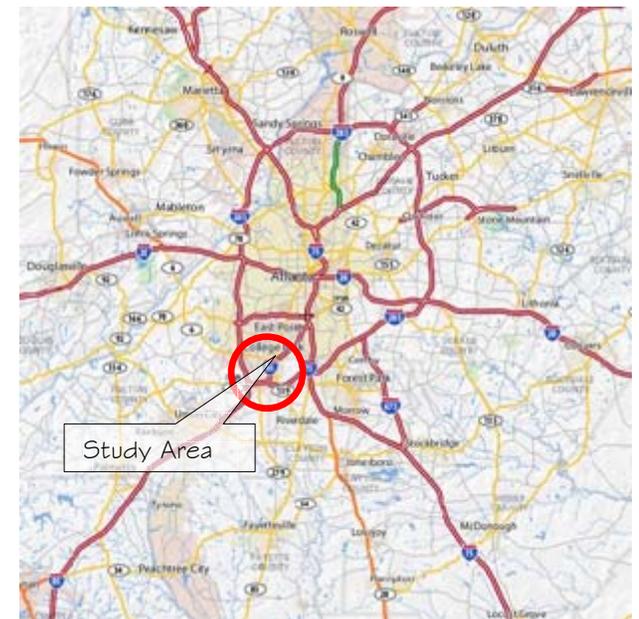


Figure 2.2: Regional Context

The above map shows the LCI study area in context of the Atlanta metro region. Neighboring jurisdictions include the City of East Point, and the City of Hapeville. The three cities are all included within the Atlanta Metropolitan Area and together constitute the "tri-cities" area

Study area Extents

Extending about 0.75 miles up the Camp Creek Parkway to Virginia Avenue, the LCI study area consists of the College Park MARTA Station, Historic Downtown, Manchester Pointe (the land bought by the airport that currently remains undeveloped) and the Virginia Avenue commercial corridor. The city golf course and the Airport Loop Road respectively define the west and the east boundaries of the study area and Camp Creek Parkway and Virginia Avenue define the north/south boundaries. The CSX rail line running North- South divides the study area into two parts. Hartsfield Jackson International Airport, GICC and the Woodward Academy School are some of the significant uses that are in the immediate vicinity of the study area. The total study area encompasses 550 acres approximately 50% of which lies vacant / under developed.

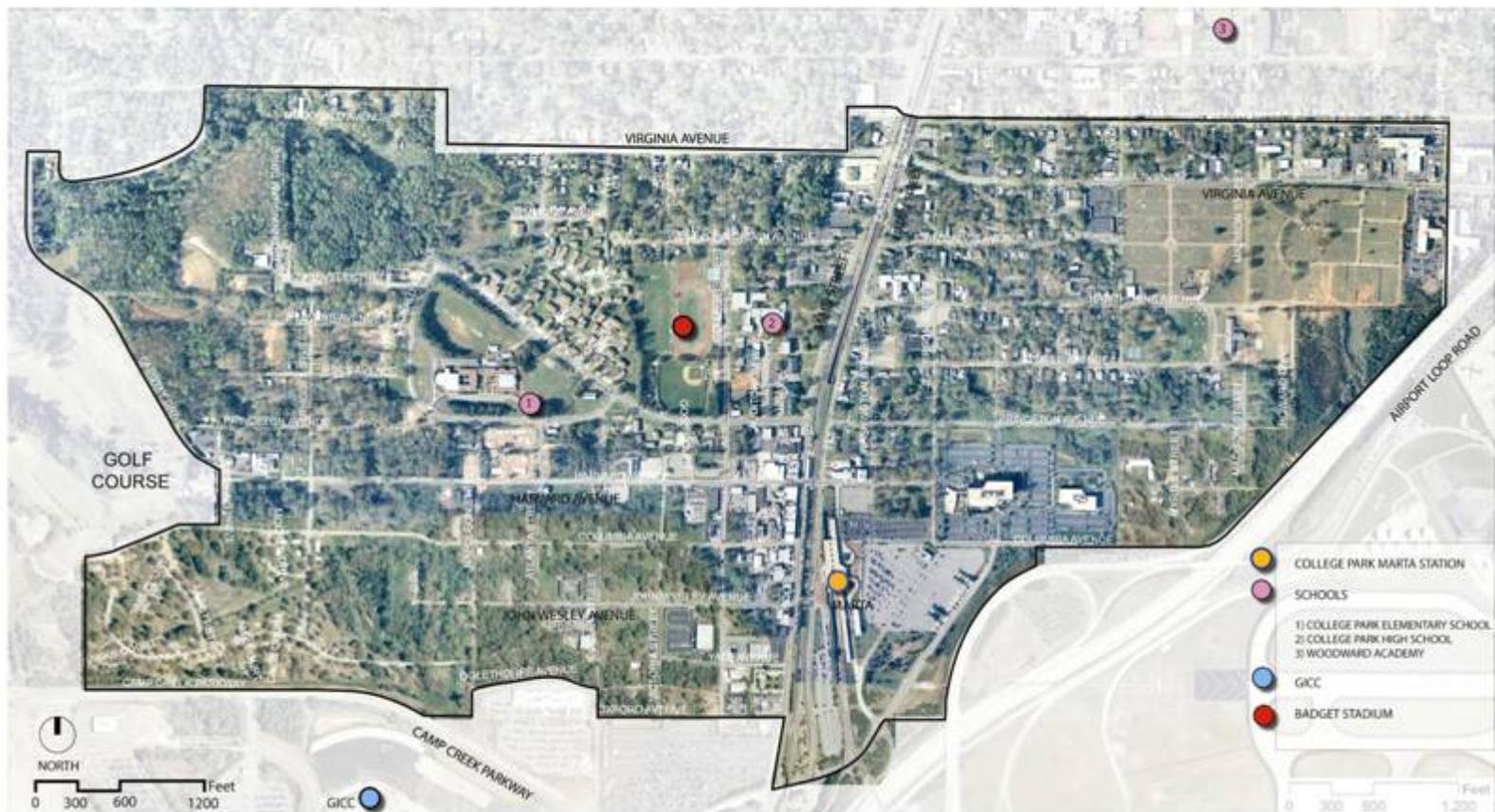


Figure 2.3: Study area extents – Aerial photograph



### Airport vicinity and noise issues

One of the greatest challenges facing the study area is the high noise levels due to its adjacency to the airport. High level of noise pollution seriously affects the quality of life of College Park residents and has also led to the displacement of a large number of residents out of the City in the past decade. In the future development within College Park, it is important to plan for land uses that are compatible with the Airport.

The noise levels around an airport are typically measured in DNL (Decibel Noise Level). There are established noise zones/ noise contours around an airport that provide the information about noise level in that area. Areas with noise levels above 65 DNL are typically considered to be seriously affected by airport noise. The airport updates these noise contours every year. The following map shows the location of projected 2008 noise contours (*extracted from City's Comprehensive Plan*) and also indicates Airport recommended overlay zones for the study area. These overlay zones are recommended by the Hartsfield Jackson International Airport as a part of the Land use compatibility report prepared as part of Federal Aviation Regulation (FAR) study. These are recommended guidelines and need not be implemented/ adopted by the city.

A noise overlay zone creates one or more specialized zoning districts that are intended to supplement the underlying jurisdictional zoning regulations. Regulations associated with noise overlay zones could limit the development of noise sensitive uses and could require new development to incorporate sound insulation into design of buildings. Following is a quick summary of the recommended land uses within each overlay zone:

- **Overlay Zone 1 - The area within the 70 DNL contour and greater**  
No new residential uses or other new noise sensitive uses such as schools, owner occupied day care centers, places of worship, hospitals, nursing should be developed within Zone 1. Transient residential uses such as hotels and motels would be allowed with adequate sound insulation incorporated into the structures.
- **Overlay Zone 2 - The area between the 65 and 70 DNL contours**  
New residential uses and other noise sensitive uses are discouraged in Zone 2. However, if new sensitive uses are developed, then an avigation easement should be required from the developer and be recorded (remain with the property). In addition, sound insulation that achieves an interior level of 45 DNL (with windows and doors closed) should be required.
- **Overlay Zone 3 - The area between the 60 and 65 DNL contours.**  
No restrictions on the type of development are proposed within Zone 3. However, for all new residential (non-transient) development and other noise sensitive uses a written notification should be required to indicate that the area is subject to aircraft over flight and noise.

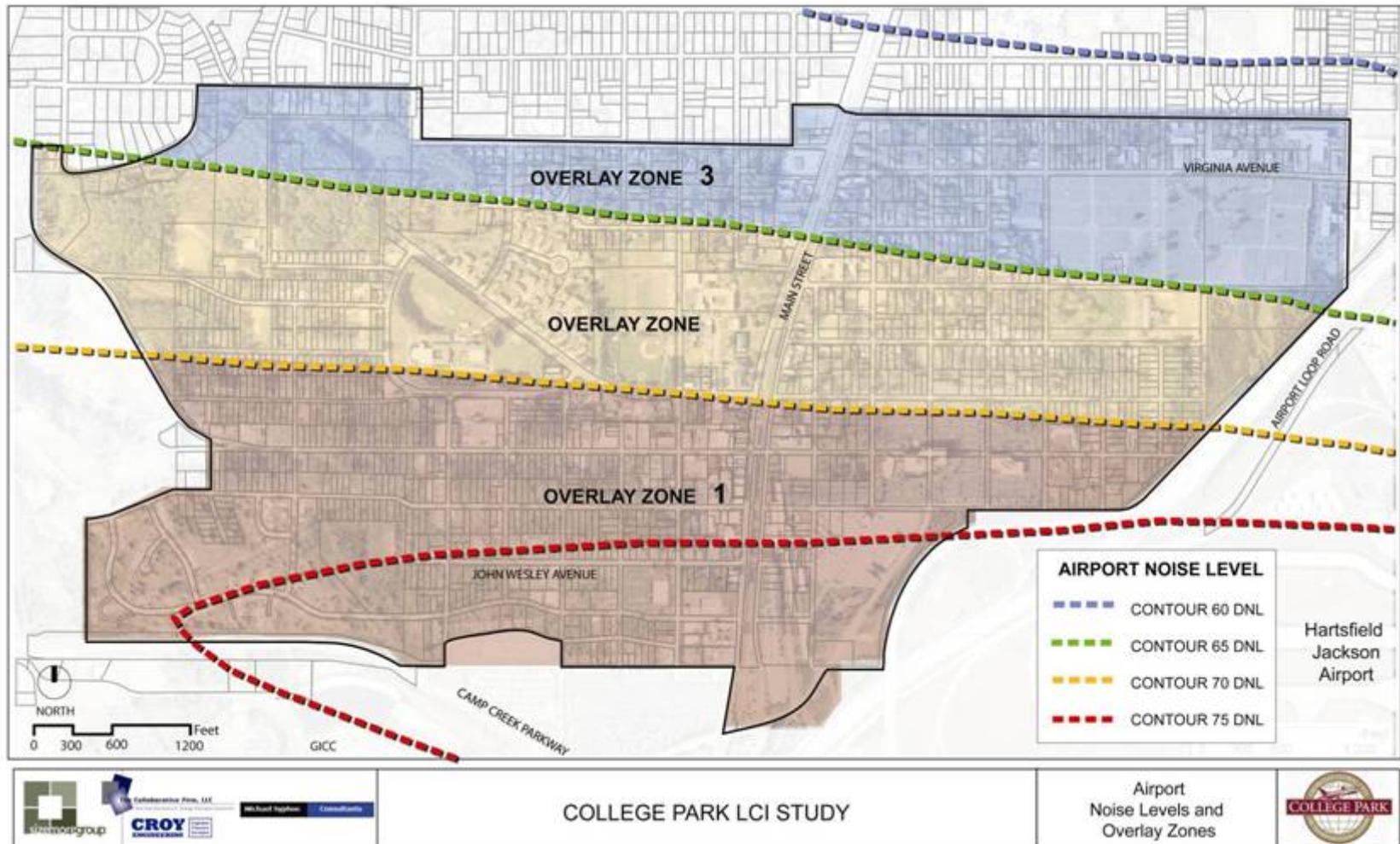


Figure 2.4: Noise Levels and Airport recommended Overlay zones



## 2.2 Land use and Zoning Regulations

### Existing Land Uses

Through an analysis of the existing land uses, the Consultant Team was able to assess the existing conditions and identify current development trends within the LCI Study Area. This analysis revealed that a significant percentage of properties within Study Area are currently vacant or unused. In fact, over one-half of parcels, representing nearly one-third of the acreage subject to this study, are vacant or unused. The prevalence of vacant properties in the Study Area is resultant of the acquisition of properties, primarily residential properties, within the 70 DNL noise contour by the City of Atlanta’s Airport Development and Acquisition Program (ADAP). These properties were purchased due to their high level of exposure to aircraft noise. After demolition of the homes in these neighborhoods, most of which were situated west of Main Street, the street grid and utility infrastructure remain in tact. College Park has a unique opportunity to shape the future of the City through strategic planning and design standards to guide the development of its numerous vacant properties.

In addition to vacant and unused properties, single-family residential land use is prominent in the Study Area, representing nearly 25% of parcels included in the boundaries. Single-family residential land uses are primarily located west of Main Street near the northern boundary of the study area, as well as in neighborhoods to the east of Main Street. Multi-family and duplex residential uses are interspersed throughout the study area, particularly within neighborhoods consisting predominantly of single-family residences.

Public/Institutional land uses are also common in the area. While such uses represent less than 4% of the parcels within the Study Area, over 20% of the acreage is utilized for Public/Institutional land uses, as a number of the parcels are substantially larger than the average lot size within College Park. Some of the Public/Institutional land uses include a cemetery, Federal Aviation Administration Southern Region Offices, College Park Elementary School, McClarin High School and local government offices. The existing land uses within the Study Area and an inventory of existing uses, as identified on the Existing Land Use Map, are described in the tables below.

| Land Use                      | Number of Parcels | % of Total Parcels | Acreage | % of Total Acreage |
|-------------------------------|-------------------|--------------------|---------|--------------------|
| Single-Family Residential     | 302               | 24.59              | 87.80   | 13.88              |
| Duplex Residential            | 42                | 3.42               | 12.25   | 1.94               |
| Multi-Family Residential      | 84                | 6.84               | 66.30   | 10.48              |
| Commercial                    | 89                | 7.25               | 40.87   | 6.46               |
| Office/Professional           | 11                | 0.90               | 5.21    | 0.82               |
| Public/Institutional          | 46                | 3.75               | 128.70  | 20.35              |
| Parks/Recreation/Conservation | 13                | 1.06               | 53.74   | 8.50               |
| Transportation/Utilities      | 8                 | 0.65               | 45.42   | 7.18               |
| Vacant/Unused                 | 633               | 51.55              | 192.25  | 30.39              |
| Total                         | 1228              |                    | 632.54  |                    |

*\*Total acreage does not include public right-of-way*

Table 2.1 : Existing Land Uses



| Land Use Category             | Purpose/Definition  |
|-------------------------------|---|
| Single-Family Residential     | Parcels are occupied by individual dwelling units intended for habitation by one or more persons living as a family. This category is most common east of Main Street and along the northern boundary of the study area.  |
| Duplex Residential            | Parcels are occupied by a single structure which has been divided into two units for habitation by two families. Duplex residences are sparsely distributed within the single-family residential neighborhoods east of Main Street and near the northern boundary of the study area.  |
| Multi-Family Residential      | Parcels are occupied by attached residential buildings consisting of owner-occupied or rental dwelling units. Such uses are currently located along Princeton Drive and sporadically located within the single-family residential neighborhoods east of Main Street and near the northern boundary of the study area.   |
| Commercial                    | Parcels are occupied by commercial businesses. Commercial uses are concentrated primarily along Main Street and Virginia Avenue.  |
| Office/Professional           | Parcels are occupied by professional office uses. Few properties within the study area are utilized for Office/Professional land uses. The Federal Aviation Administration offices east of Main Street represent the bulk of property utilized for such purposes within the study area.   |
| Public/Institutional          | Parcels are occupied by uses such as government offices and services, churches, non-profit organizations, and cemeteries.   |
| Parks/Recreation/Conservation | Parcels are occupied by parks, greenspace and environmentally sensitive or protected areas for public purposes. Such uses exist primarily at Temple Avenue and Adams Street, Princeton Drive and College Street, and in the northwest corner of the study area.   |
| Transportation/Utilities      | Parcels are occupied by uses such as transit facilities, transportation facilities, transmission lines, power lines and other structures intended to facilitate communications and utility distribution. The College Park MARTA Station represents the largest proportion of property utilized for such purposes within the study area.   |
| Vacant/Unused                 | Vacant and unused parcels represent the predominant land use category within the College Park LCI study area. The majority of these properties were historically occupied by single-family residences, which were purchased by Hartsfield-Jackson Atlanta International Airport and demolished. A significant proportion of properties west of Main Street are currently undeveloped. |

Table 2.2: Existing Land Use Inventory





### Current Zoning and Regulations

Several zoning districts are represented within the LCI Study Area including Single-Family Dwelling, Multi-Family Dwelling, Residential Attached, Office and Commercial Districts, as well as districts allowing for a mixture of uses. The Office Professional (OP) District is the most prevalent zoning classification within the Study Area, representing nearly 40% of parcels and over 37% of the total acreage. Much of the property west of Main Street is currently zoned OP, including the vacant property that is owned by the City of Atlanta.

Single-Family Districts comprise approximately 30% of the parcels and 25% of the total acreage within the Study Area. The predominant Single-Family Dwelling District, the R-4 District, allows for the smallest minimum lot size of all Single-Family Dwelling Districts represented in the Study Area, allowing for a 10,000 square foot (.23 acres) minimum lot size. It should be noted that 172 parcels, nearly one-half of those within the Single-Family Dwelling Districts are less than 10,000 square feet in area. The substantial number of nonconforming lots can be attributed to the historic character of many of College Park's neighborhoods, which traditionally consisted of modest homes on small lots.

Approximately 3% of parcels in the Study Area are within the Planned Development Residential District (PDR). As stated in the College Park Zoning Ordinance, *"The purpose of the Planned Development Zoning District is to encourage innovative approaches to site planning and land development."* This is accomplished through allowing for flexibility in lot dimensions and encouraging a variety of uses to be developed under a unified plan. Within the PDR District, single-family and multi-family residential uses are permitted, along with office and neighborhood commercial uses. Commercial and service uses are not to exceed 35% of the total land area for developments within the PDR District.

West of Main Street, a small number of parcels are within the Community Business (C-1), Central Business (C-2) and Commercial Limited (CL) Districts. A majority of the parcels that are currently utilized for commercial uses are within the Downtown Business (DB) and Virginia Avenue Neighborhood Commercial (VNC) Districts. The Downtown Business District is situated to the west of Main Street, with frontage along Main Street and South College Street. The DB District was created in order to promote pedestrian-friendly mixed-use development in the heart of College Park that is consistent with and enhances the existing character of the area. No front yard is required within the DB zoning district; however, a "build-to" line, which is set at the front property line, is enforced. Buildings may be situated up to 20 feet behind the "build-to" line in order to accommodate pedestrian amenities such as sidewalks and furniture. Complementary residential, office and retail uses are permitted within this district and developments must adhere to design standards that are reflective of the historical character of Downtown College Park.

A majority of properties fronting on Virginia Avenue, near the northern boundary of the Study Area, are within the VNC District. This zoning district is intended to limit commercial development along Virginia Avenue, east of Main Street, to low-intensity uses that will provide essential goods and services to the surrounding neighborhoods, while preventing the encroachment of commercial uses into the established neighborhoods. Furthermore, design standards are in place to enhance appearances along this corridor and to promote pedestrian connectivity between the commercial uses and nearby residences. Within the College Park Zoning Ordinance, a Design Review Committee, which serves at the pleasure of the Mayor and City Council, is established to review developments within the VNC District prior to review by the Mayor and City Council. The decisions of the Design Review Committee are non-binding, as the Committee is a recommending body only.



Currently, the College Park MARTA Station and surrounding properties are located within the Transit Station Commercial District (TSC). As stated in the College Park Zoning Ordinance, the purpose of the TSC District is, *“to encourage pedestrian-oriented commercial and office development of a nature and scale compatible with proximity to a rapid rail transit passenger station. It is further the purpose of this district to promote the optimum use of transit facilities by assuring orderly development of land in transit station development areas; to provide for the shopping needs of transit uses and adjacent commercial and residential areas, and to maximize land use by minimizing the necessity for automobile use.”* Under the guidelines of the TSC District, a variety of retail, service, and office uses are permitted, allowing for convenient access to such uses via MARTA. As illustrated on the Current Zoning Map, approximately 93 acres are currently zoned TSC, providing opportunities for transit-oriented development in close proximity to the existing MARTA Station.

The existing zoning classifications within the Study Area and an inventory of the classifications, as identified on the Current Zoning Map, are described in the tables below.



| Zoning District                                     | Purpose/Definition  |
|---|---|
| R-1: Single-Family Dwelling District                | Provides low density residential neighborhoods for single-family dwelling units and city-owned uses. A minimum lot size of 24,000 square feet and a minimum floor area of 2,000 square feet are required in this district.  |
| R-3: Single-Family Dwelling District                | Provides medium density residential neighborhoods for single-family dwelling units and city-owned uses. A minimum lot size of 12,000 square feet and a minimum floor area of 1,800 square feet are required in this district.   |
| R3-C: Single-Family Dwelling District (Conditional) | Provides medium density residential neighborhoods for single-family dwelling units and city-owned uses. A minimum lot size of 12,000 square feet and a minimum floor area of 1,800 square feet are required in this district. Such uses are subject to applicable zoning conditions.  |
| R-4: Single-Family Dwelling District                | Provides medium density residential neighborhoods for single-family dwelling units and city-owned uses. A minimum lot size of 10,000 square feet and a minimum floor area of 1,600 square feet are required in this district.   |
| MF: Multi-Family District                           | Provides for residential neighborhoods consisting of single-family and two-family dwelling units, as well as apartments. A minimum lot area of 3,600 square feet per dwelling unit is required in this district.  |
| MF-C: Multi-Family District (Conditional)           | Provides for residential neighborhoods consisting of single-family and two-family dwelling units, as well as apartments. A minimum lot area of 3,600 square feet per dwelling unit is required in this district. Such uses are subject to applicable zoning conditions.   |
| MFL: Multi-Family Limited District                  | Provides for residential neighborhoods consisting of multiple dwelling unit buildings, including condominiums and apartments. A minimum lot area of 1,100 square feet for efficiency units; 1,500 square feet for one-bedroom units; 2,000 square feet for two-bedroom units; and 2,400 square feet for three-bedroom units is required in this district. No single multi-family apartment complex within this district shall exceed 100 units. |
| RA-C: Residential Attached District (Conditional)   | Provides for residential neighborhoods consisting of detached single-family dwelling units, as well as attached dwelling units including townhouses, duplexes and condominiums. A minimum lot area of 3,600 square feet per dwelling unit is required in this district. Such uses are subject to applicable zoning conditions.  |
| PDR: Planned Development Residential District       | Provides for residential and non-residential land uses within a planned neighborhood with flexible design guidelines. Non-residential land uses shall not exceed 35% of the total land area.  |



|   |  |
|---|--|
| VNC: Virginia Ave. Neighborhood Commercial District | Provides for neighborhood scale commercial uses along Virginia Avenue which meet established architectural and design guidelines. Properties within this district shall be developed in a pedestrian-friendly manner and such that commercial uses do not encroach upon adjoining residential neighborhoods. |
| DB: Downtown Business District                      | Provides a pedestrian-friendly, mixed use village within the Downtown Business District. Developments shall be compatible with the character of Downtown College Park and meet established architectural and design guidelines.  |
| DB-C: Downtown Business District (Conditional)      | Provides a pedestrian-friendly, mixed use village within the Downtown Business District. Developments shall be compatible with the character of Downtown College Park and meet established architectural and design guidelines. Such uses are subject to applicable zoning conditions.                       |
| CL: Commercial-Limited District                     | Provides for limited goods and services, such as hotels/motels, restaurants, offices, florists, and personal services providers.   |
| C-1: Community Business District                    | Provides essential goods and services to nearby residential neighborhoods, excluding uses which may negatively impact adjoining residential uses.  |
| C-2: Central Business District                      | Provides general goods and services to the entire community.   |
| OP: Office Professional District                    | Provides for development of high-quality office and professional uses, including professional offices, government offices, medical offices, nursing homes and hospitals.   |
| OP-C: Office Professional District (Conditional)    | Provides for development of high-quality office and professional uses, including professional offices, government offices, medical offices, nursing homes and hospitals. Such uses are subject to applicable zoning conditions.  |
| TSC: Transit Station Commercial District            | Provides for pedestrian-friendly office and commercial uses within close proximity of the College Park MARTA Station in order to meet the shopping and business needs of transit users, thereby minimizing the necessity for automobile travel.  |

Table 2.3: Current Zoning



| Zoning District                                       | Number of Parcels | % of Total Parcels | Acreage | % of Total Acreage |
|---|-------------------|--------------------|---------|--------------------|
| R-1: Single-Family Dwelling District                  | 11                | 0.90               | 11.48   | 1.81               |
| R-3: Single-Family Dwelling District                  | 110               | 8.96               | 54.41   | 8.6                |
| R3-C: Single-Family Dwelling District (Conditional)   | 42                | 3.42               | 5.09    | 0.80               |
| R-4: Single-Family Dwelling District                  | 199               | 16.21              | 94.75   | 14.98              |
| MF: Multi-Family District                             | 9                 | 0.73               | 22.20   | 3.51               |
| MF-C: Multi-Family District (Conditional)             | 2                 | 0.16               | 3.91    | 0.62               |
| MFL: Multi-Family Limited District                    | 2                 | 0.16               | 0.65    | 0.10               |
| RA-C: Residential Attached District (Conditional)     | 5                 | 0.41               | 6.29    | 0.99               |
| PDR: Planned Development Residential District         | 38                | 3.09               | 9.28    | 1.47               |
| VNC: Virginia Avenue Neighborhood Commercial District | 48                | 3.91               | 26.75   | 4.23               |
| DB: Downtown Business District                        | 81                | 6.60               | 43.18   | 6.83               |
| DB-C: Downtown Business District (Conditional)        | 1                 | 0.08               | 1.75    | 0.28               |
| CL: Commercial Limited District                       | 9                 | 0.73               | 1.79    | 0.28               |
| C-1: Community Business District                      | 34                | 2.77               | 8.48    | 1.34               |
| C-2: General Business District                        | 40                | 3.26               | 9.53    | 1.51               |
| OP: Office Professional District                      | 491               | 39.98              | 238.58  | 37.72              |
| OP-C: Office Professional District (Conditional)      | 2                 | 0.16               | 1.35    | 0.21               |
| TSC: Transit Station Commercial District              | 104               | 8.47               | 93.07   | 14.71              |
| Total   | 1228              |                    | 632.54  |                    |

*\*Total acreage does not include public right-of-way*

**Table 2.4: Current Zoning Inventory**



### Hospitality District

In 1997, the Hospitality District Overlay was created in order to provide for the establishment of uses that support the Georgia International Convention Center (GICC), including hotels, retail, restaurants and personal service providers to serve GICC patrons. Under the current guidelines, buildings within the Hospitality District which front on a street must be set back a minimum of fifty (50) feet from the front property line. Within the front yard area between the street and the building front, only driveways, temporary parking and landscaping are permitted. These guidelines are not conducive to pedestrian-oriented development, which typically requires buildings to be situated closer to the street, providing greater pedestrian accessibility from the street.

A large portion of the Hospitality District consists of formerly residential properties to the west of Main Street which were acquired through the City of Atlanta's Airport Development and Acquisition Program due to excessive exposure to airport noise. Most of these lots are less than one-quarter acre in size and do not lend well to development under the setback requirements of the District, which requires a twenty foot side setback and a thirty foot rear setback in addition to the fifty foot front setback. Under the current guidelines, development on these lots would require an assemblage of properties.

### Airport Guidelines

Given the proximity of the Study Area to Hartsfield-Jackson Atlanta International Airport, there are factors to consider within the Study Area that would not typically arise in other areas. Specifically, developments within the Study Area must be designed such that lighting and building height do not interfere with airport and aircraft operations, and buildings should be constructed in a manner that mitigates the impact of airport noise on future tenants.

Within the City of College Park, the Zoning Ordinance limits building height to 35 feet. A conditional height zoning permit can be granted by the City Council for buildings exceeding 35 feet in height. All applications for the conditional height zoning permit are forwarded to the Federal Aviation Administration (FAA) for review and approval prior to consideration of the application by the City Council.

Nationwide, FAA approval is required for the following structures:

- Construction or alteration of any building exceeding 200 feet in height
- Construction or alteration of a building of greater height than an imaginary surface extending outward and upward at a slope of 100 to 1 for a horizontal distance within 20,000 feet of the nearest runway.
- Construction or alteration of a building of greater height than an imaginary surface extending outward and upward at a slope of 50 to 1 for a horizontal distance within 10,000 feet of the nearest runway.
- Construction or alteration of a building of greater height than an imaginary surface extending outward and upward at a slope of 25 to 1 for a horizontal distance within 5,000 feet of the nearest runway.

For structures requiring FAA approval of building height, FAA Form 7460-1 is required to be submitted to the FAA Regional Office.



Airport noise is an important consideration within the Study Area. Exposure to airport noise is described by DNL (Day-Night Sound Level), which measures the intensity of sound in decibels (dB) and represents exposure to noise over the course of twenty-four hours. The FAA has no authority to restrict land uses within various noise contours; however, the Administration has established recommended guidelines for development within various noise contours, as follows:

- Within 70 DNL: FAA advises that there should be no development of residential uses, schools, daycare centers, hospitals, places of worship, libraries, concert halls and other noise sensitive uses. Sound insulation is recommended for transient residential uses such as hotels and motels.
- 65-70 DNL: FAA discourages the development of residential and noise sensitive uses. An aviation easement should be recorded and sound insulation should be installed to achieve an interior noise level of 45 DNL.
- 60-65 DNL: FAA recommends no restrictions on land use within this contour; however, written notifications about airport noise are encouraged to be signed and recorded by the buyer of new residential development and other noise sensitive uses.

Much of the southern portion of the Study Area is located within the 75 DNL noise contour, indicating that this area experiences the greatest impact from airport noise. The College Park Building Code does not allow for development of residential uses within the 75 DNL noise contour. Residential uses within the 45-75 DNL noise contours must adhere to noise abatement guidelines which are outlined in the College Park Building Code.

#### Relationship to College Park Comprehensive Plan

In 2005, the City of College Park Comprehensive Plan 2005-2025 was adopted, establishing a vision for the City in 2025, as follows:

*Overall, the City of College Park will preserve its unique identity while enhancing the sense of place that makes it a desirable place to live, work, and play. The City of College Park will be a community that promotes progress by striving for balanced growth and development that is representative of an increasingly diverse population. The City will protect and enhance its neighborhoods, environmental features, cultural and historic resources, public services, facilities and infrastructure, and economic climate of opportunity and growth in order to realize long term prosperity and enhanced quality of life.*

Within the Vision Statement for College Park, as outlined in the Comprehensive Plan, several goals are established. The existing street grid should be maintained and enhanced with tree-lined sidewalks and transit options should include bus, train and light rail as alternatives to automobile transportation.

The Comprehensive Plan also highlights areas that are ripe for redevelopment, including Main Street and Virginia Avenue within the LCI Study Area. Through redevelopment, College Park will be a safe community with a number of thriving businesses, encouraging residents to work and play within the city limits rather than traveling to other areas for jobs, retail, services and entertainment.



A number of Land Use Goals and Policies which are of particular importance to the LCI Study Area are outlined in the Comprehensive Plan. The Plan calls for new development, redevelopment and infill development to be directed toward areas that have been identified for mixed-use development, such as Downtown College Park. The character of existing single-family residential neighborhoods, including those within the study area, is to be preserved. In order to promote smart growth within the City and to provide for a live, work, play community, new development and redevelopment is encouraged to be located in areas that have existing infrastructure in place. Furthermore, the Plan states that the City should *“preserve, revitalize and enhance Historic Downtown College Park as a mixed-use town center that is viewed as a desirable place to provide a wide range of mixed retail, entertainment, cultural, and office uses which benefit from proximity to each other.*

The College Park Future Land Use Map was adopted concurrently with the Comprehensive Plan, designating all property within the City for one of thirteen land use classifications. Nine of these classifications are found within the Study Area.

Most properties within the area bound by Princeton Avenue to the north, Main Street to the east, Oxford Avenue to the south, and Napoleon Street to the west are designated for a Mixed Use Town Center. Under this classification, a variety of complimentary residential and nonresidential uses are permitted with a unified site design. Typically, such uses would be developed in clustered buildings with open space incorporated into the site plan. This classification lends well to preservation of the character of the historic downtown area along Main Street.

The Mixed Use Office classification is another prominent land use category within the Study Area, as depicted on the Future Land Use Map. This classification has been assigned to much of the property in the southwestern corner of the Study Area, allowing for a variety of professional office uses in this area, which experiences a high level of exposure to airport noise, with much of this area located within the 75 DNL noise contour. While the Mixed Use Office classification allows for uses such as hospitals and nursing and rest homes, these uses are not well suited to this area due to their noise sensitive nature.

A majority of the vacant property in the western portion of the Study Area, which was formerly occupied by single-family residential neighborhoods, is designated on the Future Land Use Map for Planned Community Residential land uses. Nearly all of the property in this area falls within the 65 DNL noise contour, within which the FAA discourages the development of residences and other noise sensitive uses. In fact, approximately half of this property is located within the 70 DNL noise contour, within which the FAA advises that no residential or noise sensitive uses should be developed. In light of the high level of airport noise exposure in this area, residential land uses, as prescribed by the Future Land Use Map, are not well suited to this portion of the Study Area.

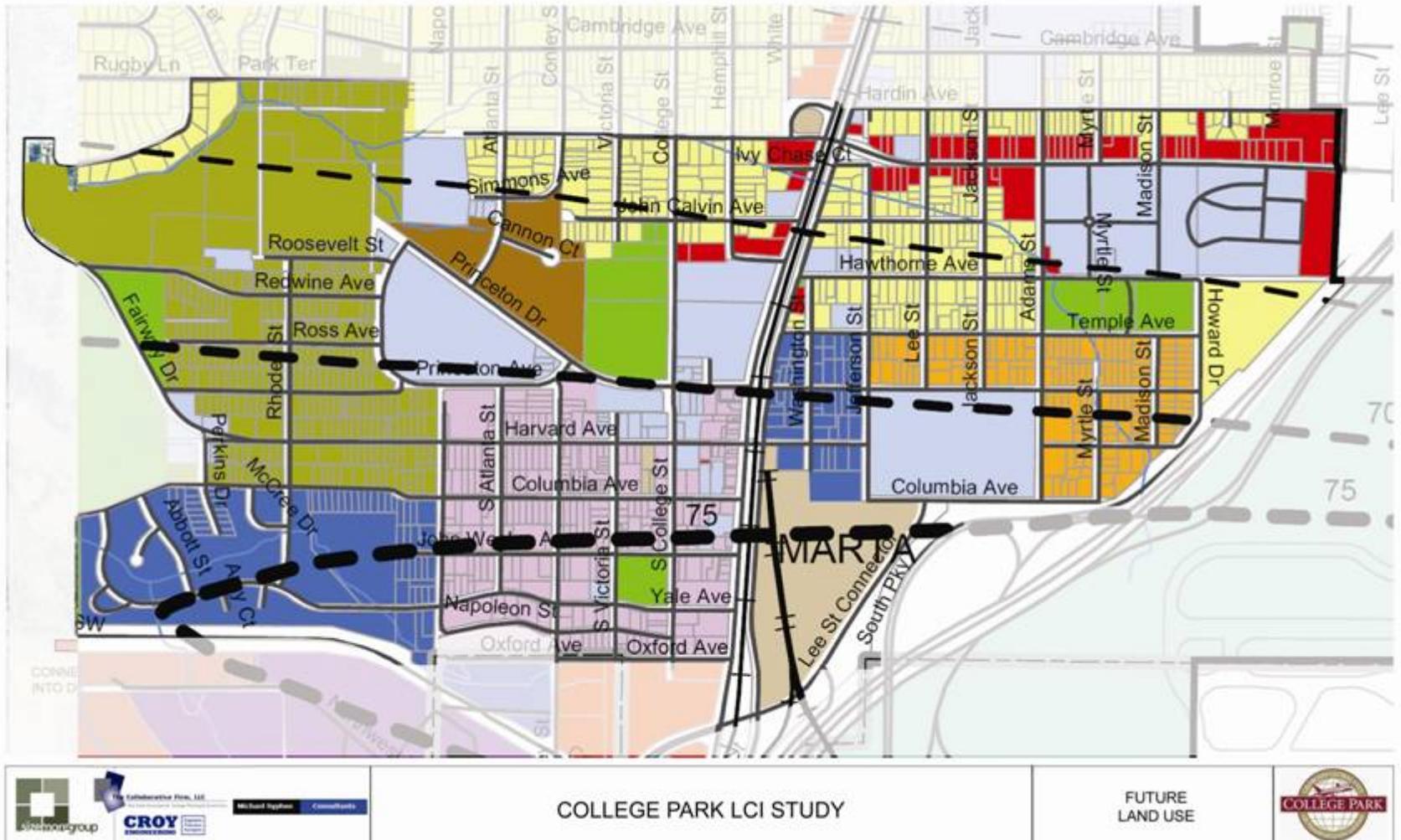
The Future Land Use Map classifications within the Study Area and an inventory of the classifications, as identified on the Future Land Use Map, are described in the tables below.



| Future Land Use Map Category  | Purpose/Definition   |
|-------------------------------|--|
| Single-Family Residential     | This classification includes single-family detached unit residential development on individual parcels of land.  |
| Planned Community Residential | This classification will encourage residential development that has creative site design and a mix of housing types by incorporating and allowing flexibility in City ordinances, especially with regard to setbacks and minimum lot sizes.  |
| Mixed Residential             | This classification includes single-family detached, single-family attached, apartments, townhomes and condominiums within the City.   |
| Multi-Family Residential      | This classification includes all attached residential buildings that are not owner occupied.   |
| General Commercial            | This classification concentrates on businesses that rely on and serve a broader customer-base including the entire City, surrounding County residents, and pass-by traffic. Appropriate uses include auto dealerships, professional and medical offices, grocery stores, restaurants and large retail centers.   |
| Mixed Use Town Center         | This classification allows for a mix of housing units and nonresidential uses with a unified site design, encouraging the cluster of buildings, designation of common open space, and incorporation of a variety of building types and land uses in a centralized area. Uses include neighborhood friendly retail commercial uses such as drugstores, grocery stores, banks, etc. Residential units and offices should be located above or behind commercial uses. |
| Public/Institutional          | This classification includes certain state, federal, and/or local government uses and institutional land uses.   |
| Parks/Recreation/Conservation | This category is for land dedicated to active or passive recreational uses. These areas may be either publicly or privately owned and may include playgrounds, public parks, nature preserves, golf courses, recreation centers, and similar uses.   |
| Transportation/Utilities      | This category encompasses various land use types associated with transportation and utilities. This category includes major transportation routes, public transit stations, power generation plants, railroad facilities, radio towers, airports, water authority facilities and similar uses.   |

*\*Source: The City of College Park Comprehensive Plan 2005-2025*

**Table 2.5: Future Land Use Map (FLUM) categories**



|  |                               |                        |
|--|-------------------------------|------------------------|
|  | <b>COLLEGE PARK LCI STUDY</b> | <b>FUTURE LAND USE</b> |
|--|-------------------------------|------------------------|

- |                               |                               |                            |
|-------------------------------|-------------------------------|----------------------------|
| Single Family Residential     | Airport Commercial/Convention | Transportation/Utilities   |
| Planned Community Residential | Mixed Use Town Center         | Hartsfield-Jackson Airport |
| Mixed Residential             | Mixed Use Office              | Railroads                  |
| Multi-Family Residential      | Industrial                    | Streets                    |
| Commercial                    | Public/Institutional          | College Park City Limits   |
| Hospitality Commercial        | Parks/Recreation/Conservation | County Boundary            |

Figure 2.7: Future Land Use Map



Land Use and Zoning Limitations

The following policies and conditions may substantially limit development and redevelopment opportunities within the College Park Activity Center LCI Study Area:

- The Zoning Ordinance prohibits the construction of new structures exceeding 60,000 square feet of contiguous floor area. In the future, this may limit the City’s ability to attract large retail establishments such as supermarkets, warehouse and distribution uses that would otherwise be ideal given proximity to the Airport and major thoroughfares, as well as larger scale mixed use development.
- Residential zoning districts require large setbacks, which limit the development of pedestrian-friendly, village-type neighborhoods. The setbacks within the residential zoning districts are as follows:

| Zoning District     | Front Yard  | Side Yard Min. | Side Yard Total | Rear Yard |
|---------------------|---|----------------|-----------------|-----------|
| R-1                 | 60 ft.  | 15 ft.         | 35 ft.          | 40 ft.    |
| R-2                 | 60 ft.  | 15 ft.         | 30 ft.          | 40 ft.    |
| R-3                 | 40 ft.  | 12 ft.         | 25 ft.          | 35 ft.    |
| R-4                 | 35 ft.  | 8 ft.          | 20 ft.          | 30 ft.    |
| R-5                 | 35 ft.  | 8 ft.          | 16 ft.          | 25 ft.    |
| MF: 1-family        | 35 ft.  | 8 ft.          | 20 ft.          | 30 ft.    |
| MF: 2-family        | 30 ft. on   | 10 ft.         | 20 ft.          | 25 ft.    |
| MF: Multiple family |   | 25 ft.         | 50 ft.          | 30 ft.    |
| R-A                 | 30 ft. on minor street;<br>40 ft. on major street | 10 ft.         | 20 ft.          | 30 ft.    |

| Zoning District     | Minimum Floor Area |
|---------------------|--------------------|
| R-1                 | 2,000 sq. ft.      |
| R-2                 | 2,000 sq. ft.      |
| R-3                 | 1,800 sq. ft.      |
| R-4                 | 1,600 sq. ft.      |
| R-5: 1-family       | 900 sq. ft.        |
| R-5: 2-family       | 1,400 sq. ft.      |
| MF: 1-family        | 900 sq. ft.        |
| MF: 2-family        | 900 sq. ft.        |
| MF: Efficiency Unit | 600 sq. ft.        |
| MF: 1-Bedroom Unit  | 800 sq. ft.        |
| MF: 2-Bedroom Unit  | 1,000 sq. ft.      |
| MF: 3-Bedroom Unit  | 1,200 sq. ft.      |
| RA: 1-Bedroom Unit  | 800 sq. ft.        |
| RA: 2-Bedroom Unit  | 1,000 sq. ft.      |
| RA: 3-Bedroom Unit  | 1,200 sq. ft.      |

Tables 2.6 (a, b): Land Use and Zoning Limitations

- Several residential zoning districts within College Park require a minimum floor area that may be substantially larger than the existing homes. Furthermore, the minimum floor area requirements may exceed what is demanded. The minimum floor area established by the Zoning Ordinance for each district is as follows:



- Large setbacks are required within the Hospitality District, which limits the potential for pedestrian-oriented development. Under the current Zoning Ordinance, the Hospitality District requires a fifty foot front yard setback, twenty foot side yard setback, and thirty foot rear setback. The Hospitality District is intended to provide retail and services to support patrons of the Georgia International Convention Center. Many of these patrons may be travelers who do not have access to transportation, thus pedestrian-friendly development will likely be necessary within the Hospitality District.
- Within the C-1, C-2 and CL Districts, a minimum front yard setback of forty feet is required, limiting capacity for pedestrian-oriented development.
- Within the O/P District, a fifty foot front yard setback is required, limiting capacity for pedestrian-oriented development.
- The Zoning Ordinance requires off-street parking services to be constructed with Portland cement, concrete or asphalt. To allow for better storm water drainage, provisions for pervious surfaces should be incorporated.
- Conservation subdivisions are permitted by right in residential zoning districts. A more intense approval process requiring review by the Planning Commission and/or the Mayor and Council would provide a better method to ensure that the proposed conservation subdivision will meet the true intent of the Conservation Subdivision Ordinance and suit the character of the surrounding neighborhood.
- The City Code permits the consumption of alcohol by the drink only in restaurants, hotels, private clubs, private athletic clubs, and lounges which are attached to a hotel or restaurant. This restricts pubs or entertainment venues from serving alcohol by the drink.



## 2.3 Urban Design and Community Character

### Urban Character – Major Activities and Uses

The study area can be divided into distinctive districts or ‘functional areas’ based on the predominant land uses and activities. The following map illustrates the study area divided into the following activity districts.

1. **Manchester Pointe (Airport Buyout Land):** The largest district within the study area is the “Manchester Pointe” district. This is the area most affected by the airport noise and thus led to mass displacement of residents in the past few decades. Most of this area was bought out by City of Atlanta using federal funds and is currently vacant. This consists of approximately 50 % of the Study area and would be one of the key areas of intervention along with the CBD.
2. **Central Business District (CBD):** The Downtown Business District is the heart of the College Park Community. Along with several businesses and restaurants the CBD also includes government/ civic facilities such as the City Hall, the Public Safety Complex, Fulton County Health Center and the Fulton County Library. Most of the buildings in Downtown are old and need renovation, a lot of the buildings are also vacant and severely under used.
3. **MARTA property:** The MARTA station though located right in Downtown is disconnected from the CBD because of the presence of the CSX rail line. All the area south of Princeton Avenue to the east of the rail line is land belonging to MARTA and is currently dotted by surface parking lots, this land holds potential for a TOD development.
4. **Established Residential:** There are established neighborhoods both on the east and the west of the CSX rail line within the study area.
5. **Virginia Avenue Commercial Corridor:** Virginia Avenue is bordered by established neighborhoods and on its west end, and is home to a hospitality district serving Hartsfield-Jackson Airport. The corridor is currently marked by sporadic commercial/hotel/motel development and lacks an active and safe pedestrian environment. It is a prime area for revitalization- zoning incentives have been adopted to encourage neighborhood scale commercial development in the corridor.
6. **FAA campus:** Consists of the Federal aviation Authority (FAA) building covering one block. The area is restricted access.
7. **Cemetery/ Green Space:** The Badget stadium, College Park Cemetery and Zupp Park are the only significant green spaces/ sports venues in the area. All of these would be preserved.

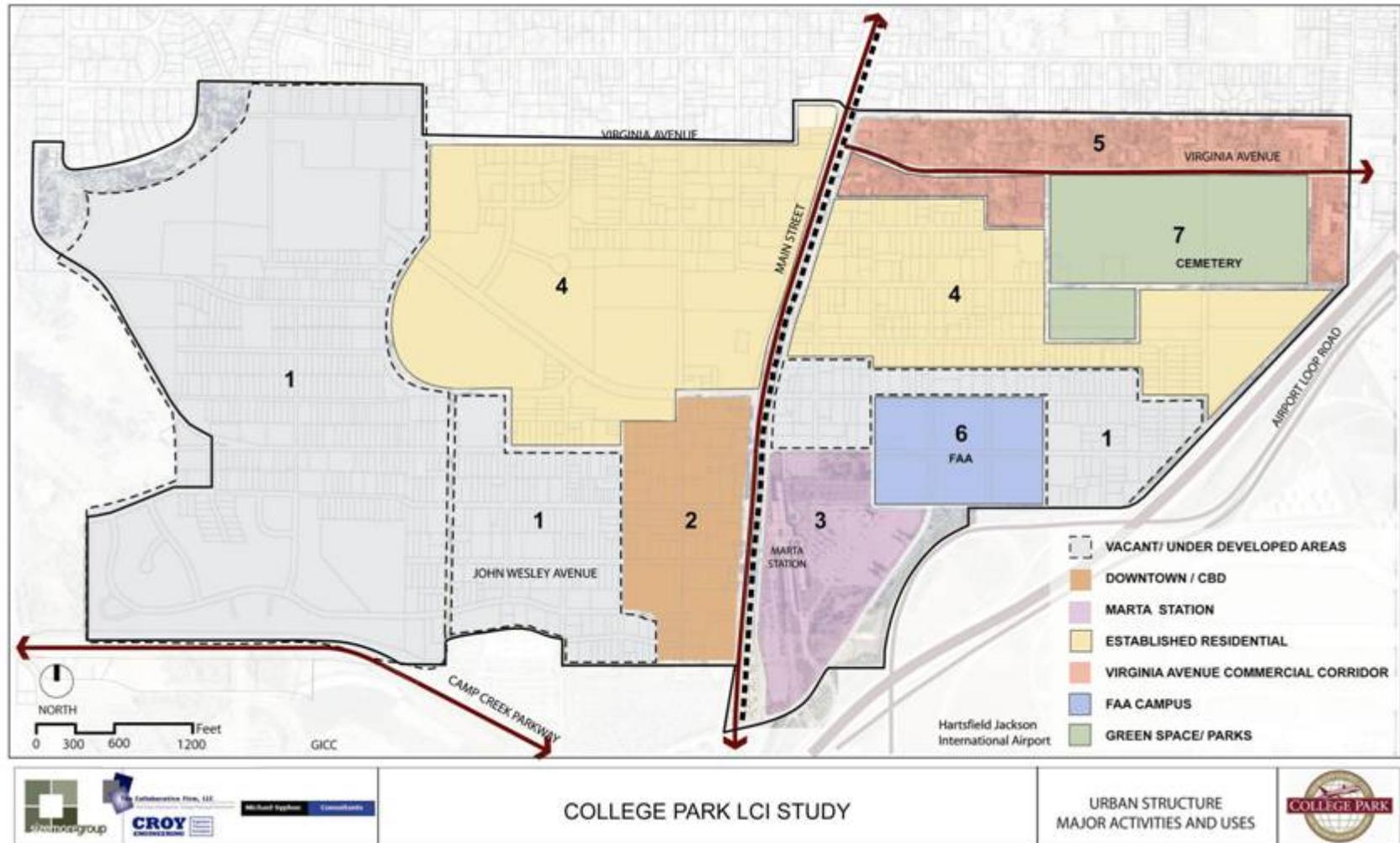


Figure 2.8 Urban Structure – Major Activities and Uses

Land Ownership

Most of the study area experiences noise levels greater than 65 DNL, i.e. is most affected by the airport noise. In the late 1980s, 600 acres of residential land was acquired, by the City of Atlanta under the City of Atlanta’s Airport Development and Acquisition Program (ADAP) resulting in the displacement of Several Single Family homes. This land is now available for redevelopment and College Park is assembling this land (Manchester Pointe) to stimulate future development.

Other than City of Atlanta and City of College Park, the college park Business and Industrial Development Authority (BIDA), College Park Housing Authority and MARTA are other major land owners within the study area boundary

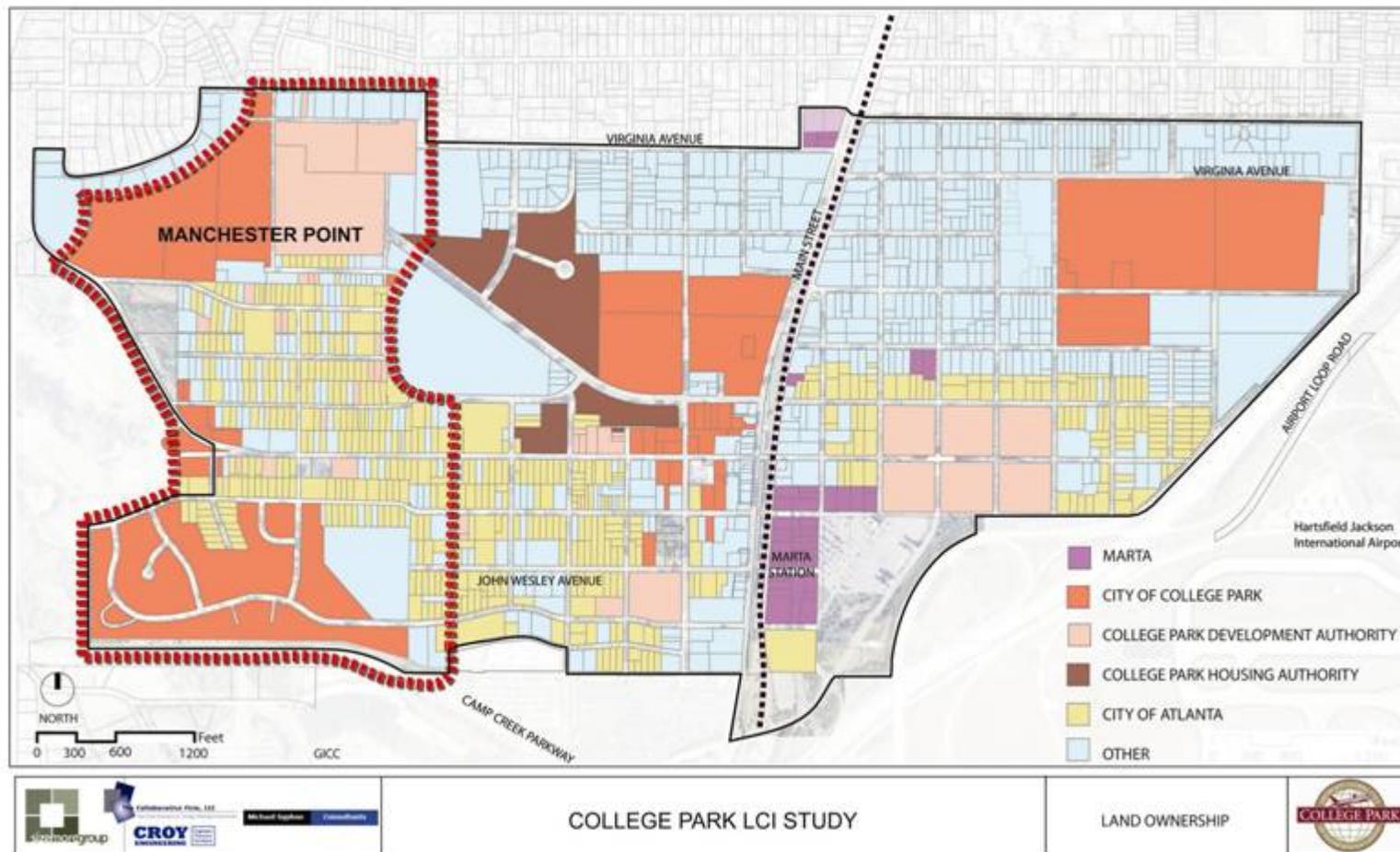


Figure 2.9: Land Ownership

Pedestrian Nodes and Walking Distances

Due to the large size of the Study Area, it is important to be mindful of 5 and 10-minute walk radii which represent quarter, and half-mile walks. These are the distances that most people are willing to walk, within a pedestrian scale environment. The map below indicates 5 minute and 10 minute walking distances taking MARTA station/CBD as the center. As is clear from the map, entire downtown/MARTA station, City Hall as well as the College Park high school are well within a 10 minute walking distance. This area holds potential to be redeveloped into a pedestrian oriented district with improved accessibility to all major nodes/activity centers in the area.

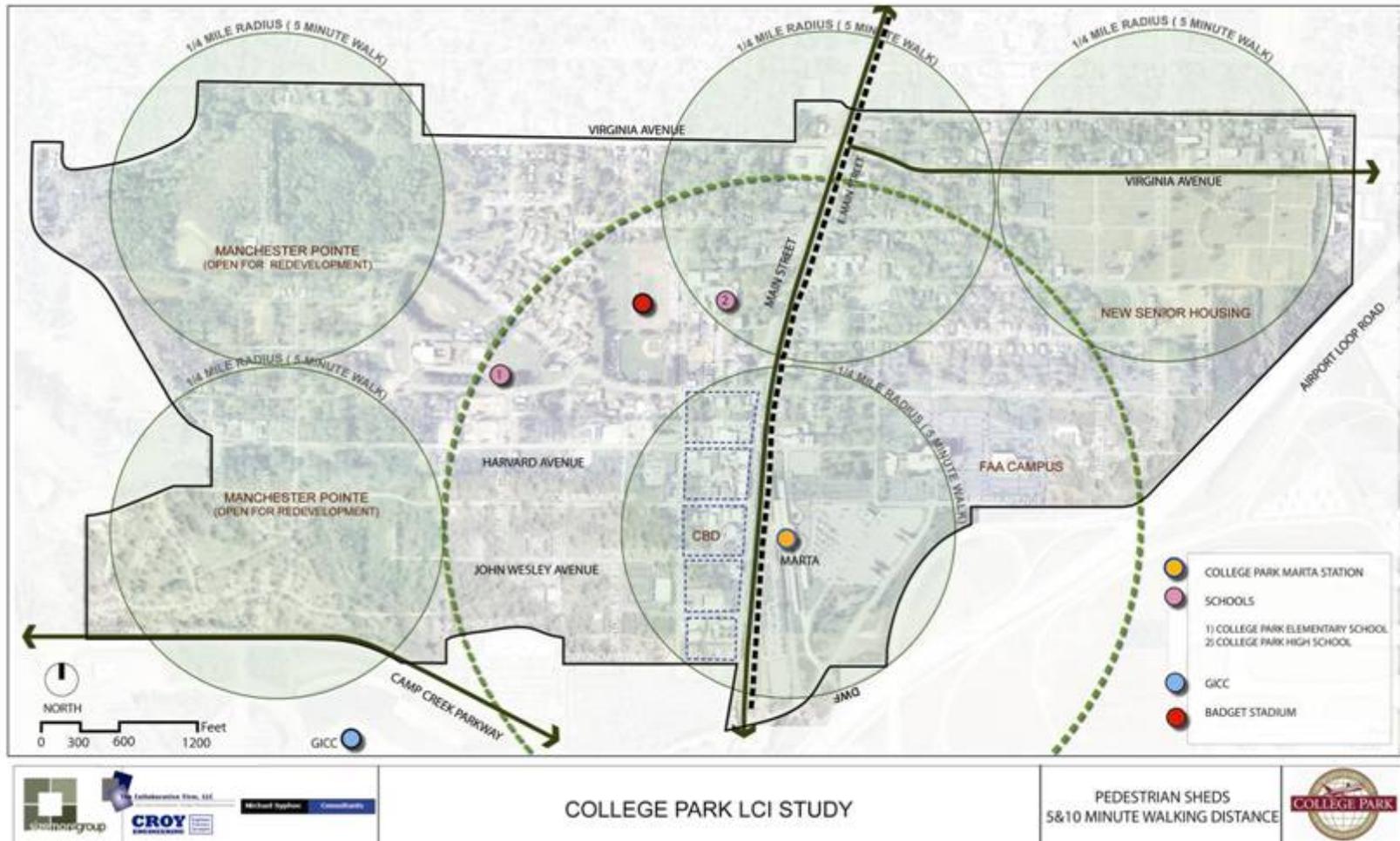


Figure 2.10: Urban Structure – Walking Distances



New and Proposed Development Projects

There are several new projects in the College Park Study area that are approved, pending, under construction or recently constructed, as illustrated in map on the following page. The following matrix provides a summary of these developments:

Developments within Study Area:

| DEVELOPMENT NAME             | TYPE                    | NO. OF UNITS  | ACRES | STATUS             |
|------------------------------|-------------------------|---|-------|--------------------|
| City Center                  | Mixed Use Redevelopment | 48 Residential Units,<br>12954 SF of Commercial<br>Spaces | 1.48  | Proposed           |
| Hotel Indigo                 | Hotel                   | 141 Rooms   |       | Proposed           |
| Odyssey Counseling<br>Center | Counseling Center       |   |       | Recently completed |
| Princeton Village            | Residential             | 72 Town Homes   |       | Recently completed |
| Princeton Village I          | Residential             | 41 SF Homes   |       | Proposed           |
| Princeton Village II         | Residential             |   |       | Proposed           |

Development Projects in the Study Area Vicinity:

| DEVELOPMENT NAME       | TYPE                                   | NO. OF UNITS   | ACRES | STATUS             |
|------------------------|--|--|-------|--------------------|
| CONRAC                 | Consolidated Car Rental<br>Facilities) |  |       | Under construction |
| Grove Street Mixed Use | Hotel + Mixed Use                      | 2 Hotels, 468,000 SF<br>office, 75,000 SF<br>Commercial Retail | 28.8  | Proposed           |
| College Park Station   | Single Family                          | 8 SF homes   |       | Proposed           |
| Oxford Walk            | Single Family                          | 95 SF Homes  |       | Proposed           |

**Table 2.7: New and Proposed Development Projects**

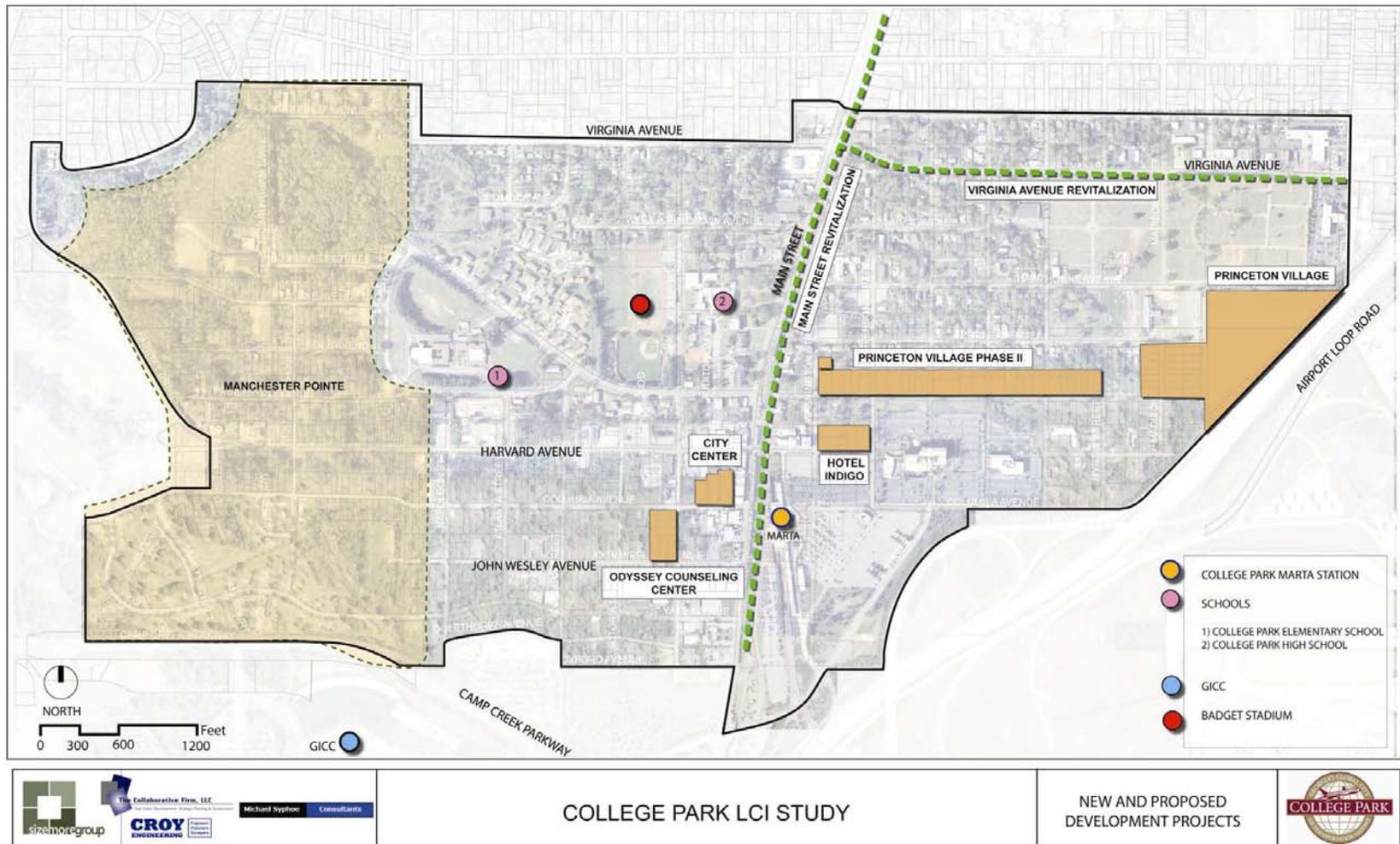


Figure 2.11: Urban Structure – New and Proposed Development Projects



## Urban Design Issues

### **Study area strengths and Opportunities**

- Great location and connectivity- Accessibility to Marta, Interstates, Major Highway (29), inside proposed Beltline transit loop, No Traffic Problems and congestion, Established Street Grid.
- Available vacant land for development
- Walkable street grid – 400'X400' Block structure
- Historic Downtown
- Existing Green Space: Golf Course and parks
- Thriving Hospitality Industry

### **Major Urban Design Challenges:**

- CSX Rail line is a major barrier to connectivity
- Lack of East-West connectivity – Harvard Avenue provides the only on grade E-W vehicular connection within the study area
- The Downtown needs renovation and revitalization. The City/Hall Government complex needs to be integrated into the CBD.
- MARTA is isolated from the CBD in spite of being in Downtown
- Sporadic commercial development on Virginia Avenue
- Main Street and Virginia Avenue lack an active pedestrian environment
- There is no civic/public gathering space in the downtown College Park. Area lacks center/sense of place
- The redevelopment of Airport buyout land and its integration with the downtown presents is a big issue
- Area around MARTA station is dotted with surface parking lots
- Lack of gateways and Markers at key entry points including Camp Creek Parkway, East Point City Limits, Interstate 85 and Virginia Avenue

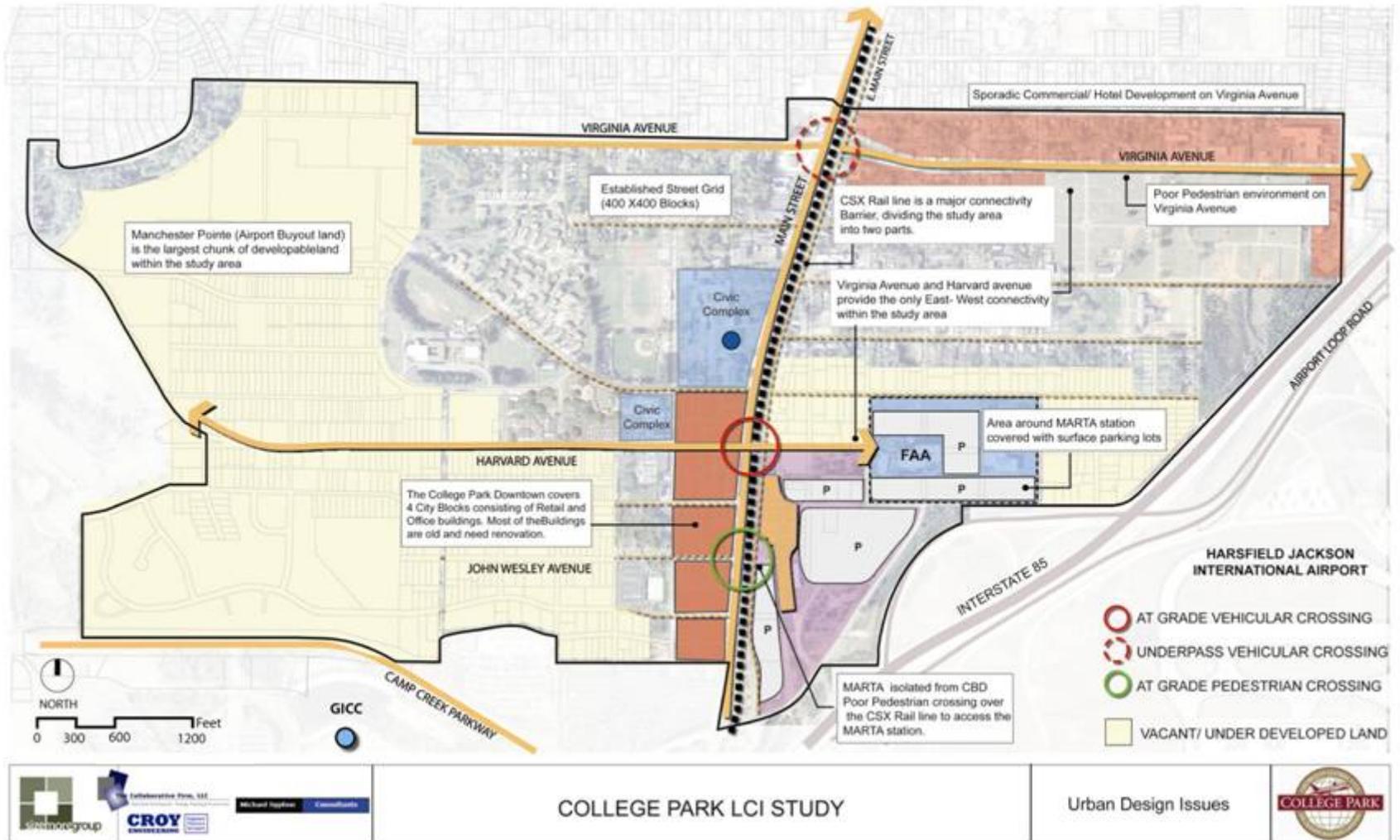


Figure 2.12: Urban Design Issues

## 2.5 Existing Transportation Systems and Conditions

### Roadway Characteristics

#### a. Roadway Network Profile

The roadway network within the College Park Activity Center LCI Study Area primarily consists of three arterials and several major and minor collectors. The arterial roadways within the LCI Study Area are Main Street/Roosevelt Highway, which runs north-south, Camp Creek Parkway and Virginia Avenue. Prominent collector roadways include College Street, Harvard Avenue, Princeton Avenue and Madison Street. Of all the roadways, Main Street (SR 29) and Camp Creek Parkway (SR 6) are part of the state system.

#### b. Number of Lanes

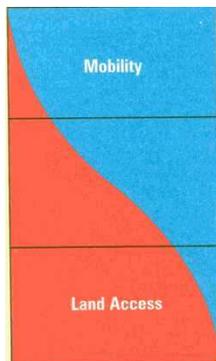
Main Street is a four-lane divided roadway with additional turn lanes at various intersections north of Virginia Avenue and a two lane roadway with turn lanes south. South of Virginia Avenue, Main Street (SR 29) is bisected by rail lines into Main Street and East Main Street until Lee Street and Camp Creek Parkway. All other roadways within the LCI Study Area are two-lane roadways.

#### c. Roadway Connectivity

Roadway connectivity is an important factor because it enhances multiple means of access to surrounding land uses without the necessity to access these uses via Main Street (SR 29). As a result, overall travel conditions along SR 29 can be improved. In general, the College Park Activity Center LCI corridor is characterized by poor connectivity due to the overall lack of east-to-west parallel roadways that are not separated by the rail lines. However, the LCI area, and the City in general, has an excellent neighborhood grid network of roads and streets.

#### d. Functional Classifications

Functional classifications, reflecting the primary function of each roadway in the overall hierarchy of The City of College Park's roadway network, were assigned by the City as part of its 1996 Major Thoroughfare Plan. Roadways are designated as freeways, arterials, collectors and local streets. A map of the roadway functional classifications is shown in **Figure 2.13**. A description of these classifications is provided below. **Table 2.6** lists designated roads within the LCI Study Area



#### ARTERIALS

- Higher Mobility
- Low Degree of Access

#### COLLECTORS

- Balance Between Mobility and Access

#### LOCAL STREETS

- Lower Mobility
- High Degree of Access

| Arterials          | Collectors     |
|--------------------|----------------|
| Main St./SR 29     | College St.    |
| Virginia Avenue    | Princeton Ave. |
| Camp Creek Parkway | Harvard Ave.   |
|                    | Madison St.    |
|                    | Rhodes St.     |
|                    | Columbia Ave.  |
|                    | Fairway Dr.    |

Table 2.8: Functional Classifications of Roadways

- Freeways provide for rapid and efficient movement of large volumes of through traffic between areas and across the urban area. They are not intended to provide direct access to abutting properties.
- Arterials also provide for through traffic movement. However, while direct access to abutting properties is allowed, these roads do have restrictions relating to driveways and access roadways.
- Collectors provide for traffic movement between arterial and local streets as well as direct access to abutting properties. The distinction between major and minor collectors is based on the density of the land area the collector serves and its relationship to the overall arterial system.

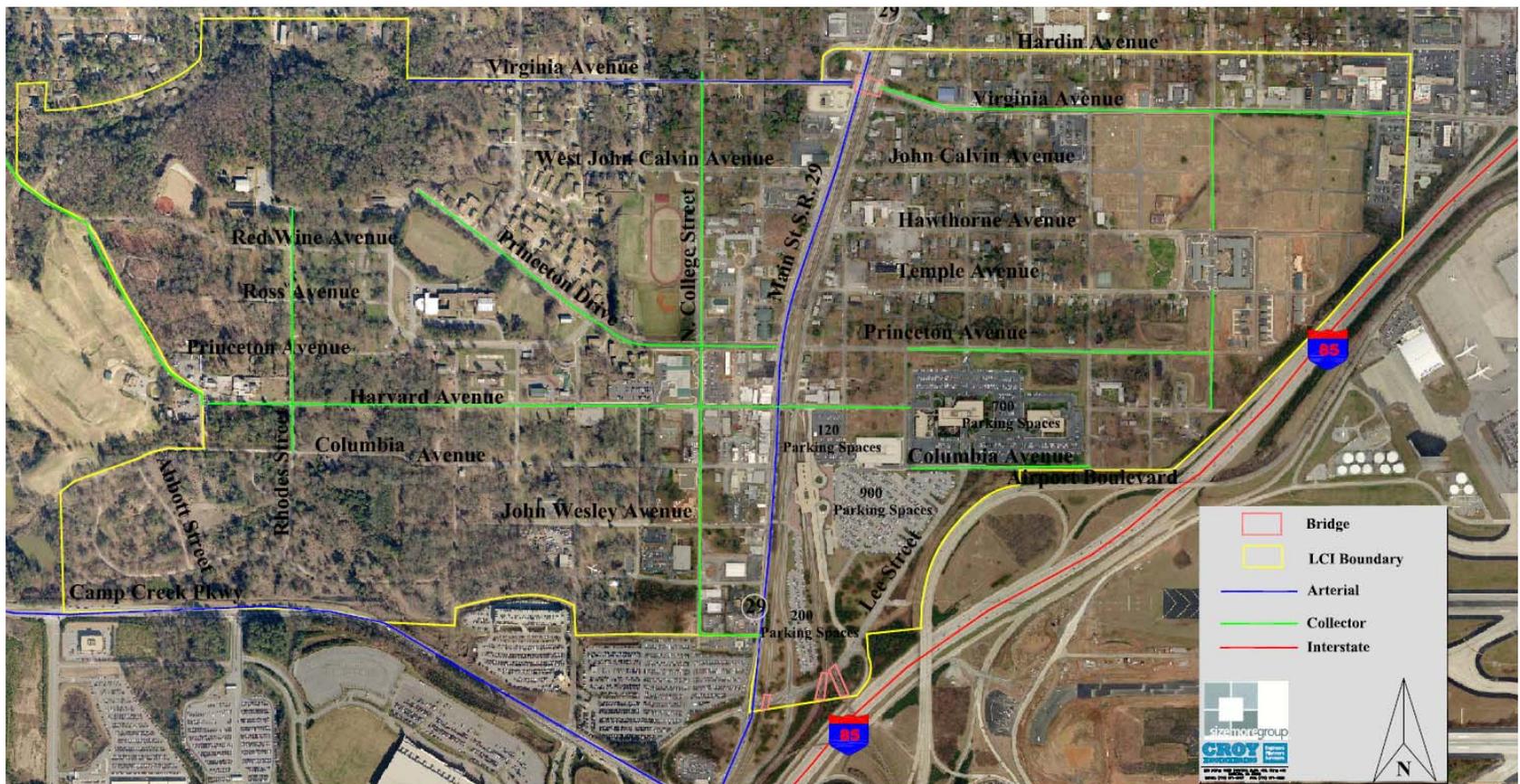


Figure 2.13: Roadway Functional Classifications

e. Traffic Volumes

There are six traffic count locations monitored by the Georgia Department of Transportation (GDOT) within the LCI Study Area. Pursuant to these counts, the following roadway volumes were observed within the LCI Study Area:

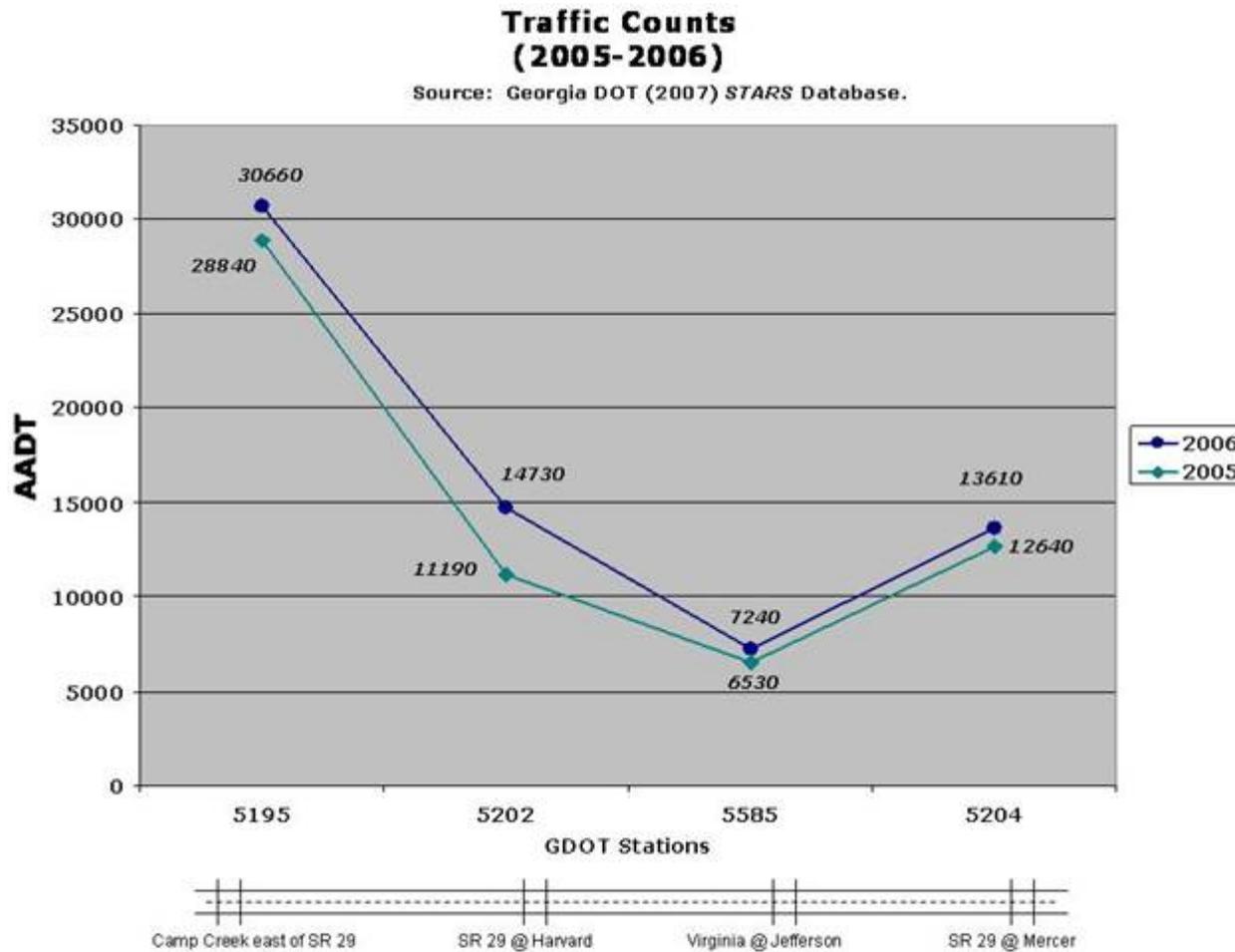


Figure 2.14: Traffic Counts-A

### Traffic Counts (2005-2006)

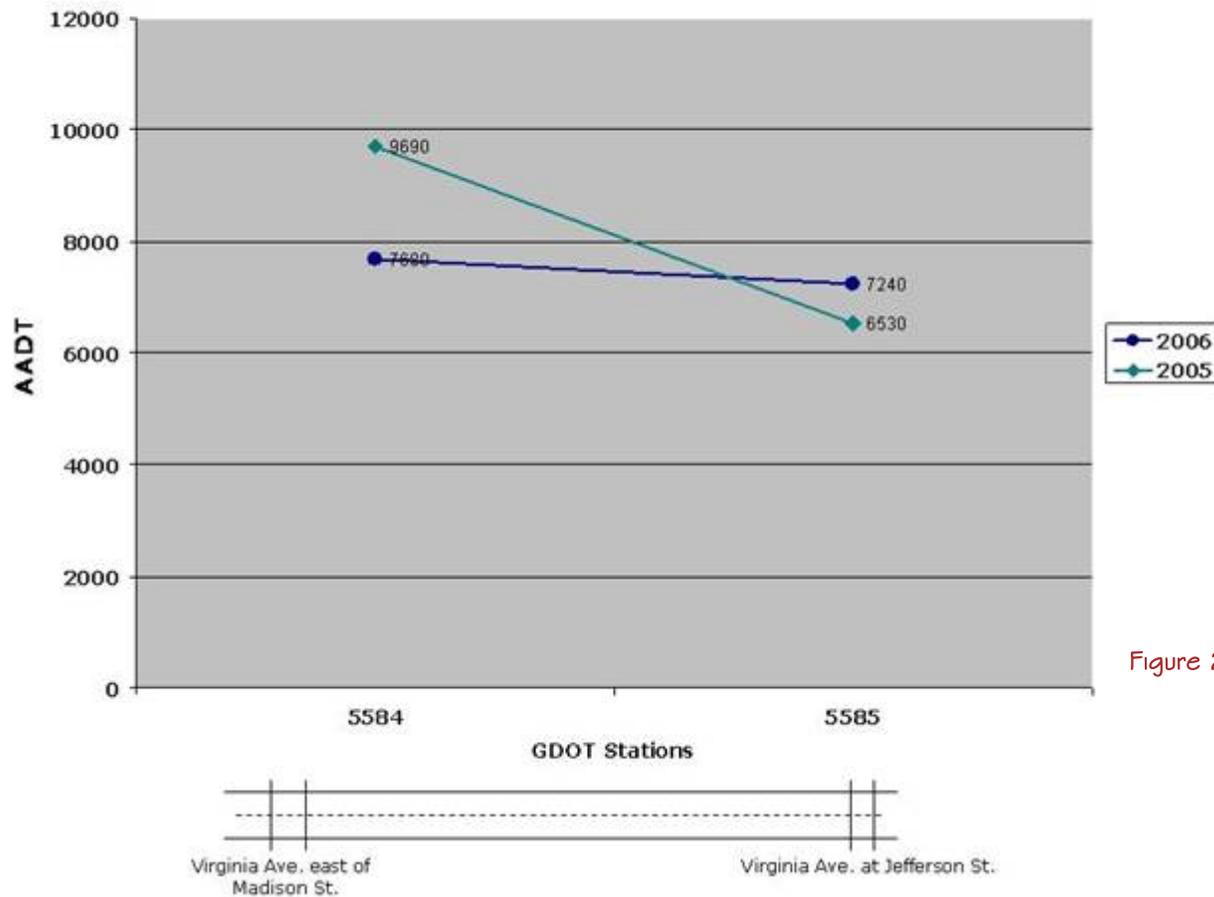


Figure 2.15: Traffic Counts-B

- Two-way traffic volumes along SR 29 range from about 30,600 vehicles per day (vpd) at the southern portion of the LCI Study Area near Camp Creek Parkway to 13,600 vpd at its northern end near Mercer Avenue. In general, volumes observed along most of the LCI Study Area are between 7,000 to 14,000 vpd.
- Traffic counts along Virginia Avenue average between 6000 to just under 10,000 vpd.



f. Roadway Level of Service

Level of service (LOS) is a letter designation used to describe traffic operating conditions, on a declining scale from A to F. LOS A represents free-flow traffic conditions while LOS F represents extreme delays with stopped traffic conditions. Service flow at LOS E is the value that corresponds to the flow rate being at the full design capacity of the facility. For most design and planning purposes, service flow rates of LOS D or C are generally considered as acceptable levels of service, as they ensure a more acceptable quality of service to facility users.

To reflect the most congested time frame, PM peak hour LOS was inventoried through use of the regional travel demand model developed by the Atlanta Regional Commission (ARC). The roadway congestion levels along the roadway segments within the College Park Activity Center LCI Study Area are represented graphically in **Figure 2.16**. As shown, the major findings of this analysis include:

- The existing PM peak hour congestion level on all roads within the LCI Study Area is LOS A or B, denoting nearly free flow conditions. This equates to a volume-to-capacity ratio of <0.60 and 0.60-0.70, respectively.
- Projected PM peak hour congestion is provided to design year 2030. A v/c ratio on less than 0.75 (LOS A, B, or C) is expected for all roadways within the LCI Study Area except for a portion of Main Street (SR 29). This section of SR 29 from Virginia Avenue to Princeton Avenue will have an LOS of D or E by 2030.

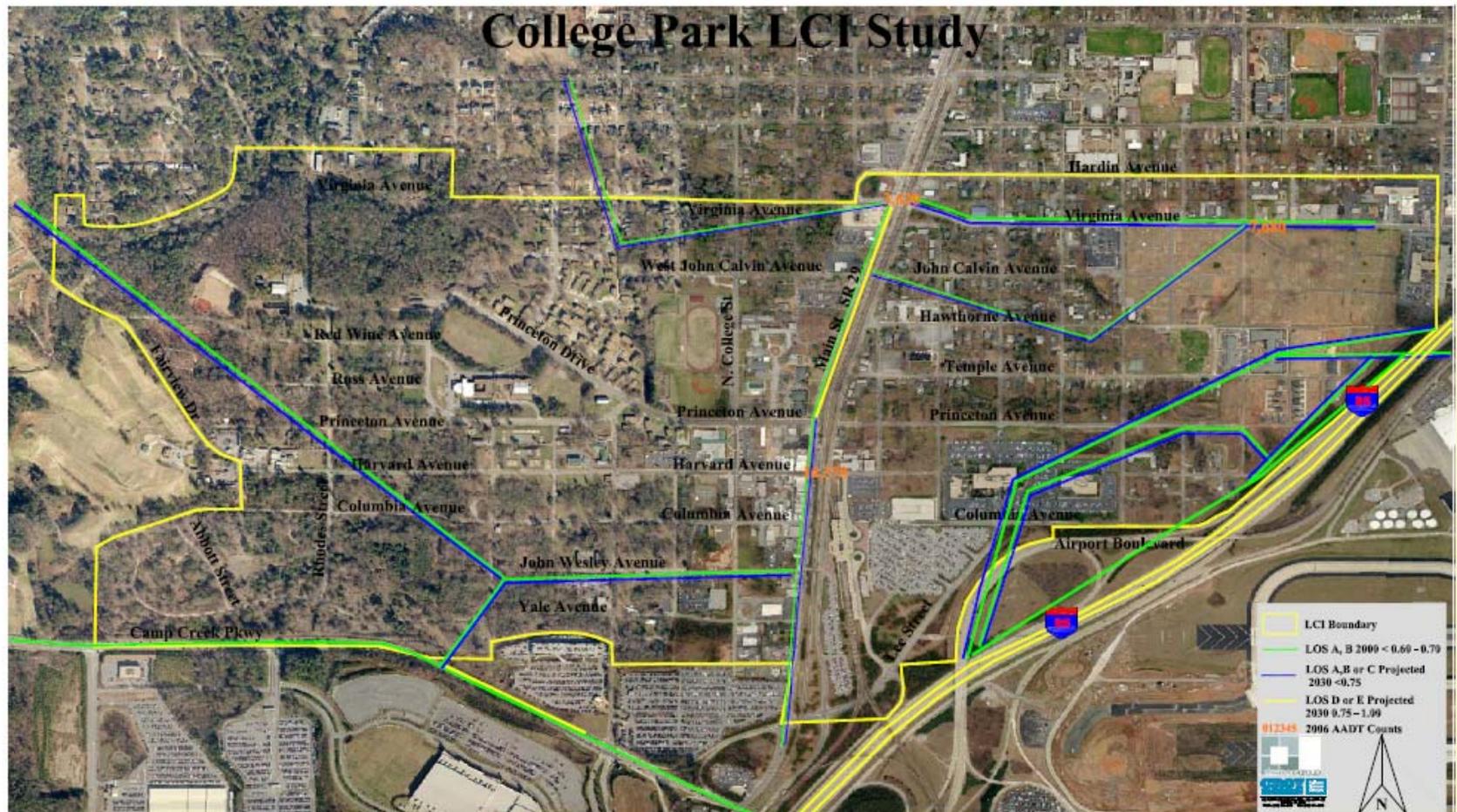


Figure 2.16: Roadways Levels of Service

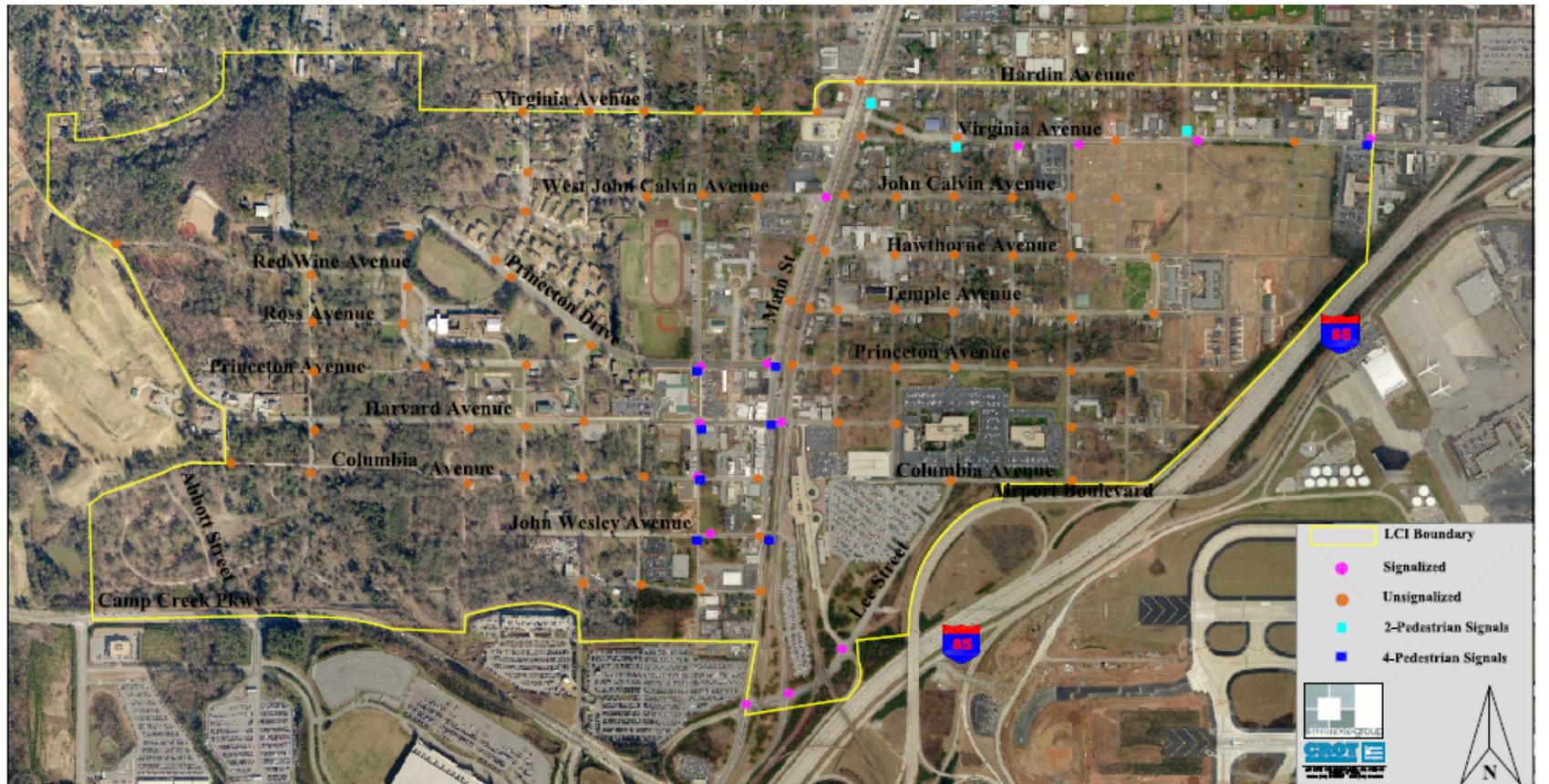


Figure 2.17: Signalized and UnSignalized Intersections

g. Accident Information

Roadways within the College Park Activity Center LCI Study Area are not considered “high crash” roadways based on GDOT statistical analysis of roadways statewide. Crash rates based on the number of crashes per million vehicle miles traveled (VMT) are on the order of 5 to 30 crashes.

A map of the crash rate locations within the College Park Activity Center LCI Study Area is provided in **Figure 2.18**. Much of the safety issues along the corridor are due to pedestrian/vehicular crossings and other conflicts. Of these locations, College Street and the southern portion of Main Street (SR29) have the highest crash rates in the LCI Study Area. Also, a small segment of both Lee Street and Princeton Avenue and a segment of Virginia Avenue just west of Main Street had higher crash rates based on the number of vehicle miles traveled.

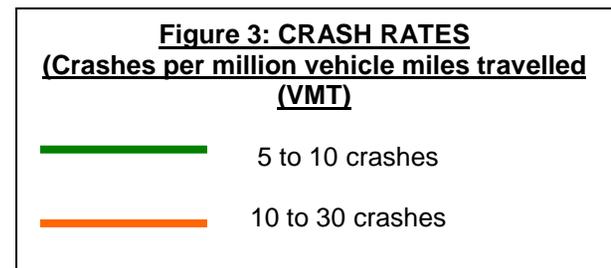
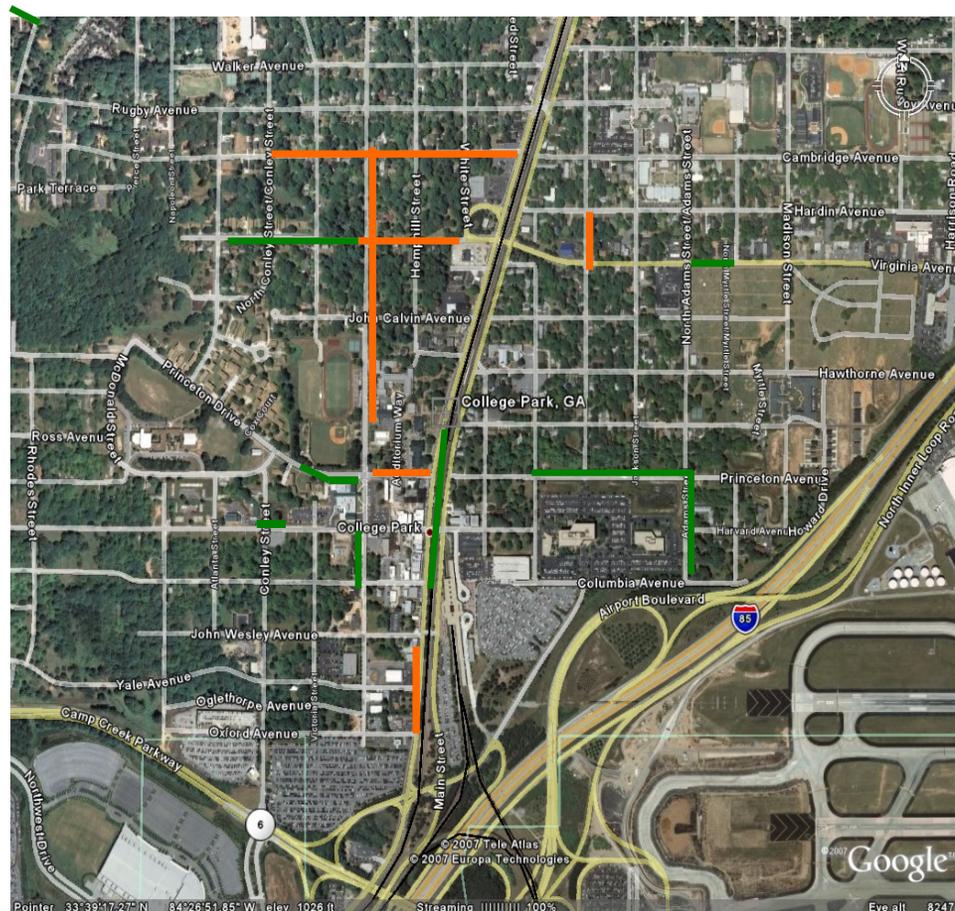


Figure 2.18: Crash Rates

Transit Service Characteristics

The College Park Activity Center LCI Study Area is well served by both MARTA rail and bus service. A map of transit routes along with stop locations throughout the LCI Study Area is provided in **Figure 2.19**. As shown, there are nearly 20 bus stops along this route within the LCI Study Area primarily along Virginia Avenue and Main Street, as part of MARTA Route 72, and at the College Park MARTA Rail Station (SG).

The College Park MARTA Rail Station provides nearly 2000 parking spaces and operates from 5 AM to 1 AM weekdays and from 5 AM to 12:30 AM on the weekends. This station is served by the Airport-Doraville and Airport-North Springs routes both with headways of about 10 minutes during weekdays, except 15 minute headways in the evening. Weekend headways average 15 to 20 minutes. The College Park MARTA Rail Station is one of the busiest stations on the MARTA heavy rail system network serving as a “bridge” to the Airport Station to the south and East Point Station and other Metro Atlanta stations to the north. MARTA Bus Route 72 is the primary bus route within the LCI Study Area. Route 72 uses five (5) buses in the area from 5:20 AM to 12:15 PM. Headways for this route range from 15 minutes during peak times to 32 minutes at night. Base frequency is about 18 minutes. The College Park Rail Station is served by MARTA Bus Routes 72, 180 and 320 in the northern “drop-off” loop and Routes 82, 88, 89, 189 and 289 in the southern loop.



Figure 2.19:  
Transit Services



### Bike and Pedestrian Characteristics

Maps of the bicycle and pedestrian facilities within the LCI Study Area are provided in **Figures 2.20**. As shown, sidewalks exist along most of the LCI Study Area. Many of the major roads and streets in the LCI Study Area have sufficient segment lengths with sidewalks on both sides of the road.

However, sidewalks are needed along College Street south of Harvard Avenue. There are insufficient pedestrian connections on Atlanta Street, Conley Street and Napoleon Street between Harvard Avenue and Princeton Avenue.

The Brady Bike Trail is the only major bike trail in the LCI Study Area. It begins at the corner of Columbia Avenue and Main Street, and heads north to Princeton Avenue then heads west to include spurs along Columbia Avenue, Ross Avenue and Redwine Avenue. The spurs of the Brady Bike Trail join along Fairway Drive and the trail then heads northwest to Washington Road. The Historic Connection Bike Trail heads north along the historic portion of Main Street from Harvard Avenue to Rugby Avenue then heads west along the historic residential area along Rugby Avenue and ends at Washington Road.

### Connectivity Analysis

Pedestrian connectivity from east to west across Main Street (SR 29) is an important component to the transportation network because it enhances access to transit, businesses, neighborhoods and other services within the LCI Study Area, and promotes more active lifestyles. While there are several roadways with pedestrian facilities, there are significant shortfalls in the pedestrian connectivity within this portion of the LCI Study Area. One of the most noteworthy obstacles to pedestrian travel along the roadways accessing the adjacent residential areas to the east within the College Park Activity Center LCI Study Area is the barrier presented by the rail lines. To promote connectivity, “wholeness” of community and to enhance safety, channelized pedestrian crossings are needed that are streetscaped, well lit, and gated.

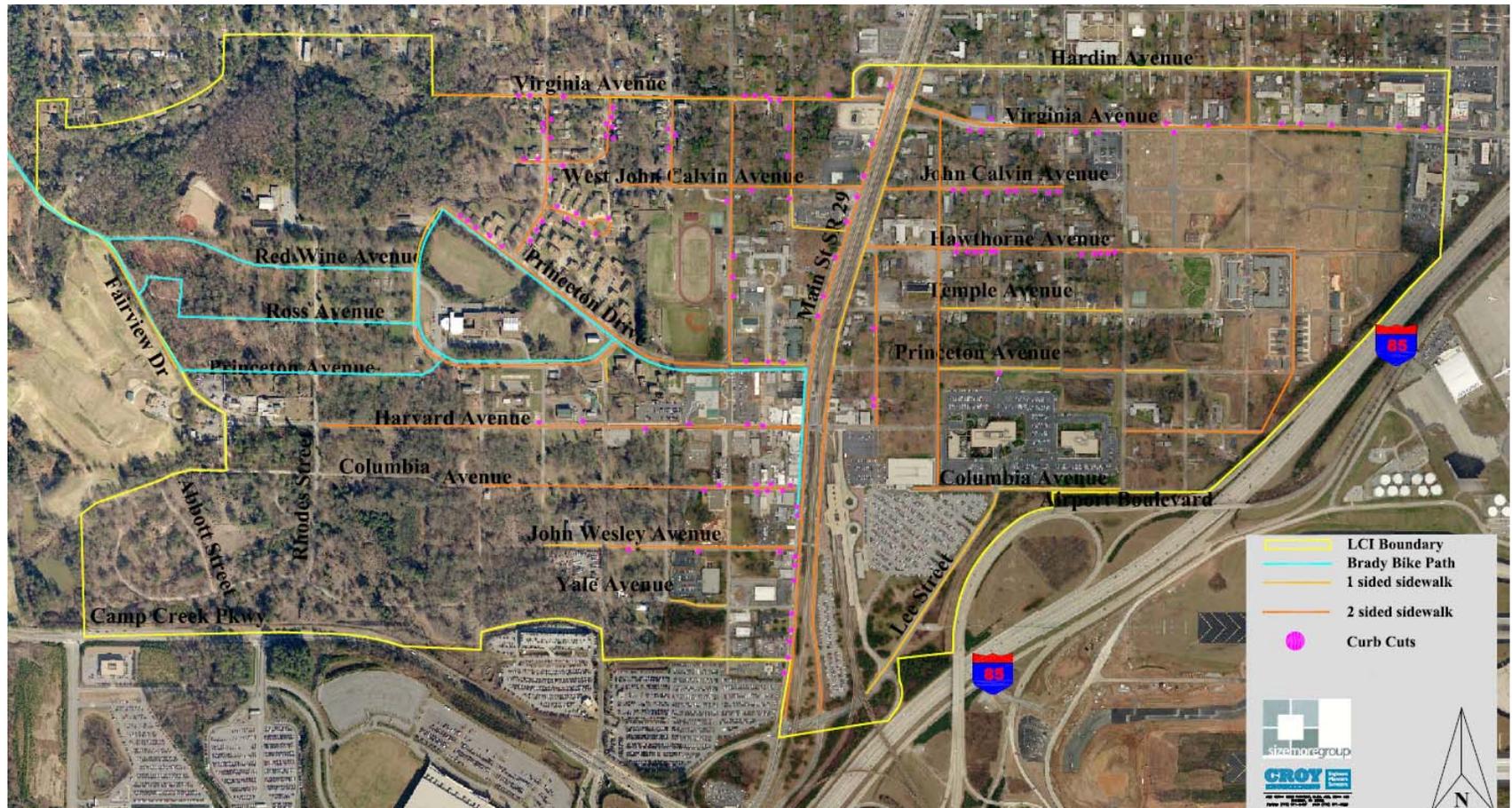
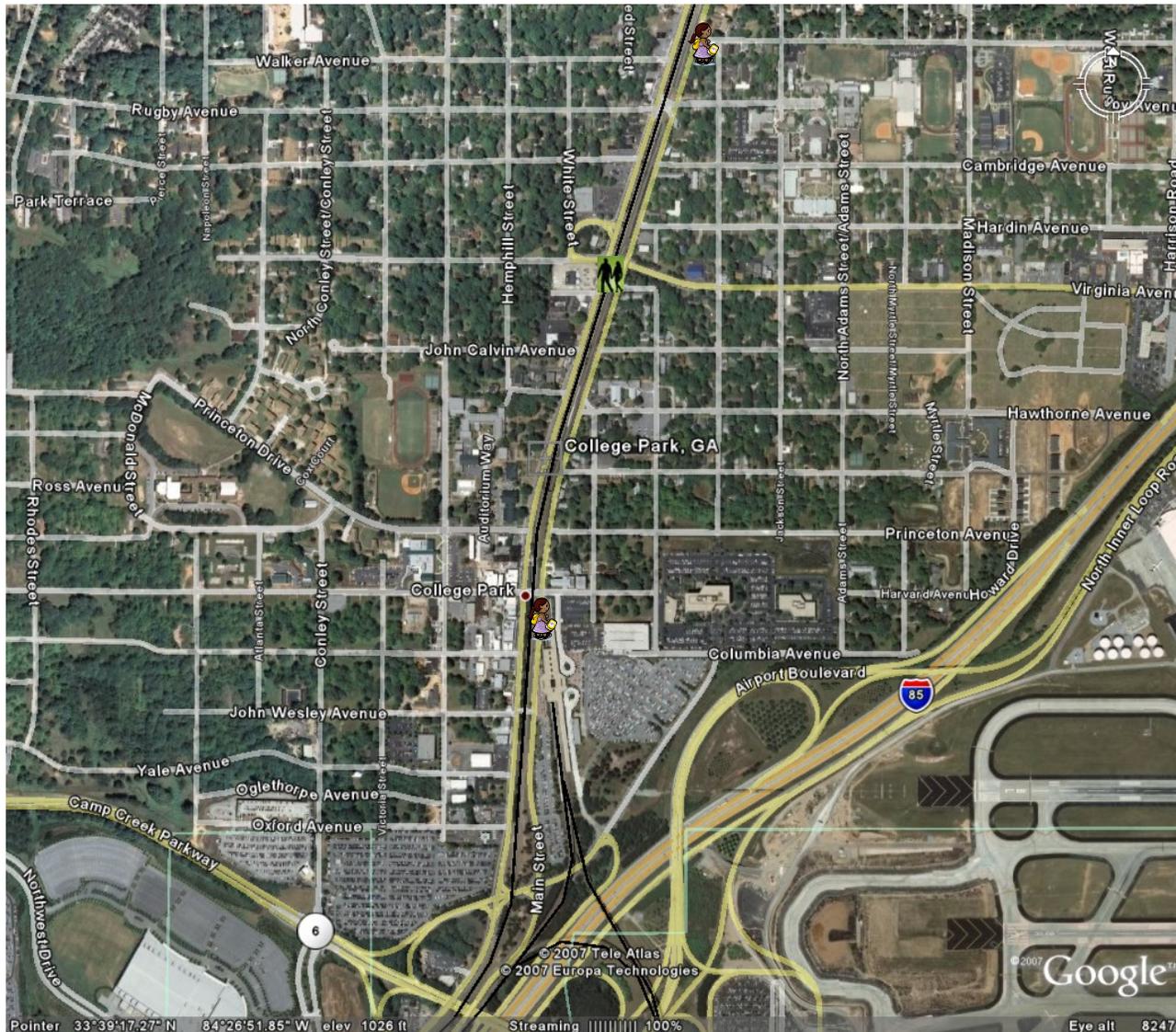


Figure 2.20: Sidewalks, Bike Paths and Trails

Pedestrian Accident Information

The need for safer pedestrian crossings is evidenced by the conflicts occurring at these points when pedestrians attempt to cross not only roadways, but also rail lines. Pedestrian accident information within the LCI Study Area is displayed in **Figure 2.21**.



**VEHICLE CRASHES INVOLVING PEDESTRIANS**

-  Child Pedestrian Crash
-  Adult Pedestrian Crash

**Figure 2.21 : Vehicle Crashes involving Pedestrians**



## 3.0 DEVELOPMENT PLAN

The Development Plan section describes how the LCI plan was developed and the methodology used.

3.1 Methodology and Planning Process

3.2 Community Vision – Issues, Concerns and Goals

3.3 Market Demand and Potential

3.4 Development Opportunities

3.5 Design Workshop

3.6 Concept Plan



### 3.1 Methodology and Public Process

Studies of this nature involve many participants and stakeholders, both on the Client side as well as the Consultant's side. For a successful planning study it is imperative to hear all of the voices and integrate them in the planning process. We divided this large number of participants into three teams; project management team, core team and neighborhood team.

- PROJECT TEAM: Project Team was created to monitor the logistics of the study and schedule. The team consisted of representatives from the consultant team, City of College Park Development Department, and ARC. The project team met with the core team to review documents, study findings and strategize the various elements of planning process.
- CORE TEAM: This was a larger group of community stakeholders who had a stake in the Study Area and also the knowledge of Area and its vicinity and the key issues and challenges. This team provided guidance to the project team through the planning process. They previewed the materials for public meetings to ensure that materials reflected the interest of the community during the planning process.
- NEIGHBORHOOD TEAM: An extended group of people in the community/ residents/ business owners who are influenced by the master plan.

As part of the College Park Activity Center LCI four-phase planning process, the project team created various forums to engage the community to clearly understand the issues, needs, and concerns of the College Park community. Concurrently the analysis of existing conditions and market study/potential was done to inform the issues and the opportunities. Community input and a thorough analysis of study area along with the overall goals of ARC provided the platform for the development of recommendations and action plan that reflected the community vision. Following are the public participation mechanisms utilized through the planning study:

Community Survey: As part of the visioning exercise, a public questionnaire was prepared, distributed to the public and posted on the City of College Park website to solicit input from the community on various issues of land use, transportation and other community concerns. Survey results are included in the appendix section.

Stakeholder interviews: The consultant team conducted interviews with a number of important stakeholders/ business owners to solicit their input. This facilitated a very good understanding of the community and specially the market conditions. The stakeholders included business owners, residents, College Park Business and Industrial Development Authority (BIDA) and other community leaders that represented various interests.

#### Public Outreach:

The public outreach process included a series of outreach efforts/ public meetings. The process began with a public kick off meeting held on September 12, 2007 to introduce the community to the LCI study, and solicit their inputs on key issues, concerns and their long term vision for College Park. Next, a character preference survey meeting was held on November 14, 2007 to obtain community feedback on the design character of various elements of potential development (residential, commercial, mixed-use, etc.). Character preference results are included in the appendix section.

Next, a public design workshop was held on January 12, 2008. This was a forum created for various stakeholders to take ‘hands-on’ role in designing the Study Area. The stakeholders used base maps, markers, to identify their concerns, identify areas for future development and develop an overall vision for the Study Area.

The planning team used feedback from the public meetings, design workshop and with a further analysis of current conditions and market opportunities developed the concept plan addressing land use, transportation, open space, pedestrian improvements and urban design. The planning team presented the Draft Vision Plan on March 3, 2008 that outlined the goals and the major initiatives and implementation strategies intended to shape the future of the College Park Activity Center. The following sections in this chapter present all the information that went into the making of the concept plan ending with a description of the recommended Concept/ Vision for the study area.



### 3.2 Community Vision – Issues, Concerns and Goals

At the Community visioning meeting the residents and stakeholders of College Park were asked to present their views on three questions: What are College Park’s strengths, weaknesses, and what would they like to see in College Park in the future. Following is a summary of the response from the Community. This also includes responses from the Community Survey.

#### College Park Opportunities

- Location – College Park is a Gateway to Atlanta and with the Hartsfield Jackson International Airport within the city limits is also a Global Gateway to the rest of the world.
- Historic, Friendly and Diverse Community. Strong sense of community amongst residents.
- Great Business Community
- Community seeking to make a change – is Forward Thinking
- Established Neighborhoods and affordable housing
- Largest Employer: Hartsfield Jackson International Airport
- Transportation and Connectivity - Accessibility to Marta, Interstates and Major Highway (29), inside proposed Beltline loop, No Traffic Problems and congestion, Established Street Grid.
- Emerging Hospitality Industry- Hotels, Restaurants, GICC
- Strong and Financially Sound City Government, Good City Services, Low Utility Costs, Low City Taxes
- Like Minded neighboring cities – East Point, Hapeville, etc.
- Available Vacant Land for development
- Golf Course, Green spaces, Pocket Parks, Trees
- Walkable environment
- Woodward Academy – One of the best schools in the region
- Established Arts Council



Established Street Grid



Historic Character



Woodward Academy

College Park Challenges

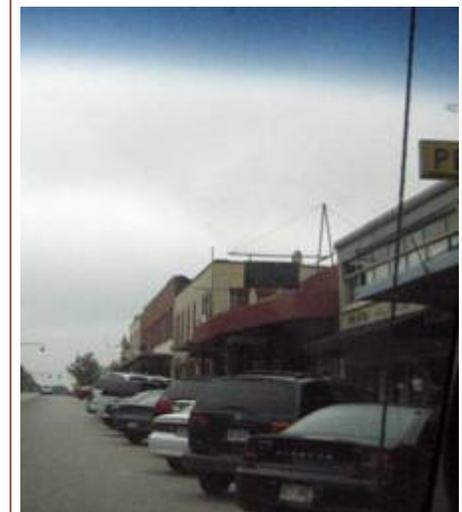
- No good Public Schools in the area
- Alternative High School in downtown
- Poor pedestrian connectivity between activity centers/nodes
- Airport and Train Noise
- Lack of Control of Airport buyout land
- Not a good balance of home ownership and rental units. There are too many renters.
- Perception of Crime
- Little Widespread Media Coverage (AJC, Magazines, Television), Lack of Positive Publicity
- Poor Storm water/Utility Infrastructure
- Underutilization of Existing Programs (Example Grants for restoration/Façade improvements)
- Lack of Community/Cultural Activities/ Entertainment and attractions besides Restaurants
- Not enough inviting retail and lack of Specialty Shops
- Lack of a consistent Theme / Architectural character. Downtown Buildings need a facelift
- No continuity of street fronts, Parking lots are located in front of buildings
- Lack of Art, Monuments, Landmark Structures
- Commercial Property rents exceedingly high
- Vacant Buildings in Downtown (extended vacancies)
- Not enough incentives for small businesses to move to smaller manageable spaces
- Lack of Promotion of Business Incentives



Lack of Architectural Character



Poor pedestrian environment



Parking on Main Street



- Rapidly increasing County Property Taxes
- City occupying valuable property downtown – Office uses are not conducive to a vibrant 24X7 environment.
- Lack of collaboration between Merchants, Community Associations & Education facilities
- Lacks a civic/ public space- Heart or the center of the community – A sense of place

### GOALS and OBJECTIVES

- ❖ To revitalize downtown with diverse uses and activities to promote live-work-play environment
- ❖ Create pedestrian friendly walkable environment in downtown and Virginia Avenue corridor
- ❖ To leverage high functional population, airport proximity and activities, GICC and employment in the area.
- ❖ To redevelop the vacant land with compatible uses that can generate economic activity, employment and tax revenues.
- ❖ To consolidate commercial activity and create a node on Virginia Avenue that serves the hospitality sector
- ❖ To create a marketing and branding campaign to promote and recruit businesses, corporations and residents to the area and mitigate negative perception of the area
- ❖ To bring residential population back to support downtown commercial activities
- ❖ Promote and expand the Improvement program and incentives to downtown businesses.
- ❖ Find unique and niche market and branding for College Park on the model of ‘Aerotropolis’
- ❖ Improve collaboration between the stakeholders: MARTA, FAA, City of Atlanta, and Airport
- ❖ To retain the charm of the old historic character of downtown
- ❖ To promote more quality schools in the area to attract more home owners/residents



### 3.3 Market Demand and Potential

#### LCI Study Area Development Program Recommendations:

This section provides some basic recommendations for the City of College Park LCI study area, particularly in terms of development opportunities on a short term and long term basis. This approach takes a detailed look at specific opportunities that could inform land uses in the study area. Based on our opinion, this short term/long term approach provides a snapshot of the city's potential economic development opportunities over a 1-15 year period.

These development recommendations are related to the expansion of Hartsfield Jackson International Airport and structured around four major types of real estate development opportunities: (1) **hospitality**, (2) **office/warehouse**, (3) **new retail/ entertainment/ Recreation** and (4) **housing**. The development recommendations are directed toward specific uses in the study area and are designed to cultivate new economic growth and prosperity in the City of College Park.

#### Short Term Development Options: (1-5 years)

##### Hospitality

- Free Trade Zones and Customs Free Zones
- Hotels/Entertainment- 200-300 rooms (Virginia Avenue Only)
- Regional Restaurants - 45,000-75,000 s.f. – (Virginia Avenue Only)
- Specialty Retail (tourist/convention related)
- Leisure, Recreational and Fitness
- Cultural Attractions

##### Office/Warehouse Complexes

- Logistics and Distribution
- Light Manufacturing and Assembly
- Catering and Other Food Services
- Perishable and Cold Storage
- E-Commerce/Technology
- Time Sensitive Goods Processing
- Corporate Offices

##### New Retail (Downtown College Park)

- Factory Outlet Stores/ Specialty Stores
- Personal and Family Services- health care, day care, medical clinics
- Tourist Related Shops
- Service Retail



#### New Housing

- Corporate Lodging- (contract) 100-150 units -900-1,400 s.f.
- Apartments- 150-200 units- 900-1,400 s.f. (Main Street Area)-2 story
- Condominiums- 50-100 units – 1,200-1,800 s.f. (Main Street Area)
- Lofts- 25-50 units 1,200-1,800 s.f. ((Main Street Area)

#### Long Term Development Options: (5-15 years)

##### Hospitality

- Hotels/Entertainment- 200-300 rooms
- Restaurants - 50,000-75,000 s.f. – Virginia Avenue Only
- Specialty Retail (tourist/convention related)
- Leisure, Recreational and Fitness
- Cultural Attractions- Museum/ Entertainment Park etc.

##### New Retail

- Grocery Store –(35,000 s.f.- 45,000 s.f.)
- New Infill Retail ( 35,000-60,000 s.f.)
- Strip Neighborhood Retail Center- (35,000-55,000 s.f.)

##### Office/Warehouse

- Free Trade Zones and Customs Free Zones
- Logistics and Distribution
- Light Manufacturing and Assembly
- Catering and Other Food Services
- Perishable and Cold Storage
- Communications/Technology

##### New Housing Opportunities

- Corporate Lodging
- Apartments
- Single family housing (Attached/Detached)
- Lofts (Live/ Work)

### 3.4 Development Opportunities

Following areas offer the major development and redevelopment opportunities in the College Park activity Center Area.

#### Airport buyout land (Manchester Pointe)

The most significant area for new development is the currently vacant Manchester west of Downtown spanning approximately 270 acres from Camp Creek Parkway to Virginia Avenue. The area has an established street grid that connects it to the existing neighborhoods and the CBD.



#### MARTA surface parking

The surface parking lots surrounding the college park MARTA station occupy approximately 12 acres of valuable land in Downtown. The land offers potential for new construction (TOD) around the MARTA station that will promote the use of mass transit



#### Downtown CBD

Along with underutilized parcels and unleased spaces, there are several buildings in Downtown that are declining or dilapidated. There are also surface lots, the largest one being the one across from the Public Safety building. All these can be included in potential redevelopment sites.



#### Virginia Corridor

The commercial corridor currently dotted by sporadic retail and commercial/ Hotel activity offers potential to redevelop aging/declining and isolated single retail buildings with huge setbacks along with under utilized parcels into a more cohesive pedestrian oriented mixed use district.



Taking in consideration the potential development/redevelopment sites, the following map highlights these key areas of intervention in the study area and the critical concerns surrounding the same

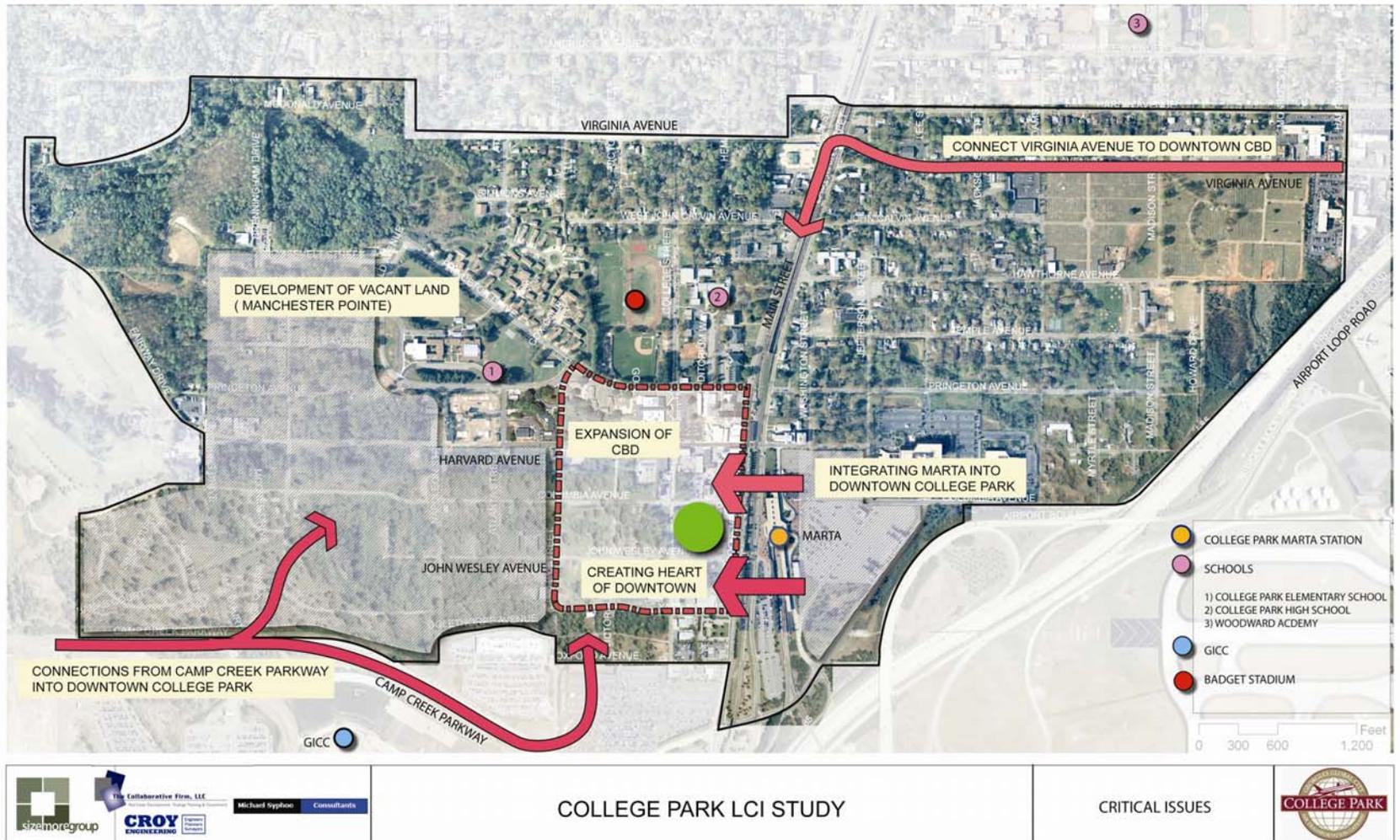


Figure 3.1: Critical Concerns

### 3.5 Design Workshop

Once the Study Area analysis, stakeholder interviews and questionnaires were completed and synthesized, issues were identified and the stage was set for the public design workshop - a forum in which the development, open space, parks, safety, connectivity issues, concerns and desires of the community were addressed. The event was held on January 12<sup>th</sup> 2008, Saturday at the Georgia International Convention Center (GICC) between 9:00 AM and 4:00 PM.

At the start of the workshop, the community was briefed on the goals, issues and needs that were identified in the past meetings and also the market potential and possibilities. The participants were then given a briefing on the Workshop process and outline.

The intent of the design workshop was to solicit community input in the design of LCI Study Area. The workshop format was designed as a hands-on design process involving the community, wherein the participants were organized in groups and assisted by professionals from the consultant team.

The plan options were generated through a process of investigating the target area and addressing the following questions in the following order:

1. *What would you preserve?*
2. *What would you change?*
3. *What would you create?*
4. *What would you connect?*

The graphic results of these questions were recorded on transparent overlays on top of a base map of the Study Area. Once the overlays were created, master plan options began to emerge; the plans were then critiqued by each team and then further refined. At the end of the design workshop the refined plans were presented by a designated community member within each team. The pros and cons of each teams' plan were discussed.





The following section presents a consolidated summary of the design workshop and additional input from the core team members.

What would you like to preserve?

When the community was asked what they want to preserve within the study area, the following physical elements were identified:

- Schools and Religious Institutions
- Historic District
- City Hall and other civic buildings
- FAA Building
- Post Office (Historic Building)
- The character of Downtown / Main Street
- Established residential neighborhoods
- MARTA station
- Existing Trees and natural vegetation
- Rivers, Creeks and floodplain areas
- Parks and Recreational venues
- Fulton County Health Center
- Existing Street Grid



What would you like to Change?

The few existing elements that were identified for change include:

- The way MARTA station functions
- Currently vacant airport buyout land (Manchester Pointe)
- Downtown CBD (enhance)
- Surface Parking lots around MARTA station
- Upgrade Virginia Avenue Corridor
- Reduce signage and visual clutter
- Landscape/Beautify open space in front of the Public Safety Building and City Hall
- Improve the two schools in the study area
- Redevelop Public Housing
- Improve pedestrian environment on Main Street and Virginia Corridor
- Reduce Train noise (noise free crossings etc.)
- Improve connectivity between East and West Main Streets
- Improve intersections/ access to College Park from Camp Creek Parkway and the Interstate.
- Add Gateways and markers
- Improve connectivity between various activities and uses including GICC hotels, Downtown etc.



What would you like to Create/Connect?

Despite the diversity and range of interests that were present during the workshop there was a common consensus amongst most community members, business owners and developers about what should be created and connected within the study area. In summary the physical improvements that were identified include:

- Commercial/Retail (Free Trade Zone) in the Manchester Pointe area south of Harvard Avenue
- Single Family Residential on the airport buyout land north of Princeton Avenue where the noise levels are tolerable
- Pedestrian oriented Retail/ Commercial Development on Virginia Avenue
- Office/ Mixed Use Development on MARTA parking lots
- Revitalized and Expanded Downtown
- Arts/ Cultural venues and Entertainment Options in the Downtown area
- Corporate housing/ Higher end Rental Housing
- Streetscape with trees, street furniture and lighting on Virginia Avenue and Main Street
- Green space/ public plaza in Downtown
- Mix of Housing Types and products
- Grocery Store
- Higher End Specialty retail
- Consistent theme for signage
- Gateways into the city/ Public Art
- Safer connections over the railway line for pedestrians
  
- Establish connections from Camp Creek Parkway into downtown
-



- Development corridor/ Boulevard with thriving compatible uses (on Airport Buyout land, south of Harvard) integrated into the Downtown
- Parking Decks integrated with new developments
- Bike trails and walking paths connecting various activity venues and neighborhoods
- Possible Trolley/Shuttle connection to different activity centers
- Enhanced streetscapes and consistent signage throughout the city
- Reconfigure MARTA station to better integrate into the College Park Downtown
- Proper pedestrian crosswalks, signals and traffic calming measures
- Better Pedestrian/Bike connections between Virginia Avenue to Downtown– Consider alternate routes other than Main Street
- Possible uses/ activities for the Manchester Pointe area
  - Outlet Retail/ Duty Free Zone
  - Office uses
  - Museum
  - Stadium/ Sports venue
  - Corporate Campus/Institution/School etc.
  - Farmers Market
  - Entertainment Park



### 3.6 Concept Plan

The concept plan for the Study Area was developed based on the vision and goals of the community: residents, businesses, property owners, stakeholders, city and other civic and social institutions. The concept plan incorporates several major initiatives. These initiatives are designed to leverage the existing resources of the Study Area to promote a vibrant and sustainable community with unique identity and a sense of place. Following are the key principles that guided the Concept Plan.

- To establish a strong visual and physical connection between the College Park MARTA station and the Downtown
- To create a strong and distinctive Downtown with a variety of uses including a variety of housing and Entertainment venues
- To create opportunities for Art/Cultural and Entertainment in downtown
- To create a focal point/ civic gathering place for the community
- To redevelop and consolidate Virginia Avenue Corridor into a walkable and pedestrian friendly environment with enhanced streetscape, that supports the hospitality industry, restaurants and new retail.
- To create a mixed use node on Virginia Avenue that can support new and redeveloped Corporate Housing to capture the housing demand of the airline industry
- To investigate the possibilities of creating a Trade Free/Custom/Duty Free zone on the Airport Buyout property west of downtown with retail outlet stores, office uses and entertainment activities
- To consolidate housing north of Princeton Avenue in areas with tolerable noise levels
- To create boulevard connections linking the Downtown to the Golf Course and other proposed uses in the Manchester Pointe area.
- To link Virginia Avenue corridor to downtown utilizing the established Street Grid and enhancing the route through trails, Bike Paths and enhanced pedestrian sidewalks.
- To create Gateways into the Downtown/City
- To provide parks and green spaces in close proximity to the residents.
- To provide diverse housing types (Single Family, Town homes, Apartments etc.) that promotes social, economic and cultural diversity



- To leverage GICC (Georgia International Convention Center) to draw activity into downtown, golf course, and proposed retail outlets & art/cultural activities
- To investigate some form of trolley/bus/golf cart for mobility/connectivity between various activity nodes.
- To continue streetscapes on John Wesley, Harvard, Columbia to continue across the rail line to extend the downtown on both sides of the rail tracks.
- To minimize the trouble and inconvenience caused by the noise from the Freight trains by installing silent crossing gates for rail crossings.
- To delineate a trolley route/ loop trial that connects the various activities and uses in the study area

What is critical is to do two or three important catalyst projects that can set the tone for realizing the total vision of the community. The three critical ones are one, MARTA/Civic/Downtown integration project, two, university /corporate campus and three, entertainments/retail project. Commitment and implementation of these will create the momentum for the rest to take off.

Based on the location of the activities, uses and geographic structure, the concept master plan organizes the Study Area into districts with each of these sub-area having similar functional, physical and social attributes that are recognizable. The character of each sub-area emerges with a common theme that reinforces and reflects its uses/activities, open spaces, public realm, scale, architecture and land uses. Following are the sub areas identified:

- Downtown District w/MARTA TOD
- Downtown West – Entertainment/Retail.
- Manchester Pointe Corporate/Institutional District
- Manchester Pointe Residential District
- Virginia Avenue Corridor

Following map shows the concept plan with the districts and the major nodes identified. These nodes are designed to support higher intensity and mix of uses and activities. Following is a description of the sub areas/ districts with the uses and design characteristics.

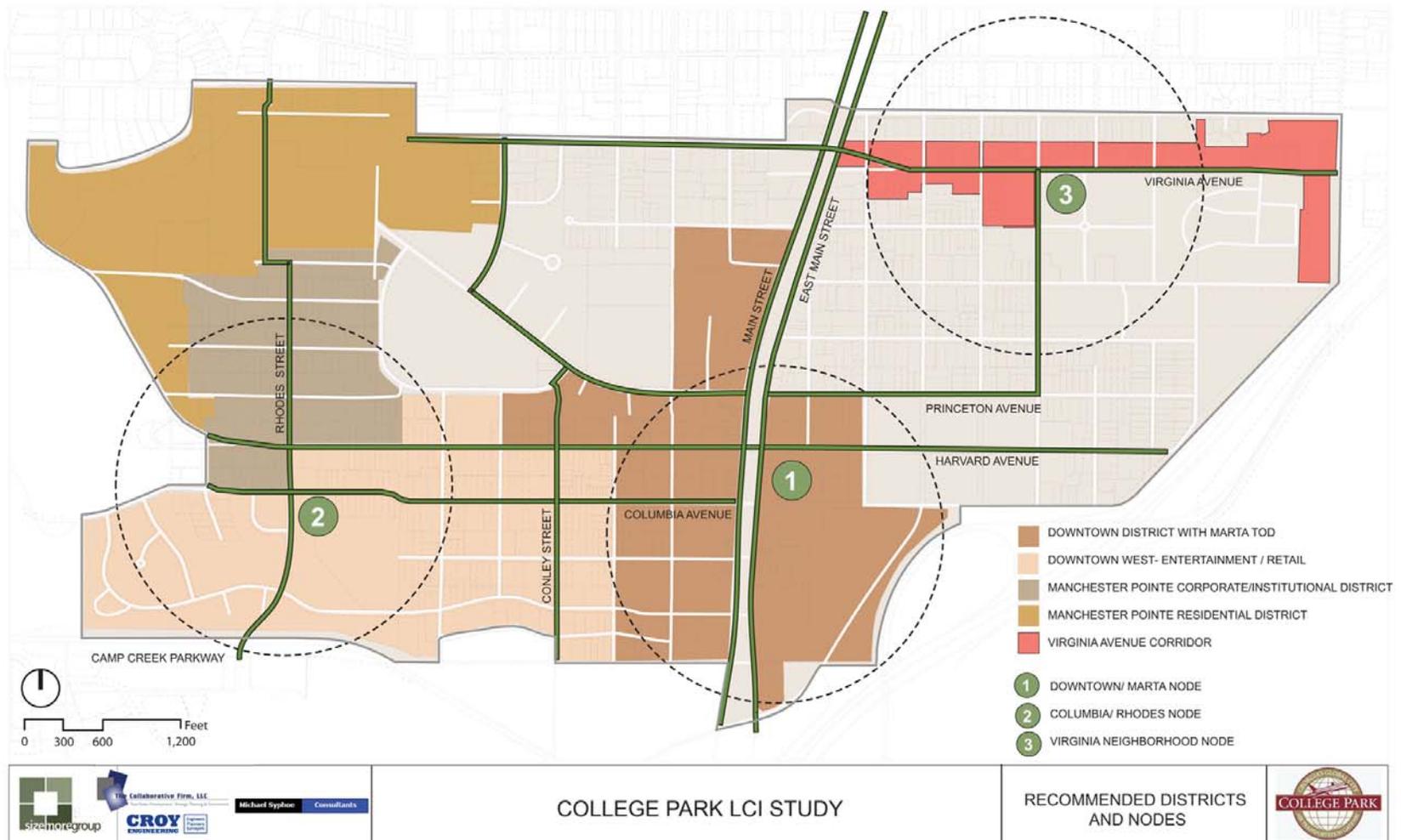


Figure 3.2: Proposed Districts and Nodes

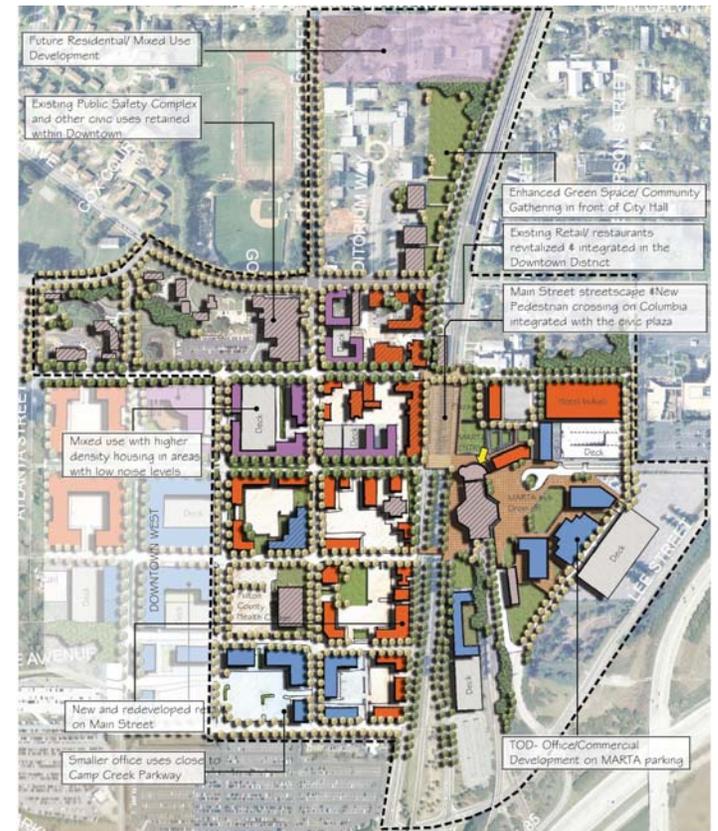


### Downtown District w/MARTA TOD

The Downtown District builds upon the current College Park CBD which has always been the historic center for the city. The district is envisioned to be a live-work-play hub that will promote the use of MARTA and connect the study area to the adjoining neighborhoods and the region. One of the key guiding principles for the Downtown District was to integrate the Transit station and the Downtown, currently divided by a CSX rail line into a unified precinct.

The plan proposes to enhance the current downtown by creating a strong node that brings connectivity between MARTA and downtown across the CSX rail line which will include the MARTA TOD (Transit Oriented District) with office and retail. This node will include a civic plaza that will be the heart of downtown College Park. This joint initiative aligns with MARTA's overall TOD goal and their desire and willingness. The plan consolidates existing retail/restaurants on Main Street into a continuous stretch of pedestrian oriented retail. Along with the existing Civic and Retail uses, the Downtown District will include new and redeveloped Retail, Offices, Civic spaces and also some higher density housing in specific nodes and tolerable noise levels. The east side of the Downtown District, which currently consists of surface parking lots surrounding the Transit station, is proposed to be redeveloped into an Office/Commercial TOD development with pocket parks and plaza areas. The development will include Multiple Parking Decks to meet the demand of the office goers as well as the MARTA users. The proposed Indigo hotel will be integrated into the development. The surface MARTA parking lot facing East Main Street is also proposed to be redeveloped into office development further adding employment and activity to the area and activating East Main Street.

The civic plaza/green space proposed North of MARTA station facing East Main Street is conceptualized as the unifying element in the Downtown District connecting the east and the west parts of Downtown both visually and physically. The Plaza design will incorporate kiosks and smaller retail to serve the office development. The MARTA station entrance and the bus drop off area are proposed to be reconfigured to activate this public space and allow for easy movement of people from MARTA into the Downtown and vice versa. There is a new Pedestrian rail crossing proposed at Columbia as a part of this plaza in addition to the existing one at John Wesley Boulevard. Silent crossings and Pedestrian gates at these crossings will foster a safe pedestrian environment. A Consistent Streetscape for the whole area with the rail line integrated into the landscape will further enhance the connectivity between these two sides of Downtown. Old abandoned alleyways should be considered to improve the pedestrian connectivity within downtown district.



Downtown District  
Figure 3.4: Downtown District





The south west corner of Downtown West facing Camp Creek Parkway is proposed as a mixed use node with Commercial and Office Uses. Due to the high noise levels and also FAA restrictions on the property, no residential development is proposed on this land. The City should explore the possibility of relocating the two park and ride business at Conley and Camp Creek Parkway to improve the gateway into the city. Possible land swap elsewhere in the city should be considered. A potential theme park/edutainment/entertainment venue could be another potential option to be part of this district. Since this district has large undeveloped land available and has potential for diverse uses, the plan allows for uses that relate to retail, entertainment, and recreation. Having the flexibility will allow the city to meet the market demands and development potential in attracting desired private investment.

#### Manchester Pointe Corporate/Institutional District

The Manchester Pointe district also constitutes the currently vacant airport buyout land. Again due to high noise levels and FAA covenants there is a restriction on residential uses in this area. The Manchester Pointe Corporate District consists of 50 Acres of land and is proposed as an integrated corporate office or an educational campus in the future. The land has an established street grid which makes it readily developable. The proximity of the land to the Airport, Transit, retail/ entertainment options and also established residential neighborhoods would make it a credible site for such institutional uses.

#### Manchester Pointe Residential District

The Manchester Pointe residential district aims at reestablishing some of the residential base which the City lost over the past few decades due to the mass buyout of noise affected properties bought out by City of Atlanta. The Manchester Residential district is proposed to be located on land with noise levels less than 70 DNL and thus will have lesser noise problems. The proposed residential district spans around 90 Acres between Roosevelt Street and Virginia Avenue and seamlessly flows into the existing neighborhoods north of Virginia Avenue. The District is proposed to transition from higher density residential uses including Town Homes and Condominiums abutting the Golf Course and the proposed corporate campus onto less intense single family residential closer to the existing neighborhoods.

#### Virginia Avenue Corridor

Virginia Avenue is currently marked by sporadic commercial/hotel/motel development and lacks an active pedestrian environment. The corridor is home to a hospitality district serving Hartsfield-Jackson Airport and is bordered by established neighborhoods on its east end. The long term vision for the corridor is to transform it into a mixed use corridor with enhanced streetscape and a safe pedestrian environment. A mixed use node is proposed at the intersection of Virginia Avenue and Adams Street which will add more activity to the district and cater to some of the corporate housing needs in the area. The corridor will be linked to Downtown by Enhanced sidewalk and Bike paths.



Virginia Avenue Commercial Corridor

Figure 3.6: Virginia Corridor



## 4.0 RECOMMENDATIONS

The recommendations for implementing the concept plan are described in this section, which is organized in three sections as mentioned below:

- 4.1 . Land Use and Zoning
- 4.2. Transportation
- 4.3. Urban Design



#### 4.1 Future Land Use and Zoning Considerations

The following Land Use and Zoning considerations are put forth to encourage and promote the successful implementation of the College Park Activity Center LCI Plan.

Given the availability of vacant property, the City of College Park has an outstanding opportunity to guide development and redevelopment, capitalizing on the City's accessibility to the City of Atlanta, Hartsfield-Jackson Atlanta International Airport and major thoroughfares. In order to maximize this redevelopment potential and to realize the City's vision for the future, it is critical that the City take appropriate steps to update existing regulations and plans including the Comprehensive Plan and Zoning Ordinance. Moving forward with the implementation of the College Park Activity Center LCI Plan, the following changes and additions to existing land use and zoning policies and patterns are recommended.

##### Land Use

Within the LCI Study Area, a number of specific land use districts are recommended in order to achieve the goals of the LCI and the vision for the community. Currently, the historic Downtown area along Main Street is zoned for mixed-use development. The policies currently in place, including the regulations of the Downtown Business Zoning District (DB), lend well to the continuation and expansion of a vibrant, mixed-use Downtown. As proposed, the mixed-use Downtown area will encompass properties west of Main Street to South Victoria Avenue, as well as the existing government and civic uses. East of Main Street, the mixed-use Downtown area will include properties south of Princeton Drive, and west of Jefferson Street and the Lee Street Connector, including the College Park MARTA Station. Within the Downtown area, mixed-use development comprised of commercial, office and residential uses, incorporating pocket parks and plazas, is encouraged.

A majority of the property located west of Downtown is currently vacant, having formerly been occupied by single-family residences which were purchased by the City of Atlanta due to their high levels of exposure to Airport noise. While residential land uses are not appropriate in this portion of the study area due to noise exposure and FAA restrictions, there is tremendous opportunity to redevelop this property such that it will be an extension of the Downtown area, serving patrons of the Georgia International Convention Center and the proposed hotels to be located on the south side of Camp Creek Parkway. The recommended land use plan envisions a mixed-use district, occupied by a variety of commercial, office and entertainment establishments. Possible tenants within the Downtown West area may include retail outlet stores, a movie theater or hotels.

Just north of the Downtown West mixed-use district, the proposed Manchester Pointe Corporate District will seek to draw corporate offices of institutional uses to the City of College Park, which will be well served by the accessibility to Hartsfield-Jackson Atlanta International Airport, as well as major thoroughfares in the area. Further north, the Manchester Pointe Residential District will reestablish housing options within the western portion of the Study Area, allowing for single-family housing, with higher density housing such as townhomes and condominiums overlooking the existing golf course. The establishment of the Manchester Pointe Corporate and Residential Districts will facilitate a smooth transition from the more intense retail and entertainment uses along the southern boundary of the Study Area to the existing single-family neighborhoods along the northern boundary. This proposed residential is in accordance with the FAA restrictions and Airport noise levels zones.



Under the current land use patterns, the Virginia Avenue Corridor has been developed for commercial uses. The Virginia Avenue Neighborhood Commercial Zoning District is currently in place, encouraging pedestrian friendly development of retail uses, while protecting surrounding residential neighborhoods from encroachment by inappropriate retail uses. Moving forward, development along the Virginia Avenue Corridor should continue striving toward pedestrian accessibility, incorporating a variety of commercial uses and hotels within an interactive and walkable environment. Within key areas of the Corridor, housing options presented by existing apartments should be enhanced, providing more opportunities for area employees, specifically employees working at Hartsfield-Jackson Atlanta International Airport, to live closer to their workplaces.

#### Code Recommendations

Under the guidelines of the existing codes of College Park, there are a number of limitations which will limit the City's capacity to achieve the goals and vision identified through the LCI process. In order to facilitate redevelopment, the following code modifications are recommended.

The Zoning Ordinance prohibits the construction of new structures exceeding 60,000 square feet of contiguous floor area within College Park. While the intent of this policy was to limit the establishment of "big box" stores, this standard significantly limits opportunities for development of mixed-use development, as has been envisioned throughout much of the Study Area. In order to accommodate mixed-use development, this regulation should be modified or removed. If the pleasure of the City is to continue to discourage "big box" development, the Study Area should be exempt from this guideline. Another feasible alternative would be to restrict the building footprint to 60,000 square feet rather than the contiguous floor area or limit square footage use for a single retail tenant. This limit can also be further reduced.

Among the LCI program goals is to "Provide access to a range of travel modes including transit, roadways, walking and biking to enable access to all uses within the Study Area." Currently, the residential, commercial and office zoning districts require substantial front yard setbacks, with some districts requiring as much as a 60 foot setback between the principal structure and the right-of-way. Likewise, the Hospitality Overlay District requires a 50 foot front yard setback. The large setbacks which are currently required do not lend well to the establishment of a pedestrian accessible environment. In order to enhance accessibility to a range of travel modes, including pedestrians, buildings should be situated much closer to the street such that there are accessible from the sidewalk. As an alternative to the current setback requirements, a "build-to line" should be established within the Zoning Ordinance, which would require street-oriented development.

Under the current code, parking requirements have been outlined with the understanding that most parking facilities would serve a single use. Within the Study Area, a mixed-use environment is envisioned with easy access to transit options such as MARTA. This City is encouraged to incorporate policies allowing for a reduction to the parking requirements within the Study Area and allowing for shared parking. Some of the communities especially the ones that have good transit link have adopted maximum permitted parking ratio than requiring minimum. Some of the communities have considered reducing the ration for retail to 3.8 to 4/1000 and reduce further to if it is shared. Perhaps College Park can look into these strategies as well. Also, the current code requires off-street parking surfaces to be constructed of Portland cement, concrete or asphalt. Provisions for pervious parking surfaces, along with the recommended reduction to the parking requirements, would allow for better storm water drainage, thereby improving water quality in the area.

Currently, the City Code permits the consumption of alcohol by the drink only in restaurants, hotels, private clubs, private athletic clubs, and lounges which are attached to a hotel or restaurant. This restricts pubs or entertainment venues, such as those which are envisioned within

the Downtown West area, from serving alcohol by the drink. As the Downtown West area is intended to be an entertainment district serving area residents, as well as travelers and conventioners, provisions allowing other venues to serve alcohol by the drink should be considered.

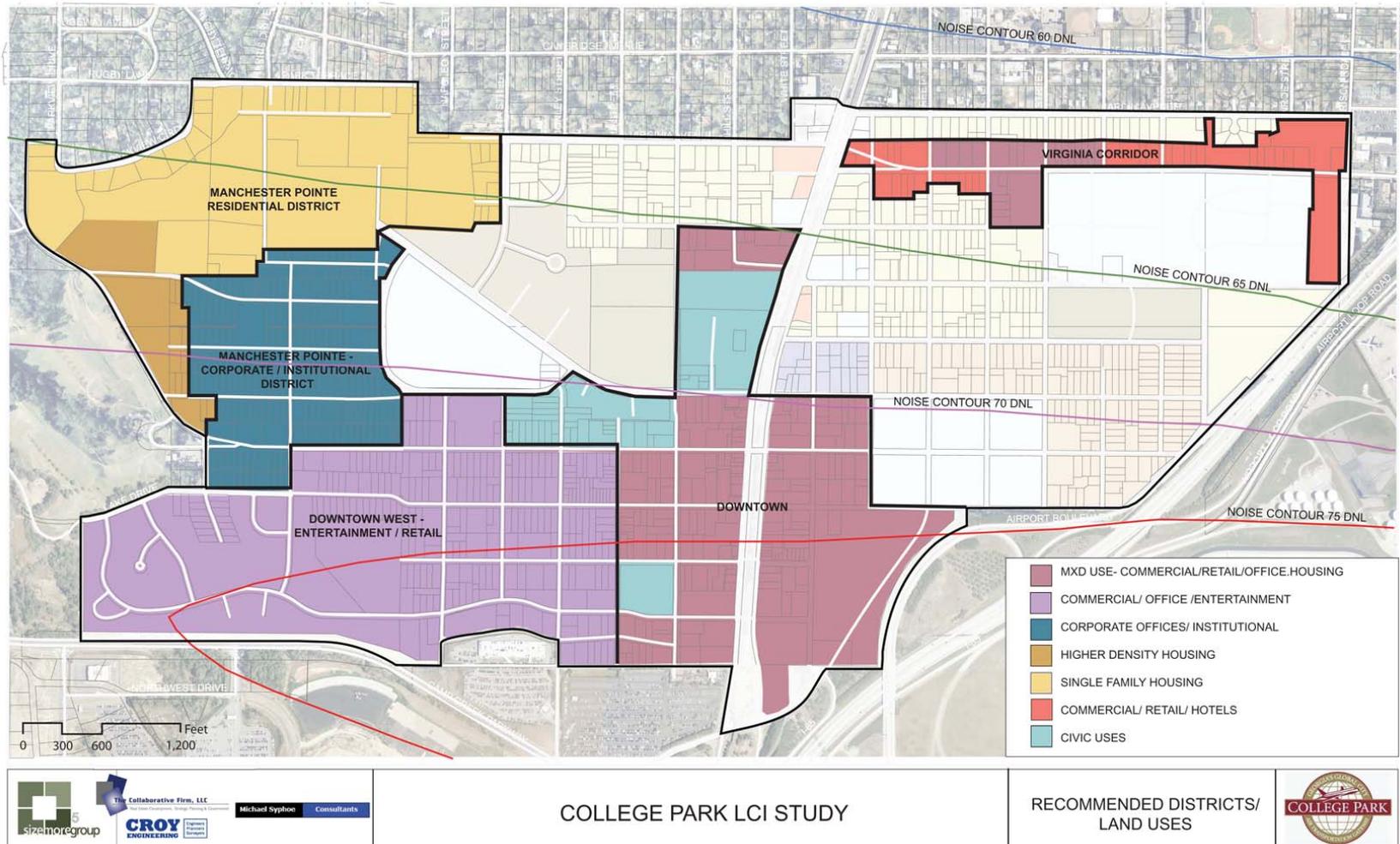


Figure 4.1 : Recommended Land Use



## 4.2 Transportation Recommendations

### Future Conditions and Recommendations

An innovative element of the College Park Activity Center LCI is the identification and detailed analysis of key transportation modes at a level not usually performed in an LCI transportation plan. The transportation analysis identifies short-range transportation improvement projects and long-term improvement projects that should be developed and implemented to complement the land use strategies and to implement the conceptual plan.

Transportation systems were analyzed and improvement concepts were developed to address identified needs. The following sections summarize the transportation needs and detail those transportation projects required to implement the LCI conceptual plan.

Since the LCI Study area is not homogeneous in its current and future needs for transportation, as well as its transportation system dynamics, there was a need to divide the LCI Study Area into smaller “Transportation Character Areas” (TCA). These TCAs have varying characteristics based on land use, traffic characteristics, roadway geometry, modal needs, etc. The LCI transportation character areas are as follows:

- ❖ TCA 1: Virginia Avenue Corridor
- ❖ TCA 2: Downtown District: North Main Street
- ❖ TCA 3: Downtown District: South Main Street
- ❖ TCA 4: East Area Roadways/Streets
- ❖ TCA 5: Downtown West: Camp Creek Pkwy./Columbia Avenue

The goal of the transportation improvement process for the LCI Study Area was three-fold:

1. To develop long-term improvements that account for future growth while providing better mobility and greater access;
2. To develop short-term improvements to improve operational efficiency and safety; and,
3. To develop improvements to promote non-vehicular modes of transportation

### 1. Transportation Character Area 1: Virginia Avenue Corridor

Transportation Character Area 1 extends along Virginia Avenue from Harrison Road west to College Street. This includes the northern historic residential district along Rugby Avenue to Washington Road. The proposed typical section suggested for Transportation Character Area 1 is illustrated in Figure 4.2.

### 2. Transportation Character Area 2: North Main Street

Transportation Character Area 2 is within the Downtown District/MARTA TOD and includes northern sections of State Route 29 (north Main Street) from Princeton Avenue to Virginia Avenue. The typical section suggested for Transportation Character Area 2 along northern SR 29 is illustrated in Figure 4.3. TCA2 preserves the on-street parking and the intent is to provide consistency with the City's Livable Centers Initiative (LCI) project.



Fig 4.2. Virginia Avenue



Fig 4.3. North Main Street

### 3. Transportation Character Area 3: South Main Street

Transportation Character Area 3, also within the Downtown District/MARTA TOD, extends south along State Route 29 (south Main Street) from Princeton Avenue to Camp Creek Parkway. It includes those portions of Harvard Avenue and Columbia Avenue west of Main Street to College Street. The proposed typical section for South Main Street in Transportation Character Area 3 is illustrated in Figure 4.4.

#### 4. Transportation Character Area 4: East Area Roadways and Streets

Transportation Character Area 4 includes the area east of Main Street bounded by Virginia Avenue on the north and Columbia Avenue on the south. The typical section suggested for East Area Roadways is shown in Figure 4.5.



Fig 4.4. South Main Street



Fig 4.5. East Area Roadways

#### 5. Transportation Character Area 5: Downtown West-- Camp Creek Parkway and Columbia Avenue

Transportation Character Area 5, within the Downtown West District, extends south from Harvard Avenue to the southern R/W of Camp Creek Parkway and includes the area west of Main Street not included in the other four (4) TCAs. The proposed typical section for Columbia Avenue is illustrated in Figure 4.6.

Multi-use path along Harvard Avenue west of Main Street is proposed. This path commences in the Downtown District and terminates within the southern Manchester Pointe District.

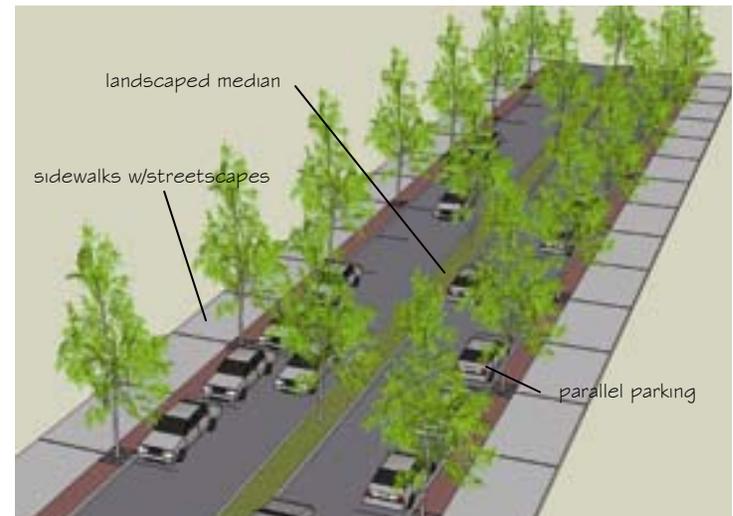


Fig 4.6. Columbia Avenue



### The Land Use Conceptual Plan and Transportation Needs

A critically important consideration in the development of the College Park Activity Center LCI Transportation Plan is the linkage between transportation systems and land use and development. This linkage is crucial to planning and implementing a transportation system that efficiently and safely serves the wide range of activities and land uses present and proposed within the LCI Study Area. While some activities are more appropriate and desired in low-density and low-intensity areas, other uses locate in higher density areas, such as the town center, an office park, institutional and tourist venues, and other activities that make communities attractive and vibrant. Some land uses are located in the middle of that range. Conversely, as transportation project decisions are made, especially in areas with relatively little access, the land use impacts of the additional accessibility must be accounted for, and such is the case within some parts of this LCI Activity Center.

To make the transportation system more efficient requires land use changes that reduce trip generation and increase alternative modes of transportation. Another problem with the current state of the LCI area is connectivity. Through land use changes, an east-to-west pattern of interconnecting avenues, boulevards and streets will provide greater mobility and increased circulation. This is accomplished through greater mixed-use development, streetscapes and gateways, linking land uses across barriers that have split the neighborhood development, and convenient transit stops and routes. The proposed transportation improvements are designed to relieve congestion and improve access. As the area redevelops, a transportation grid network should be built into all new developments, and a network of interconnecting streets and roads should be designed connecting the east and the west portions of the LCI Activity Center.

The transportation initiatives within the plan were based on land use concepts. The transportation plan identified critical transportation needs that occur under a range of future development patterns including coordination with the policies and principles of the City's Comprehensive Plan. The plan examined critical transportation needs, identified additional needs, and then prioritized transportation investments.

### Issues Analysis

- In general, the College Park Activity Center LCI corridor is characterized by poor connectivity due to the overall lack of east-to-west parallel roadways that are separated by the rail lines. However, the LCI area, and the City in general, has an excellent neighborhood grid network of roads and streets.
- Projected PM peak hour congestion is provided to design year 2030. A v/c ratio of less than 0.75 (LOS A, B, or C) is expected for all roadways within the LCI Study Area except for a portion of Main Street (SR 29). This section of SR 29 from Virginia Avenue to Princeton Avenue will have an LOS of D or E by 2030.
- Much of the safety issues along the corridor are due to pedestrian/vehicular crossings and other conflicts. Of these locations, College Street and the southern portion of Main Street (SR29) have the highest crash rates in the LCI Study Area. Also, a small segment of both Lee Street and Princeton Avenue and a segment of Virginia Avenue just west of Main Street had higher crash rates based on the number of vehicle miles traveled.



The concept plan incorporates several major initiatives and catalyst projects. These initiatives are designed to leverage the existing resources of the Study Area to promote a vibrant and sustainable community with unique identity and a sense of place. The principles from the Concept Plan that guide the transportation plan are:

- To establish a strong visual and physical connection between the College Park MARTA station and the Downtown
- To create a strong and distinctive Downtown with a variety of uses including a variety of housing and Entertainment venues
- To improve connectivity to Downtown from Camp Creek Parkway
- To redevelop and consolidate the Virginia Avenue Corridor into a walkable and pedestrian-friendly environment with enhanced streetscape, that supports the hospitality industry, restaurants and new retail
- To create boulevard connections linking the Downtown to the golf course and other proposed uses in the Manchester Pointe area.
- To link the Virginia Avenue corridor to downtown utilizing the established street grid and enhancing the route through trails, bike paths and enhanced pedestrian sidewalks
- To create Gateways into the Downtown/City
- To provide parks and green spaces in close proximity to the residents
- To leverage GICC (Georgia International Convention Center) to draw visitors into downtown, golf course, and proposed retail outlets and art/cultural activities
- To investigate some form of trolley/bus/golf cart for mobility/connectivity between various activity nodes
- To continue streetscapes on John Wesley, Harvard, and Columbia to continue across the rail line to extend the downtown on both sides of the rail tracks
- To minimize the trouble and inconvenience caused by the noise from the freight trains by installing silent crossing gates for rail crossings
- To delineate a trolley route/ loop trail that connects the various activities and uses in the study area



## Transportation Plan

### I. Traffic Operational Improvements

Improvements in traffic operations are designed to allow more effective management of the supply and use of existing roadway facilities. These improvements can increase effective capacity by optimizing traffic operations, especially in recurring congestion conditions. Although some of these strategies may involve the construction of additional lanes, this category encompasses improvements intended to help "optimize" existing capacity on the road system, as opposed to "adding" new capacity. Depending on the specific strategy, traffic operations improvements can be appropriate for a region, corridor, or specific facility. Some strategies can include:

- Intersection geometric improvements, such as the construction of turning lanes to increase turning movement capacity, restriping, and channelization;
- Intersection turn restrictions to eliminate conflicting movements;
- Traffic signal improvements, such as adjustments to signal timing and phasing, and the installation and maintenance of actuated system components (i.e., loops and controllers); and,
- Roadway widening, including auxiliary lanes, passing lanes, widened shoulders, and reversible lanes.

The main keys to success for each of these strategies are through engineering studies to identify the appropriate strategy, and the application of appropriate engineering criteria in the design of the improvements. Another important factor is adequate maintenance of traffic signals and loops to ensure the system operates efficiently.

The projected baseline 2030 Level of Service (LOS) to measure future congestion levels in the study area was derived through the use of the ARC regional travel demand model, which bases its forecasts upon currently planned future land uses, projected levels of growth and the completion of aforementioned planned improvements. Consistent with the analysis of existing conditions, the 2030 P.M. Peak Hour LOS was utilized to determine future levels of congestion. Overall, congestion levels throughout the study area are projected to increase by design year 2030. A v/c ratio of less than 0.75 (LOS A, B, or C) is expected for all roadways within the LCI Study Area except for a portion of Main Street (SR 29). This section of SR 29 from Virginia Avenue to Princeton Avenue will have an LOS of D or E by 2030.

#### Project List

##### Priority Project:

- Adams St. at Virginia Ave.  
Improve existing intersection, add turn lanes and upgrade signalization.

##### Other Projects:

- Camp Creek Pkwy. at Airport Drive/Extension of Rhodes St.  
Improve existing intersection, add turn lanes onto Rhodes Street from Camp Creek Parkway, add right and left turn lanes onto Camp Creek Parkway and upgrade existing signalization, and add signalization for new Rhodes St. ext
- Camp Creek Pkwy. at Concourse Blvd. /Conley St.  
Improve existing intersection improvements, add turn lanes onto Conley St. and upgrade signalization.

- Conley Street from Camp Creek Pkwy. to Columbia Drive – Widen and improve roadway for about 2000 ft.
- Jefferson St. at Temple Avenue  
Add intersection improvements and add signalization.

## 2. Connectivity and Road Network Improvements

Along with the intersection improvements, new road creation is a key to creating better connectivity throughout the corridor and helping ease congestion volumes. The network of new roads and the extension of existing roads are proposed to form an interconnected system throughout the LCI Activity Center.

### Project List

#### Priority Project:

- No priority projects

#### Other Projects:

- Extension of Rhodes Street south about 900 feet to its intersection with Camp Creek Parkway and realign Rhodes Street with Airport Drive. This includes three-12 foot travel lanes and sidewalks.

## 3. Pedestrian Countdown Signals

The percentage of pedestrians making what's called a “successful crossing,” meaning they reach the other side of the crosswalk before the light changed, is considerably larger with countdown signals (see Figure TR-13). Pedestrians also can make better decisions about whether to start crossing based on the time display. Those who are halfway across the street and notice the time winding down will speed up to get across the intersection. These signals also may encourage more pedestrians to use the pushbutton rather than jaywalk. For countdown timers, studies show that when you install pedestrian countdown signals, more pedestrians push the button. The same holds true for pushbuttons that provide feedback to pedestrians. For those controllers that have a button that lights up like an elevator button or sounds a tone after it's pushed, significantly more pedestrians will push the button, and significantly more will also wait to cross because they can see the pushbutton has been activated.



Pedestrian Countdown Signals



Animated Eye Displays



Animated or "roving" eye displays on pedestrian signals, as shown in Figure TR-14, encourage pedestrians to watch for vehicles turning into the crosswalk from another street. During the walk indication, the animated eyes scan from side to side, reminding pedestrians to look both ways. Animated eye displays for pedestrian signals also have been incorporated into MUTCD standards. LED animated eyes also may be used to warn motorists of crossing pedestrians. These displays are mounted overhead before a marked, but unsignalized crosswalk to alert drivers that a pedestrian is crossing. Pedestrians may activate the sign using the pushbutton, or the system may be automated to detect pedestrians. The animated eye display either looks left, right, or both ways, depending on where pedestrians are crossing.

#### Project List

##### Priority Projects:

- Columbia Ave and Main St. - Add pedestrian countdown signals w/ animated eye displays
- Harvard Ave and Main St. - Add pedestrian countdown signals w/ animated eye displays
- College St. and Virginia Ave. - Add pedestrian countdown signals w/ animated eye displays
- College St. and Harvard Ave. - Add pedestrian countdown signals
- College St. and Columbia Ave. - Add pedestrian countdown signals w/ animated eye displays
- Adams St. at Virginia Ave. - Add pedestrian countdown signals w/ animated eye displays
- Madison St. and Virginia Ave. - Add pedestrian countdown signals

##### Other Projects:

- Conley St. and Columbia Ave. - Add pedestrian countdown signals
- Rhodes St. and Columbia Ave. - Add pedestrian countdown signals

#### 4. Transit System 2030 Baseline Characteristics

The College Park Activity Center LCI Study Area is well served by both MARTA rail and bus service and this trend should continue into the future. A map of transit routes along with stop locations throughout the LCI Study Area is provided in Figure TR-4. As shown, there are nearly 20 bus stops along this route within the LCI Study Area primarily along Virginia Avenue and Main Street, as part of MARTA Route 72, and at the College Park MARTA Rail Station (SG). As the Downtown West and Manchester Pointe Districts develop, additional transit services will be needed to serve those areas west of Main Street and the MARTA Station.

#### Project List

- MARTA Rail Station TOD Study - a key part of the LCI Plan is the integration of the MARTA Station and Downtown. A study is recommended that develops a detailed development plan for a Downtown /MARTA Transit-Oriented Development with retail, restaurants, entertainment, commercial/office, condos, hotel, parking and live/work environment.
- Hybrid Bus/Trolley Study - Study to consider natural gas/electric hybrid bus/trolley to circulate within activity center, GICC and other business centers.

## 5. Bicycle and Pedestrian Characteristics

Paths, trails, and sidewalks provide social benefits and can be constructed so as to minimize impacts to natural resources. There are other benefits as well. Paths and trails within a community offer community members recreational opportunities close to home and they are well-suited for biking or rollerblading, and they are wheelchair-friendly. Sidewalks provide safe spaces for chatting with neighbors and for walkers on foot, with strollers, or in wheelchairs. Paths and trails are suitable for walking, jogging, hiking, and some biking.

The provision of paths and trails in neighborhoods can also have health benefits for community members. An increasing number of Georgians are overweight, and development patterns that increase dependence on automobiles could contribute to the problem. There are also potential health costs, as being overweight is a large factor in a multitude of diseases. Pedestrian-friendly options in neighborhoods provide opportunities for people to begin and continue to exercise. The Centers for Disease Control reported that walking two or more miles a day may reduce the chance of premature death by 50 percent. Rather than creating developments that leave little opportunity for choosing walking or biking over automobile travel, paths and trails help create walkable neighborhoods with safe access to nearby nature as well as to a neighborhood grocery, cafe, or school. These trails and sidewalks provide a neighborhood amenity that increases marketability of homes and homesites.

The National Bicycle and Pedestrian Documentation Project (2006) estimates that the economic benefits from paths, trails and sidewalks are about \$7/user/year with additional health benefits of \$128/user/year.

Through the addition of bicycle and pedestrian improvements, the LCI Activity Center can expect greater personal mobility and accessibility and higher quality bicycle and pedestrian facilities. Sidewalk gaps will be filled to impact accessibility and transit shelters will be improved to enhance quality and increase ridership. Additionally, the sidewalks within the LCI Study Area should be replaced or repaired to comply with ADA standards for a minimum of five foot-wide sidewalks.

### Project List

#### Priority Projects:

- No Priority projects

#### Other Projects:

- Rugby Avenue Historic Bike Path - Main St. to Washington Rd. - Class III Bike Path
- East Area Bike Path - East Harvard Ave., Jefferson Avenue, Temple Avenue, and Adams St.
- East to West Connecting Trail - Harvard Ave./Main St. to Golf Course

An abandoned rail line just south of the study area provides a great opportunity for a bike path/ trail connection to GICC. The trail has the potential to connect all the various hotels in the vicinity via a bike/ pedestrian path. The trail connection terminating at Lesley Drive in the GICC complex can be further connected to the proposed bike paths on Conley Drive and Columbia Avenue to provide enhanced connectivity into the Downtown and the proposed entertainment district.



## 6. Quiet Zones and Pedestrian Channelized Gated Crossings

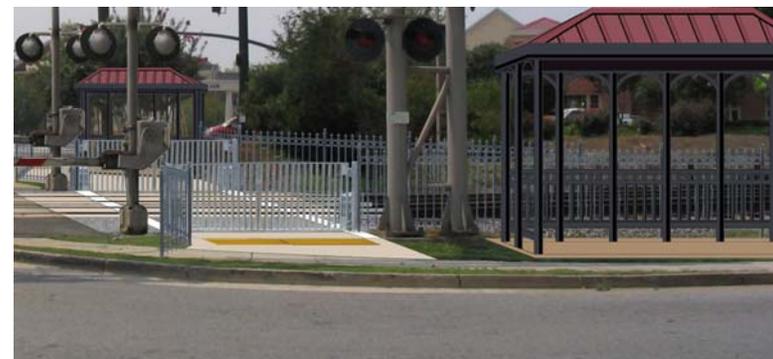
A quiet zone is a railroad grade crossing at which trains are prohibited from sounding their horns to decrease the noise level for nearby residential communities. The train horns can be silenced only when other safety measures compensate for the absence of the horns. (see Figure 4.7) The Federal Railroad Administration (FRA) train horn rule provides localities nationwide with the opportunity to establish quiet zones. The federal rule pre-empts all applicable state laws. To qualify, communities wishing to establish quiet zones must equip proposed grade crossings with adequate safety measures to overcome the decrease in safety created by silencing the train horns. The additional safety measures must be constructed at the community's own expense and must meet federal specifications. The federal rule also contains language that for the first time restricts the volume of train horns.

There are two different ways in which local governments may establish a quiet zone:

- Using statistics and formulas, show that the lack of the horn sounding at the crossings does not pose a significant safety risk; and,
- Implement supplementary safety measures (SSMs) at the crossings to reduce excess risk associated with having no horn sound.



Fig 4.7. Railroad Quiet Zone



### Channelized Pedestrian Gating / Fencing

The appropriate traffic control system to be used at a pathway-rail grade crossing should be determined by an engineering study. The study should evaluate and determine the appropriate design based on pedestrian traffic, pedestrian accident history, train operations, sight distance and geometry, among other factors. Channelizing pathway users to the designated pedestrian crossing point should be considered at all pedestrian crossings. Appropriate pathway-rail grade crossing design is only effective if pedestrians actually cross at the designated point and take a path that allows them clear observation of the warning devices.

Pedestrians should be encouraged to utilize the crossing by the placement of fencing as well as by signage and markings (see Figure 4.7). Physical channelization using fencing is critical to the effectiveness of pedestrian gates and/or swing gates because it prevents pedestrians from easily circumventing the devices. Studies performed in Illinois and California demonstrated that pedestrians regularly violated pedestrian gates at crossings that did not include adequate channelization as a design element.

An entry/exit swing gate is placed across the pedestrian pathway. It is intended to slow pedestrians by encouraging them to stop, to look down the tracks for approaching trains, and then pull the swing gate open prior to entering the track area. A swing gate is used as an exit gate when pedestrians leave the track area. Some pedestrian crossings utilize a combination of three pull gates to require pedestrians to pull open the gate prior to crossing the tracks. The intent is to slow pedestrians before they cross. An 'emergency exit swing gate' is used in conjunction with an automatic pedestrian gate. It is designated for use only as an escape route for a pedestrian that remains between the track and a lowered automatic pedestrian gate.

Pedestrians tend to take the shortest route to their destination. Therefore, if no other physical barriers exist such as buildings or walls, then fencing is generally the most important element of channeling pedestrians to legal crossings. The length of fencing should be based upon an analysis of pedestrian destinations and travel patterns. Any gap between the fencing and warning devices should be minimized. Another important element when pedestrian automatic gates are present is to place pipe-rail fencing between the sidewalk and the roadway. This fencing should be placed in quadrants that do not have a vehicular automatic gate.

Detectable warning consisting of raised truncated domes (see below) provides warning to visually impaired individuals of the presence of a crossing (street or rail). It is recommended that a detectable warning surface should be placed before and after the tracks to indicate to a pedestrian when he/she has entered and exited the track area.

#### Project List

##### Priority Projects:

- Columbia Ave. R/R Quiet Zone - Columbia Ave. and Main St./ CSX Silent Crossing with pedestrian gating
- Harvard Ave. R/R Quiet Zone - Harvard Ave. and Main St. / CSX Silent Crossing with pedestrian gating



## 7. Streetscapes

Streetscapes can have a significant effect on how people perceive and interact with their community. If streetscapes are safe and inviting to pedestrians, people are more likely to walk that can help reduce automobile traffic, improve public health, stimulate local economic activity, and attract residents and visitors to a community. Streetscape Improvements can provide a variety of economic, social and environmental benefits. Streetscaping can help create more diverse transportation systems and more accessible communities by improving non-motorized travel conditions, creating more attractive urban environments, and integrating special design features.

The LCI study recommends the development of design guidelines for the following streetscape elements:

- Benches, trash receptacles and other furnishings;
- Pedestrian lighting and street lighting fixtures;
- Street signs, parking signs, information signs, kiosks and “Way Finding”;
- Landscape materials; and,
- Hardscape materials such as colored stamped asphalt, brushed concrete and retaining wall treatments.

Signage and “Way Finding” should include a vertical sign program as a result of spatial constraints, limit the complexity of signs due to size of development, integrate signs with roadway system signs, install directional signs far enough ahead of intersections to allow motorists to change lanes and facilitate turns, and create a simple branding for consistent identification using signage, mapping, kiosks, street maps, etc. In addition, the program should include gateway structures or intersection treatment to inform the travelers when they have arrived in College Park. Locations and types of gateways will be coordinated with the various streetscape projects planned for the area. New “Way Finding” signage will be located to direct newcomers to the area, both pedestrian and vehicular. As part of the streetscapes, landscape trees will be selected for high tolerance to drought, heat/cold extremes, pollution and pest resistance as well as low maintenance characteristics. Trees spacing, canopy, clearance and caliper will comply with GDOT standards as specified in its Pedestrian and Streetscape Guide, Toolkit 5, and the GDOT Design Policy Manual, Chapter 5. Landscape maintenance must be an integral part of the long-term strategy for success of this project. Trees, shrubs and ground cover include flowering Cherry, Crepe Myrtle, Holly, Laniope and Daylilies.



Flowering Cherry



Crepe Myrtle



Holly

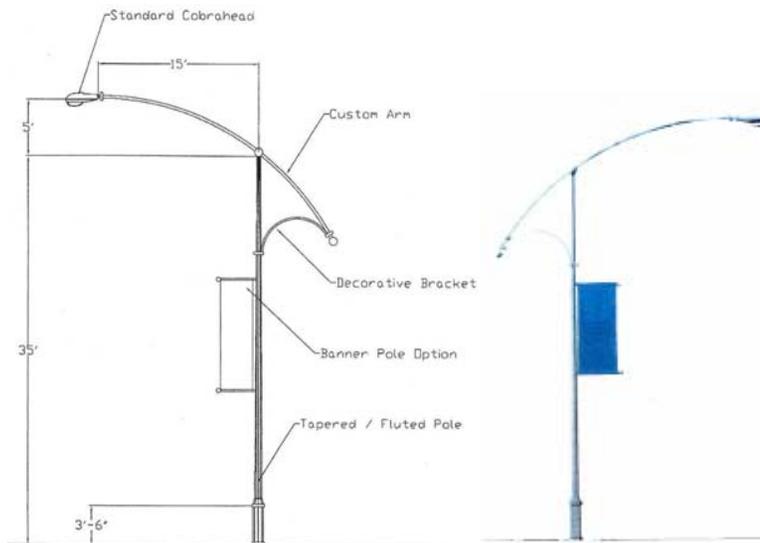


Daylily



Laniope

For hardscapes, the vertical surfaces of existing and new retaining walls will be faced with red brick similar. Street furnishings such as benches and trash receptacles will be placed at strategic point/nodes to encourage use by nearby office personnel and proposed developments. Sidewalk areas and handicapped ramp areas will be accented with stamped red asphalt and brushed concrete that comply with ADA standards.



Existing streetlights will be replaced. The use of signature street/pedestrian lighting, along with the rhythm of trees, unifies the subject area. Spacing of the streetlights will be consistent with GDOT standards. The signature street light concept is based on the use of Cobra style luminaries with a 35-foot, tapered/fluted light pole that includes seasonal banner arms, while the pedestrian lighting fixtures are 15 ft decorative poles. Georgia DOT's "Benefits of Installing Medians" recommends that "raised, landscaped medians can significantly improve the aesthetics of an area." The removal of concrete in the medians and the addition of landscaped medians to provide tree-planting space will enhance the traffic calming effects of all improvements. The addition of decorative guardrails or raised curb detail will reduce the conflict between vehicles and trees. In the areas where concrete in the medians cannot be removed, chemical concrete stains will add color/art to the landscape.

Project List

Priority Projects:

- South Main Street/SR 29 Corridor Enhancement  
Camp Creek Parkway Princeton Ave. - Streetscapes, crosswalks, sidewalk enhancement, pedestrian lighting, and landscaping
- North Main Street/SR 29 Corridor Enhancement  
Princeton Ave. to Virginia Avenue - Streetscapes, crosswalks, sidewalk enhancement, pedestrian lighting, landscaping
- Virginia Avenue Corridor Enhancement  
College St. to Madison Street - Streetscapes, sidewalks, pedestrian lighting, landscaping
- Harvard Ave. Connectivity  
Conley St. to Madison Street - Streetscapes and signage to connect east and west portions of Main Street
- Columbia Ave. Improvements  
Conley St. to Main Street - Turn lanes, streetscaped boulevard into downtown



Other Projects:

- East Area Roadway Improvements  
Temple Ave., Jefferson St. and Adams St. - Streetscapes, sidewalk enhancement, pedestrian lighting; breakaway gateway sign at Adams St. and Virginia Ave
- Princeton Ave. Connectivity  
Conley St. to Adams Street - Streetscapes and signage to connect east and west portions of Main Street
- Rhodes St. Improvements  
Extend Rhodes St. about 900 ft. to Camp Creek Pkwy. and realign Rhodes St. with Airport Drive – three 12 foot lanes with landscaping and 8 ft sidewalks; Southern terminus of Rhodes St. to Columbia Ave. (about 800 ft.) – three 2 foot lanes with landscaping and 8 ft. sidewalks
- Conley St. Improvements  
Camp Creek Pkwy. To Columbia Dr. (about 2000 ft) - Three 12 foot lanes with landscaping and 8 ft. sidewalks; Breakaway gateway sign at Camp Creek Pkwy/ Concourse Blvd./Conley St.
- Columbia Ave. Improvements  
Rhodes St. to Conley St. (about 3000 ft.) -Two lane boulevard with landscaped median, multi-use bike path and sidewalks

Transportation Funding Strategies

Funding is a fundamental component of any LCI study. The real goal is to successfully leverage limited funds. Most often the public sector needs to make targeted investments in an area first, in order to spur further private development. The City of College Park will need to make infrastructure improvements, among taking other actions, within the LCI Activity Center to create a catalyst to attract private developers' interest.

I. Funding from the Livable Centers Initiative Program

There are two forms of funding available from the Atlanta Regional Commission under the LCI Program: Transportation Project Funding and Supplemental Study funding.

▪ LCI Transportation Project Implementation Funding

In March of 2000, ARC approved an allocation of \$5 million over 5 years to fund the study portion of the program. ARC also approved \$350 million for priority funding of transportation projects resulting from the LCI studies. The ARC Board, in December 2004, extended the LCI program to include another \$5 million for 5 additional years of planning studies and added \$150 million for priority funding of transportation projects (for a total commitment of over \$500 million).

These funds are federal highway transportation funds (L230 Surface Transportation Program) and require a local match. Eligible projects must be clearly defined in the LCI study and must serve a well-defined mobility, accessibility and /or safety function. In addition, ARC favors



projects that have the potential to prevent or relieve traffic congestion. ARC also places emphasis on projects that have a regional significance. Only two projects per LCI study area may be accepted in any given funding cycle. The minimum total project cost for LCI funding is \$500,000 and the maximum is \$4 million. The application process involves three stages: project pre-qualification, project refinement (concept studies), and Transportation Improvement Program (TIP) funding commitments by ARC, GDOT and the local government.

- LCI Supplemental Study Program

The LCI Supplemental Study Program provides LCI communities with up to \$50,000 (50/50 match) for additional planning studies that help refine or extend the original LCI study in ways that will lead to more successful implementation. Examples of these studies are access management, design guidelines, or meeting the growing needs for affordable housing or projects targeted to serve the aging population.

## 2. Other Funding

In addition to pursuing LCI funds, the City of College Park should consider other funding strategies, such as these:

- Review the prioritization of the City of College Park general funds to determine whether a dedication of some of those monies would be better leveraged in the implementation of the LCI Study.
- Leverage the funds used to increase the possibility of funding for other projects.
- Encourage the creation of local lending programs, through both government and private sector support, to create pride and stability in neighborhoods and provide incentives for business redevelopment
- Explore the potential to draw from the City/County SPLOST funds
- Pursue Local Development Fund monies from DCA, which provides matching grants for community improvement activities.
- Apply for Redevelopment Fund assistance from DCA for redevelopment projects
- Establish a Business Improvement District (BID) for the LCI Study area.

### Extensive Review of Potential Funding Sources for Transportation

Identifying and effectively utilizing available transportation funds is a crucial element in planning for and successfully implementing a transportation plan. There exist numerous sources of funding, each with its own restrictions and implications. This is especially relevant since historic and anticipated future funding levels readily available to the City of College Park indicate a shortage of funds to implement all projects deemed necessary to address identified deficiencies and needs. As a result, new and innovative funding strategies such as impact fees and public private partnerships should be investigated to narrow the funding gap for transportation. Generally, funding is provided at the federal, state, and local levels. From these, the primary source for relatively more costly roadway, transit, bicycle and pedestrian projects is federal



funding authorized by Safe Accountable Flexible Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU). State funds are also an important component of transportation funding, primarily for capital projects. Lastly, a local match is usually required for transportation projects that are not on major state or federal routes.

### I. Federal Funding Sources

The Atlanta Regional Commission (ARC) serving as the Region's designated Metropolitan Planning Organization (MPO) is responsible for the development of the Regional Transportation Plan (RTP) and Transportation Improvement Program (TIP), which lists federal funding for transportation projects. All federal funding categories require that the project sponsor contribute a portion of the project's cost. This is called a local "match" and the percent contribution required varies by federal funding category.

#### Federal Funds Programmed by Georgia Department of Transportation

- National Highway System (NHS) - Provides funding for roads on the Congressionally approved National Highway System. This system includes roads deemed most important to interstate travel and national defense, roads connecting to other modes of transportation, or roads essential for international commerce. These include the interstate highway system and selected principal arterials. NHS funds can also be used, within NHS corridors, for activities such as transit, park and ride lots and bicycle and pedestrian facilities. Up to 10% of a state's NHS apportionment may be dedicated to safety and traffic operations projects financed 100% federally. The remaining NHS funds require a minimum 20% match.
- Interstate Maintenance (IM) - Provides funding for maintenance activities, as well as HOV lanes and other non-SOV improvements along federally designated interstate highways. Up to 10% of a state's IM apportionment may be dedicated to safety and traffic operations projects financed 100% federally. The remaining IM funds require a minimum 10% match.
- Surface Transportation Program (STP) - Provides funding for a wide variety of projects including highways, transit and other modes, such as bicycle and pedestrian facilities. STP funds can be used on any roadway classified above a local road or a rural minor collector. The STP funds require a minimum 20% match. The STP Enhancement is a set-aside for transportation enhancement activities, such as providing facilities for bicyclists and pedestrians, landscaping and historic preservation. A minimum of 10% of each state's overall STP allocation must be used for such projects. GDOT programs these funds on a statewide basis using a competitive submittal and evaluation process. The STP Statewide is funding with no specific geographic or use restrictions beyond those applicable to the overall program. It is the primary STP category.
- Highway Safety Improvement Program (HSIP) - The highway safety improvement program is a newly established core program with flexibility provided to allow States and Regions to target funds to their most critical safety needs. About 10% of the total amount available will be distributed to the Railway-Highway Crossing program with another set-aside annually for construction and operational improvements on high-risk rural roads. The HSIP requires States to develop and implement a strategic highway safety plan and submit annual reports to the Secretary of Transportation that describe at least 5% of their most hazardous locations, progress in implementing highway safety improvement projects, and their effectiveness in reducing fatalities and injuries.



- Highway Bridge Replacement and Rehabilitation Program - Provides funding for any public bridge replacement or rehabilitation. Included in this category are funds for both on and off Federal-aid system bridges.
- High Priority Projects Program - Provides earmarks designated funding for specific projects identified by Congress. SAFETEA-LU includes over 6,000 of these projects, each with a specified amount of funding over the remaining years of SAFETEA-LU. The designated funding can only be used for the project as described in the law.
- Congestion Mitigation and Air Quality (CMAQ) Improvement Program provides funding for projects contributing to attainment of national ambient air quality standards. Types of projects eligible for CMAQ funds include transit improvements, shared-ride services, traffic flow improvements, transportation demand management strategies, pedestrian and bicycle facilities and programs and alternative fuel programs. Up to 10% of a state's CMAQ apportionment may be dedicated to safety and traffic operations projects and financed 100% federally. The remaining CMAQ funds require a minimum 20% match. CMAQ funds are programmed through a collaborative process which also involves the State CMAQ Partners (GDOT, GRTA and Georgia EPD)
- Safe Routes to School - Federal funds are available for pedestrian and bicycle projects within two miles of a school. These funds are distributed through GDOT and are available for grades kindergarten through eight. Funding can be assigned to each individual school by following the program's two steps. First, the school must develop a plan which includes a program for promoting bicycling and walking and any proposed infrastructure projects. Funding is available for up to \$10,000 per school (up to \$100,000 per system) to develop these plans. The second step is to implement the plan. Safe Routes to School funding is also available for this step. Infrastructure projects, which can be sidewalks, bicycle lanes or crosswalks, have a funding limit of

\$500,000 while non-infrastructure projects, which can include publicity programs, activities and indirect costs, have a funding limit of \$10,000. GDOT is developing specific guidelines for the program through a special Safe Routes to School Office. The funding is limited to \$16 million through 2009.

#### Federal Funds Programmed by the Atlanta Regional Commission (ARC)

- Surface Transportation Program (STP Urban) - This is the one subcategory of STP funds not allocated directly to GDOT for programming. As an MPO with a population over 200,000, the ARC is entitled to program these funds to implement a wide variety of highway, transit, bicycle, pedestrian, transportation demand management and air quality projects, studies and programs. Funds for construction projects can be used on any roadway classified as a minor arterial or above. A minimum match of 20% is required.

#### Federal Transit Funding

- Urbanized Area Formula Program: FTA Section 5307 - Provides funding for capital investment, operating and planning assistance within the urbanized area. MARTA is the designated recipient for the entire Atlanta region. These funds are then sub allocated to other transit service providers based on a process that reflects population and the amount of service being provided. Funds are programmed by the individual transit agencies. A match of 10% is required for expenditures related to Clean Air Act Amendments and Americans with Disabilities Act compliance and a 20% match is required for all other expenditures in this funding category.



- Clean Fuels Formula Grant Program: FTA Section 5308 – Provides funding for the purchase of alternative fuel transit vehicles, the conversion of existing vehicles to alternative fuels, and the development of facilities to service clean fuel vehicles. Funds are allocated by FTA on a formula basis and programmed by the recipient transit agency. A minimum of 20% match is required.
- New Starts Program: FTA Section 5309 - Provides funding for new fixed guide way transit facilities which utilize and occupy a separate right-of-way, or rail line, for the exclusive use of mass transportation and other high occupancy vehicles, or uses a fixed centenary system and a right of way usable by other forms of transportation. This includes, but is not limited to, rapid rail, light rail, commuter rail, automated guide way transit, people movers, and exclusive facilities for buses (such as bus rapid transit) and other high occupancy vehicles. Funds are awarded by FTA through a competitive process to eligible transit agencies. Funds are programmed by the recipient transit agency. According to a new federal regulation, the match required for transit New Starts funds will be 50% of the project cost.
- Grants for Transportation for Elderly Persons and Persons with Disabilities: FTA Section 5310 - Discretionary funds to provide transit services for these population groups. Funds are awarded by FTA and programmed by the Georgia Department of Human Resources (DHR). A match of 10% match is required for expenditures related to CAAA and ADA compliance and a 20% match is required for all other expenditures in this funding category.
- Jobs Access and Reverse Commute: FTA Section 5316 - Established in TEA-21 and continued as part of SAFETEA-LU, Section 5316 Jobs Access and Reverse Commuter's purpose is to develop transportation services designed to transport welfare recipients and low income individuals to and from jobs and to develop transportation services for residents of urban centers and rural and suburban areas to suburban employment opportunities. Emphasis is placed on projects that use mass transportation services. Grants may finance capital projects and operating costs of equipment, facilities, and associated capital maintenance items related to providing access to jobs; promote use of transit by workers with nontraditional work schedules; promote use by appropriate agencies of transit vouchers for welfare recipients and eligible low income individuals; and promote use of employer provided transportation including the transit pass benefit program.
- New Freedom Program: FTA Section 5317 - SAFETEA-LU established a new program of formula-based transit grants, the Section 5317 New Freedom Program. The New Freedom Initiative is a means to integrate persons with disabilities into the workforce, and into daily community life, through a variety of strategies carried out by the federal departments of Labor, Health and Human Services, Housing and Urban Development, Education, Justice, Veterans Affairs, and now Transportation.
- Growing States and High Density States: FTA Section 5340 – SAFETEA-LU established a new program of formula based transit grants called Growing States and High Density States. These funds are distributed into a single apportionment with the 5307 funds. Separate formulas are used to apportion Section 5307 and Section 5340 funds to urbanized areas. Under the 5340 formula, half of the funds are made available under the Growing States factors and are apportioned based on State population forecasts for 15 years beyond the most recent Census. Amounts apportioned for each State are then allocated to urbanized and rural areas based on the State's urban/rural population ratio. The High Density States factors distribute the other half of the funds



to urbanized areas with population densities greater than 370 people per square mile. FTA merges the urbanized area amounts for the 5307 and 5340 formulas into a single apportionment. The distribution of Sections 5307 and 5340 funds within an urbanized area is a local responsibility.

#### State of Georgia Funding Sources

The State of Georgia collects two types of taxes on motor fuels to help fund transportation infrastructure projects. Currently, it also has in place a bond program.

- Fuel excise tax - a fee or tax based on the volume (gallons) of fuel purchased. The amount of the excise tax on gasoline is 7.5 cents per gallon. Since this tax is based solely on the volume of gasoline sold, it is not indexed to inflation. Revenues increase only with an increase in roadway usage. Roadway usage rises either due to increases in the average daily miles a person travels or through an increase in the number of vehicles traveling in the region. However, revenue increases from travel are offset due to improved engine technology and higher fuel efficiency of vehicles.
- A four percent sales tax on the average retail price of fuel, referred to as a Prepaid State Tax. Three percent is dedicated to transportation and the remaining 1% goes to the state general fund for other uses. Revenues from the motor fuel sales tax rise and fall with the price of gasoline. However, frequent fluctuations in the revenue stream are minimized by Georgia's collection method. The motor fuel funds meet the financial requirement for state funded projects programmed in the RTP through year 2030.
- Fast Forward Bond Program – The Fast Forward program is a \$15.5 billion state transportation program. The core of the program is designed to relieve traffic congestion and consists of about \$4.5 billion of projects that will have construction dates accelerated through the sale of bonds. The remainder of the Fast Forward program is assigned to other projects of the Georgia Department of Transportation.
- Recreational Trails Program - Provides funds to develop and maintain recreational trails for motorized and non-motorized recreational trail users. Funds are programmed by the Georgia Department of Natural Resources (DNR).
- Additional Transportation Revenue – SAFETEA-LU also offers additional opportunities to establish public-private partnerships and tolling for expediting the implementation of transportation facilities.



### Access Management Plan (AMP)

Access Management can both combine and reduce access points along major roadways, while at the same time encouraging complete circulation systems. The result is a more efficient and safer thoroughfare system that is both more attractive and a more pleasant traveling experience. As development increases along a roadway, effective systems should manage street access to increase public safety, extend the life of the roadway, reduce congestion, support alternative modes of transportation, and improve roadway character. With the absence of access management, roadways can deteriorate functionally and aesthetically, as well as affect social, economic, physical, and environmental characteristics. The following issues arise in areas where there is little or no access management along major arterial corridors:

- Increased vehicular accidents
- Collisions involving pedestrians and cyclists
- Reduction in roadway efficiency
- Unattractive strip commercial development
- Decay of scenic views
- Dispersion of higher traffic volumes on adjacent lower class streets
- Increase in commute times, fuel consumption, emissions, area of paved surfaces

When there are many closely spaced access points to businesses and other destinations along a corridor, it makes it difficult for users to enter and exit the access points. In turn, this discourages travel to these congested areas and the patronage moves to safer and more convenient business establishments at other locations within the community.

Quick solutions to the above problems such as street widening and adding traffic signals often cause more issues in the future. Additional bypass roadways usually must be built to accommodate through traffic and attempt to improve circulation. Unfortunately, this creates another location for access management issues to begin again. The real solution is to adopt an Access Management Plan that will help to stop the cycle of roadway and circulation deterioration.

Access management focuses on the process of balancing access to property with the need to preserve roadway function. Access management applies roadway and land use techniques to maintain the safety, function, and capacity of transportation corridors. Access management promotes reasonable driveway access while protecting the public investment in roadway infrastructure. Access management can also promote safer conditions for pedestrians, bicycles, and motor vehicles in all settings and on all roadway types by reducing consolidating driveway conflict points.

According to the Transportation Research Board (2003), access management on major roadways helps to maintain desired speeds and reduce delays, while increasing the number of access points and signals on a roadway results in increased delays. The effects of specific access management techniques on roadway capacity are summarized by the TRB (2003) in Table 4.1 :



Effects of Access Management Techniques

| Access Management Measure                                   | Effects                          |
|---|----------------------------------|
| Add a continuous two-way left turn lane on arterial roadway | 30% increase in roadway capacity |
| Add a non-traversable median on an arterial roadway         | 30% increase in capacity         |
| Add left-turn bay   | 25% increase in capacity         |
| Prohibition of on-street parking                            | 30% increase in traffic flow     |

Table 4.1 . Access Management

I. Principles of Access Management

Access management programs seek to limit and consolidate access along major roadways, while promoting a supporting street system and unified access and circulation systems for development. The result is a roadway that functions safely and efficiently for its useful life, and a more attractive corridor. The goals of a local access management plan are accomplished by applying the following principles:

- Provide a Specialized Roadway System
- Limit Direct Access to Major Roadways
- Promote Intersection Hierarchy
- Locate Signals to Favor through Movements
- Preserve the Functional Area of Intersections and Interchanges
- Limit the Number of Conflict Points
- Separate Conflict Areas
- Remove Turning Vehicles from Through Traffic Lanes
- Use Non-traversable Medians to Manage Left-Turn Movements
- Provide a Supporting Street and Circulation System

The application of specific types of access control measures is dependent on the type of roadway being accessed and the type of land use generating the access need. Access management is critically important along arterial roads since mobility takes priority over access to individual properties, although access to property must still be provided either directly by appropriately located, spaced and designed driveways, or indirectly off local or collector streets that intersect with the arterials. Access management is also important on collector and local streets, but more for safety reasons than the optimization of roadway capacity.

Mostly, trade-offs are necessary in applying access management guidelines between the need for optimum arterial mobility and operation, compared to the localized access needs of a particular property or development. Access control varies based on the functional role of the roadway, the character of abutting land use requiring access and the City of College Park planning objectives along arterial corridors. Degrees of access management and the relationship to different roadway types are described below. A subset of access management is the concept of access control. Access control defines the degree to which properties are connected to a roadway. The following degrees of access control are possible.



- **Controlled Access** – Interstates or other major arterials where access to the roadway is limited to interchange points or major intersections.
- **Limited Access** – Typically, arterials where intersections are widely spaced and driveway connections are limited often to right-in, right-out operations or widely-spaced, signalized intersections. Driveways to properties may be consolidated to limit connections to the roadway. Major intersecting streets may be signalized or handled at interchanges. Minor intersecting streets may be limited to right-turn in right-turn out operations or may be grade-separated.
- **Full Access** – Mostly, arterials or collectors where access is provided to adjoining properties without restrictions on turning movements. Driveway spacing and other design guidelines are typically applied. Intersecting streets usually provide the full complement of turning movements.
- **Uncontrolled** – Collectors and local roads where access controls are not used.

#### 1. Access Management, Access Control, and Functional Classification

Although most commonly applied to arterials, access management techniques are also applicable to collectors which carry higher speed, higher volume flows. Access management restrictions are infrequently applied on local streets since the primary function of these roadways is to provide access to adjacent land.

Access management can be used to improve the relationship between the adjacent land use and the functional classification of the road. Design access points to the roadways that are consistent with the roadway's functional classification, as described below:

- **Interstates** – Roadways with controlled access. Access is limited to interchange points and intersecting roads.
- **Arterials** – Limited access or full access may be provided. Access management is an important element of the design and driveway spacing and configuration should minimize impact to regional traffic flow. The designer should work with adjacent land owners to develop driveway spacing and layout consistent with purpose of the roadway.
- **Major Collectors** – In most cases, full access is provided. These roadways fall within the middle of the functional classification system and provide a combination of access to land and some mobility. Access points are likely to be more frequent than on major arterials and greater impedance to traffic flows is expected on these roadways. Nonetheless, the access management techniques remain important for these roadways and the design should meet the driveway spacing and corner clearance guidelines.
- **Minor Collectors** – Full access or uncontrolled access is usually provided. Minor collectors provide the highest degree of land access of the facilities is typically involved. Parcel access is often more important than mobility on these roadways. As described above, however, benefits for all users can be obtained by providing well-designed access points.
- **Local Roads** – Access is usually uncontrolled and formal access management programs are not usually used for local roads. The primary



function of local roads is to provide access to the adjacent land use. Access and driveway design is usually performed to meet the guidelines of the local jurisdiction. However, access management techniques can still be used to improve the operation of the facility.

Access Management Restrictions by Functional Class

| Functional Class    | Access Level                              | Median                         | Connection Spacing |          | Median Opening |           | Signal Spacing |
|---------------------|---|--------------------------------|--------------------|----------|----------------|-----------|----------------|
|                     |   |                                | (ft.)              |          |                |           |                |
|                     |   |                                | >45 mph            | <=45 mph | Directional    | Full      |                |
| Arterials           | Highly Controlled, High Speed/High Volume | Restrictive with Service Roads | 1320               | 660      | 1320           | 2640      | 2640           |
|                     | Not Built Out                             | Restrictive                    | 660                | 440      | 1320           | 2640      | 2640           |
|                     | Not Built Out                             | Non-Restrictive                | 660                | 440      |                |           | 2640           |
| Collectors          | Major                                     | Restrictive                    | 440                | 245      | 660            | 2640/1320 | 2640/1320      |
|                     | Minor                                     | Not Restrictive                | 440                | 245      |                |           | 1320           |
| Residential Streets | Built Out Areas                           | Both Median Types              | 125                |          | 330            | 660       | 1320           |

Transportation Demand Management

Transportation Demand Management (TDM) is a general term for strategies that result in more efficient use of transportation resources. There are many different TDM strategies with a variety of impacts. Some improve the transportation options available to consumers. Some provide incentives to change trip scheduling, route, mode or destination. Others reduce the need for physical travel through more efficient land use, or transportation replacements. The cumulative impacts of a comprehensive TDM program can be significant when the TDM Program includes a variety of complementary TDM strategies. TDM can directly benefit consumers if these strategies use positive incentives. Table TR-4 below highlights some of those strategies.



TDM Strategies Source: Victoria Transport Policy Institute, 2007

| Positive Incentives   | Mixed  | Negative Incentives   |
|---|--|---|
| Alternative Work Schedules<br>Bike/Transit Integration<br><a href="#">Car sharing</a><br>Commuter Financial Incentives<br>Guaranteed Ride Home<br>Improved Security<br>Location Efficient Mortgages<br>New Urbanism<br>Park & Ride<br>Pay-As-You-Drive Insurance<br>Pedestrian and Cycling Improvements<br>Ridesharing<br>School Trip Management<br>Shuttle Services<br>TDM Marketing<br><a href="#">Telework</a><br>Transit Improvements<br>Transit-Oriented Development | Access Management<br><a href="#">Car free Planning</a><br>Comprehensive Market Reforms<br>HOV Preference<br>Parking Management<br>Smart Growth<br>Street Reclaiming<br>Traffic Calming | Fuel Tax Increases<br>Parking Pricing<br>Road Pricing<br>Vehicle Use Restrictions |

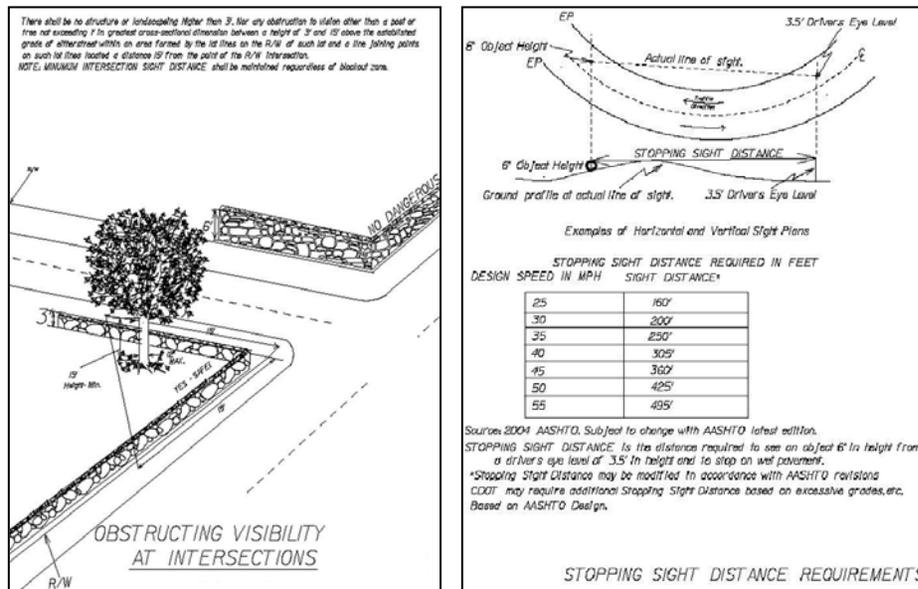
Development Standards

Because major thoroughfares carry a higher volume of traffic and a higher rate of speed than the lower classified roadways, the planning, design, and construction of these roadways must conform to higher standards.

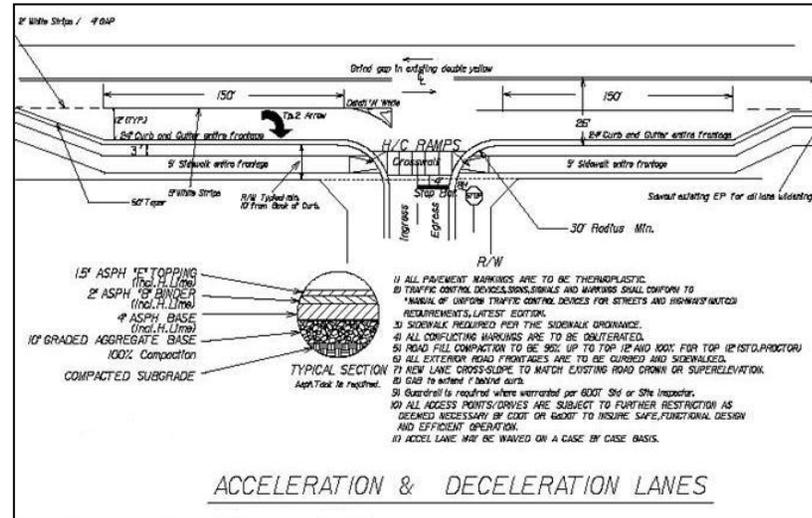
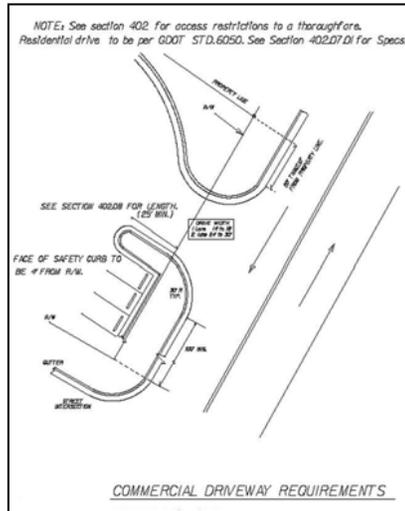
- Intersections shall be designed with adequate corner sight distance for each street, which approaches a street of higher street category.
- All driveways should be restricted to locations where movements into and out of them can occur in a safe and orderly manner and driveways should be designed and constructed to provide turning radii for appropriate design vehicles sufficient to minimize adjacent lane encroachment. Driveways need sidewalk transitions as appropriate. All driveways are to be considered low volume intersections and to comply with minimum Intersection/Corner Sight Distance requirements.
- To provide ease and convenience in ingress/egress to private property and the maximum safety with the least interference to the traffic flow on thoroughfares, there shall be the minimum number of access points to adequately serve the development. The number and location of driveways shall be regulated. When property frontage is less than 200 feet, only one driveway shall be considered for

approval. Additional entrances/exits for property having street frontage in excess of 200 feet may be considered by the City of College Park upon a showing that such additional entrances/exits are necessary and would not increase traffic congestion or otherwise reduce the safety and convenience of the traveling public.

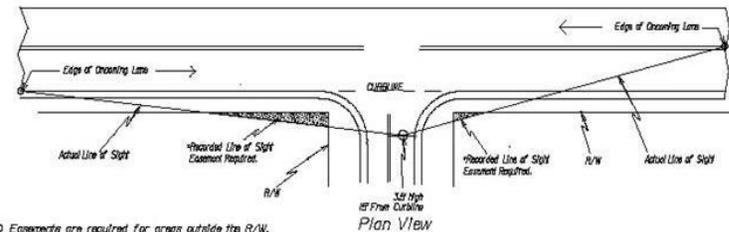
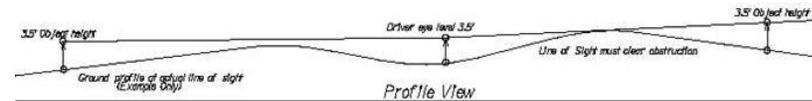
- To allow for proper corner clearance, the minimum tangent curb length between a driveway radius and an intersection shall be 100 feet. If the closest intersection is or is likely to be signalized, traffic movements to and from any driveway within 250 feet of an intersection with (as measured from the point of tangency) a collector or an arterial shall be limited to right turns only.
- All access points and driveways adjacent to thoroughfares may be subject to further restriction and consideration as may be deemed necessary by the GA DOT and/or the City of College Park to insure safe, functional design and efficient operation of the thoroughfares.
- Median openings should be spaced at least 660 feet from any other median opening (measured from nose to nose) unless specifically approved by the City of College Park on a finding that, given the particular conditions of the proposed development, such determination will not compromise traffic operational and safety standards.



Sample Design Standards



Sample Design Standards



ISD Easements are required for areas outside the R/W.

\* Line of Sight Easement shown for example. The specific location, curvature of roadway, etc. shall determine the easement limits.

Intersection Sight Distance (ISD) shall be measured from a point established 15' from the curbline of the access lane, at a 3.5' height above finished grade. The actual Line of Sight is then extended in a straight line, the minimum required distance to both sides of the abutting street along the thoroughfare to the edge of the opposing travel lane of travel, terminating at a point 3.5' above finished grade. Approach grades are to be shown on profile.

Approach Grades of 3:1X up to 12:1 are to be increased by 10%. Approach Grades exceeding 12:1 shall be reviewed by CDOT.

Further calculation factors, type vehicles, lanes crossed, divided median, etc. are to be considered in requirement.

CCDOT reserves the right to make adjustments based on AASHTO requirements, Latest Edition.

INTERSECTION SIGHT DISTANCE (ISD)

| SPEED LIMIT | INTERSECTION SIGHT DISTANCE IN FEET |            |            |
|-------------|-------------------------------------|------------|------------|
|             | 2 Lane                              | 3 & 4 Lane | 5 & 6 Lane |
| 45 MPH      | 500'                                | 560'       | 630'       |
| 40MPH       | 445'                                | 500'       | 560'       |
| 35MPH       | 390'                                | 440'       | 490'       |
| 30MPH       | 335'                                | ---        | ---        |
| 25MPH       | 280'                                | ---        | ---        |

Distances are for undivided roads.



Nonconforming properties may continue in the same manner as they existed before land development regulations were adopted. To address the public interest in these matters, land development regulations include conditions or circumstances where nonconforming access features may be brought into conformance. Such conditions may include:

- When new driveway permits are requested;
- An increase in land use intensity;
- Significant change in trip generation; and,
- As changes to roadway design allow.

An effective method of coordinating review and approval is through a tiered review process that begins with an informal meeting and concept review. The informal review allows officials to advise the developer regarding information needed to process the application/site plan. This may include state and local permit requirements and special considerations of the development site. The concept review provides the developer with early feedback on a proposal, before the preliminary plat or site plan has been drafted.

Upon adoption of new access management requirements, planners should also initiate a training program to educate planning commissioners, the zoning administrator, and the zoning board of adjustment on the purpose and administration of the new standards. Regulatory techniques that support access management include:

- Regulate driveway spacing, sight distance, and corner clearance
- Restrict number of driveways per existing parcel on developing corridors
- Increase minimum lot frontage along thoroughfares
- Encourage joint access and parking lot cross access
- Review lot splits to prevent access problems
- Regulate flag lots and lot width-to-depth
- Minimize commercial strip zoning and promote mixed use and flexible zoning
- Regulate private roads and require maintenance agreements
- Establish reverse frontage requirements for subdivision and residential lots
- Require measurement of building setbacks from future right-of-way line
- Promote unified circulation and parking plan

*Priority given to arterial roadway mobility compared to property access:*

It is recommended that in the City of College Park's access management policy, arterial roadway mobility and Level of Service should take first priority in the planning of access and intersection operations. This should be interpreted and applied as meaning that any proposed access or intersection treatment that is determined to be potentially detrimental to the operation of an arterial road can be denied.

*Design standards applied to access management techniques and signalized intersection operations along arterial roads:*

Design standards used for access management measures, such as driveways and driveway spacing should conform to FHWA and GDOT standards. These standards must also be applied consistently across the City of College Park, with the rationale clearly described to the



public and equitably administered. This approach is recommended to ensure ease of use and user understanding of all access management and intersection operation measures in the City of College Park, and to avoid liability claims against the City of College Park rising from substandard access control and intersection operations.

*The degree to which arterial roads and associated access management techniques will apply to various modes of transportation and users:*  
Access management and intersection operations should be applied and designed not only for auto traffic, but also for commercial vehicles, transit vehicles, cyclists, pedestrian and persons with special mobility needs.

*The degree of traffic and access management ranging from restrictive to permissive:*  
Traffic control warrants and access design standards often involve a range of values such as lane widths or intersection volumes. Minimum standards could be set that represent the desired values, with a supporting deviation process that allows consideration of lesser standards where unique or special conditions make the use of the minimum standards unrealistic. Minimum design and warrant standards provide a degree of access control management that is restrictive, but with special allowances and consideration of alternative solutions. The City of College Park could include appeals procedures in cases for access permits that are denied.

*The relative importance of the arterial roadway operations in relation to traffic signals and other traffic control devices:*  
This priority begins with the functional classification system established for the roadway network as the guiding system for access management and traffic control. The importance of the thoroughfare system allows the same level of access and control to be provided to all roads in the same functional class.

*The interaction with land use and urban design objectives, which at times may compete with access management principles:*  
There may be times when land use and urban design policies may compete with access management policies. There are ways to achieve the desired urban design objectives as well as access management.

#### Commute Trip Reduction Program (CTRP)

The intent of a Commute Trip Reduction Program (CTRP) is to improve air quality, reduce traffic congestion, and reduce the consumption of petroleum fuels through employer-based programs that encourage the use of alternatives to the single-occupant vehicle (SOV) for the commute trip.

Programs implemented elsewhere typically apply to employers with 100 or more full-time employees at a single worksite who are scheduled to begin their workdays between 6:00 and 9:00 a.m. weekdays and that are located in highly populated. The program establishes goals for reducing commute trip vehicle miles traveled (VMT) by the employees of affected employers. These goals are phased in gradually over a 15 year period with VMT reductions of 15% at year 3; 20% reduction at year 5, 25% at year 7; and, by year 15, a 35% reduction in commute VMT is reached.

The CTRP should specify that employers are required to make a good faith effort to implement CTRP plans at their worksites; the program should clarify that failure to achieve the SOV and VMT reduction goals is not a violation; the program should must be implemented cooperatively in a process that involves state and local governments, employers, transit agencies and citizens; and there must be sufficient



flexibility in CTRP plans to allow employers to design programs that work for their employees and situation, while at the same time ensuring consistency and fairness; one program will not fit all. Because of the strong link between CTRP plans and other comprehensive and transportation plans, coordination with regional transportation planning organizations such as ARC and GRTA is essential in developing and implementing commute trip reduction plans. It is strongly recommends that, to the extent possible, the City of College Park enter into cooperative arrangements for the implementation of similar CTRP plans with adjacent communities in Fulton and Clayton Counties and the City of Atlanta.

Affected employers must be encouraged to enter into cooperative arrangements with other affected employers in their immediate vicinity for the development and implementation of CTRP programs. These arrangements could be through the formation of transportation management agencies (TMAs), or they could be less formal. This would be particularly appropriate for smaller affected employers. The advantages of such cooperation include economies of scale, the potential for sharing resources, and the formation of a larger "critical mass" of employees, making ridesharing arrangements or special transit services easier.

#### Access Management Overlay Districts (AMODs)

In preparing local urban design guidelines for new development, consideration will be given to options that enhance street front and pedestrian activities without impacting traffic flow.

The access management literature identifies that revisions to local zoning standards are often necessary. Zoning that targets development in areas with good multi-modal access, requires shared access along streets and highways, and encourages compact centers as opposed to strip development is helpful in managing access through land use control and improving the relationship between land use and access control. Subdivision regulations and land development codes should require lot frontages and street layouts that recognize the intended function of the roadway. The ability to provide zoning restrictions to require minimum parcel frontages on important roadway corridors can significantly aid in the enforcement of driveway spacing standards.

One of the most effective tools in applying corridor-specific standards is the access management overlay district (AMOD). This is a separate set of zoning regulations for parcels within a certain distance from a roadway, usually an arterial roadway. An AMOD ordinance contains additional regulations that are over-riding, and in some cases, additive, to existing zoning regulations. AMODs involve standards governing access and visibility. They generally provide standards for number and location of access points and inter-parcel connections.

The AMOD should state its intended effects which are generally to enhance the safety, function, and capacity of designated roadways. As major traffic routes, these roadways represent significant community investments, and contribute to public health, safety, and welfare. They provide access to jobs and schools, facilitate delivery of emergency services, support the movement of goods and services, and enhance economic development. Furthermore, these corridors serve as first impressions of the community for visitors and the traveling public.

The purpose of the AMOD is to manage vehicular and non-vehicular access. To achieve this goal, all site plans should include an access plan drawn to the same scale as the site plan. These plans shall show the location and dimensions of all streets, driveways, crossovers, parking areas, access aisles, sidewalks, and any other relevant information. Access to the AMOD corridor should be provided by direct or indirect means, consistent with the following planning guidelines:



- Minimal number of access points
- Required corner clearance of driveways from intersecting streets
- Minimum sight distances along the roadway for the design speed
- Internal street layout and connections to the maximum extent feasible
- Shared access to the maximum extent feasible
- Good pedestrian and bicycle access so as to minimize conflicts with vehicular traffic; and
- Pedestrian circulation systems that connect uses within individual projects to adjacent parcels and activity centers

Access Management Overlay Districts (AMODs) are intended for corridors that are planned for commercial or intensive development and have not already been extensively subdivided into small lot frontages. Such corridors may or may not be currently zoned for commercial or mixed-use development, but may already be experiencing development pressure. This approach focuses, rather than disperses, development along corridors while maintaining regional mobility through access management. Lots or parcels may be extensively subdivided, but all future lots must obtain access via the access connections permitted at the time of overlay adoption. This overlay approach allows for continued subdivision and development of land while stimulating joint access, local roads, and other alternatives to direct thoroughfare access in the site design process.

#### Access Management Design Standards

The access management permit process shall include a process relating to the application, assessment, and administration of a permit function relating to roadway grant of access. This should be a process for effecting reasonable access on local and adjacent state roadway system.

- Review of permit process
- Shared access agreements
- Process for contact and review of adjacent owner/developer land/developments
- Land Development Regulations supporting access principles
- Recognize and utilize AASHTO roadway design standards for the street system under the City of College Park access management plan
- Spacing standards for streets and driveways
- Driveway design standards
- Design drawings compatible with and in support of the access management plan
- Recognize and support a local access management process and standards
- Recognize and support the local access management process and standards and the City of College Park Comprehensive Plan
- Process or procedure to effect a traffic study to analyze traffic and trip making related to site and connection locations
- Reflect existing and future street development and connections, planned corridors, signal plan and corridor access plans
- Identify priority corridors for right-of-way preservation
- Process to acknowledge capital improvement plan projects and access requirements
- Identify points of existing and future access along a given corridor utilizing access management principles adopted by the City of College Park.



Some of the specific ways that the AMP can influence the functionality of a roadway is through traffic signal spacing, location of driveways, median openings, and multi-modal options.

- Traffic signal spacing is among the most important access management components. According to the Access Management Manual, decreasing signal spacing from four to two per mile decreases total delay by nearly 60% and vehicle-hours of travel by nearly 50%. (TRB, 2003)
- The location and design of driveways and median openings are also important elements of access management. Providing for signalized intersections at these crossroads (whether traffic signals are installed initially or not) and allowing full access with median openings at mid-points between intersections is ideal for most arterials. Other access points should be allowed as right turn in/right turn out with no median cuts.
- Multi-modal planning refers to early consideration of transit (routes, stop locations, waiting facilities) and bicycle/pedestrian facilities (sidewalks, bike lanes, trailheads, etc.) The key point is that it is much easier to plan for these facilities as an early step of planning than it is to retrofit them to existing facilities. Including them in an access management plan can also encourage property owners and developers to incorporate them into private development plans.

The City of College Park can adopt these types of guidelines which make them directives or regulations that are much more enforceable. In addition to roadway regulations, the City can amend land development regulations that can influence access issues. In addition to regulatory attempts of access management, key issues can be prevented or solved through the physical design of interchanges, intersections, medians, driveways, auxiliary lanes, etc. These design criteria can be included as a design manual and guidebook for future development standards.

#### Access Management Implementation

| ACCESS MANAGEMENT CONCERN               | IMPLEMENTATION                              |
|---|---|
| Treatment of Unsignalized Intersections | Left Turn Lanes                             |
|   | Right Turn Lanes                            |
| Access to Arterial Roads                | Corner Clearance                            |
|   | Number of Driveways                         |
|   | Design of Internal Subdivision Road Network |
| Access Locations                        | Use of Medians                              |
|   | Minimum Driveway Spacing                    |
|   | Centerline Alignments                       |
| Access Operations                       | Angle of Intersection                       |
|   | Mutual Shared Driveways                     |
|   | Design Treatments                           |



When evaluating access and intersection operation proposals, the first priority in the City of College Park's decision-making process will be to maintain and optimize mobility, safety and Level of Service on the arterial road network. The City of College Park's roadway classification system can define the degree of access control applied to the arterial roadway network, including prohibited access and regulated access arterials. When safe access or intersection operations cannot be provided, or where a proposal either alone or in combination with existing conditions is determined by the City of College Park to be detrimental to arterial roadway operations, such access or intersection operation proposals may be denied. In these cases, the City will find alternative solutions. The City of College Park can ensure that access management policies and associated warrants and design standards are readily made available to the development industry and attempt to identify access management concerns early in the site plan approval process and (if possible) during the site design process.

For driveway design, to allow reasonable entrance and exit speeds without causing vehicle under-ride and edge clearance problems, the vertical profile of the driveway cannot exceed limits set by City of College Park. Turning and storage lanes should be considered on high-speed, high-volume driveways. The spacing of driveways along a roadway is critical to roadway function, especially for commercial entrances and exits. Driveway separation from roadway intersections is also an important design feature (referred to as corner clearance). Vehicles entering or leaving at driveway locations generally operate at slower speeds than the prevailing traffic, which increases accident potential and slows roadway travel. Managing driveway spacing often enhances operations for the entire corridor. Finally, elimination, consolidation, or reconstruction of sub-standard access points should be required in cases of redevelopment. For new residential subdivisions on major arterials, a consolidated point of access from an internal road network is preferable. Ideally, new lots should not be provided direct access from major arterials.

Corner clearance is a related issue to driveway spacing and addresses the distance from roadway intersections to the nearest driveway entrance. A primary safety concern at or near controlled intersections is the reduction of interferences from side-street activity. Driveways should not be situated within the functional boundary of at-grade intersections. The functional boundary is defined by the lengths of auxiliary lanes, the storage needs for queuing vehicles, and acceleration and deceleration distances. This issue can become a significant concern since inadequate corner clearance can result in spillback across driveway entrances as well as backup in the intersection itself. Most access management research has concluded that:

- Accidents appear to increase as corner clearances decrease;
- Retrofitting corner clearances is both difficult and expensive; and,
- A desirable proactive approach involves establishing a desired access location in conjunction with minimum frontage requirements and minimum clearances.

Corner clearance must be provided on the main roadway and on the intersecting side streets. It is applied to both the upstream and downstream side of an intersection.

The length of driveways or "Throat Length" shall be designed in accordance with the anticipated storage length for entering and exiting vehicles to prevent vehicles from backing into the flow of traffic on the public street or causing unsafe conflicts with on-site circulation. General standards appear in the table below, but these requirements will vary according to the projected volume of the individual driveway.



### Driveway Length and Land Use Type

| Land Use Type                       | Generally Adequate Throat length |
|-------------------------------------|----------------------------------|
| Shopping Centers > 200,000 GLA      | 200 ft.                          |
| Smaller Developments <= 200,000 GLA | 75 ft. to 95 ft.                 |
| Unsignalized Driveways              | 40 ft. to 60 ft.                 |

A wide array of Access Management Techniques can be used to manage roadway access. Appropriate measures vary according to roadway classification and existing context. For Turning Treatments, removing turning vehicles from through lanes reduces the conflicts associated with the speed changes necessary to make turns (acceleration and deceleration). As such, turn lanes can improve safety and reduce delays at access locations. The majority of driveway-related accidents involve turns to or from the major road. The safety benefits of left-turn lanes are well documented. The median crash rate reduction resulting from installation of left-turn lanes is 50 percent (although right-angle crash rates show mixed results at unsignalized intersections). Left-turn lanes also benefit roadway operations by delay reductions to through traffic. Various standards also exist regarding the length of left-turn lanes. The standards are generally a function of vehicle speed and traffic volume, and are designed to allow turning vehicles to leave the travel lane, decelerate, and make the turning movement, accounting for queuing at the intersection. Similar warrants and design standards exist for right-turn lanes. Right turn lanes should be considered at new commercial entrances and at the entrances to new residential subdivisions where heavy turning volume is anticipated.

Where numerous commercial or residential driveways exist in close proximity, consideration should be given to using an expanded right shoulder as a continuous turn/auxiliary lane. Care should be taken, however, to ensure that such a treatment does not create an impediment to bicycle or pedestrian accommodations.

The provision of a non-traversable median that separates opposing traffic effectively limits left-turns on a roadway. The selection of an appropriate median type can be critical in providing for safe and efficient travel along a major arterial. In selecting a median type, a balance is often needed between providing access to adjacent properties and ensuring adequate throughput capacity and travel speeds. Safety data have shown the crash rate reduction attributable to installation of medians is up to 35 percent. Wide non-traversable medians prevent cross-over crashes, provide shelter for vehicles making left-turns from or to a side street, and provide refuge for pedestrians or bicyclists crossing the street. In four-lane roadway sections, research has shown that the selection of an appropriate median type is dependent on a number of factors, including number of access points, intensity of use of these access points, speed limit, environment (developed, developing, rural) and the provision of adequate shoulders.

The spacing of signalized intersections dramatically impacts safety and traffic operations. This technique is useful in managing access in some of the developed and developing corridors, particularly where several traffic signals already exist. Optimal spacing depends on travel speed and cycle length. Research data indicate that as speed and cycle length increase, so does desired spacing. Minimum signal spacing should be one-half mile in developing areas, and one-quarter mile in developed areas. As areas experience infill and redevelopment, existing driveways and circulation patterns should be reconfigured to complement the signal system to the maximum extent. This may involve closing existing driveways, rerouting traffic to secondary streets, and providing interparcel connections.



Inter-parcel connections for both pedestrians and motorists can limit short trips on the main route. These often take the form of simple driveway and sidewalk connections between commercial sites, so that traffic moving from one to the other need not access the arterial. Large residential developments can also be planned to provide a minimum number of access points on the roadway by internalizing private driveways on local subdivision streets, which in turn connect to a feeder road that has direct and full access onto the roadway. It is important to also plan for future growth of residential development by planning for interconnections of the development with adjacent (potentially undeveloped) properties. This will ensure that the best and fullest use of the existing access point on the roadway is utilized.

An effective treatment to consolidate the number of access points, and therefore conflict points, on an arterial roadway can be achieved through the construction of a frontage road or a reverse frontage road. A frontage road is a local street (one-way or two-way) that serves multiple land uses (properties) and provides one to two points of access onto the roadway.



## LCI PRIORITY PROJECT LIST

Table TR-7 lists all transportation projects and other projects recommended by the City of College Park as a result of the findings from this LCI Activity Center study.

During the transportation agency coordination meeting with representatives of the Atlanta Regional Commission, Georgia Department of Transportation, Georgia Regional Transportation Authority, and Metropolitan Atlanta Regional Transit Authority, the ARC requested that the City of College Park submit two priority projects of less than \$4 million. The two projects listed below represent the City's two priorities for ARC funding consideration. The projects are in priority order and also are divided into phases should full funding not be available to projected shortfalls in federal transportation funding.

- **Priority 1: Southern Activity Center Improvements**

Total Cost: \$3,465,000.00

Pedestrian countdown signals at Main St./Columbia and Harvard and College St./Columbia and Harvard; Corridor enhancement along South Main Street from Camp Creek Pkwy to Princeton Ave. including streetscapes, crosswalks, sidewalk enhancement, pedestrian lighting, and landscaping; Mobility pedestrian improvements with quiet zones at railroad crossings at Columbia Avenue and Harvard Avenue including pedestrian gating structure safety improvements and decorative fencing.

Phase 1: Corridor enhancement along South Main Street from Camp Creek Pkwy to Princeton Ave. including streetscapes, crosswalks, sidewalk enhancement, pedestrian lighting, and landscaping (\$2,025,000).

Phase 2: Pedestrian countdown signals at Main St./Columbia and Harvard and College St./Columbia and Harvard; Mobility pedestrian improvements with quiet zones at railroad crossings at Columbia Avenue and Harvard Avenue including pedestrian gating structure safety improvements and decorative fencing (\$1,440,000).

- **Priority 2: East-West Connectivity Project**

Total Cost: \$3,990,000.00

Virginia Ave. improvements from College St. to Madison St.; and Temple Ave., Jefferson St. and Adams St.: streetscapes, crosswalks, sidewalk enhancements, bike lanes, pedestrian lighting, landscaping and gateway signage.

Phase 1: Virginia Ave. improvements from College St. to Madison St: streetscapes, crosswalks, sidewalk enhancements, bike lanes, pedestrian lighting, landscaping, and gateway signage (\$2,190,000).

Phase 2: Temple Ave., Jefferson St. and Adams St.: streetscapes, crosswalks, sidewalk enhancements, bike lanes, pedestrian lighting, landscaping, and gateway signage (\$1,800,000).



Table 4.2. College Park Activity Center LCI: Proposed Transportation Projects

| DESCRIPTION   | TYPE OF IMPROVEMENT   | P&E YEAR | P&E COSTS    | ROW YEAR | ROW COSTS    | CONSTRUCTION YEAR | CONSTRUCTION COSTS | TOTAL PROJECT COSTS | RESPONSIBLE PARTY    | FUNDING SOURCE | LOCAL SOURCE | LOCAL MATCH  |
|---|---|----------|--------------|----------|--------------|-------------------|--------------------|---------------------|----------------------|----------------|--------------|--------------|
| <b>LCI Priority Projects</b>                          |   |          |              |          |              |                   |                    |                     |                      |                |              |              |
| <b>LCI-1: Southern Activity Center Improvements</b>   | Pedestrian countdown signals at Main St./Columbia and Harvard and College St./Columbia and Harvard; Corridor enhancement along South Main Street from Camp Creek Pkwy to Harvard Ave. including streetscapes, crosswalks, sidewalk enhancement, pedestrian lighting, and landscaping; Mobility pedestrian improvements with quiet zones at railroad crossings at Columbia Avenue and Harvard Avenue including pedestrian gating structure safety improvements and decorative fencing. | 2009     | \$535,000.00 | 2011     | \$300,000.00 | 2012              | \$2,630,000.00     | \$3,485,000.00      | City of College Park | LCI            | City         | \$693,000.00 |
| <b>LCI-2: East-West Connectivity Project</b>          | Virginia Ave. improvements from College St. to Madison St.; and Temple Ave., Jefferson St. and Adams St.: streetscapes, crosswalks, sidewalk enhancements, bike lanes, pedestrian lighting, landscaping and gateway signage.  | 2009     | \$400,000.00 | 2011     | \$250,000.00 | 2012              | \$3,340,000.00     | \$3,990,000.00      | City of College Park | LCI            | City         | \$798,000.00 |
| <b>Intersection Improvements/Signalization</b>        |   |          |              |          |              |                   |                    |                     |                      |                |              |              |
| INT-1: Columbia Ave and Main St.                      | Pedestrian signalization (countdown signals)  | 2009     | \$40,000.00  | N/A      | \$0.00       | 2010              | \$120,000.00       | \$160,000.00        | City of College Park | GDOT/LCI       | City         | \$32,000.00  |
| INT-2: Harvard Ave and Main St.                       | Pedestrian signalization (countdown signals)  | 2009     | \$40,000.00  | N/A      | \$0.00       | 2010              | \$120,000.00       | \$160,000.00        | City of College Park | GDOT/LCI       | City         | \$32,000.00  |
| INT-3: College St. and Virginia Ave.                  | Pedestrian signalization (countdown signals)  | 2009     | \$40,000.00  | N/A      | \$0.00       | 2010              | \$120,000.00       | \$160,000.00        | City of College Park | GDOT/LCI       | City         | \$160,000.00 |
| INT-4: College St. and Harvard Ave..                  | Pedestrian signalization (countdown signals)  | 2009     | \$40,000.00  | N/A      | \$0.00       | 2010              | \$120,000.00       | \$160,000.00        | City of College Park | GDOT/LCI       | City         | \$160,000.00 |
| INT-5: College St. and Columbia Ave.                  | Pedestrian signalization (countdown signals)  | 2009     | \$40,000.00  | N/A      | \$0.00       | 2010              | \$120,000.00       | \$160,000.00        | City of College Park | GDOT/LCI       | City         | \$160,000.00 |
| INT-6: Adams St. at Virginia Ave.                     | Intersection, turn lanes and signalization  | 2009     | \$120,000.00 | 2010     | \$100,000.00 | 2011              | \$700,000.00       | \$920,000.00        | City of College Park | GDOT/City      | City         | \$184,000.00 |
| INT-7: Madison St. and Virginia Ave.                  | Pedestrian signalization (countdown signals)  | 2009     | \$40,000.00  | N/A      | \$0.00       | 2010              | \$120,000.00       | \$160,000.00        | City of College Park | GDOT/LCI       | City         | \$160,000.00 |
| INT-8: Adams St. and Virginia Ave.                    | Pedestrian signalization (countdown signals)  | 2009     | \$40,000.00  | N/A      | \$0.00       | 2010              | \$120,000.00       | \$160,000.00        | City of College Park | GDOT/LCI       | City         | \$160,000.00 |
| INT-9: Camp Creek Pkwy at Airport Dr                  | Intersection, turn lanes and signalization  | 2010     | \$150,000.00 | 2011     | \$0.00       | 2012              | \$1,500,000.00     | \$1,650,000.00      | City of College Park | LCI/GDOT       | City         | \$330,000.00 |
| INT-10: Camp Creek Pkwy at Concourse Blvd./Conley St. | Intersection, turn lanes and signalization  | 2010     | \$200,000.00 | 2011     | \$100,000.00 | 2013              | \$1,500,000.00     | \$1,800,000.00      | City of College Park | LCI/GDOT       | City         | \$360,000.00 |
| INT-11: Jefferson St. at Temple Ave                   | Intersection and signalization  | 2010     | \$65,000.00  | 2011     | \$0.00       | 2012              | \$685,000.00       | \$750,000.00        | City of College Park | GDOT/City      | City         | \$150,000.00 |
| INT-12: Conley St. and Columbia Ave.                  | Pedestrian signalization (countdown signals)  | 2009     | \$40,000.00  | N/A      | \$0.00       | 2010              | \$120,000.00       | \$160,000.00        | City of College Park | LCI/GDOT       | City         | \$32,000.00  |
| INT-13: Rhodes St. and Columbia Ave.                  | Pedestrian signalization (countdown signals)  | 2009     | \$40,000.00  | N/A      | \$0.00       | 2010              | \$120,000.00       | \$160,000.00        | City of College Park | LCI/GDOT       | City         | \$32,000.00  |
| <b>Roadway Improvements</b>                           |   |          |              |          |              |                   |                    |                     |                      |                |              |              |
| RD-1: South Main Street/SR 29 Corridor Enhancement    | Camp Creek Pkwy. to Harvard Ave. Streetscapes, crosswalks, sidewalk enhancement, pedestrian lighting, landscaping   | 2009     | \$175,000.00 | 2010     | \$300,000.00 | 2011              | \$1,450,000.00     | \$2,025,000.00      | City of College Park | LCI/GDOT/TE    | City         | \$405,000.00 |
| RD-2: Columbia Ave. Improvements                      | Conley St. to Main St. Turn lanes, streetscapes   | 2010     | \$150,000.00 | 2011     | \$100,000.00 | 2012              | \$1,550,000.00     | \$1,800,000.00      | City of College Park | GDOT/City      | City         | \$360,000.00 |
| RD-3: Virginia Avenue Corridor Enhancement            | College St. to Madison St. Streetscapes, sidewalks, pedestrian lighting, landscaping.   | 2009     | \$200,000.00 | 2010     | \$150,000.00 | 2011              | \$1,840,000.00     | \$2,190,000.00      | City of College Park | LCI/GDOT/TE    | City         | \$438,000.00 |
| RD-4: North Main Street/SR 29 Corridor Enhancement    | Harvard Ave. to Virginia Ave. Streetscapes, crosswalks, sidewalk enhancement, pedestrian lighting, landscaping  | 2010     | \$175,000.00 | 2011     | \$100,000.00 | 2012              | \$1,450,000.00     | \$1,725,000.00      | City of College Park | LCI/TE         | City         | \$345,000.00 |
| RD-5: Harvard Ave. Connectivity                       | Conley St. to Madison St. Streetscapes and signage to connect east and west portions of Main Street   | 2010     | \$200,000.00 | 2011     | \$100,000.00 | 2012              | \$1,650,000.00     | \$1,950,000.00      | City of College Park | TE/City        | City         | \$390,000.00 |



|   |   |      |                |      |                |      |                 |                 |                      |                                       |      |                |
|---|---|------|----------------|------|----------------|------|-----------------|-----------------|----------------------|---------------------------------------|------|----------------|
| RD-6: East Area Roadway Improvements              | Temple Ave., Jefferson St. and Adams St. Streetscapes, sidewalk enhancement, pedestrian lighting. Breakaway gateway sign at Adams St. and Virginia Ave.                           | 2011 | \$200,000.00   | 2012 | \$100,000.00   | 2013 | \$1,500,000.00  | \$1,800,000.00  | City of College Park | TE/City                               | City | \$360,000.00   |
| RD-7: Princeton Ave. Connectivity                 | Conley St. to Adams St. Streetscapes and signage to connect east and west portions of Main Street   | 2011 | \$200,000.00   | 2012 | \$100,000.00   | 2013 | \$1,700,000.00  | \$2,000,000.00  | City of College Park | TE/City                               | City | \$400,000.00   |
| RD-8: Rhodes St. Extension                        | New Roadway- Extend Rhodes St. about 900 ft. to Camp Creek Pkwy. and Realign Rhodes with Airport Dr. Three 12 foot lanes with landscaping and 8 ft. sidewalks                     | 2012 | \$200,000.00   | 2013 | \$200,000.00   | 2015 | \$1,100,000.00  | \$1,500,000.00  | City of College Park | GDOT/City                             | City | \$300,000.00   |
| RD-9: Rhodes St. Improvements                     | Southern terminus to Columbia Ave. (about 800 ft.). Three 12 foot lanes with landscaping and 8 ft. sidewalks.   | 2012 | \$100,000.00   | 2013 | \$100,000.00   | 2015 | \$550,000.00    | \$750,000.00    | City of College Park | GDOT/City                             | City | \$150,000.00   |
| RD-10: Conley St. Improvements                    | Camp Creek Pkwy. To Columbia Dr. (about 2000 ft.) Three 12 foot lanes with landscaping and 8 ft. sidewalks. Breakaway gateway sign at Camp Creek Pkwy./Concourse Blvd./Conley St. | 2012 | \$200,000.00   | 2013 | \$200,000.00   | 2015 | \$1,600,000.00  | \$2,000,000.00  | City of College Park | GDOT/City                             | City | \$400,000.00   |
| RD-11: Columbia Ave. Improvements                 | Rhodes St. to Conley St. (about 3000 ft.) two lane boulevard with landscaped median, multi-use bike path and sidewalks.   | 2012 | \$200,000.00   | 2013 | \$500,000.00   | 2015 | \$2,180,000.00  | \$25,280,000.00 | City of College Park | GDOT/City                             | City | \$456,000.00   |
| <b>Mobility/Pedestrian Improvements</b>           |   |      |                |      |                |      |                 |                 |                      |                                       |      |                |
| PED-1: Columbia Ave. R/R Noise Free Crossing      | Columbia Ave. and Main St.: CSX Silent Crossing with pedestrian gating  | 2009 | \$100,000.00   | 2010 | N/A            | 2011 | \$350,000.00    | \$450,000.00    | City of College Park | FRA/CSX/GDOT /LCI                     | City | \$90,000.00    |
| PED-2: Harvard Ave. R/R Noise Free Crossing       | Harvard Ave. and Main St.: CSX Silent Crossing with pedestrian gating   | 2009 | \$100,000.00   | 2010 | N/A            | 2011 | \$350,000.00    | \$450,000.00    | City of College Park | FRA/CSX/GDOT /LCI                     | City | \$90,000.00    |
| PED-3: Rugby Avenue Historic Bike Path            | Main St. to Washington Rd.-Class III Bike Path  | 2009 | \$40,000.00    | N/A  | N/A            | 2010 | \$100,000.00    | \$140,000.00    | City of College Park | TE/City                               | City | \$140,000.00   |
| PED-4: East Area Bike Path                        | East Harvard Ave., Jefferson Avenue, Temple Avenue, Adams St.   | 2010 | \$80,000.00    | 2011 | \$50,000.00    | 2012 | \$400,000.00    | \$530,000.00    | City of College Park | TE/City                               | City | \$106,000.00   |
| PED-5: East to West Trail                         | Harvard Ave./Main St. to Golf Course  | 2010 | \$150,000.00   | 2011 | \$100,000.00   | 2012 | \$900,000.00    | \$1,750,000.00  | City of College Park | TE/City                               | City | \$350,000.00   |
| <b>Transit Facilities</b>                         |   |      |                |      |                |      |                 |                 |                      |                                       |      |                |
| TR-1: MARTA Rail Station TOD Study                | Plaza with public street, parking deck, new building, retail, new bus turnaround.   | 2009 | TBD            | 2010 | TBD            | 2012 | TBD             | \$100,000.00    | College Park/MARTA   | LCI Supplemental Funds                | City | \$60,000.00    |
| TR-2: Hybrid Bus/Trolley Study                    | Study to consider natural gas/electric hybrid bus/trolley to circulate within activity center. GICC and other business centers  | 2010 | \$70,000.00    | N/A  | N/A            | 2011 | TBD             | TBD             | City of College Park | FTA/City/MART A                       | City | \$70,000.00    |
| <b>Other Projects</b>                             |   |      |                |      |                |      |                 |                 |                      |                                       |      |                |
| OTH-1: Community Policing and Crime Mapping Study | GIS system to map crime and accident data in activity center. Develop a community policing program to patrol activity center to reduce crime and violence.                        | 2010 | \$50,000.00    | N/A  | N/A            | 2011 | TBD             | TBD             | City of College Park | City/Fulton/ USDOJ for Implementation | City | \$50,000.00    |
| <b>TOTALS</b>                                     |   |      | \$3,485,000.00 |      | \$2,300,000.00 |      | \$24,135,000.00 | \$53,000,000.00 |                      |                                       |      | \$6,912,000.00 |

| KEY |                       |
|-----|-----------------------|
|     | Top Priority Projects |
|     | Second Tier Projects  |
|     | Third Tier Projects   |
|     | Fouth Tier Projects   |

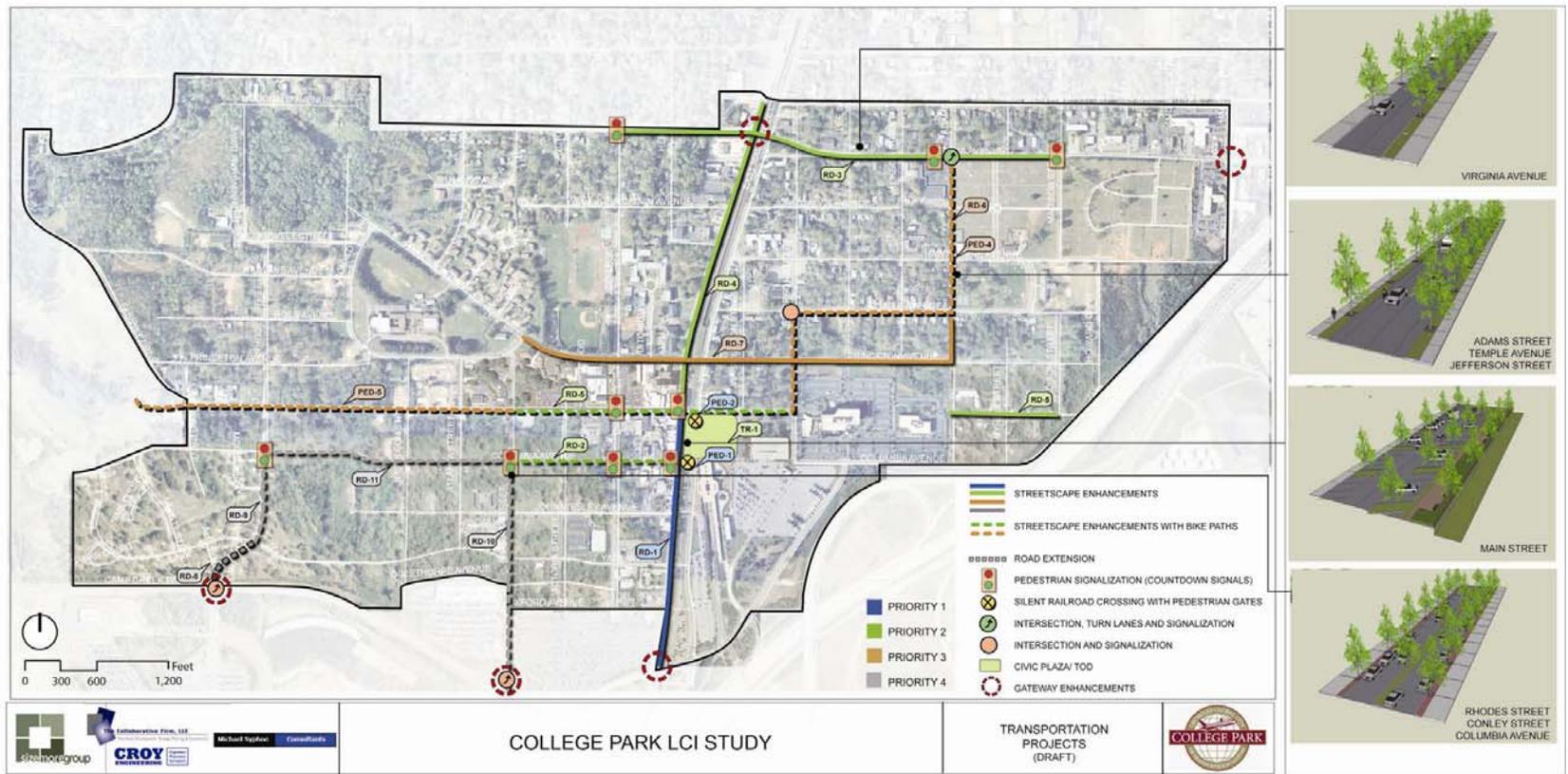


Figure 4.8: Transportation Projects

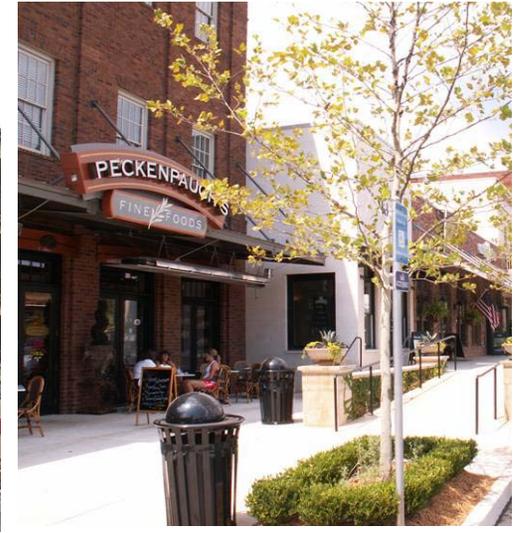
### 4.3 Urban Design Guidelines

In order to ensure that the new development initiatives are in-line with the vision and goals of the community to create vibrant pedestrian-friendly, quality communities, it is imperative that these developments be well designed. As first order of business, we recommend that a study be commissioned to develop detail design guidelines for the College Park Activity Center Area. However, it is essential to establish broad design principles that can guide the development of guidelines/standards.

It is difficult to foresee the future; hence it is important to provide the flexibility in land use, density and design. In this respect the design principles focus on the form and character of these developments rather than specificity with the goal of realizing a quality end product. Some of the guiding principles to successful urban spaces are: the scale and design of streets, relationship of buildings to streets, variety of uses and mix of activities, walkability and the design of public realm. These qualities create unique identity and sense of place for a community. The following design principles should be kept in mind as the detail design guidelines and standards are developed.

#### Mix of Uses and Densities

Diverse mix of uses is important for the identity of the community. It enriches the quality of life and allows for social interaction and strengthens the community fabric. Various compatible and complementary uses feed off each other and support the functioning of each other. It draws a diverse clientele as well. As the various uses expand it generates more pedestrian traffic that adds to the vitality and quality of life. The size and location of these mixed use nodes is critical. Successful urban places thrive on density; they tend to locate in high-density areas. This allows for people to live, work and play in close proximity. It offers pedestrian friendly environments. A critical mass helps create self-sustaining community. The appropriate density depends on the location and the mix of uses that are desired. Mixed-use areas thrive on higher density. The densities decrease transitioning from mixed use nodes towards residential neighborhoods



### Streets and Street Life

The quality of streets reflects the quality of the community and quality of life. The width of the streets, tree planting, sidewalks, street furniture, paving texture, bike lanes add to the pedestrian experience and make the environment safer. It not only enhances the pedestrian experience, it also enriches the vehicular experience. Lively streets are the hallmark of great urban places. It gives reason for the people to be on the street. The streets are not merely a two dimensional surface, but are public spaces, they are the nervous system of urban fabric. It is essential that the buildings and streets inter-relate to one another to facilitate the pedestrian experience. The following images and illustrations describe some of the key important street features that enhance the street environment:



Paved intersections act as traffic calming devices. They provide pedestrian safety, define the intersections and enhance the street image. These should adhere to ADA standards. Curbs should be designed to allow for drainage.

### INTERSECTION/ CROSSWALKS



The three Boulevard Streets- Columbia Avenue, Conley Street and Rhodes Street are proposed to be designed with a landscaped Median. A planted median helps with the image, safety and scale of the streets. The planting should be coordinated with GDOT and well maintained. Light foliage trees if allowed by GDOT should be planted along the median, this helps with the pedestrian scale of the street.

### LANDSCAPED MEDIANS



Sidewalks allow for pedestrian access along streets and provide spaces for public and private to interact. The various zones of the sidewalk should be differentiated by paving patterns and colors and materials. Plaza areas in specific areas can expand the sidewalk to create an expanded public realm and provide spaces for social interaction. In mixed-use and retail areas a supplemental zone provides for dining/seating areas.

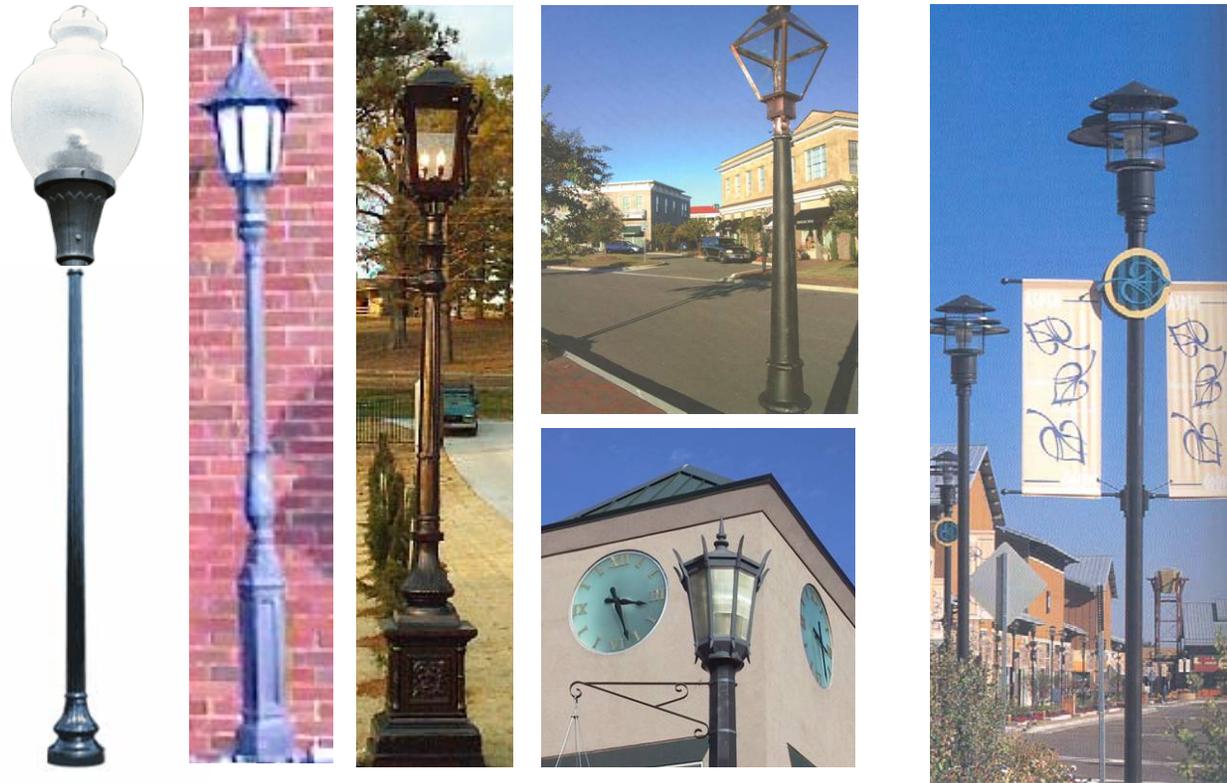
SIDEWALKS



Street trees enhance the quality of the natural and built environment. Along with providing shelter, trees provide a human scale to the public realm. Trees should be planted on both sides of the streets no more than 40' apart. The location of the trees should not interfere with the utility poles and street lighting. Adequate distance should be left at the intersections to ensure the sight lines for the drivers.

Planting and landscaping in the sidewalk areas further enhances the aesthetic quality of the public realm.

STREET TREES AND PLANTING



Proper illumination provides for safe visibility for vehicles and pedestrians. Lighting is an important element in safety and perception of safety for pedestrians. The Light poles and fixtures should be aesthetically pleasing and should be in scale with the pedestrian. Ornamental lighting fixtures integrated with banners and logos help define specific nodes and add to the visual quality of the environment. The street and pedestrian lighting could be combined or separated. The location of the light poles should be integrated with other street furniture elements and trees.

STREET LIGHTS



PARKING

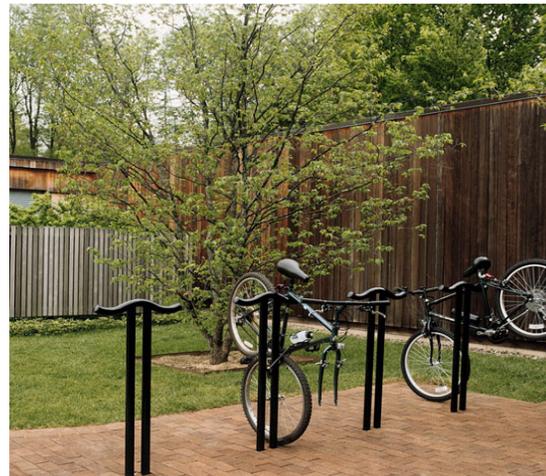
On-street parking should be provided in mixed-use and residential areas. Along with easy access to buildings, this provides a safety buffer for the pedestrians. Where needed, surface parking lots should be broken down into smaller areas and tree planting should be provided throughout. Trees help reduce the heat island effect a great deal



designed by Brian Kane, IDSA  
Patent Pending



Street furniture zone provides for various public uses such as bicycle parking racks, water fountains, benches, news stands, bus stops, trash receptacles and bollards. Such details make the pedestrian and public realm rich. Attention to be paid for the selection of these items and the design should be cohesive and from one family of design selection. These elements should be free from advertising. Bus shelter locations should be coordinated and should be complementary to the street furniture elements.



### STREET FURNITURE AND ACCESORIES

Public Spaces

Creating good and active public spaces is critical. A hierarchy of public spaces and gathering spaces should be provided that offer opportunity for an array of activities; public plazas, extended streetscape, pedestrian boulevards, civic greens and other elements facilitates public activities and social interaction. A well defined focal point gives unique identity, orientation and sense of place. Landscape elements such as fountains, water bodies, art installations, enhance the visual quality and experience of the public realm. Such spaces make the community sustainable over long periods of time. Spaces such as amphitheatre or podium or civic greens for civic activities should be provided for recreation and entertainment.



Parks, Open Spaces and Trails

Amenities such as parks and trails should be provided through out the community. Natural open spaces such as flood plains, buffers, etc. should be preserved. Creating a connected green space system would enhance the natural areas of the community. In residential areas, pocket parks should be provided within 5 minute walking radius for the residents. A larger community park that offers an array of active and passive recreation should be provided; activities such as ball fields, picnic areas, large open green space for festivals and large gathering. A good network of multi-purpose trails for bike and pedestrians should be provided that offer opportunity for connecting different parts of the neighborhood and community. This offers alternative mode of transportation for the residents to get around and increase their mobility.





## 5.0 ACTION PLAN

The strategies for implementing the Concept plan and recommendations are described in this section. It includes the various policy decisions and list of priority projects both short term - 5 years and Long Term- 15 years. The section is organized in three parts as mentioned below:

5.1. Implementation Strategies

5.2. Work Program

5.3. 25 Year Projections



## 5.1 Implementation Strategies

### Implementation

#### Economic

- Establish a *desired targeted* businesses, corporations and universities for recruitment
- Consider incentives to attract businesses, corporations and universities to the City
- Gain full control of the airport buy-out land
- Create a Free Trade Zone to explore the potential duty free retail/outlet retail and entertainment activities
- Create an 'economic, marketing and branding' campaign to promote College Park to recruit businesses, corporations and university and development community. This would also mitigate any negative perception of the area and media.
- Develop a plan and strategy to retain and promote small businesses in the area
- Expand and promote the façade improvement
- Leverage public investment in the form of public facilities and infrastructure to facilitate private development and redevelopment
- Prepare and launch a public/private partnership initiative aimed at facilitating the LCI compatible development projects
- Initiate funding effort to attract Federal, State, as well as ARC implementation grants

#### Land Use/Zoning

- Adopt the recommended land use and zoning changes to amend the comprehensive plan and the zoning regulations to promote pedestrian friendly walkable downtown and neighborhoods.
- Develop zoning guidelines to reflect the concept plan recommendations; parking ratios, set backs, alcohol permits, unit sizes, etc. Emphasis on flexible and quality of life zoning
- Identify other areas within the city to accommodate higher density housing that focuses on bringing the displaced housing back into the City.
- To include sustainable strategies and guidelines to promote sustainable development; guidelines for water quality, pervious pavers, storm water management, plant materials, LEED certification and others. The city can consider offering density bonus or other incentives for those who implement sustainable strategies.

#### Urban Design

- Develop a Master Plan for downtown core that integrates MARTA station, MARTA parking (TOD), Main Street as recommended in Concept Plan.
- Develop urban design guidelines for downtown and Virginia Avenue corridor that establishes the desired character and development density
- Develop a Master Plan for potential Institutional/corporate campus/entertainment venue as a public/private initiative



- Design for park/plaza in front of City Hall and Civic Complex
- Develop designs for gateways to the community and way finding signage to define the entries and districts within the study area
- Community Policing and Crime Mapping Study. GIS system to map crime and accident data in activity center. Develop a community policing program to patrol activity center to reduce crime and violence.

## Housing

To ensure a high quality of life in the College Park community, there is a need to ensure appropriate housing options for people who work in and around the area. College Park has experienced a decline in resident population over the past decade and as additional commercial and office space is added to the community, a greater diversity of housing options is needed. A balanced jobs-to-housing match will ensure that College Park continues to adhere to the principles of smart growth and promotes a positive quality of life.

The demand for single family residential development is relatively low in the study area; however the market for new corporate lodging and apartments is relatively strong. The multi-family housing stock in the study area is at least 30 years old or more and the study area holds potential for new and high quality multi family the following types of housing options in the short term. The city should provide Incentives to developers to build corporate lodging and lofts/mixed used residential developments in targeted locations in the study area including Downtown and Virginia Avenue Corridor.

- **Incentives to develop higher density housing – (Lofts, Corporate Lodging, and Condos)**  
Corporate Lodging- (contract) 100-150 units -900-1400 s.f.  
Apartments- 150-200 units- 900-1,400 s.f. (Main Street Area)-2 stories  
Condominiums- 50-100 units – 1,200-1,800 s.f. (Main Street Area)  
Lofts- 25-50 units 1,200-1,800 s.f. ((Main Street Area)
- Promote the partnership between potential developers with experienced nonprofit housing developers that maybe able to obtain additional resources to develop workforce housing.
- Expanding opportunities for Employer assisted housing.  
As larger employers move into the area, discussions about the provision of Employer assisted Housing programs should be encouraged. Employer Assisted Housing is a powerful incentive that can effectively promote employee retention as well as create loyalty. The employer should be encouraged to provide incentives to its employees to make housing more affordable.
- Facilitate redevelopment of older multi family housing impacted by future runway noise from the Airport Expansion
- Encourage infill housing development in existing neighborhoods, especially owner-occupied housing.



Transportation

- Implement the recommended projects as per the work program in transportation recommendations
- Submit application for the two priority projects to ARC for funding
- Hybrid Bus/Trolley Study. Study to consider natural gas/electric hybrid bus/trolley to circulate within activity center, GICC and other business centers
- Parking Monitoring Plan to address the parking conflicts between MARTA commuters and Downtown shoppers; parking decks in conjunction with private development, parking enforcements, signage integrated with streetscape, meters validated by merchants (vending machines) and other strategies.

| <b>DEVELOPMENT PROGRAM</b>                                |   |  |                                   |   |
|---|---|--|-----------------------------------|---|
| <b>SUB AREAS</b>  | <b>Existing Use</b>                                 | <b>Proposed Uses</b>   | <b>Estimated Development Year</b> | <b>Comments</b>   |
| <b>Downtown w/MARTA TOD</b>                               | Retail/Civic/MARTA                                  | Retail, Restaurants, Entertainment, Commercial/Office, Condos, Hotel, Parking & Live/Work  | 2008-2013                         | Expanding the Downtown District. Private development - infill and redevelopment |
| <b>Downtown West - Entertainment/Retail</b>               | Civic and Mostly Vacant                             | Mixed-Use: Retail, Entertainment, Commercial/Office, Multi-family (condos), Corporate Housing, Art and Cululture, Restaurants, Hotel and Parking | 2009-2015                         | Private development - infill and redevelopment                                  |
| <b>Manchester Pointe Corporate/Institutional District</b> | Mostly Vacant                                       | Office and University Campus, Corporate Housing, Entertainment, Farmers Market   | 2008-2020                         | Public/Private Partnership - Redevelopment                                      |
| <b>Manchester Corporate Residential District</b>          | Mostly Vacant                                       | Residential; Condos, Town Homes, and Single Family   | 2008-2021                         | Public/Private Partnership - Redevelopment                                      |
| <b>Virginia Avenue Corridor</b>                           | Retail, Restaurants, Hotels/Motels, and Residential | Retail, Restaurants, Hotel/Motel, Corporate Housing and Multi-family housing   | 2008-2012                         | Public/Private Partnership - Redevelopment                                      |

Table 5.1: Development Project Initiatives



## 5.2. Work Program

| <b>Local Government Planning Initiatives</b> |  |             |             |  |                             |
|--|--|-------------|-------------|--|-----------------------------|
| <b>FIVE YEAR IMPLEMENTATION PLAN</b>         |  |             |             |  |                             |
| <b>Project ID</b>                            | <b>Description / Action</b>  | <b>Cost</b> | <b>Year</b> | <b>Responsible Party</b>                   | <b>Funding Source</b>       |
| <b>Planning, Zoning and Design</b>           |  |             |             |  |                             |
| PZ-1   | Land Use: Adopt new land use for the LCI study area to accommodate mixed use and pedestrian friendly sustainable environments.   | TBD         | 2008        | City of College Park                       | City of College Park        |
| PZ-2   | Zoning Regulations: Develop zoning regulations to implement the LCI Plan: use, height, setbacks, parking, inter parcel connectivity, streets, signage, open space to promote and encourage the desired character for the LCI area. May require modifications to existing zoning regulations. | TBD         | 2008        | City of College Park                       | City of College Park/ARC    |
| UD-1   | Design Guidelines: To develop guidelines (including access management) for the LCI study area to ensure the quality and character of development to reflect the community's vision as articulated in LCI study   | \$40,000    | 2008        | City of College Park                       | City of College Park/ARC    |
| UD-2   | Downtown Sector Plan - Streetscape/Plaza, MARTA reconfiguration and TOD Design (East & West Main Street and Harvard); To design an integrated streetscape/landscape/plaza design connecting MARTA and downtown as per LCI Concept Plan   | \$100,000   | 2008        | City of College Park                       | City of College Park/ARC    |
| UD-3   | Corporate/Institutional Campus Plan: To create a Master Plan for institution/corporate campus  | TBD         | 2008        | City of College Park                       | City of College Park/ARC    |
| UD-4   | Gateway Design: To design gateways at Virginia Avenue, Camp Creek and Main Street as per LCI recommendations   | TBD         | 2008-09     | City of College Park                       | City of College Park/ARC    |
| UD-5   | Park in front of City Hall - Design  | TBD         | 2008-10     | City of College Park                       | City of College Park        |
| UD-6   | Community Policing and Crime Mapping Study. GIS system to map crime and accident data in activity center. Develop a community policing program to patrol activity center to reduce crime and violence  | TBD         | 2008-10     | City of College Park                       | Federal - Depart of Justice |
| <b>Economic Development</b>                  |  |             |             |  |                             |
| ED-1   | Establish a Duty Free Zone to explore potential duty free retail or outlet retail and entertainment activities   | TBD         | 2008        | Economic Development, City of College Park | City of College Park        |
| ED-2   | Create an 'Economic, Marketing and Branding Campaign' to promote College Park to recruit businesses, corporations and development community and promote positive image of College Park in the media  | TBD         | 2008-09     | Economic Development, City of College Park | City of College Park        |
| ED-3   | Establish a desired target list of business and corporations to recruit that are on top priority for active recruitment. These will include the services that community and city needs.  | TBD         | 2008        | Economic Development, City of College Park | City of College Park        |
| ED-4   | Develop incentive plan/structure to attract businesses/corporations to the area  | TBD         | 2008        | Economic Development, City of College Park | City of College Park        |
| ED-5   | Develop a plan to retain and promote small businesses.   | TBD         | 2008-2009   | Economic Development, City of College Park | City of College Park        |
| ED-6   | Expand and promote the Façade Improvement Program  | TBD         | 2008        | Economic Development, City of College Park | City of College Park        |
| ED-7   | Prepare and Launch a Public/Private Partnership initiative aimed at facilitating the LCI compatible development projects   | TBD         | 2008-09     | Economic Development, City of College Park | City of College Park        |
| ED-8   | Land Assembly/Consolidation for Projects   | TBD         | 2008-12     | BIDA/City of College Park                  | BIDA/City of College Park   |
| ED-9   | MARTA Property - park/ride redevelopment   | TBD         | 2008-2012   | City of College Park                       | BIDA/City of College Park   |
| ED-10  | Develop a master plan for public infrastructure and facilities, such as retention, sewer, capacity, etc. to leverage private development.  | TBD         | 2008-2010   | City of College Park                       | BIDA/City of College Park   |

Table 5.2: Local Government Planning Initiatives



## LCI PRIORITY PROJECT LIST

During the transportation agency coordination meeting with representatives of the Atlanta Regional Commission, Georgia Department of Transportation, Georgia Regional Transportation Authority, and Metropolitan Atlanta Regional Transit Authority, the ARC requested that the City of College Park submit two priority projects of less than \$4 million. The two projects listed below represent the City's two priorities for ARC funding consideration. The projects are in priority order and also are divided into phases should full funding not be available to projected shortfalls in federal transportation funding.

- **Priority 1: Southern Activity Center Improvements**

Total Cost: \$3,315,000.00

Pedestrian countdown signals at Main St./Columbia and Harvard and College St./Columbia and Harvard; Corridor enhancement along South Main Street from Camp Creek Pkwy to Princeton Ave. including streetscapes, crosswalks, sidewalk enhancement, pedestrian lighting, and landscaping; Mobility pedestrian improvements with quiet zones at railroad crossings at Columbia Avenue and Harvard Avenue including pedestrian gating structure safety improvements and decorative fencing.

Phase 1: Corridor enhancement along South Main Street from Camp Creek Pkwy to Princeton Ave. including streetscapes, crosswalks, sidewalk enhancement, pedestrian lighting, and landscaping (\$1,875,000).

Phase 2: Pedestrian countdown signals at Main St./Columbia and Harvard and College St./Columbia and Harvard; Mobility pedestrian improvements with quiet zones at railroad crossings at Columbia Avenue and Harvard Avenue including pedestrian gating structure safety improvements and decorative fencing (\$1,440,000).

- **Priority 2: East-West Connectivity Project**

Total Cost: \$3,990,000.00

Virginia Ave. improvements from College St. to Madison St.; and Temple Ave., Jefferson St. and Adams St.: streetscapes, crosswalks, sidewalk enhancements, bike lanes, pedestrian lighting, landscaping and gateway signage.

Phase 1: Virginia Ave. improvements from College St. to Madison St.: streetscapes, crosswalks, sidewalk enhancements, bike lanes, pedestrian lighting, landscaping, and gateway signage (\$2,190,000).

Phase 2: Temple Ave., Jefferson St. and Adams St.: streetscapes, crosswalks, sidewalk enhancements, bike lanes, pedestrian lighting, landscaping, and gateway signage (\$1,800,000).



| DESCRIPTION   | TYPE OF IMPROVEMENT   | P&E YEAR | P&E COSTS    | ROW YEAR | ROW COSTS    | CONSTRUCTION YEAR | CONSTRUCTION COSTS | TOTAL PROJECT COSTS | RESPONSIBLE PARTY    | FUNDING SOURCE | LOCAL SOURCE | LOCAL MATCH  |
|---|---|----------|--------------|----------|--------------|-------------------|--------------------|---------------------|----------------------|----------------|--------------|--------------|
| <b>LCI Priority Projects</b>                          |   |          |              |          |              |                   |                    |                     |                      |                |              |              |
| <b>LCI-1: Southern Activity Center Improvements</b>   | Pedestrian countdown signals at Main St./Columbia and Harvard and College St./Columbia and Harvard; Corridor enhancement along South Main Street from Camp Creek Pkwy to Harvard Ave. including streetscapes, crosswalks, sidewalk enhancement, pedestrian lighting, and landscaping; Mobility pedestrian improvements with quiet zones at railroad crossings at Columbia Avenue and Harvard Avenue including pedestrian gating structure safety improvements and decorative fencing. | 2009     | \$535,000.00 | 2011     | \$300,000.00 | 2012              | \$2,630,000.00     | \$3,485,000.00      | City of College Park | LCI            | City         | \$693,000.00 |
| <b>LCI-2: East-West Connectivity Project</b>          | Virginia Ave. improvements from College St. to Madison St.; and Temple Ave., Jefferson St. and Adams St.: streetscapes, crosswalks, sidewalk enhancements, bike lanes, pedestrian lighting, landscaping and gateway signage.  | 2009     | \$400,000.00 | 2011     | \$250,000.00 | 2012              | \$3,340,000.00     | \$3,990,000.00      | City of College Park | LCI            | City         | \$798,000.00 |
| <b>Intersection Improvements/Signalization</b>        |   |          |              |          |              |                   |                    |                     |                      |                |              |              |
| INT-1: Columbia Ave and Main St.                      | Pedestrian signalization (countdown signals)  | 2009     | \$40,000.00  | N/A      | \$0.00       | 2010              | \$120,000.00       | \$160,000.00        | City of College Park | GDOT/LCI       | City         | \$32,000.00  |
| INT-2: Harvard Ave and Main St.                       | Pedestrian signalization (countdown signals)  | 2009     | \$40,000.00  | N/A      | \$0.00       | 2010              | \$120,000.00       | \$160,000.00        | City of College Park | GDOT/LCI       | City         | \$32,000.00  |
| INT-3: College St. and Virginia Ave.                  | Pedestrian signalization (countdown signals)  | 2009     | \$40,000.00  | N/A      | \$0.00       | 2010              | \$120,000.00       | \$160,000.00        | City of College Park | GDOT/LCI       | City         | \$160,000.00 |
| INT-4: College St. and Harvard Ave..                  | Pedestrian signalization (countdown signals)  | 2009     | \$40,000.00  | N/A      | \$0.00       | 2010              | \$120,000.00       | \$160,000.00        | City of College Park | GDOT/LCI       | City         | \$160,000.00 |
| INT-5: College St. and Columbia Ave.                  | Pedestrian signalization (countdown signals)  | 2009     | \$40,000.00  | N/A      | \$0.00       | 2010              | \$120,000.00       | \$160,000.00        | City of College Park | GDOT/LCI       | City         | \$160,000.00 |
| INT-6: Adams St. at Virginia Ave.                     | Intersection, turn lanes and signalization  | 2009     | \$120,000.00 | 2010     | \$100,000.00 | 2011              | \$700,000.00       | \$920,000.00        | City of College Park | GDOT/City      | City         | \$184,000.00 |
| INT-7: Madison St. and Virginia Ave.                  | Pedestrian signalization (countdown signals)  | 2009     | \$40,000.00  | N/A      | \$0.00       | 2010              | \$120,000.00       | \$160,000.00        | City of College Park | GDOT/LCI       | City         | \$160,000.00 |
| INT-8: Adams St. and Virginia Ave.                    | Pedestrian signalization (countdown signals)  | 2009     | \$40,000.00  | N/A      | \$0.00       | 2010              | \$120,000.00       | \$160,000.00        | City of College Park | GDOT/LCI       | City         | \$160,000.00 |
| INT-9: Camp Creek Pkwy at Airport Dr                  | Intersection, turn lanes and signalization  | 2010     | \$150,000.00 | 2011     | \$0.00       | 2012              | \$1,500,000.00     | \$1,650,000.00      | City of College Park | LCI/GDOT       | City         | \$330,000.00 |
| INT-10: Camp Creek Pkwy at Concourse Blvd./Conley St. | Intersection, turn lanes and signalization  | 2010     | \$200,000.00 | 2011     | \$100,000.00 | 2013              | \$1,500,000.00     | \$1,800,000.00      | City of College Park | LCI/GDOT       | City         | \$360,000.00 |
| INT-11: Jefferson St. at Temple Ave                   | Intersection and signalization  | 2010     | \$65,000.00  | 2011     | \$0.00       | 2012              | \$685,000.00       | \$750,000.00        | City of College Park | GDOT/City      | City         | \$150,000.00 |
| INT-12: Conley St. and Columbia Ave.                  | Pedestrian signalization (countdown signals)  | 2009     | \$40,000.00  | N/A      | \$0.00       | 2010              | \$120,000.00       | \$160,000.00        | City of College Park | LCI/GDOT       | City         | \$32,000.00  |
| INT-13: Rhodes St. and Columbia Ave.                  | Pedestrian signalization (countdown signals)  | 2009     | \$40,000.00  | N/A      | \$0.00       | 2010              | \$120,000.00       | \$160,000.00        | City of College Park | LCI/GDOT       | City         | \$32,000.00  |
| <b>Roadway Improvements</b>                           |   |          |              |          |              |                   |                    |                     |                      |                |              |              |
| RD-1: South Main Street/SR 29 Corridor Enhancement    | Camp Creek Pkwy. to Harvard Ave. Streetscapes, crosswalks, sidewalk enhancement, pedestrian lighting, landscaping   | 2009     | \$175,000.00 | 2010     | \$300,000.00 | 2011              | \$1,450,000.00     | \$2,025,000.00      | City of College Park | LCI/GDOT/TE    | City         | \$405,000.00 |
| RD-2: Columbia Ave. Improvements                      | Conley St. to Main St. Turn lanes, streetscapes   | 2010     | \$150,000.00 | 2011     | \$100,000.00 | 2012              | \$1,550,000.00     | \$1,800,000.00      | City of College Park | GDOT/City      | City         | \$360,000.00 |
| RD-3: Virginia Avenue Corridor Enhancement            | College St. to Madison St. Streetscapes, sidewalks, pedestrian lighting, landscaping.   | 2009     | \$200,000.00 | 2010     | \$150,000.00 | 2011              | \$1,840,000.00     | \$2,190,000.00      | City of College Park | LCI/GDOT/TE    | City         | \$438,000.00 |
| RD-4: North Main Street/SR 29 Corridor Enhancement    | Harvard Ave. to Virginia Ave. Streetscapes, crosswalks, sidewalk enhancement, pedestrian lighting, landscaping  | 2010     | \$175,000.00 | 2011     | \$100,000.00 | 2012              | \$1,450,000.00     | \$1,725,000.00      | City of College Park | LCI/TE         | City         | \$345,000.00 |
| RD-5: Harvard Ave. Connectivity                       | Conley St. to Madison St. Streetscapes and signage to connect east and west portions of Main Street   | 2010     | \$200,000.00 | 2011     | \$100,000.00 | 2012              | \$1,650,000.00     | \$1,950,000.00      | City of College Park | TE/City        | City         | \$390,000.00 |



|   |   |      |                       |      |                       |      |                        |                        |                      |                                       |      |                       |
|---|---|------|-----------------------|------|-----------------------|------|------------------------|------------------------|----------------------|---------------------------------------|------|-----------------------|
| RD-6: East Area Roadway Improvements              | Temple Ave., Jefferson St. and Adams St. Streetscapes, sidewalk enhancement, pedestrian lighting. Breakaway gateway sign at Adams St. and Virginia Ave.                           | 2011 | \$200,000.00          | 2012 | \$100,000.00          | 2013 | \$1,500,000.00         | \$1,800,000.00         | City of College Park | TE/City                               | City | \$360,000.00          |
| RD-7: Princeton Ave. Connectivity                 | Conley St. to Adams St. Streetscapes and signage to connect east and west portions of Main Street   | 2011 | \$200,000.00          | 2012 | \$100,000.00          | 2013 | \$1,700,000.00         | \$2,000,000.00         | City of College Park | TE/City                               | City | \$400,000.00          |
| RD-8: Rhodes St. Extension                        | New Roadway- Extend Rhodes St. about 900 ft. to Camp Creek Pkwy. and Realign Rhodes with Airport Dr. Three 12 foot lanes with landscaping and 8 ft. sidewalks                     | 2012 | \$200,000.00          | 2013 | \$200,000.00          | 2015 | \$1,100,000.00         | \$1,500,000.00         | City of College Park | GDOT/City                             | City | \$300,000.00          |
| RD-9: Rhodes St. Improvements                     | Southern terminus to Columbia Ave. (about 800 ft.). Three 12 foot lanes with landscaping and 8 ft. sidewalks.   | 2012 | \$100,000.00          | 2013 | \$100,000.00          | 2015 | \$550,000.00           | \$750,000.00           | City of College Park | GDOT/City                             | City | \$150,000.00          |
| RD-10: Conley St. Improvements                    | Camp Creek Pkwy. To Columbia Dr. (about 2000 ft.) Three 12 foot lanes with landscaping and 8 ft. sidewalks. Breakaway gateway sign at Camp Creek Pkwy./Concourse Blvd./Conley St. | 2012 | \$200,000.00          | 2013 | \$200,000.00          | 2015 | \$1,600,000.00         | \$2,000,000.00         | City of College Park | GDOT/City                             | City | \$400,000.00          |
| RD-11: Columbia Ave. Improvements                 | Rhodes St. to Conley St. (about 3000 ft.) two lane boulevard with landscaped median, multi-use bike path and sidewalks.   | 2012 | \$200,000.00          | 2013 | \$500,000.00          | 2015 | \$2,180,000.00         | \$25,280,000.00        | City of College Park | GDOT/City                             | City | \$456,000.00          |
| <b>Mobility/Pedestrian Improvements</b>           |   |      |                       |      |                       |      |                        |                        |                      |                                       |      |                       |
| PED-1: Columbia Ave. R/R Noise Free Crossing      | Columbia Ave. and Main St.: CSX Silent Crossing with pedestrian gating  | 2009 | \$100,000.00          | 2010 | N/A                   | 2011 | \$350,000.00           | \$450,000.00           | City of College Park | FRA/CSX/GDOT /LCI                     | City | \$90,000.00           |
| PED-2: Harvard Ave. R/R Noise Free Crossing       | Harvard Ave. and Main St.: CSX Silent Crossing with pedestrian gating   | 2009 | \$100,000.00          | 2010 | N/A                   | 2011 | \$350,000.00           | \$450,000.00           | City of College Park | FRA/CSX/GDOT /LCI                     | City | \$90,000.00           |
| PED-3: Rugby Avenue Historic Bike Path            | Main St. to Washington Rd.-Class III Bike Path  | 2009 | \$40,000.00           | N/A  | N/A                   | 2010 | \$100,000.00           | \$140,000.00           | City of College Park | TE/City                               | City | \$140,000.00          |
| PED-4: East Area Bike Path                        | East Harvard Ave., Jefferson Avenue, Temple Avenue, Adams St.   | 2010 | \$80,000.00           | 2011 | \$50,000.00           | 2012 | \$400,000.00           | \$530,000.00           | City of College Park | TE/City                               | City | \$106,000.00          |
| PED-5: East to West Trail                         | Harvard Ave./Main St. to Golf Course  | 2010 | \$150,000.00          | 2011 | \$100,000.00          | 2012 | \$900,000.00           | \$1,750,000.00         | City of College Park | TE/City                               | City | \$350,000.00          |
| <b>Transit Facilities</b>                         |   |      |                       |      |                       |      |                        |                        |                      |                                       |      |                       |
| TR-1: MARTA Rail Station TOD Study                | Plaza with public street, parking deck, new building, retail, new bus turnaround.   | 2009 | TBD                   | 2010 | TBD                   | 2012 | TBD                    | \$100,000.00           | College Park/MARTA   | LCI Supplemental Funds                | City | \$60,000.00           |
| TR-2: Hybrid Bus/Trolley Study                    | Study to consider natural gas/electric hybrid bus/trolley to circulate within activity center, GICC and other business centers  | 2010 | \$70,000.00           | N/A  | N/A                   | 2011 | TBD                    | TBD                    | City of College Park | FTA/City/MART A                       | City | \$70,000.00           |
| <b>Other Projects</b>                             |   |      |                       |      |                       |      |                        |                        |                      |                                       |      |                       |
| OTH-1: Community Policing and Crime Mapping Study | GIS system to map crime and accident data in activity center. Develop a community policing program to patrol activity center to reduce crime and violence.                        | 2010 | \$50,000.00           | N/A  | N/A                   | 2011 | TBD                    | TBD                    | City of College Park | City/Fulton/ USDOJ for Implementation | City | \$50,000.00           |
| <b>TOTALS</b>                                     |   |      | <b>\$3,485,000.00</b> |      | <b>\$2,300,000.00</b> |      | <b>\$24,135,000.00</b> | <b>\$53,000,000.00</b> |                      |                                       |      | <b>\$6,912,000.00</b> |

| KEY |                       |
|-----|-----------------------|
|     | Top Priority Projects |
|     | Second Tier Projects  |
|     | Third Tier Projects   |
|     | Fouth Tier Projects   |

Table 5.3: College Park Activity Center LCI: Proposed Transportation Projects

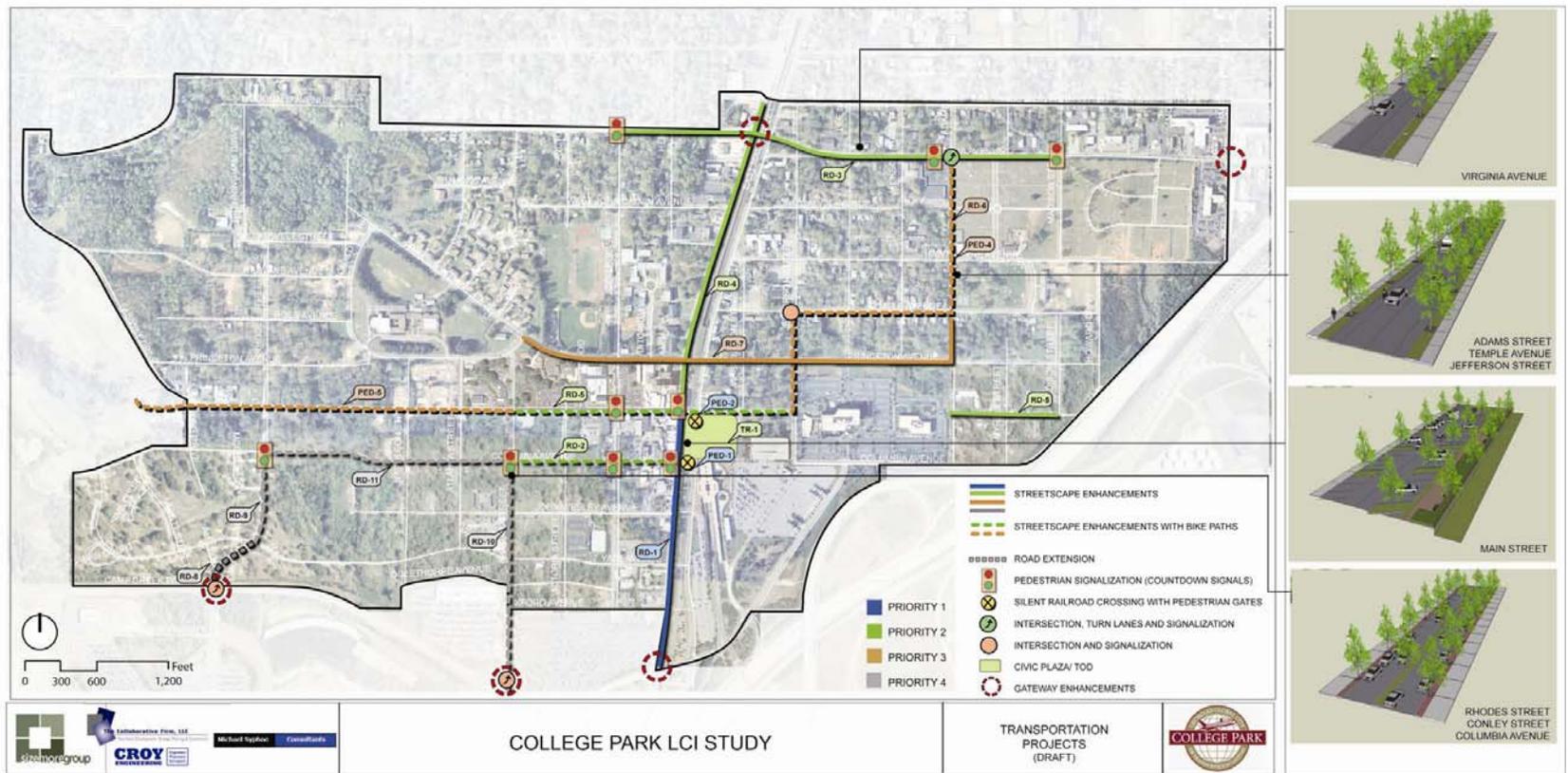


Figure 5.1 : Transportation Projects



5.3 25Year Projections

**Existing Population and 25 Year Population Projections 2007-2032**

**College Park**

| LCI Market Area                           | Year 2007 | Year 2012 | Year 2017 | Year 2022 | Year 2027 | Year 2032 |
|---|-----------|-----------|-----------|-----------|-----------|-----------|
| <b>Study Area<br/>1 Mile Radius</b>       | 6,699     | 7,238     | 7,296     | 7,354     | 7,413     | 7,472     |
| <b>Primary Market<br/>3 Mile Radius</b>   | 68,624    | 78,147    | 79,116    | 80,097    | 81,090    | 82,096    |
| <b>Secondary Market<br/>5 Mile Radius</b> | 171,701   | 204,508   | 207,596   | 210,731   | 213,913   | 217,143   |

Table 5.4: Existing Population and 25 Year Population Projections

**Table Existing Households and 25 Year Household Projections 2007-2032**

**College Park**

| LCI Market Area                           | Year 2007 | Year 2012 | Year 2017 | Year 2022 | Year 2027 | Year 2032 |
|---|-----------|-----------|-----------|-----------|-----------|-----------|
| <b>Study Area<br/>1 Mile Radius</b>       | 2,641     | 2,692     | 2,744     | 2,797     | 2,851     | 2,906     |
| <b>Primary Market<br/>3 Mile Radius</b>   | 26,854    | 28,387    | 30,008    | 31,722    | 33,533    | 35,448    |
| <b>Secondary Market<br/>5 Mile Radius</b> | 70,172    | 76,698    | 83,831    | 91,627    | 100,149   | 109,463   |

Table 5.5: Existing Households and 25 Year Projections



**Existing Average Household Size and 25 Year Projections 2007-2032**

**College Park**

| LCI Market Area                           | Year 2007 | Year 2012 | Year 2017 | Year 2022 | Year 2027 | Year 2032 |
|---|-----------|-----------|-----------|-----------|-----------|-----------|
| <b>Study Area<br/>1 Mile Radius</b>       | 2.59      | 2.65      | 2.71      | 2.77      | 2.84      | 2.9       |
| <b>Primary Market<br/>3 Mile Radius</b>   | 2.7       | 2.74      | 2.78      | 2.82      | 2.86      | 2.91      |
| <b>Secondary Market<br/>5 Mile Radius</b> | 2.68      | 2.71      | 2.74      | 2.77      | 2.8       | 2.83      |

Table 5.6: Existing Average Households and 25 Year Projections

**Existing Employment and 25 Year Employment Projections 2007-2032**

**College Park**

| LCI Market Area                           | Year 2007 | Year 2012 | Year 2017 | Year 2022 | Year 2027 | Year 2032 |
|---|-----------|-----------|-----------|-----------|-----------|-----------|
| <b>Study Area<br/>1 Mile Radius</b>       | 5,630     | 6,109     | 6,628     | 7,191     | 7,802     | 8,466     |
| <b>Primary Market<br/>3 Mile Radius</b>   | 53,358    | 59,227    | 65,742    | 72,974    | 81,001    | 89,911    |
| <b>Secondary Market<br/>5 Mile Radius</b> | 88,443    | 99,941    | 112,933   | 127,614   | 144,204   | 162,951   |

Table 5.7: Existing Employment and 25 Year Projections



**Existing Job/Household Ratios and 25 Year Projections 2007-2032**

**College Park**

| <b>LCI Market Area</b>                        | <b>Year<br/>2007</b> | <b>Year<br/>2012</b> | <b>Year<br/>2017</b> | <b>Year<br/>2022</b> | <b>Year<br/>2027</b> | <b>Year<br/>2032</b> |
|---|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| <b>Study Area<br/>1 Mile Radius</b>           | 2.13                 | 2.27                 | 2.42                 | 2.57                 | 2.74                 | 2.91                 |
| <b>Primary Market<br/>3 Mile Radius</b>       | 1.99                 | 2.09                 | 2.19                 | 2.3                  | 2.42                 | 2.54                 |
| <b>Secondary<br/>Market<br/>5 Mile Radius</b> | 1.26                 | 1.3                  | 1.35                 | 1.39                 | 1.44                 | 1.49                 |

Table 5.8: Existing Jobs / Households and 25 Year Projections



## APPENDIX

A.1 Community Questionnaire Summary

A.2 Character Preference Survey Results

A.3 Initial Comments to proposed MARTA station Concept Plan



## A. I Character Questionnaire Summary

### Background

On September 12, 2007, a public meeting was held, followed by a Core Stakeholder Group meeting on October 30, to kick off the College Park Activity Center LCI study at the College Park Public Safety Building. At the conclusion of these introductory meetings, participants were asked to complete a questionnaire in order to identify some of the primary concerns for the area.

Eleven responses were submitted. The respondents consisted of six males and five females, ranging in age from 31 to 61 or more years old. The majority of the respondents were between age 31 and age 50. Six of the respondents were identified as property owners within College Park, six were residents and three were business owners in the area.

### **1. What are your three main concerns for the future of College Park?**

Economic Development: Seven respondents expressed concerns about College Park's future economic development. Respondents noted that steps should be taken to encourage development within College Park, such as improving infrastructure, schools, the perception of crime in the area and opening the vacant properties that have been purchased by the City of Atlanta for development. Also, respondents highlighted a need for more retail and service offerings in the area, such as a grocery store.

Infrastructure: Six respondents identified infrastructure needs as a primary concern for the future of College Park. Respondents emphasized the need for improved utilities, sidewalks, street lighting and streetscapes.

Schools: Five respondents identified schools as a primary concern for the future of College Park. Specifically, respondents were concerned about the quality of public schools in the area.

### **2. What land uses do you want to see in College Park?**

Housing: Respondents identified single-family residences and live/work communities as the preferred housing options for College Park. The least desirable housing option was apartments.

Office: Respondents preferred professional offices over other office uses.

Retail: The most preferred retail offerings, as identified by survey respondents, included supermarket, tea room, card/gift shop, deli, art gallery, non-franchised restaurant, coffee shop/café/bakery, bookstore and ice cream parlor/soda shop. The least preferred retail offerings included toy store, gas station, and dollar store and franchised restaurant.



Retail Building Configurations: Respondents identified “Old Main Street” style (connected), mixed-use with housing or office above retail and the use of existing structures as preferred retail building configurations. The least desirable retail building configuration was a freestanding, single story building.

Recreation/Entertainment: Respondents selected outdoor concerts, festivals and picnics as the most desirable recreation or entertainment uses.

Civic/Amenities: Libraries, outdoor public gathering places, parks and playgrounds were among the most preferred civic uses or amenities identified by respondents. Tag offices were least desirable.

Education: Respondents expressed openness to all of the educational uses listed on the questionnaire; however, public elementary, middle and high schools were the most preferred educational facilities for College Park.

**3. How would you most like the above amenities/services “packaged?” How far would you walk for these amenities?**

Ten respondents selected street level retail mixed-use and eight respondents selected dispersed neighborhood retail clusters as the best means to provide amenities and services. Four respondents were willing to walk five minutes to these amenities, while three respondents were willing to walk both ten and fifteen minutes.

**4. What transportation changes would you like to see?**

Respondents expressed a strong desire to enhance walkability within College Park, identifying sidewalks, bicycle and jogging paths, pedestrian and bike connections and streetscape as the most needed changes to transportation. The changes that were least desired were more roads and increased road capacity.

**5. What transportation issues concern you the most?**

Pedestrian and bicycle access, as well as safety, were identified by survey respondents as the greatest transportation concerns for the study area. Respondents were least concerned about long commutes and bus service.

**6. Which roads and intersections in the College Park study area have the greatest safety issues?**

Main Street, Virginia Avenue and the intersection of Harvard Avenue and Main Street were identified by respondents as roads and intersections within the study area having the greatest safety issues.

**7. Which roads and intersections in the College Park study area are most in need of being improved?**

Respondents identified a need for improvements to the retail offerings, streetscape and pedestrian facilities along Main Street. Streetscape and pedestrian facilities along Virginia Avenue were also highlighted as needs for improvement.



**8. What are the three best assets of the College Park community and are they getting stronger or in danger of being lost?**

The historic character of College Park was identified by respondents as one of the best assets of the area that is being lost. Several respondents also identified the small town feel of the area as a valuable asset that is being lost. The location and access to Atlanta was another quality that respondents identified as one of the area's best assets.

**9. What are your three biggest concerns for your community?**

The top three concerns for the community, as identified by survey respondents, were promoting an active downtown, schools and economic development. None of the respondents identified traffic, affordable housing or parks and services as top concerns within the community.

**10. What is the distance between your residence and workplace? What are your reasons for not living closer to your place of work?**

The majority of survey respondents reported living more than twelve miles from their place of employment. Housing cost was the most cited reason for not living closer to work, followed by a lack of housing options near the place of employment.

## A. I Character Preference Survey Results

### Parks and Gathering places

In the category of parks and gathering places, the preferred choice of image reflects a space that should be designed to encourage social and passive recreational activities. The importance of interconnected spaces and the ability to encourage a variety of social opportunities is reflected. The choice also expresses a desire for neighborhood-scale parks and gathering spaces versus community or regional parks. Large civic gathering spaces with wide expanses of hardscape and pavers received a neutral rating.

### Greenways and Trails

These should provide a variety of pedestrian and biking experiences through the natural and built environment. These spaces should have periodic shade opportunities and sufficient open spaces to comfort and enhance the perception of safety. Visual and physical buffers between pedestrians and traffic are encouraged. Images that reflect unpaved trails that are heavily wooded and too isolated from the surroundings and where safety may be a concern, received only a neutral or an undesired rating.

### Parks and Gathering Places

#### Most Desired



- Pedestrian/bicycle trails
- Incorporated into natural environment

#### Desired



- Public Art
- Landscaping with trees and other plantings

#### Undesired



- Few shade trees
- Does not utilize natural environment

### Greenways and Trails

#### Most Desired



- Paved pedestrian/bicycle trails
- Large open space
- Feels safe

#### Desired



- Paved pedestrian/bicycle trails
- Incorporated into natural environment

#### Undesired



- Unpaved pedestrian/bicycle trails
- Heavily wooded

Sidewalks/Streetscapes - Urban

The image reflects the communities' desires for providing a safe and friendly pedestrian environment. Sidewalk furniture, overhangs from buildings, awnings and green medians contribute to a positive urban experience. The need for physical and visual buffers between pedestrians and traffic are desirable. Images where there are large interruptions in the street network and inadequate pedestrian provisions received neutral ratings. The respondents found images where there was no separation from traffic, poor visual attraction and felt unsafe as undesirable.

**Streetscape-Urban**



- Most Desired**
- Pedestrian friendly/ interactive
  - Paved sidewalks
  - Landscaping
  - Street furniture



- Desired**
- Street furniture
  - Sidewalks
  - Landscaping and hanging baskets



- Undesired**
- Not pedestrian friendly
  - Above ground utilities
  - Buildings are not oriented for easy access

Streetscape- Suburban/Residential

The preferred image reflects the communities' desires for landscaped walkways and tree-lined streets to help establish neighborhood scale and a visual appeal of the streets/neighborhood. Overhangs, trees, green medians -- all contribute to a positive experience. Visual and physical buffers between pedestrians and traffic are encouraged. Images where there was a lack of vegetation and landscaping received neutral ratings along with images with overhead utilities and narrow sidewalks.

**Streetscape- Suburban/Residential**



- Most Desired**
- Meandering sidewalks
  - Landscaping
  - Decorative fencing



- Desired**
- Boulevard street
  - Incorporated into natural environment



- Undesired**
- Above ground utilities
  - Large front setbacks

Storefronts/Character Design – Mixed-Use

The example of high quality in the mixed-use category reflects a character that provides variety to the pedestrian experience with common elements that tie the environment together. Seating, landscaping and awnings that reinforce the human scale all contribute to the experience. In terms of building height within the mixed-use environment, mid-rise building of three to five stories are encouraged. The survey shows that buildings with large setbacks, without a consistent architectural character and dominated by excessive and haphazard signage are undesirable

**Storefronts/Design Character- Mixed Use**

**Most Desired**



- Street oriented buildings
- Interactive environment
- Variety of materials and design features
- Multiple-story buildings

**Desired**



- Street oriented buildings
- Variety of storefront designs
- Variety of building materials

**Undesired**



- Excessive signage
- No consistent design themes
- Parking in front of buildings
- Little landscaping

Office Uses

The community rated office buildings with variation in massing/ roof lines and with large windows as the most desirable. Landscaped plazas/ green spaces and parking that is hidden from the main circulation were other elements in this category which were highly preferred. On the other hand small two storied office buildings with minimal landscaping and visible surface parking were rated least desirable.

**Office**

**Most Desired**



- Masonry building materials
- Architectural features such as large windows and decorative lighting
- Landscaping and fountain
- No visible parking

**Desired**



- Brick construction
- Varied roof line and large windows
- Fountain and decorative lighting

**Undesired**



- Visible parking
- Minimal landscaping
- No variety in architectural features or building materials

Residential – Multi-Family

The images that received the highest ratings within this category reflect a modern aesthetic, rhythmic fenestration and use of quality materials and architectural features. Multi family buildings with a common green space / landscape features were highly desired. Large Condo buildings with more than 4 stories and steel and glass construction were rated undesirable.

**Residential- Multifamily**

**Most Desired**



- Variety of building materials and architectural features
- Unique, modern design
- Sidewalks
- Landscaping

**Desired**



- Variety of building materials
- Architectural features such as columns and balconies

**Undesired**



- Multiple-story building
- Steel and glass construction

Residential – Townhomes

Townhome developments with a lot of street presence, high quality construction and large windows were the most preferred by the community. Other desirable features in Townhomes were a common green space, covered porches and use of a variety of materials and textures. Townhomes with traditional brick construction, monotonous facades, minimal variation in architectural design and located on streets with minimal landscaping received neutral to undesirable ratings.

**Residential- Townhomes**

**Most Desired**



- Variety of building materials
- Street oriented buildings
- Sidewalks
- Landscaping and decorative lighting

**Desired**



- Architectural features such as covered porches and varied roof line
- Landscaping
- Common space

**Undesired**



- Traditional brick construction
- Minimal street landscaping
- Minimal setback from street

### Residential – Single Family

The images that scored highly in this category reflect two storey homes with masonry construction and use of lot of stone, brick and other richer textures and materials. Also houses which were street oriented, had common green spaces and a strong sense of community were rated high. Ranch style homes with cheap building materials like vinyl siding and located far away from the street did not get a desired rating.

#### Residential- Single Family



- Two-story, masonry construction
- Landscaping
- Sidewalks



- Street oriented homes
- Central shared open space
- Landscaping



- Ranch-style home
- Siding
- Large setback from street
- Isolated from neighbors

### Surface Parking

The desirable images in this category had vehicles in clusters and surrounded by visual screening and landscaping and also existing mature trees where possible. On Street Parking with paved streets and sidewalks and decorative lights, trees etc was also rated desired by the community residents. Large open asphalt parking lots with no landscaping and visual screens were rated undesirable.

#### Surface Parking



- Landscaping, including mature trees and shade
- Decorative lighting and banners
- Paved crosswalks



- On-street parking
- Paved streets and sidewalks
- Decorative lighting and street furniture



- Large, open, asphalt parking lot
- No crosswalks
- No landscaping

### Parking Decks

Parking Decks with retail/ commercial uses at the street level were the most preferred in this category. Also the decks which used a variety of building materials and architectural details like large windows, arches and blended well with the surroundings were rated desirable. The least desired in this category were large concrete deck structures with no architectural articulation.

### Parking Decks

#### Most Desired



- Mixture of building materials
- Architectural details such as columns, large windows, arches and varied roof line

#### Desired



- Brick and stucco construction
- Modern architectural design
- Landscaping

#### Undesired



- Concrete construction
- No design standards
- Minimal landscaping
- Does not blend well with surroundings

### Signage/Artwork/Street Furniture

The image of high quality in this category reflects a gateway sign for a community. The signage acts as a landmark feature but it still belongs to its surroundings and does not feel too monumental. Other preferred images were those of hanging signs and signs that are integrated into canopies. The signage should be of appropriate scale and detailing. Free standing signs that are a visual clutter, with an 'offensive' scale and lacking design interest were undesirable.

### Signage/Street Furniture/Art/Lighting

#### Most Desired



- Masonry construction
- Monument sign
- Neutral colors

#### Desired



- Small banner signs
- Large planters
- Decorative lighting

#### Undesired



- Excessive signage
- Pole signs
- Multiple wall signs
- Bright colors

### Traffic Calming

Traffic calming measures apart from being safety measures also add to and enhance pedestrian environment of a community. Roundabouts with green islands and sidewalks and crosswalks for safe pedestrian movement were rated the highest in this category. Textured pavements were rated desirable. Speed humps that are more often a nuisance and don't contribute to street character were rated undesirable.

### Traffic Calming

**Most Desired**



- Round-about for continuous flow of traffic
- Sidewalks and crosswalks

**Desired**



- Signalized intersection
- Crosswalks

**Undesired**



- Speed humps



### A.3 Initial Comments to proposed MARTA station Concept Plan

Following are some of the initial concerns put forward by the stakeholder team regarding the MARTA station TOD concept plan. All of these points will be taken into consideration and the operational and design concerns will be addressed in the next phase of the project, when the city decides to engage in a more detailed inspection and design for the area.

#### Operational Concerns

1. Bus Bays- must keep 10 bays to allow for growth
2. Bus movement- Need bus access around north and east of the station

#### Engineering Concerns

1. Kiss/Ride Parking / Customer Drop off- Concept Design must include Kiss/Ride Parking / Customer Drop off
2. Pedestrian Connectivity – at signal light from west of railroad tracks/ south of station entrance
3. Parking Structure
  - FAA limitation on structure height
  - Sufficient space feasible for development and MARTA patron use
  - Feasibility of building over a retention pond
4. Utilities and Duct Bank issues

#### TOD Concerns

1. Parking Deck Location
  - Closer to station for easy access for MARTA patrons
  - Possible shared parking arrangement with evening entertainment use
2. Main Street business- Incentive to cross tracks (recommendations)
3. Parcel Underdeveloped
  - Too much green space
  - Spots of surface parking lot
4. FAA direct access
5. Proposed Corridor – Phase II
6. Retail along Main Street



# College Park Activity Center LCI

Funded by City of College Park and Atlanta Regional Commission

Prepared by **Sizemore Group** In collaboration with  
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