

# MARTIN LUTHER KING JR. DRIVE CORRIDOR TRANSPORTATION STUDY

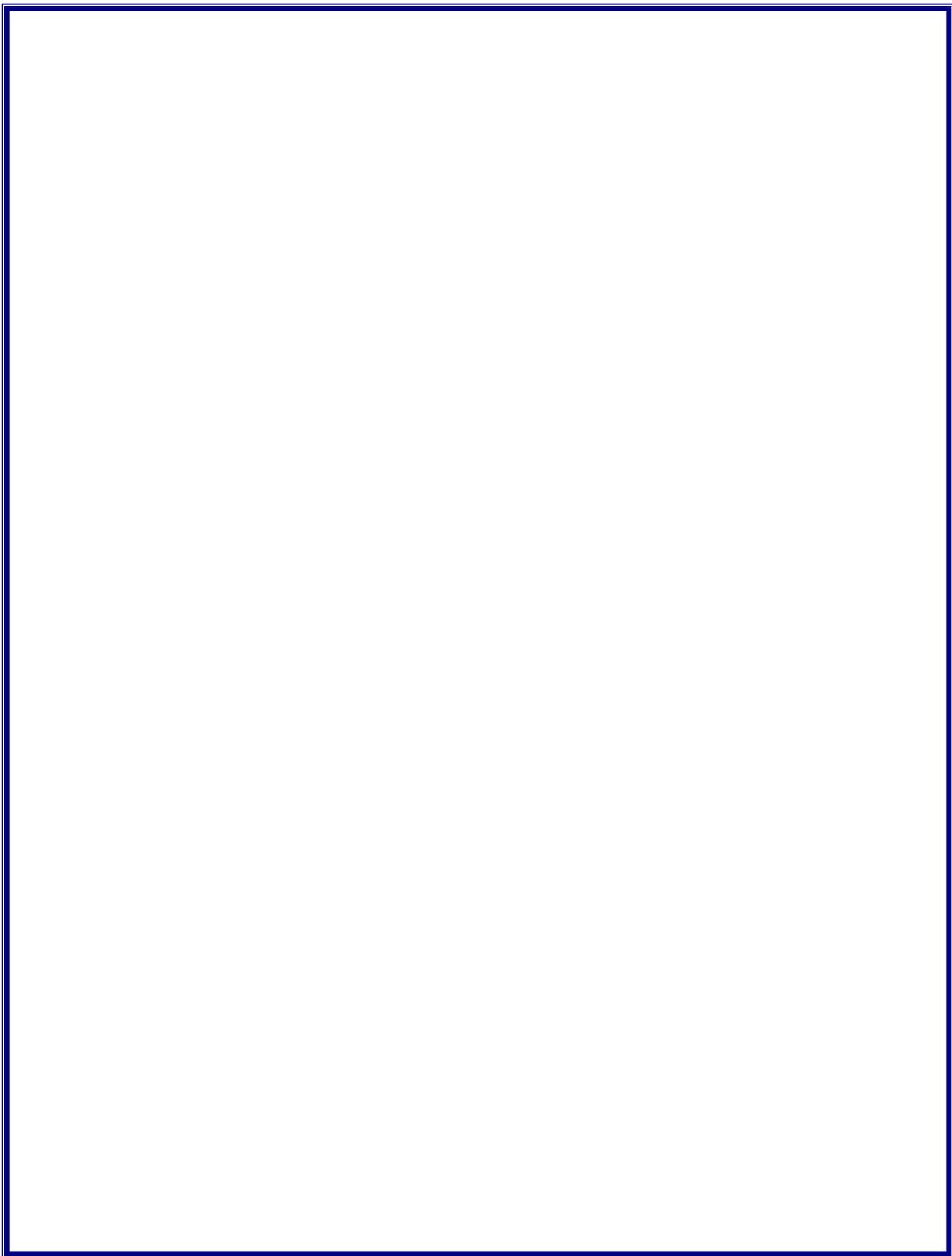


**FINAL REPORT**



**City of Atlanta**  
Department of Planning and Community Development  
Bureau of Planning

October 31, 2005





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**SECTION 1: INTRODUCTION**

Named for Atlanta’s most famous and world-renowned Nobel Prize-winning resident, Martin Luther King, Jr. Drive connects West Atlanta to Downtown. This heavily used east-west corridor links points of interest such as the Atlanta University Center, the Georgia Dome, the Georgia World Congress Center, and five MARTA rail stations. Stable suburban and historic urban neighborhoods line the corridor alongside notable parks such as Mozley Park and Adams Park and other community facilities such as the historic Booker T. Washington High School and the Adamsville Recreation Center. Specifically, the corridor passes through the following neighborhoods and Neighborhood Planning Units (NPU’s) as shown in Figure 1-1:

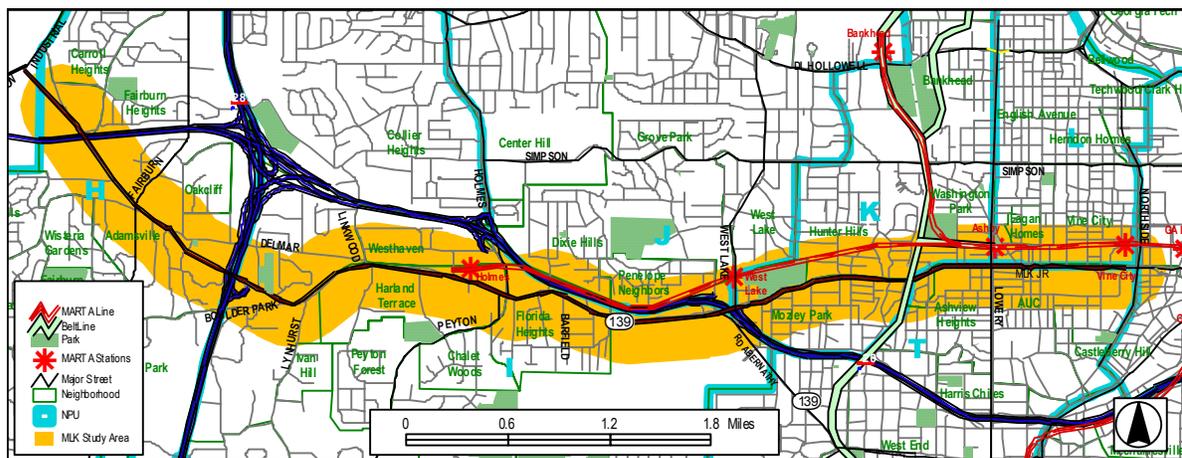
- Adamsville – NPU H
- Collier Heights, Westhaven and Harland Terrace – NPU I
- Florida Heights, Dixie Hills and West Lake – NPU J
- Mozley Park, Hunter Hills and Washington Park – NPU K
- Ashview Heights – NPU T
- Eagan Homes and Vine City – NPU L



*Adamsville Community Center*

The corridor crosses the proposed path of Atlanta’s BeltLine, a proposed 22-mile loop of transit, trails and parks. The BeltLine intersects Martin Luther King (MLK), Jr. Drive near Washington Park. The corridor also parallels Interstate 20, the region’s major east-west freeway and crosses Interstate 285, the region’s perimeter freeway. At the intersection with Ralph David Abernathy Boulevard, MLK Jr. Drive becomes State Route 139 going westward past Westview Cemetery, through Adamsville and eventually to the Atlanta city limits and Fulton Industrial Boulevard. As such, MLK Jr. Drive performs as a key corridor within the City of Atlanta will maintain its major corridor status in the growth and development of West Atlanta.

**Figure 1-1: MLK Jr. Drive Study Area, Neighborhoods and NPUs**





## Purpose of the Study

The MLK Jr. Drive Corridor Transportation Study addresses mobility and accessibility issues along the 7.3-mile corridor, and develops strategies to stimulate the revitalization of the corridor. The purpose of the study was to identify strategies that:

1. Provide mobility throughout the entire corridor.
2. Incorporate a full range of multi-modal transportation options.
3. Are consistent with new regional transportation initiatives (MARTA West Line Extension, Bus Rapid Transit, etc.).
4. Are realistic, feasible and able to be implemented.
5. Encourage future development within the study area that maximizes use of public transportation and accomplishes broader redevelopment goals through the use of a transit-oriented development (TOD) concept (incorporating transit strategies from neighborhood studies adjacent to the corridor)



*MLK Jr. Drive in Segment 2*

The MLK Jr. Drive Corridor Transportation Study identifies strategies that aim to enhance transportation, land use, economic development and urban design features along MLK Jr. Drive. For this corridor study, an efficient framework of transportation safety, connectivity and circulation is important in developing an optimal plan for future land use patterns and economic development to provide an enhanced quality of life for the corridor and community adjacent to the corridor.

## Study Area

The study area, as shown in Figure 1-1, extends along the 7.3-mile corridor from its intersection with Northside Drive on the east to Fulton Industrial Boulevard and the city limits on the west. It includes properties one quarter of a mile on the north and south sides of the street.

### *Segments*

The study team organized the corridor into three segments (*with three sub-segments for Segment 1*). Each is shown in Figure 1-2 and outlined and described below:

- Segment 1 – Fulton Industrial Boulevard to West Lake Avenue
  - A. Fulton Industrial Boulevard to Interstate 285
  - B. Interstate 285 to H.E. Holmes Drive
  - C. H.E. Holmes Drive to West Lake Avenue
- Segment 2 – West Lake Avenue to Lowery Boulevard
- Segment 3 – Lowery Boulevard to Northside Drive

Segment 1, the longest segment of the corridor, extends from Fulton Industrial Boulevard on the west to West Lake Avenue/Interstate 20 on the east and makes up approximately two-thirds of the corridor. The segment combines suburban commercial/retail, apartments, schools, offices,

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shopping centers and single-family residential areas. In addition, this section includes some of the highest income-producing households along the corridor. A majority of the corridor's commercial and retail uses can be found in this section.

Segment 2 extends from West Lake Avenue to Lowery Boulevard and consists primarily of stable neighborhoods with low-density residential, schools, parks and churches. The low-density single-family residential land use dominates this segment. It includes minimal multi-family, commercial uses and mixed uses.

Segment 3 extends from Lowery Boulevard to Northside Drive and consists of an urban mixture of commercial and residential uses that serve the Atlanta University Center and other surrounding job centers.

### *Activity Nodes*

The study identified eight existing or potential activity nodes along the corridor. These activity nodes became a major organizing principle for the development recommendations. The recommendations concentrate new development into these activity nodes with mixed-use, mixed-income, pedestrian-friendly development in order to address needs identified during the analysis of existing conditions and the community visioning process. *Section 3: Recommendations* outlines transportation, development opportunities, land use, zoning, and housing recommendations for each activity node (see map on following page). The eight activity nodes identified are as follows and mapped in Figure 1-2:

1. Fairburn Road
2. Proposed MARTA Station TOD
3. Lynhurst
4. Holmes Crossing
5. H.E. Holmes MARTA Station TOD
6. Westview Cemetery
7. West Lake MARTA Station TOD
8. Lowery Boulevard TOD



*Ashby Station at Lowery activity node*

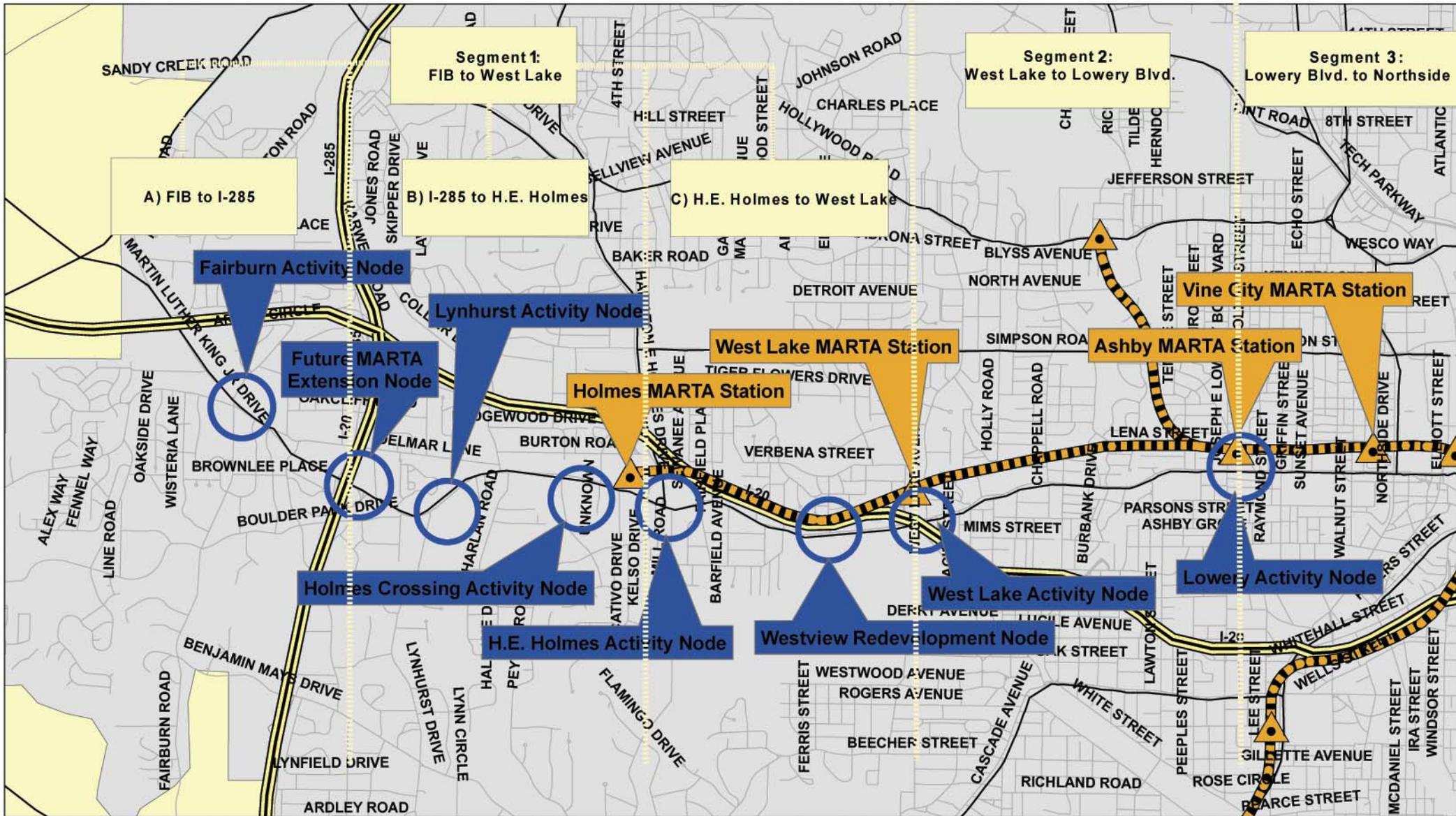


Figure 1-2: Corridor Segments and Activity Nodes

0 2 Miles



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### *Other Plans*

The corridor study area, as described earlier in this section, includes four areas where the city and/or MARTA recently completed detailed studies. The city completed the *Northside Drive Corridor Transportation Study* in 2005. This study covered Northside Drive and included the intersection with MLK Jr. Drive. The city completed the *Vine City Master Plan* in 2004 that covers the north side of the MLK corridor from Northside Drive to Lowery Boulevard. The city completed the *H.E. Holmes Livable Centers Initiative Study* in 2002 that covers the corridor from Florida Avenue to Lynhurst Drive. MARTA completed the West Line Extension Study in 2004 as well. This study recommended the location of the new West Line station for the northeast corner of the intersection of Interstate 285 and MLK Jr. Drive in addition to proposing a Bus Rapid Transit line that would share the Interstate 20 right of way from the Holmes MARTA Station to Fulton Industrial Boulevard.

The MLK Jr. Drive Corridor Transportation Study did not seek to alter these previously approved plans, but instead planned with their recommendations in mind. Figure 5-27 in *Section 5: Existing Conditions* maps the study area boundaries of these studies.



*Participation at Kick-off Meeting*

### **Public Involvement Process**

The public participation process consisted of a 13-month period of activities that included stakeholder surveys, advisory committee meetings, public meetings, a project website, and one-on-one interviews with stakeholders starting in September 2004 and ending in October 2005.

### *Advisory Committee*

The Advisory Committee, through participation at eight meetings, helped guide the process by serving as liaisons to the MLK Jr. Drive Corridor community for the study team. The Advisory Committee included residents, Neighborhood Planning Unit (NPU) representatives, business owners, property owners, local advocacy group representatives and advocates for the interests of environmental justice populations (e.g. minority, low-income, elderly and disabled) in order to represent the corridors diverse interests. The study team made a special effort to include single-family and multi-family residents.

### *Stakeholder Interviews*

The study team conducted one-on-one interviews with key stakeholders during the first stage of the study. Those interviewed represent a broad and diverse set of community interests and priorities and included:

- Elected or appointed officials representing constituents in the study area
- Merchants associations and chambers of commerce
- NPU representatives
- Neighborhood and civic associations

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- Individuals representing a cross-section of opinion and perspectives in the community at-large
- Advocates for the interests of environmental justice populations (e.g., minority, low-income, elderly, and disabled)

*Section 7: Public Involvement* and meeting summaries found in the appendix provide detailed reports of the public participation process. It will discuss methods for advertising and logistics for facilitating the meetings.

### *Public Meetings*

The study team conducted a total of **six** public meetings attended by more than **250** community stakeholders. The team held meetings at various locations along the corridor that focused on specific small areas in addition to meetings held at the Adamsville Recreation Center where the community stakeholders focused on the entire corridor. These meetings resulted in a clearly defined list of issues, a general public consensus on recommendations and implementation project priorities.

### *Web Site*

The Bureau of Planning hosted a website for the study where the team posted documents and other information for the public to review. The website also provided a place to announce meetings and post presentations and other handouts presented and distributed at the public meetings. The website address is: <http://www.atlantaga.gov/mlk.aspx>.

## **Report Organization**

This report provides an analysis of the MLK Jr. Drive Corridor Transportation Study, recommendations that outline projects and other improvements, the methodology used to complete the analysis, a description of how the community stakeholders participated throughout the planning process and the results of the analysis. This report is organized as follows:

- *Section 1: Introduction* - the purpose of the study, study area, etc.
- *Section 2: Community Goals and Objectives* – outlines the goals and objectives of the study and how they led the study process.
- *Section 3: Recommendations* - overview of the recommendations and strategies created as a result of the study and the analysis conducted.
- *Section 4: Implementation and Action Plan*– outlines the implementation strategy and details the proposed action plan and project listing.
- *Section 5: Existing Conditions*– analysis of the existing demographics, land use, transportation, housing and design characteristics of the study area.
- *Section 6: Planning Methodology* –assessment of the methodology that was used for the planning process.
- *Section 7: Public Participation* - details the public participation process
- *Appendix*: Includes additional documentation for Existing Conditions, Methodology, Public Participation and Market Analysis.

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## **SECTION 2: COMMUNITY GOALS AND OBJECTIVES**

A key visioning component for the MLK Jr. Drive Corridor Transportation Study was the coordination with and feedback from the local community. This coordination provided opportunities for a reciprocal visioning process that allowed for the assessment of the initial strengths, weaknesses and attitudes of the local community. The study team processed the comments/feedback and used them in the preliminary goals and objectives development process.

The study developed goals and objectives through a collaborative approach that involved the study team, community stakeholders, city staff, and Neighborhood Planning Units (NPU). As discussed in Section 6: *Planning Methodology*, the study team embraced the goals the community stakeholders had identified through previous planning processes, including NPU goals developed for the city's Comprehensive Development Plan (CDP). The goals and objectives listed below are consistent with and support the previously developed goals described above:

### **Goals**

- Promote safe and secure public services and facilities for an enhanced quality of life
- Develop scenarios to improve the transportation issues in the corridor
- Develop an appropriate mix of land use and zoning to meet the needs of the community
- Create and maintain an economic base that ensures the stability of neighborhoods and the preservation of the community's character
- Preserve and enhance the historic residential and commercial areas
- Develop strategies consistent with new transportation initiatives from regional agencies
- Increase the amount of multi-modal transportation options along the corridor
- Protect any environmentally sensitive and greenspace/conservation areas along the corridor
- Coordination with and consideration of the goals and recommendations of other plans and studies in the corridor

### **Objectives**

- Secure commercial and industrial zonings for strategic corridors and properties with business development potential
- Match available facilities and land with targeted business sectors to ensure they have the necessary infrastructure and amenities
- Have the certain parcels properly zoned for future development/redevelopment
- Promote the maintenance and improvement of the Livable Centers initiatives
- Diversify the business mix and target higher quality jobs to strengthen the local economy
- Provide a balanced distribution of regional and community commercial and mixed-use office centers.
- Moderate the spread of strip commercial development along the corridor
- Promote the maintenance and improvement of the Livable Centers initiatives.
- Establish regulations which allow for an adequate supply of affordable priced housing where appropriate

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- Ensure the availability of cultural and recreational opportunities for citizens of all ages, abilities, cultural and ethnic backgrounds
- Strive for expanded code enforcement and building inspection as well as timely, improved response to enforcement requests
- Establish high building standards to insure quality workmanship and construction for housing along the corridor

Figure 2-1 below illustrates the consistency among the MLK Jr. Drive Corridor Transportation Study’s goals and objectives and those of the community stakeholders. Each NPU develops multiple goals and objectives each year for the CDP. NPU goals and objectives explicitly related to the study goals were marked with an x in the matrix. If a goal or objective is not marked with an x, it does not mean that the NPU goals are inconsistent with a particular study goal, but rather have no effect on the goals.

**Figure 2-1: Goals and Objectives – Study and NPUs**



**Martin Luther King, Jr. Drive Corridor Study  
Goals and Objectives**

**Neighborhood Planning Unit (NPU)**

	H	I	J	K	L	
<b>Goals</b>						
Promote safety and security for an enhanced quality of life	x	x	x	x	x	
Increase the amount of multi-modal options	x	x	x	x	x	
Develop an appropriate mix of land use and zoning to meet community needs	x			x		
Improve the transportation issues/concerns	x	x	x	x	x	
Create and maintain an economic base that ensures stability	x	x	x	x	x	
Preserve and enhance the historic residential and commercial areas	x	x	x	x		
Encourage mixed-use development around MARTA stations		x	x	x	x	
Develop strategies consistent with regional agencies						
Protect and preserve any environmentally sensitive and greenspace/conservation areas	x	x				
Coordination with and consideration of the recommendations of other plans and studies	x	x	x	x	x	
<b>Objectives</b>						
Diversify the business mix and target higher quality employers along the corridor	x		x			
Moderate the spread of strip commercial development along the corridor	x	x	x		x	
Establish regulations that allow for affordable housing in appropriate areas			x			
Ensure the availability of cultural and recreational opportunities for all groups		x		x		
Have certain parcels properly zoned for future development/ redevelopment				x	x	
Improve transportation safety and congestion at intersections	x	x	x	x	x	
Enhance neighborhood/community connectivity				x	x	
Improve transit accessibility, service and options		x	x	x	x	
Increase non-vehicular options	x	x	x	x	x	
Minimize impacts to environmentally sensitive areas	x		x			



## **SECTION 3: RECOMMENDATIONS**

### **General Recommendations**

The following section outlines the final recommendations. Each recommendation aims to implement the study goals of improving mobility and enhancing the quality of life along the corridor in addition to responding to the needs established in the analysis of the existing conditions and the vision for future development created by the participation of community stakeholders.

The study identified eight existing or potential activity nodes along the corridor (as shown in Figure 1-2 located in *Section 1: Introduction*). These activity nodes operated as a major organizing principle for each recommendation category. The recommendations concentrate new development into these activity nodes with mixed-use, mixed-income, pedestrian-friendly development. The activity nodes will begin to emerge with the implementation of the recommendations of this study and completion of the projects and tasks outlined in *Section 4: Implementation*. The built-out activity nodes envisioned house more intensely developed, pedestrian-friendly centers that provide goods and services for those who live, work and play within a half-mile radius of the node. Provided that a balance of market demand and economic incentives support redevelopment of the identified activity nodes, most have the potential to increase the quantity and quality of retail, office, residential and green space.



*Pedestrian friendly MLK activity node - Lowery*

Activity nodes prioritize pedestrian safety. The study recommends safe, wide sidewalks as well as small neighborhood parks and plazas that make the choice of walking more attractive. Each activity node increases transportation choices for people by adding transit Superstops. These Superstops include covered waiting areas for bus transfers and encourage riders to patronize businesses located in the activity node. Other transportation improvements include pedestrian signals, mid-block crossings, intersection improvements that elevate the needs of pedestrians, median installations and better transit. Finally, buildings located in activity nodes should face the street with windows and entrances for sidewalk traffic. Zoning recommendations would place new buildings with a vertical mix of uses at the sidewalk.

Recommendations for properties that fall between activity nodes will promote more quality housing choices with safe access to goods and services located in the activity nodes. Improved safety comes from wider sidewalks, safer crosswalks, bike lanes, multi-use paths and slower traffic speeds along the corridor. Recommendations also protect existing single-family communities not located within activity nodes from incompatible development.

This report organizes the recommendations by segment (Segments 1A, 1B, 1C, 2 and 3) for the following elements: Transportation, Development Opportunities and Urban Design, Land Use and Zoning and Economic Development.



## Transportation Recommendations

The transportation recommendations result from extensive coordination with community stakeholders and government officials including GDOT, MARTA and the city staff. Each of these stakeholders provided considerable insight and data. The transportation recommendations are based on the activity nodes concept and increasing mobility and accessibility to/from the nodes. Multi-modal use is also pertinent to the transportation component due to the diverse character of the corridor (pedestrian traffic, schools, MARTA rail stations/bus stops and the proximity of interstates to the corridor).

### *Summary of Recommended Strategies*

The proposed transportation recommendations include raised landscaped medians, pedestrian signals/crosswalks, access management techniques, transit Superstops along with other amenities such as bus shelters, benches, markers, signage, etc. A description of a few of the key measures is as follows:



*Example of a raised landscape median*

- **Raised Landscaped Median** - A raised, planted median is an area between opposing directions of traffic planted with grass and shrubs, set off by curbs that inhibit the ability of automobiles to drive across. Openings, or gaps, are left in the medians to accommodate left turns at intersections, make left turns into major driveways, and provide opportunities for u-turns or reversal of direction. ADA-compatible ramps are provided where pedestrian crosswalks traverse raised planted medians. Plantings may vary, but generally are limited to materials that do not inhibit sight distances and are not barriers to errant vehicles. Along MLK Jr. Drive, the proposed medians west of H.E. Holmes would fit within the existing right-of-way and replace the center turn lane with breaks as outlined above. Raised, landscaped medians would provide traffic calming and create a safer environment for motorists and pedestrians. In addition they add beautification that provides relief from the harsh, physical environment currently dominated by pavement and high traffic speed



*Example of a pedestrian crosswalk with paver*

- **Pedestrian Signals/Crosswalks** – In most cases, crosswalks are designated by signs and pavement markings to focus pedestrians at specific areas where adequate sight distance and warnings exist. Signals are provided to enhance the effectiveness of crosswalks by stopping vehicular traffic to allow pedestrians to cross safely. Marked, painted pedestrian crosswalks are provided throughout the corridor. In most cases, crosswalks occur at intersections and most often at signalized intersections. In many cases, however, pedestrians may cross mid-block where crosswalks are not provided.



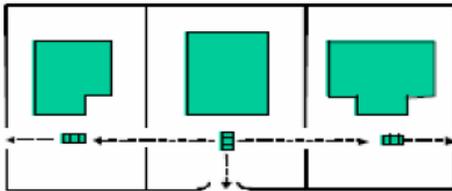
None of the currently existing mid-block crosswalks are equipped with pedestrian signals. Well-conceived cross walk signing and marking plans focus pedestrians at specific locations where demand is the highest. Signals further enhance the effectiveness by stopping vehicles.

- **Access Management Techniques** - Roads and streets provide the dual function of providing access to adjacent property and mobility for those traveling along the roadway. Access management seeks to maintain a safe, efficient balance between these two sometimes-competing objectives. Access management can take many forms, but the general purpose is to eliminate, reduce, or control conflicts between motorists traveling along the roadway and those either entering or exiting adjacent property. Every property along a roadway such as MLK Jr. Drive



*Example of a pedestrian signal*

**ACCESS MANAGEMENT: SHARED DRIVEWAYS**



has a right to adequate access – but not unlimited access. (e.g., elimination of extra driveways/curb cuts, consolidation of driveway/curb cuts, median construction, right in/right out emphasis and inter-parcel access). Currently, the MLK Jr. Drive corridor provides poorly defined driveway access located randomly. The existing condition allows motorists to pull into traffic from a variety of points and angles. The streetscape projects, sidewalk improvements, landscaped medians and other enhancements recommended along the corridor will implement access management by restricting turns in to and out of driveways to specified locations.

- **Transit Superstops** - Superstops are used at the intersection point of several bus routes and allow bus transfers to occur at locations other than rail stations (although in some cases they are part of rail stations too). Additionally, Superstops may serve as neighborhood focal points. This study recommends their use at the activity nodes that include commercial and mixed land-use conveniences. These Superstops are ideal for integrating mobility stations into existing commercial developments. The location of a Superstop should be in an area where ease of transit vehicles ingress and egress is a priority.



*Typical Locations for Superstop Development*

Typical amenities found in a Superstop are benches or leaning posts, a trash receptacle, public phones, landscape planters and a transit system information kiosk. The Ashby, Holmes and West Lake MARTA stations currently integrate the bus and rail systems as multiple bus routes converge on each station. The study includes recommendations for Superstops in these locations as a means for enhancing the

## **Martin Luther King, Jr. Drive Corridor Transportation Study** **Final Report**



current setup with the station and does not intend to duplicate the service provided at the stations.

### *Segment Recommendations*

The MLK Jr. Drive Corridor Transportation Study makes transportation recommendations intended to create an attractive investment environment that fosters redevelopment and enhancement of activity centers to improve the quality of life of those who live, work and play along the corridor. High-quality architectural materials and building styles, inviting public gathering spaces, and convenient access to a broad range of consumer services characterize such livable environments. The transportation recommendations for the corridor propose a diverse mix of multi-modal uses and strategies that are consistent with the land use recommendations. Comprehensively, these recommendations facilitate the efficiency of the eight activity nodes and bring consumers, employees and others to these livable environments.

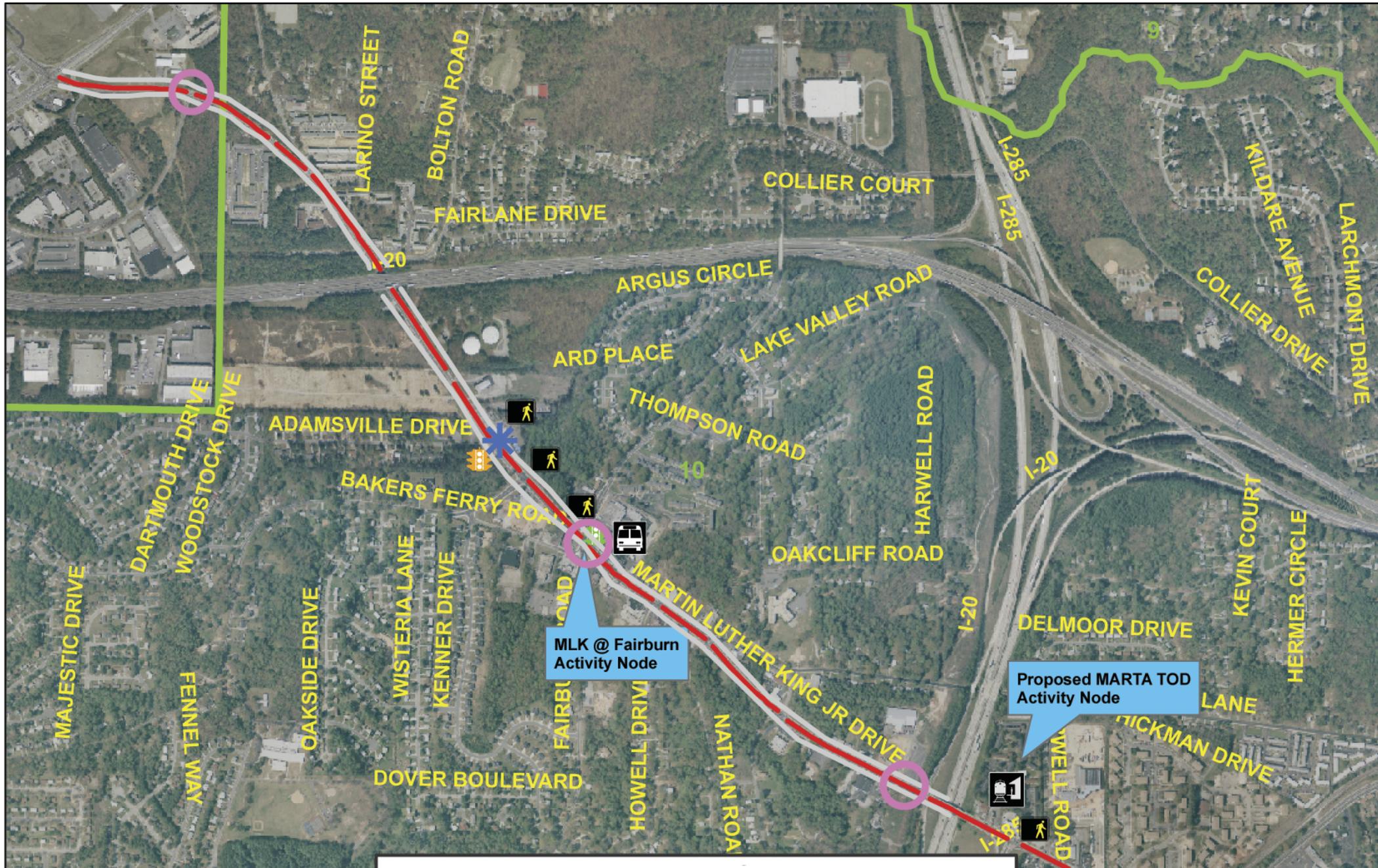
The text and maps on the following pages outline the transportation improvements, strategies and solutions for each segment of the corridor that are being recommended to implement the MLK Jr. Drive Corridor Transportation Study.



Segment 1A Overview

- Raised Landscaped Median (Fulton Industrial Boulevard to Interstate 285) - *median breaks are conceptual at this point and only shown at intersections, but will require more detail.*
- Sidewalk and Streetscape Upgrade/Improvements – both sides of MLK from Fulton Industrial Blvd. to I-285
- Intersection Improvement (correcting bad slope) – MLK at Adamsville Drive
- Traffic Signal Installation – MLK at Adamsville Drive
- Pedestrian Signal Upgrade – MLK at Adamsville Drive, MLK at Bakers Ferry, MLK at Fairburn Road
- Enhancing existing pedestrian network throughout segment (Streetscape and Traffic Calming Improvements such as pedestrian lights, street trees and furniture, etc.)
- Traffic Signal Upgrade/Synchronization – MLK at Fairburn Road
- Transit Superstop at MLK at Fairburn Road Activity Node
- Access Management measures along segment (inter-parcel access, curb cut and driveway consolidation)
- Gateway designations, signage and Wayfinding element throughout segment (*includes the Wayfinding signs and gateway elements at MLK at Fairburn Road, MLK at Interstate 285, the western boundary of the study area and the Adamsville Community, etc.*)
- Extensive coordination with MARTA and GDOT
- Transit Oriented Development (TOD) at Activity Nodes
- Consolidation of bus stops at various locations along segment
- Installation of bus shelters where appropriate along segment

Figure 3-1 on the following page maps the recommended projects. Figure 3-2 depicts the recommended typical section for Segment 1A and 1B.



**Figure 3-1: Segment 1A - Transportation Recommendations**

- |   |                                   |   |                        |
|---|-----------------------------------|---|------------------------|
|  | Sidewalk/Streetscape Improvements |  | Corridor Gateway       |
|  | Raised Landscaped Median          |  | Bus Superstop          |
|  | Intersection Improvements/Repair  |  | Pedestrian Signals     |
|  | Signal Upgrade/Improvement        |  | Proposed MARTA Station |
|  | Signal Installation               |   |                        |

0 0.36 Miles



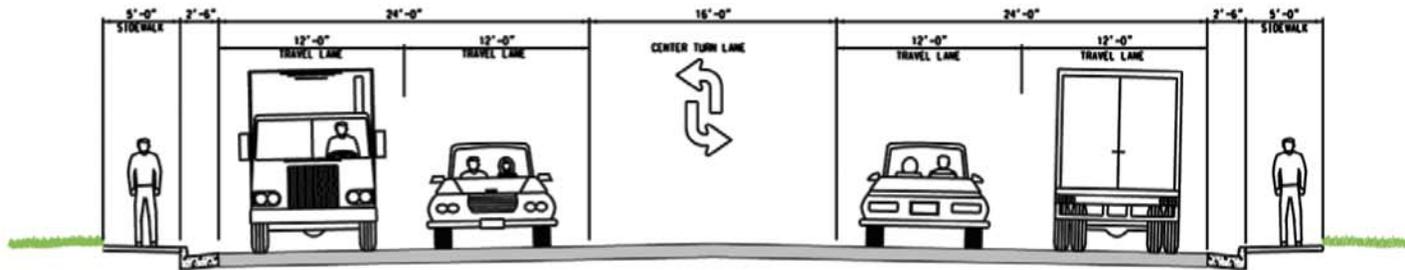
# Martin Luther King, Jr. Drive Corridor Transportation Study

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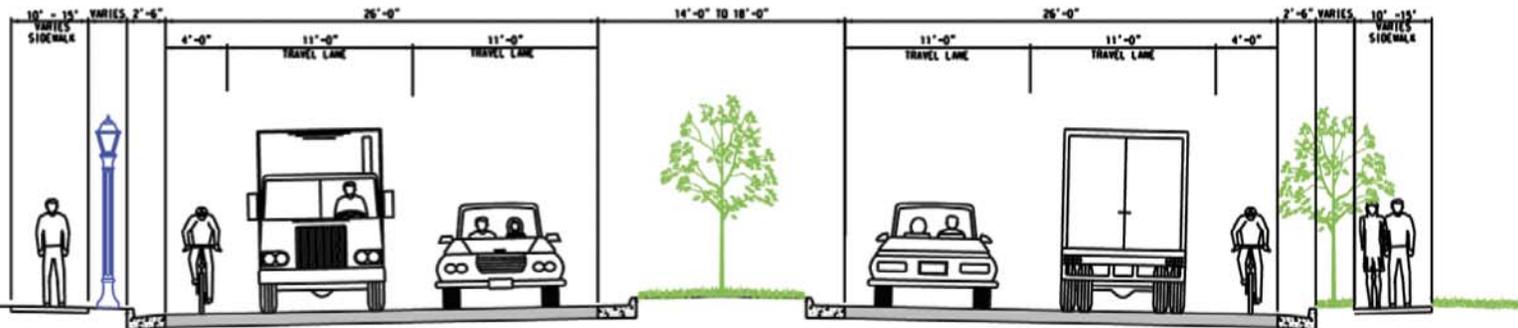
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# MARTIN LUTHER KING, JR. DRIVE CORRIDOR STUDY



F.I.B TO H.E.HOLMES  
(EXISTING)



F.I.B TO H.E.HOLMES  
(PROPOSED)



Figure 3-2: Segments 1A & 1B - Recommended Typical Section



**MARTIN LUTHER  
KING, JR. DRIVE  
CORRIDOR STUDY  
TYPICAL SECTIONS**

# Martin Luther King, Jr. Drive Corridor Transportation Study

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### Segment 1B Overview

- Raised Landscaped Median (*Interstate 285 to H.E. Holmes*) - *median breaks are conceptual at this point and only shown at intersections, but will require more detail.*
- Sidewalk and Streetscape Upgrade/Improvements – both sides of MLK from Interstate 285 to H.E. Holmes
- Multi-Use Path – North side of MLK from near I-285 to H.E. Holmes Drive
- Traffic Signal Installation – MLK at entrance to Adamsville Recreation Center and driveway improvements
- Pedestrian Signal Installation – MLK at entrance to Adamsville Recreation Center
- Pedestrian Signal Upgrade – MLK at Lynhurst Drive
- Enhancing existing pedestrian network throughout segment (Streetscape and Traffic Calming Improvements such as Pedestrian Lights, Street Trees, Signage and Street Furniture)
- Transit Superstop at MLK at Lynhurst Activity Node (West Ridge Shopping Center)
- Pedestrian Signal Upgrade – MLK at Linkwood Road
- Transit Superstop at MLK at Holmes Crossing Activity Node
- Pedestrian Signal Upgrade – MLK at Holmes Crossing Activity Node
- Access Management measures along segment (inter-parcel access, curb cut and driveway consolidation)
- Pedestrian mid-block crossing – MLK at Cox Drive
- Pedestrian Signal Upgrade – MLK at H.E. Holmes Drive
- Proposed new MARTA Station at MLK at Interstate 285 (*MARTA project*)
- Pedestrian Signal Upgrade – MLK at entrance to proposed MARTA station
- Gateway designations, signage/Wayfinding elements throughout segment (*includes the Wayfinding signs and gateway elements at MLK at Interstate 285, MLK at the Adamsville Recreation Center, MLK at Lynhurst Drive and MLK at H.E. Holmes Drive*)
- Extensive coordination with MARTA and GDOT
- Transit Oriented Development (TOD) at Activity Nodes
- Consolidation of bus stops at various locations along segment
- Installation of bus shelters where appropriate along segment

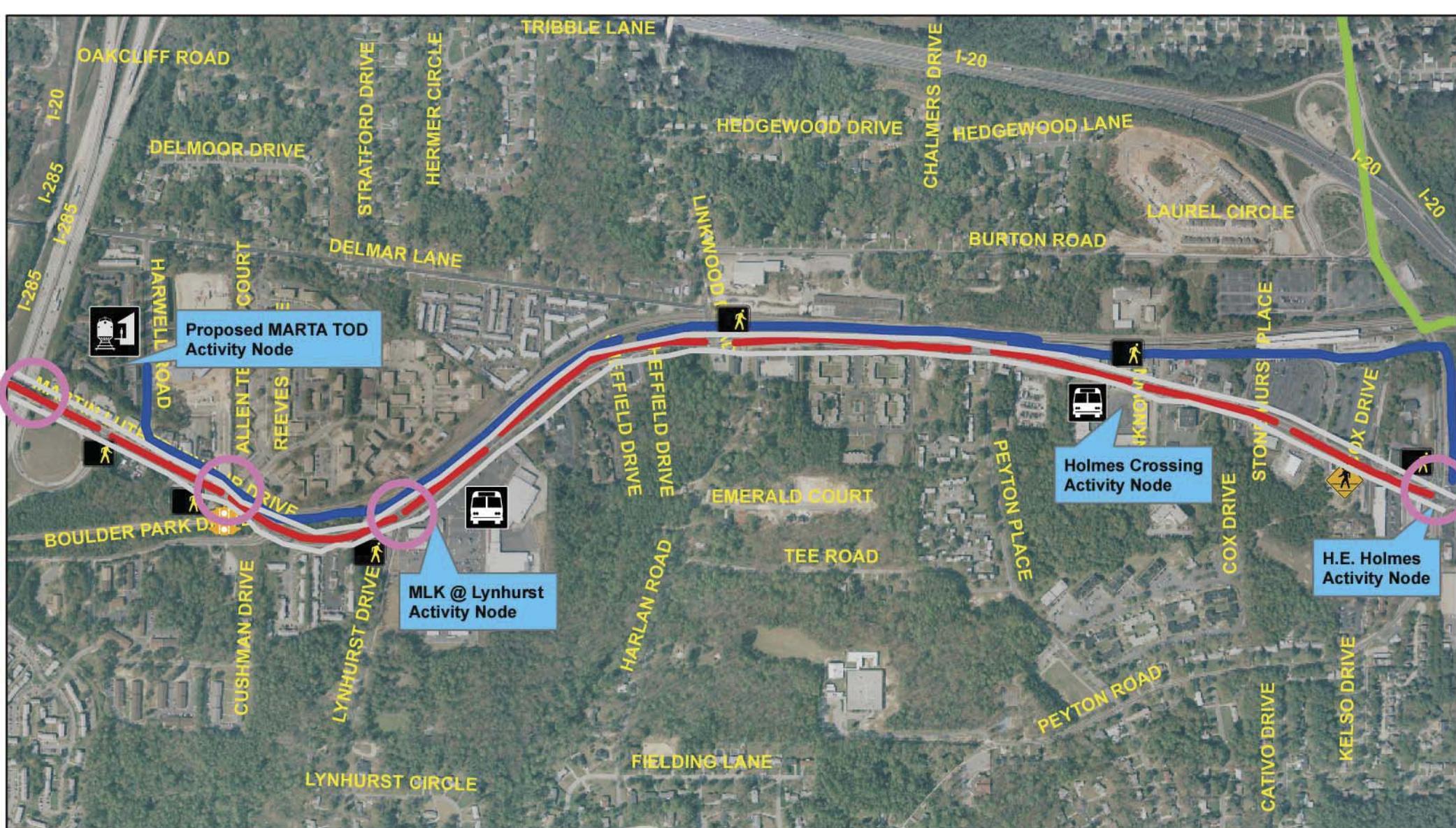
Figure 3-3 on the following page maps the recommended projects. Figure 3-2 depicts the recommended typical section for Segment 1A and 1B.

# Martin Luther King, Jr. Drive Corridor Transportation Study

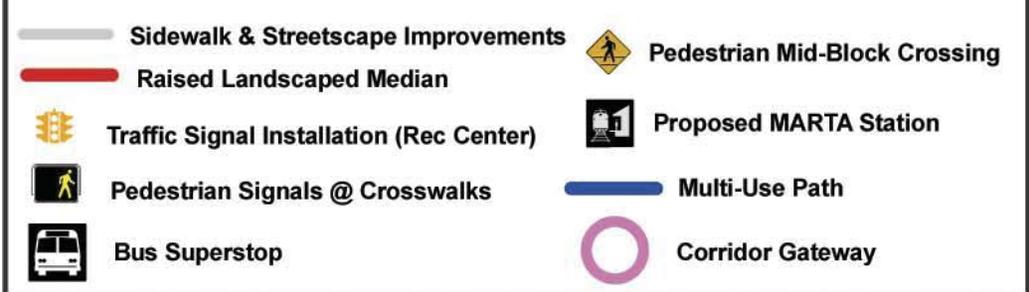
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**Figure 3-3: Segment 1B - Transportation Recommendations**



# Martin Luther King, Jr. Drive Corridor Transportation Study

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Segment 1C Overview

- Pedestrian Signal Upgrade – MLK at H.E. Holmes Drive
- Sidewalk and Streetscape Upgrade/Improvements – both sides of MLK from H.E. Holmes Drive to West Lake Avenue
- Pedestrian Signal Upgrade – MLK at Ralph David Abernathy Boulevard
- Enhancing existing pedestrian network throughout segment (Streetscape and Traffic Calming Improvements such as Pedestrian Lights, Street Trees, Signage and Street Furniture)
- Access Management measures along segment (inter-parcel access, curb cut and driveway consolidation)
- Gateway designations, signage and Wayfinding element throughout segment (*includes the Wayfinding signs and gateway elements at MLK at West Lake Avenue and, MLK at Robert David Abernathy Boulevard*)
- Transit Superstop at MLK at West Lake Activity Node (*currently functions as a Superstop at the MARTA station now and will continue as the hub of an activity node*)
- Extensive coordination with MARTA and GDOT
- Transit Oriented Development (TOD) at Activity Nodes
- New infrastructure must fully address flooding issues that impact area; new projects should provide relief where possible and not aggravate current problems
- Consolidation of bus stops at various locations along segment
- Installation of bus shelters where appropriate along segment

Figure 3-4 on the following page maps the recommended projects. Figure 3-5 depicts the recommended typical section for Segment 1C between Holmes Drive and Barfield Avenue. Figure 3-6 depicts the recommended typical section Segment 1C between Barfield Avenue and West Lake Avenue.

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Figure 3-4: Segment 1C - Transportation Improvements

-  Pedestrian Signals
-  Raised Landscaped Median
-  Multi-Use Path
-  Corridor Gateway
-  Sidewalk & Streetscape Improvements
-  Bus Superstop
-  MARTA Rail
-  MARTA Station

0 0.28 Miles



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# MARTIN LUTHER KING, JR. DRIVE CORRIDOR STUDY

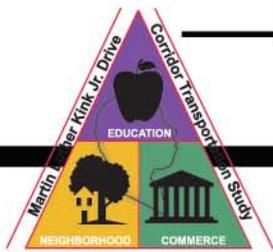
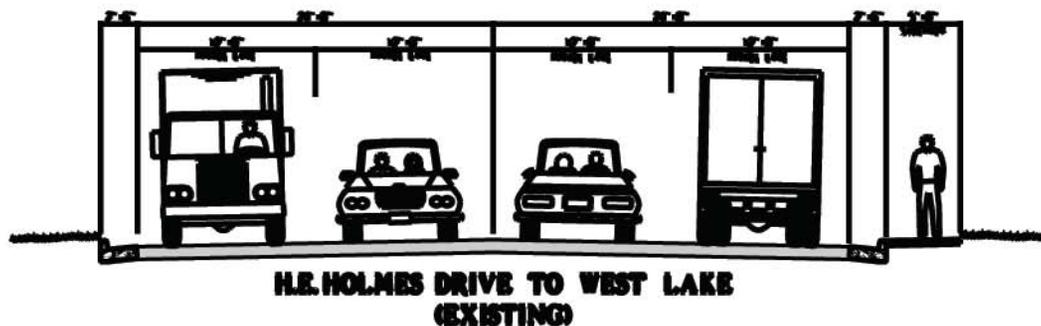


Figure 3-5: Segment 1C - Recommended Typical Section  
(Holmes to Barfield)



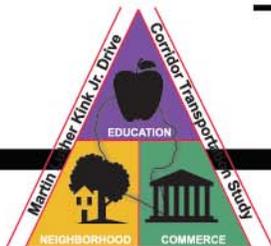
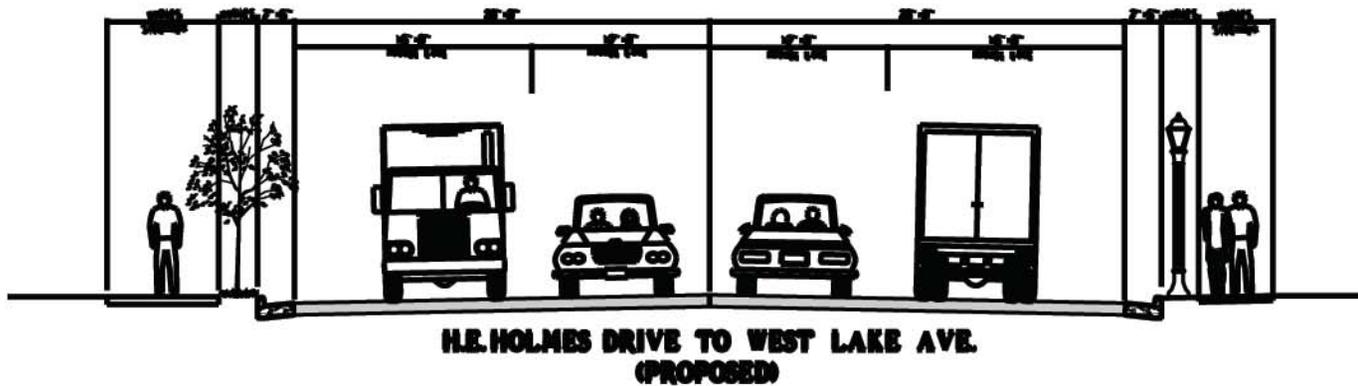
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KING, JR. DRIVE  
CORRIDOR STUDY  
HPC 2005**

# Martin Luther King, Jr. Drive Corridor Transportation Study

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**Figure 3-6: Segment 1C - Recommended Typical Section  
(Barfield to West Lake)**



**MARTIN LUTHER  
KING, JR. DRIVE  
CORRIDOR STUDY  
TYPICAL SECTIONS**

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Segment 2 Overview

- Pedestrian Signal Upgrade – MLK at West Lake Avenue
- Sidewalk and Streetscape Upgrade/Improvements – both sides of MLK from West Lake Avenue to Lowery Boulevard
- Specifically provide sidewalk and streetscape upgrades and connections on MLK to connect to the BeltLine
- Construct the BeltLine on railroad bed crossing MLK to include trails and transit
- Construct/Build BeltLine stop at MLK crossing
- Development of activity node – MLK at West Lake Avenue
- Pedestrian Signal Upgrade – MLK at Chappell Road
- Enhancing existing pedestrian network throughout segment (Streetscape, Gateway and Traffic Calming Improvements such as Pedestrian Lights, Street Trees, Signage and Street Furniture)
- *Narrow entrances to segment along with special paving (color and texture)*
- *Potential for a raised pedestrian speed hump/crosswalk (mid-block) to reduce vehicle speed*
- *Coordination with local police (traffic division) for speed limit enforcement*
- Access Management measures along segment (curb cut and driveway consolidation)
- New infrastructure must fully address flooding issues that impact area; new projects should provide relief where possible and not aggravate current problems
- Pedestrian Signal Upgrade – MLK at Burbank Drive
- Pedestrian Signal Upgrade – MLK at Morris Brown Drive
- Monuments, signage and Wayfinding elements throughout segment
- Extensive coordination with MARTA
- Transit Oriented Development (TOD) at Activity Nodes
- Consolidation of bus stops at various locations along segment
- Installation of bus shelters where appropriate along segment
- Improve the PATH between West Lake MARTA Station and the BeltLine to fill in the gaps where the PATH currently shares the street with automobiles

Figure 3-7 on the following page maps the recommended projects. Figure 3-8 depicts the recommended typical section for Segment 2 between West Lake Avenue and Morris Brown Drive.

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**Figure 3-7: Segment 2 - Transportation Recommendations**

-  Pedestrian Mid-Block Crossing
-  Pedestrian Signals
-  Sidewalk/Streetscape Improvements
-  Beltline Route
-  City Council Boundary
-  MARTA Rail Line
-  Corridor Gateway

0 0.3 Miles

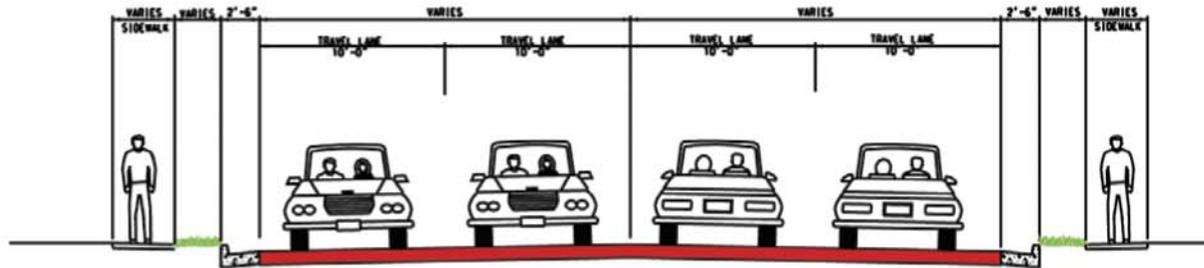


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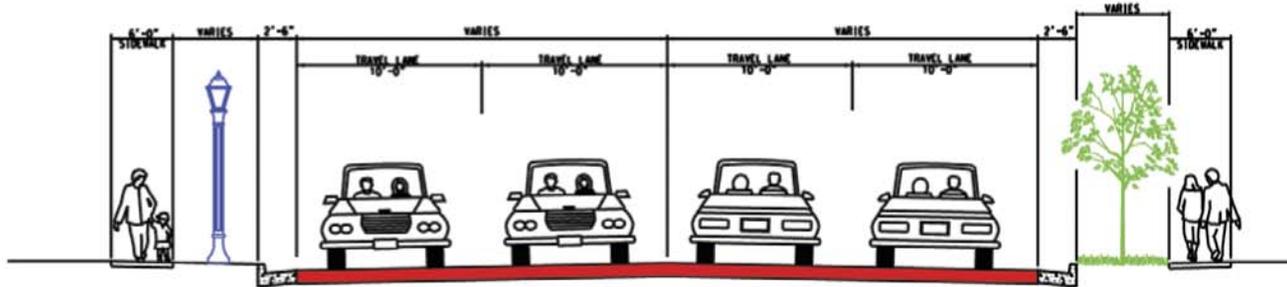
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# MARTIN LUTHER KING, JR. DRIVE CORRIDOR STUDY



WEST LAKE TO MORRIS BROWN DRIVE  
(EXISTING)



WEST LAKE TO MORRIS BROWN DRIVE  
(PROPOSED)



Figure 3-8: Segment 2 - Recommended Typical Section

# Martin Luther King, Jr. Drive Corridor Transportation Study

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Segment 3 Overview

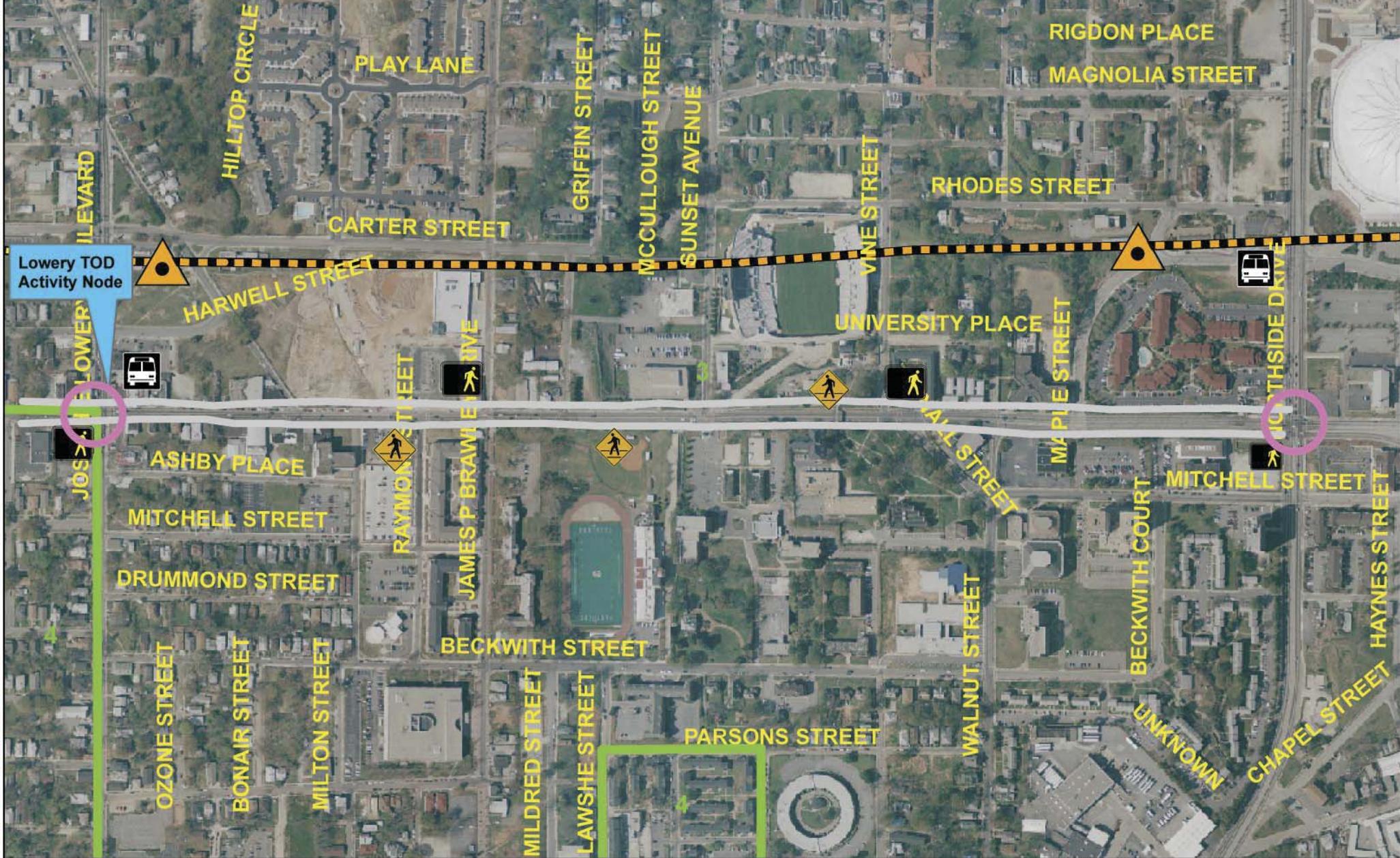
- Pedestrian Signal Upgrade – MLK at Lowery Boulevard
- Sidewalk and Streetscape Upgrade/Improvements – both sides of MLK from Lowery Boulevard to Northside Drive
- Transit Superstop at Lowery Activity Node (*currently functions as a Superstop at the MARTA station now and will continue as the hub of an activity node*)
- Pedestrian Signal Upgrade – MLK at Brawley Drive
- Enhancing existing pedestrian network throughout segment (Streetscape and Traffic Calming Improvements such as Pedestrian Lights, Street Trees, Signage and Street Furniture)
- Access Management measures along segment (curb cut and driveway consolidation)
- Pedestrian Signal Upgrade – MLK at Walnut Street
- Pedestrian Mid-Block Crossings at various locations
- Transit Superstop at Vine City Station (Northside Drive at Maple Street) (*currently functions as a Superstop at the MARTA station now and will continue as the hub of an activity node*)
- Pedestrian Signal Upgrade – MLK at Northside Drive
- Gateway designations, monuments, signage and Wayfinding element throughout segment (*includes the Wayfinding signs and gateway elements at MLK at Lowery Boulevard and MLK at Northside Drive*)
- Extensive coordination with MARTA
- Transit Oriented Development (TOD) at Activity Node
- Consolidation of bus stops at various locations along segment
- Installation of bus shelters where appropriate along segment

Figure 3-9 maps on the following page maps the recommended projects.

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**Figure 3-9: Segment 3 - Transportation Improvements**

 Pedestrian Signals

 Pedestrian Mid-Block Crossing

 Bus Superstop

 Sidewalk/Streetscape Improvements

 MARTA Rail Station

 MARTA Rail Line

 Corridor Gateway

0 0.1 Miles



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## **Development Opportunities and Urban Design**

### *Summary of Recommended Strategies*

The following text summarizes the recommendations for the development opportunities and urban design and for each segment. The recommendations emphasize enhancing the public realm. The development opportunities and urban design recommendations outlined in this section include strategies and policies pertaining to the corridor as well as specific development guidance for the activity nodes.

### *General Strategies and Policies*

The following strategies aim to improve the public realm:

- Protect any and all environmentally sensitive areas (open space, floodplains) in order to benefit overall quality of life
- Develop a 10 to 12-foot-wide multi-use path along the corridor (Segment 1B).
- Create a community park (Segment 1A) as part of the long-term redevelopment of the corridor.
- Establish neighborhood parks as part of long-term development of the corridor.
- Establish gateways and signage to create a sense of place to ensure that people experience a sense of arrival.
- Improve sidewalks and streetscapes.

The following policies aim to enrich the public realm include:

- New developments should be required to provide parks and plazas, rather than unusable vacant lots (as part of new development)
- New buildings should be built to the sidewalk with entrances opening to the sidewalk
- Gateway elements should be incorporated into new developments and public infrastructure improvements
- Wayfinding measures should be incorporated throughout
- Traffic calming measures should be incorporated throughout
- New buildings built adjacent to parks should be required to provide front entrances and windows that face the park

### *Activity Node Development*

This section organizes development guidance and recommendations by activity nodes within each segment. It begins with the segments located to the west and moves to the east with each activity node.

## Martin Luther King, Jr. Drive Corridor Transportation Study Final Report



### Segment 1A Overview (Fulton Industrial Boulevard to Interstate 285)

#### *MLK Jr. Drive at Fairburn Road Activity Node*

- Increased development intensity and mix of land uses at Fairburn Road intersection
- Additional residential development to support existing and proposed commercial/retail uses
- Proposed development to be planned/completed in phases
- Proposed development brought closer to sidewalks/street edge
- More green space planned for existing and proposed buildings

Much of the proposed development recommended for this activity node occurs at the intersection of Fairburn Road and MLK Jr. Drive, while also addressing existing vacant and occupied properties facing Bakers Ferry Road. The key element at this activity node is the existing Collier Heights Shopping Center.

The intersection design presents a challenge for both pedestrian and automobile traffic. The intersection creates five street corners lined with buildings set far behind parking lots and other empty undefined space. On a positive note, it also creates a triangular-shaped traffic island that community groups maintain with landscaping.

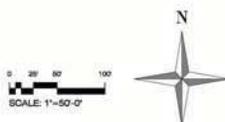
While working with a current owner for the shopping center site, the initial development strategy, shown as Phase 1 in Figure 3-10, focuses on adding rooftops that will then provide the nearby customer demand that would warrant long-range redevelopment of the entire site into a mixed-use center. The recommended direction includes adding residential with commercial/retail, preferably mixed-use spaces in stages that over time create an area of concentration with medium density. Phase 2 is shown in Figure 3-11.

New development should begin with new structures on the southwest corner of Fairburn Road and Bakers Ferry Road and on the southeast corner of MLK Jr. Drive and Fairburn Road. Initially, the Collier Heights Shopping Center parking lot should remain in order to maintain current access and exposure. Otherwise the activity node design strengthens the street edge of the MLK with a combination of existing and proposed buildings, new required parking to the rear of the buildings and selected green space. Site design for rear parking must provide for easy surveillance of the parking areas from buildings located around it. Simple design solutions can contribute to making these lots as safe as those located between the shopping center and the street..



EXISTING BUILDING  
 COMM./RETAIL  
 PARKING

MIX USE  
 PARKING  
 MIX USE



Fairburn Road Segment			
Total Site Acreage	N/A		
Total Commercial ft <sup>2</sup>	58084	Total Commercial Units	N/A
Total Residential ft <sup>2</sup>	91274	Total Residential Units	122
Total Parking ft <sup>2</sup>	35463	Total Parking Units	119
Total Green Space ft <sup>2</sup>	25765		

**Figure 3-10: Segment 1A - Development at Fairburn Road Activity Node (Phase 1)**



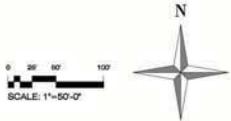
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**Figure 3-11: Segment 1A - Development at Fairburn Road Activity Node (Phase 2)**



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#### *Civic and Open Space at MLK Jr. Drive/Brownlee Road*

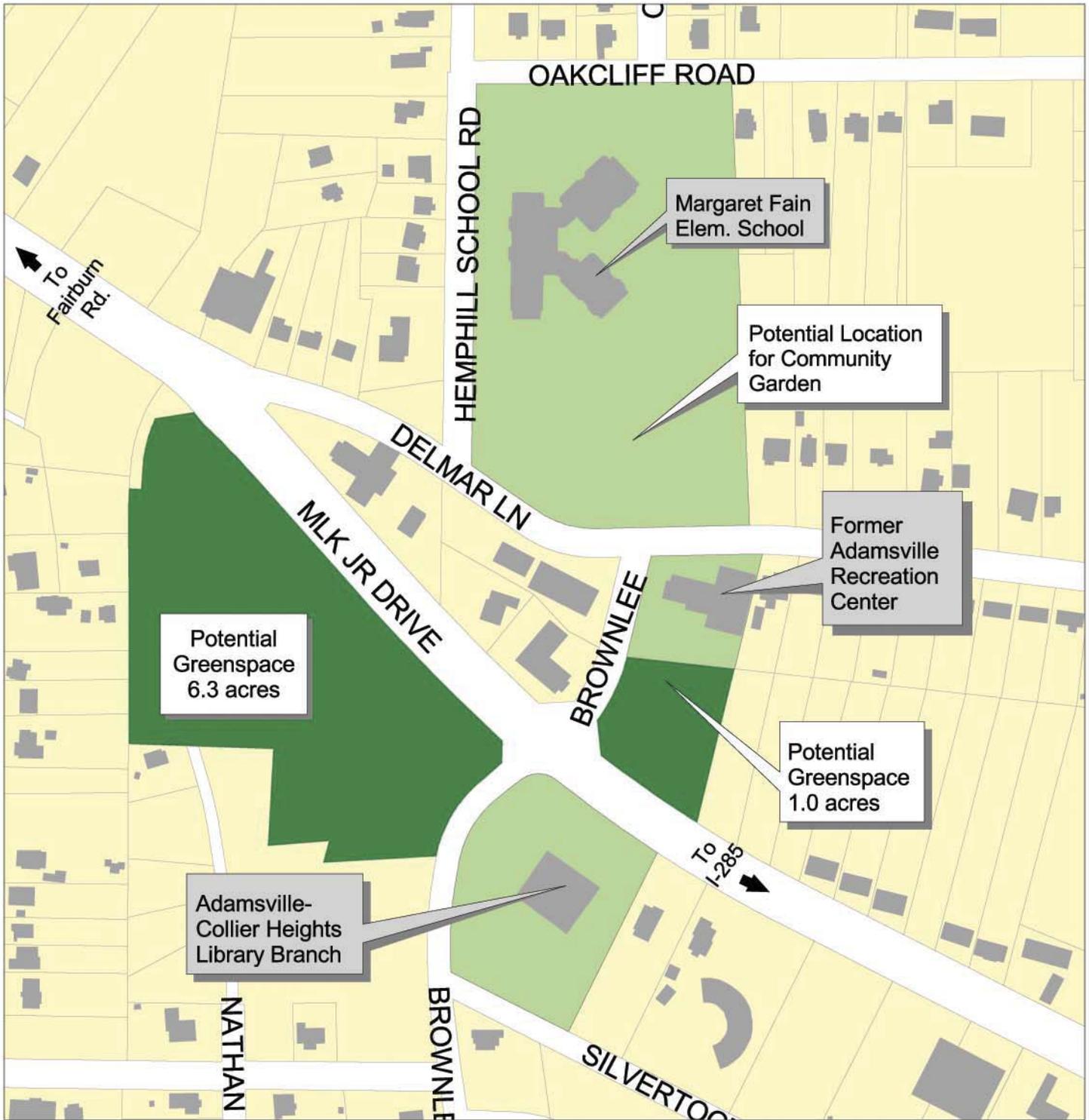
- Build six-acre park on vacant property on the southwest corner of the intersection
- Connect new park to Margaret Fain Elementary School with greenspace
- Develop new single-family homes that would match the existing neighborhood scale and face the new park and provide surveillance to increase safety.

Civic and institutional uses share the intersection of MLK Jr. Drive and Brownlee Road. The triangle created by MLK Jr. Drive, Brownlee Road and Delmar Lane is home to two churches. The Adamsville-Collier Heights Branch Library sits on the southeast corner of the MLK Jr. Drive/Brownlee Road intersection. As shown in Figure 3-12, the study recommends adding a new six-acre park on the southwest corner of the intersection adjacent to the library. The greenspace would connect to the Margaret Fain Elementary School located one block to the north (see potential greenspace map in appendix) by adding enhancing the city owned former recreation center and acquiring the lot located between the former center and MLK Jr. Drive. This would create a swath of greenspace that would link the new six-acre park to the library, former recreation center and to the elementary school.

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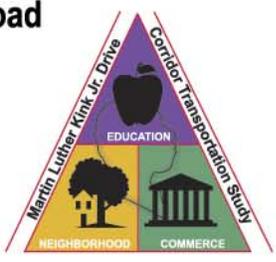
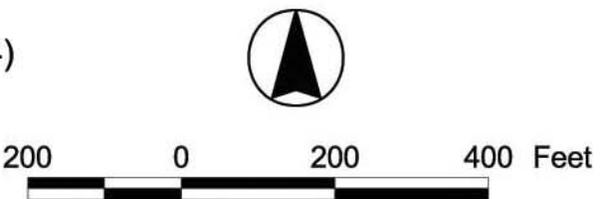
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**Figure 3-12: Segment 1A - Potential Greenspace at Brownlee Road**

- Building Footprints (2004)
- Public Property
- Potential Greenspace
- Parcels



# Martin Luther King, Jr. Drive Corridor Transportation Study

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## Martin Luther King, Jr. Drive Corridor Transportation Study Final Report



### Segment 1B Overview (Interstate 285 to H.E. Holmes Drive)

#### *Proposed MARTA TOD Activity Node (at Interstate 285)*

- Will serve as a gateway development for the corridor
- Will be a mixed-use TOD project (*consistent with MARTA's current plans*)
- Project will enhance the street edge of the corridor

A MARTA Locally Preferred Alternative (LPA) study for the West Line completed in 2003 included a site plan, as shown in Figure 3-13, that placed a new station on the northeast and southeast corner of the intersection of Interstate 285 and MLK Jr. Drive. This activity node TOD offers one of the most exciting and challenging opportunities along the entire corridor. Recommendations for this node include small design edits to the site plan recommended in the MARTA study that will better serve the TOD. These recommendations are shown in Figure 3-14.

The proposal, as recommended for the MLK Jr. Drive Corridor Transportation Study, would add the station as well as develop a gateway entrance to the MLK Jr. Drive corridor. The community supported the TOD for the node outlined in the MARTA plan, but did have concerns about the proposal's dependence on replacing an existing multi-family housing community and the resulting displacement. In response to those concerns the MLK Jr. Drive Corridor Transportation Study recommends amending the MARTA site plan with additional housing, using a building design that strengthens the street edges (and encourages more pedestrian activity), adds shops and commercial/retail and provides efficient parking in locations less visible from MLK Jr. Drive. All designs should find creative methods to discourage crime by providing for easy surveillance.

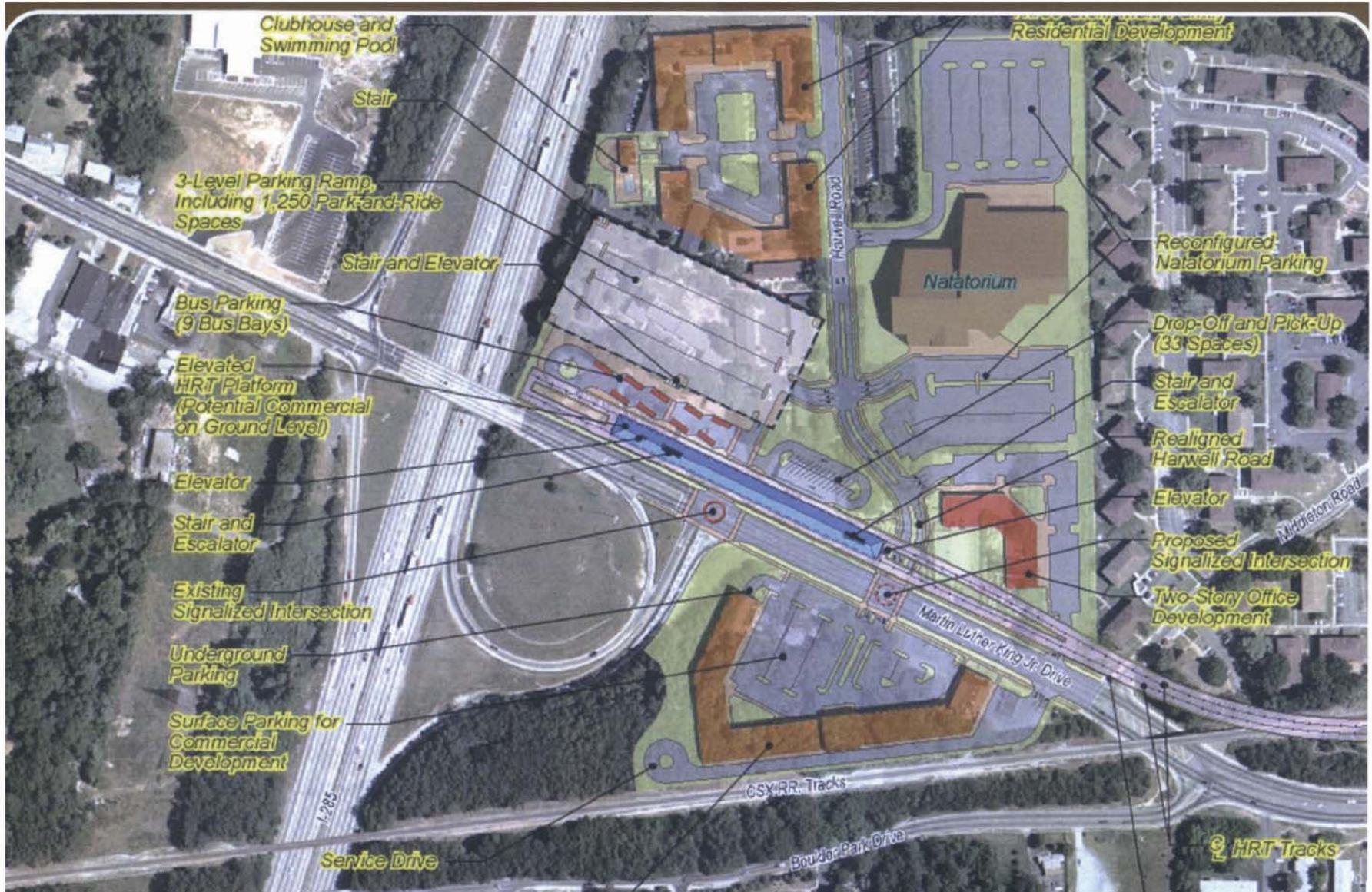
This plan increases the development intensity with mixed-use residential elements in three to four-story buildings. The plan centers new development among the MARTA station (for buses and rail), the Adamsville Recreation Center and residential blocks with interior parking structures with rooftop green spaces/parks/gardens.

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MARTA EXTENSION			
Total Site Acreage	27		
Total Commercial ft <sup>2</sup>	23436	Total Commercial Units	N/A
Total Residential ft <sup>2</sup>	66035	Total Residential Units	87
Total Parking ft <sup>2</sup>	167604	Total Parking Units	55b
Total Green Space ft <sup>2</sup>	3448		

**Figure 3-13: Segment 1B - Development at MARTA TOD Node Approved Locally Preferred Alternative (LPA) Site Plan**



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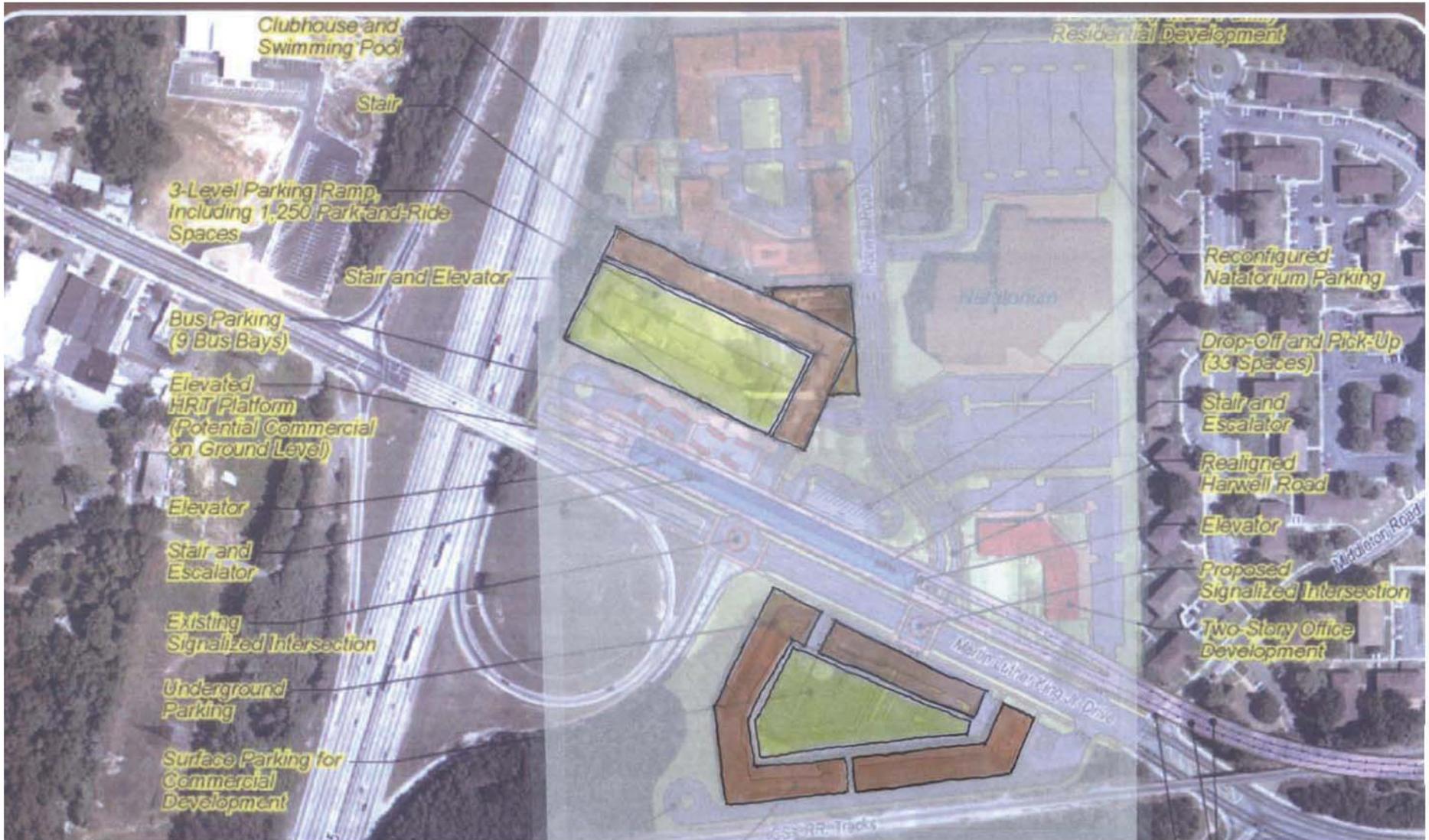


Figure 3-14: Segment 1B - Development at MARTA TOD Node  
Recommended Changes to LPA Site Plan



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*MLK Jr. Drive at Lynhurst Activity Node*

- Phased development – with Phase 1 bringing additional residential development to help support proposed and existing commercial/retail
- Phase 2 would create a Town Center approach with Live/Work/Play elements
- Final phase outlined in the H.E. Holmes LCI Study Concept Plan
- Additional green space with minimal disturbance to existing parking
- Proposed improvements connect existing development on the north side of the corridor to the activity node
- Improve property between MLK Jr. Drive and the railroad right of way and create park space that will include the multi-use path connecting Holmes MARTA station to Adamsville Recreation Center
- Proposed renovations to the existing shopping center

The activity node at the intersection of MLK Jr. Drive and Lynhurst Drive centers on the existing West Ridge Shopping Center with more than 170,000 square feet of retail space. The effort was to bring about change and development that would respond to and respect some of the cares and concerns of the existing owner, while also imagining the future redevelopment potential for the entire site. The recommendations focus on bringing in medium density of a mixed-use nature to the site. Adding residents will provide new customers for the existing and future businesses located in West Ridge. The phasing outlined in the diagrams move toward a design direction that would celebrate the existing as much as possible while still bringing more users (more rooftops) to the site. The H.E. Holmes LCI Study outlined the long-term redevelopment goal of the site in the study's concept plan, shown in Figure 3-17.

The owner's concerns included a potential loss or relocation of parking, visibility/exposure from automobile traffic on MLK Jr. Drive and economical – using the existing structures as much as possible. The first phase, shown in Figure 3-15 of recommendations focused on three concerns:

- a. Address the unsightly/unkept nature of the property on the north side of MLK, across the street from the West Ridge Shopping Center MLK Jr. Drive by converting the linear lot into a manicured green space/park with a cultural building/element at its western most end – just slightly off axis with the Lynhurst Drive/MLK Jr. Drive intersection. The green space would include a series of bridges/pedestrian connectors that would allow residents in the multi-family residential communities on the north side of MLK Jr. Drive and the railroad a safe method of crossing the railroad and thus a better opportunity to access the plaza, a place to meet their needs for goods and services (in addition to the bus super stop outlined in the transportation section).
- b. The second element of Phase 1 strengthens the existing land use pattern along Lynhurst Drive, south of MLK Jr. Drive, within the plaza – along its western most edge and also strengthens the existing residential edge along MLK Jr. Drive just west of Lynhurst Drive.
- c. Adds Transit Superstop (described in detail in transportation section)

Phase 2 focuses on intensification of West Ridge and is shown in Figure 3-16. With respect to its size, location and amount of underutilized area (central surface parking lots) West Ridge has the potential of becoming a mixed-use town center. Phase II adds more residential elements (multi-

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family), although little support currently exists for adding multi-family housing to the southwest corner of the shopping center property. Instead, people support maintaining the greenspace along the Lynhurst Drive edge. The plan adds green spaces (town squares), as shown in Figure 3-18, and highlights the Transit Superstop and the renovation of the existing structures.

Again, ultimately the goal is for the site to develop as envisioned in the H.E. Holmes LCI Study concept plan shown in Figure 3-17. Phases 1 and 2 described above provide a look at the first two steps needed to reach that. The LCI study envisioned adding 70,500 square feet of retail over the between 2012 and 2017 as well as 140 multi-family residential units.



LYNHURST NODE			
Total Site Acreage	28		
Total Commercial ft <sup>2</sup>	176545	Total Commercial Units	N/A
Total Residential ft <sup>2</sup>	84195	Total Residential Units	114
Total Parking ft <sup>2</sup>	230199	Total Parking Units	768
Total Green Space ft <sup>2</sup>	80669		

**Figure 3-15: Segment 1B - Development at Lynhurst Activity Node (Phase 1)**



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0 30 70 140  
SCALE: 1"=70'-0"



**Figure 3-16: Segment 1B - Development at Lynhurst Activity Node (Phase 2)**

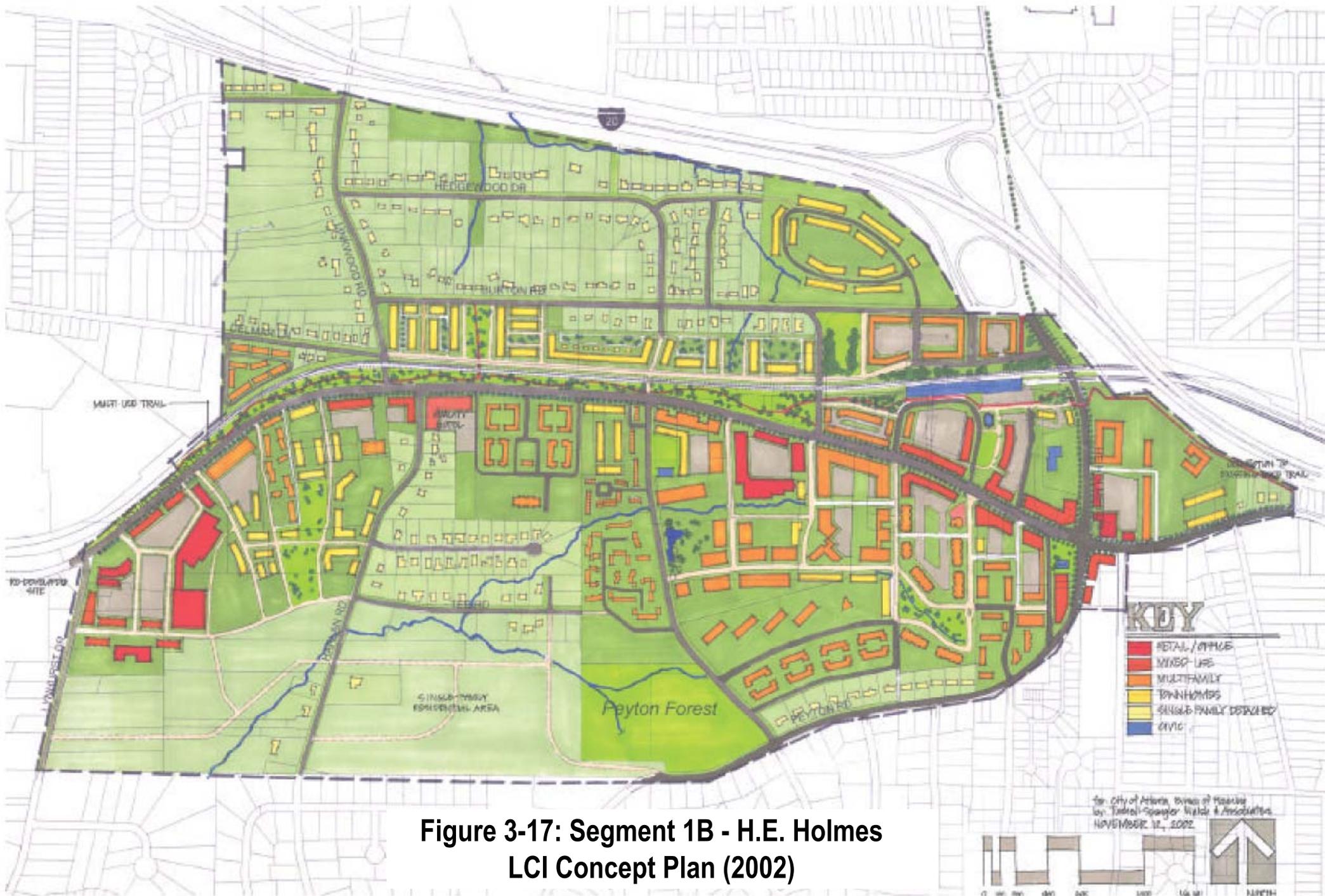


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**Figure 3-17: Segment 1B - H.E. Holmes LCI Concept Plan (2002)**

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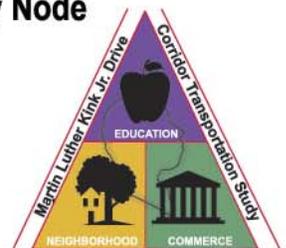
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**Figure 3-18: Segment 1B - Potential Greenspace at Lynhurst Activity Node**

-  Proposed Greenway
-  Proposed Greenspace
-  Building Footprint (2004)
-  Railroad
-  Proposed Pedestrian Bridge
-  Parcel



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#### *MLK Jr. Drive at Holmes Crossing Activity Node*

- Strengthens community/retail edge along corridor
- Supports existing fabric of community, retail and residential elements
- Provides greenspace for different users
- Provides parking within additional areas of asphalt along corridor edge
- Maximizes underutilized existing land

This activity node is located just west of the H. E. Holmes MARTA Station, roughly between Cox Drive and Peyton Place. Shown in Figures 3-20 and 3-21, the node will be seen as an extension of the land use planning direction for MARTA station node. This proposed medium density mixed-use development would be located on both the north and south sides of MLK. One of the major elements of this proposed node would be the triangular shaped green space/park, thus this green 'wedge' becoming the western most point of the H. E. Holmes MARTA station and a center piece of this activity node.

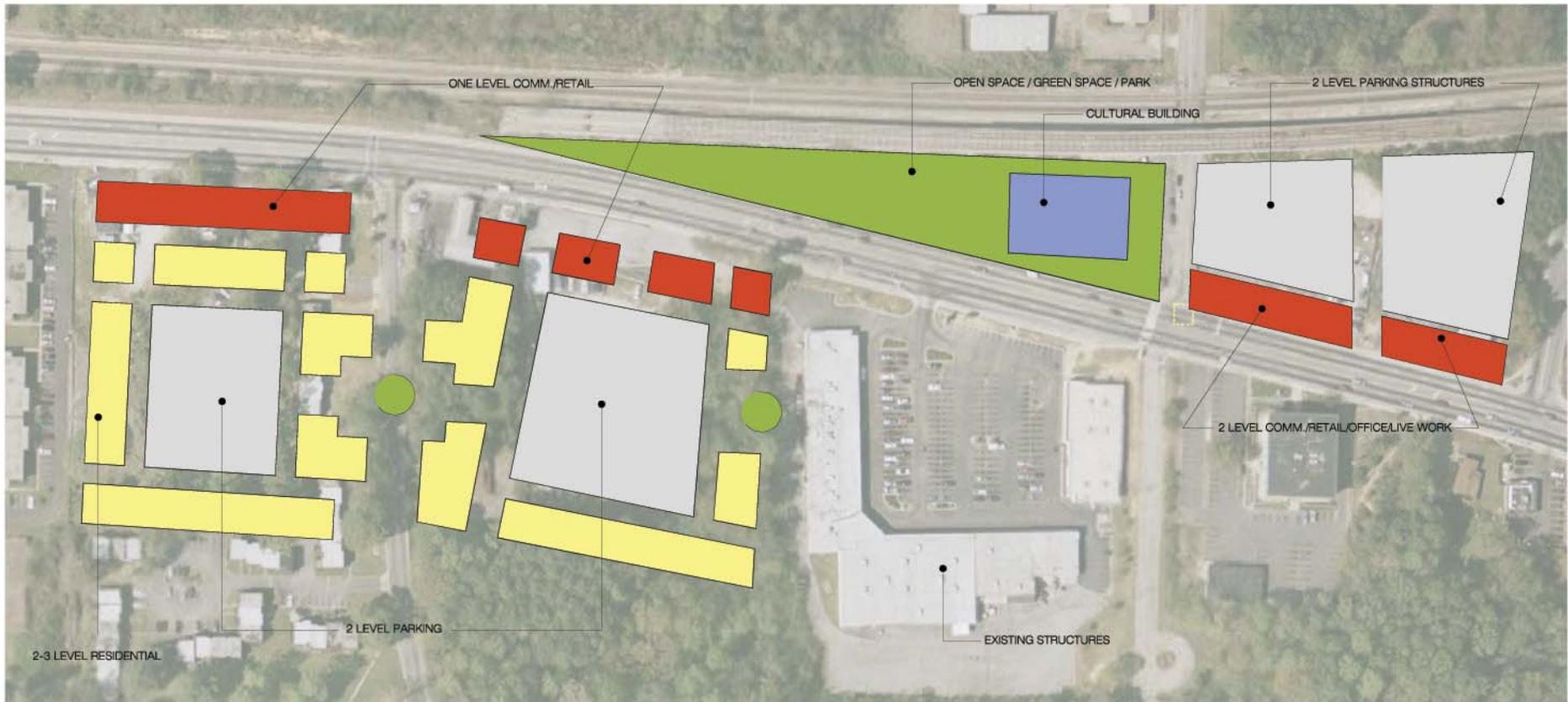
Directly across the street, on the south side of MLK is an existing shopping center that is proposed to remain as is (both the site (parking lot) and building) for the immediate future. One of the primary objectives for this node is to strengthen the street edge and enhance the pedestrian experience. Except for the proposed green space/park edge of the existing shopping center edge, the nodal area has been enhanced with buildings that address the street edge with commercial/retail and the (sometimes both one and two levels) with residential above.

The parking for the commercial/retail elements and the residential will be that of two-level structures, "hidden" from the street, with green spaces/gardens atop. The proposed medium density mixed use land plan would also take a look at creating additional multi-family residential structures with minimal demolition of existing residential structures, but instead making use of underutilized and or variant sizes. The maps on the following pages provide a graphical representation of the recommendations for the Holmes Crossing Activity Node. Figure 3-19 shows the recommendations for the first two floors and Figure 3-20 shows recommendations for the second two floors. Figure 3-21 specifically displays the proposed greenspace.

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H. E. HOLMES NODE			
Total Site Acreage	27		
Total Commercial ft <sup>2</sup>	335316	Total Commercial Units	N/A
Total Residential ft <sup>2</sup>	438062	Total Residential Units	582
Total Parking ft <sup>2</sup>	444365	Total Parking Units	1479
Total Green Space ft <sup>2</sup>	473523		



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SCALE: 1"=70'-0"

**Figure 3-19: Segment 1B - Development at Holmes Crossing Activity Node (Floors 1-2)**



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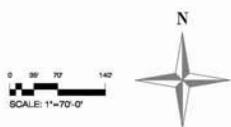




**KEY POINTS**

1. Helps to strengthen community / retail edge along MLK.
2. Builds into the existing fabric of both the community / retail and residential elements.
3. Provides additional green for a number of different users.
4. Provides ample parking within additional areas of asphalt along the MLK edge.
5. Maximizes underutilized existing.

**Figure 3-20: Segment 1B - Development at Holmes Crossing Activity Node (Floors 3-4)**

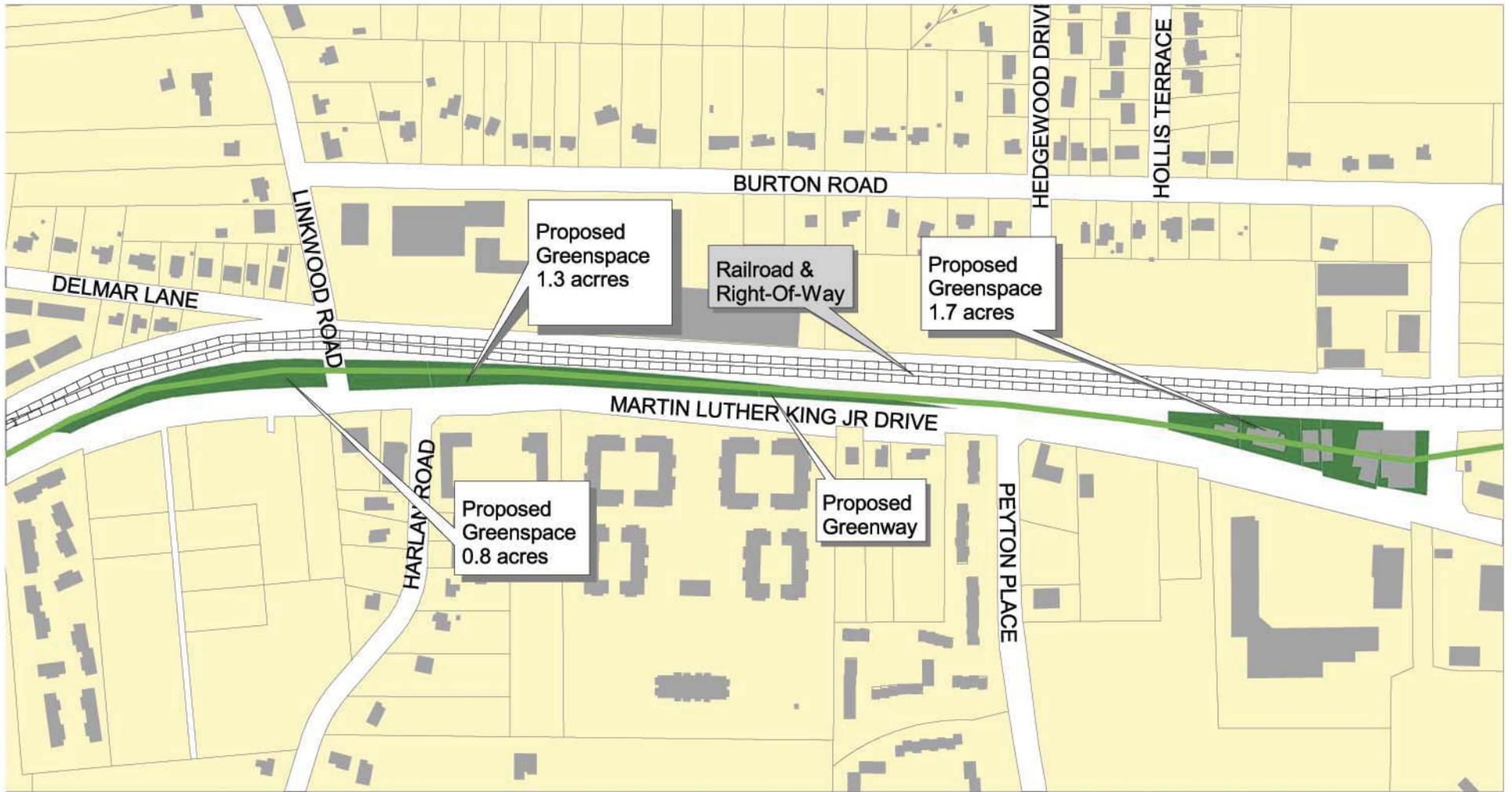


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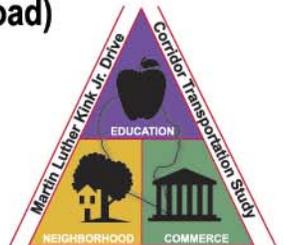
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**Figure 3-21: Segment 1B - Potential Greenspace with Greenway (Peyton Place to Harlan Road)**

-  Proposed Greenway
-  Building Footprint (2004)
-  Proposed Greenspace
-  Railroad
-  Parcel



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### *MLK Jr. Drive at H.E. Holmes TOD Activity Node*

- Proposed TOD at an existing MARTA Station
- Proposed development strengthens corridor street edge – more pedestrian friendly
- Proposed plan has been accepted by the community

This activity node, while one of the largest of the nodes studied, has already been the subject of an LCI study and much community input. With respect to the overall attitudes regarding urban design and land use for the corridor and the need for the MARTA station along the corridor to play a more vital role in the development of the corridor, the recommendation plan was to build upon what was already set in motion as a direction for the development of this MARTA station into a TOD. Figure 3-22 is the concept plan for the study and the following is a description of the activity node taken from the November 2002 H. E. Holmes LCI Report:

### Key Concepts

*The LCI Study Team developed the following key concepts to guide the proposed Concept Plan:*

- *Define a neighborhood that balances the need of pedestrians, bicycles, transit and drivers.*
- *Create an interconnected street network that supports pedestrians as well as shorter local auto trips and transit.*
- *Mix land uses transitioning from medium-density mixed-use and multi-family closest to the MARTA station, to single-family homes at the edges, interspersed with neighborhood-retail nodes.*
- *Protect existing single-family neighborhoods and sensitively integrating them into the community plan.*
- *Encourage a diversity of new housing types and price points to reflect changing demographic needs, community desires, and the requirements to support retail in a mixed-use environment.*
- *Create a series of intimately scaled public squares, parks, community focal points, greenways, and natural open spaces.*

### The Town Center

- *The mixed-use core of the LCI Study Area is proposed for the area around the H. E. Holmes MARTA station and MLK Drive within the vicinity of the station and generally within a ten-minute walk of the MARTA station.*
- *Because the area currently has no definable "center", this proposal creates a center on the MARTA property (see next section) and anchors the area by two distinct community parks.*
- *Throughout the Town Center, mixed-use buildings are encouraged on high-traffic streets, while single-use residential uses are located farther away. Most of these buildings do not exceed three stories, although slightly higher buildings are acceptable on the MARTA property. (See next section.)*
- *To create a manageable retail environment, reflect limited demand for retail space, and locate retail in workable locations, retail uses are focused along MLK Drive*

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between Westland Drive and the intersection of MLK Drive and H. E. Holmes Drive. Retail could also locate along the park extending into the MARTA property. This location works especially well for restaurants, and rail-oriented convenience retail. Retail tenants in the Town Center should include more pedestrian-oriented destination uses, such as a sit-down restaurant, art galleries and small shops.

- Including the south MARTA property, the Town Center is proposed to contain 200,350 square feet of new retail / commercial, 30,000 square feet of office, 651 new multifamily, four new townhouse units, 37 new live-work units, and 11,000 square feet of community space.

Figure 3-22 on the below provides a graphic illustration of the H.E. Holmes Activity node per the H.E. Holmes LCI Study.

Figure 3-22: Segment 1B – H.E. Holmes LCI MARTA Station Concept Plan





Segment 1C Overview (H.E. Holmes Drive to West Lake Avenue)

*MLK Jr. Drive at Westview Cemetery Redevelopment Node*

- Provides a strong built zone between the edge of Interstate 20 and the edge of Westview Cemetery
- Provides enhanced streetscape and beautification
- Development could be phased and/or built in pieces
- Brings additional green space to the site
- Builds upon the typology of the existing residential buildings
- Maximizes underutilized land

The Westview Cemetery Redevelopment Node is located directly across the street (on the north side of MLK and south of Interstate 20) from the north edge of the historical Westview Cemetery. This site is a long, winding/gentle curving and narrow “wedge” in between MLK Drive and Interstate 20.

The design direction for the proposed plan would be based upon the following attitudes:

- a. Strengthen the street edge with a combination of existing and proposed structures.
- b. Introduce Commercial/Retail at the street level and increase the pedestrian activity/experience.
- c. Regulate parking to the rear and inside of the occupied building footprint and use the parking structure with green space/garden space on top to help reduce the noise and impact of the freeway.
- d. Introduce a pattern/grid of buildings and open spaces.
- e. Build to the edge of the sidewalk

This node differs from the other seven nodes identified for this study. It was included because of its need for and potential to redevelop. While it is not located at a major intersection, adjacent to a MARTA station or have any major and/or significant structures on the site, it does represent a number of different challenges and opportunities for redevelopment that can be found along the corridor that are not always found solely within one activity node.

The long, curving and rather thin site includes a number of surface parking lots located between buildings and the street, pushing the buildings to the rear (near the Interstate 20 edge). The design of the multi-family residential buildings included in this stretch lacks the open space and connectivity that would allow them to complement the beauty of the Westview Cemetery. The recommendation plan addresses these issues via the aforementioned items, but also via a street section that respects both the sensitive nature of the MLK edge and the imposing edge of the Interstate 20. Figure 3-23 shows the recommendations for the first two floors and Figure 3-24 shows recommendations for the second two floors of the Westview Activity Node.

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WEST VIEW CEMETERY NODE			
Total Site Acreage	6.3		
Total Commercial ft <sup>2</sup>	24189	Total Commercial Units	N/A
Total Residential ft <sup>2</sup>	145408	Total Residential Units	194
Total Parking ft <sup>2</sup>	88553	Total Parking Units	295
Total Green Space ft <sup>2</sup>	34922		

**Figure 3-23: Segment 1C - Development at Westview Activity Node (1 & 2 Floors)**



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**Figure 3-24: Segment 1C - Development at Westview Activity Node (Floors 3 & 4)**



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#### *MLK at West Lake TOD Activity Node*

- TOD of Live/Work/Play elements
- Creates a retail circulation opportunities for both cars and pedestrians
- Creates a strong network of green spaces and living spaces
- Responds to the strong 'edge conditions' of both the community and Interstate 20
- Parking is well-integrated into the scheme with structured parking that will preserve the current number of spaces

This activity node represents one of the best opportunities to bring economic development to the MLK Jr. Drive corridor. The West Lake MARTA Station activity node offers a great chance to test a true TOD to the corridor and the community.

The existing MARTA station site includes the station and four surface parking lots. The site layout discourages pedestrian access and creates confusing vehicular circulation. The site also appears isolated and disconnected from neighboring properties. The new development will provide places for people to live, work and play adjacent to the rail station and also provide a better transition from the station site to the neighboring community. The plan outlined introduces a network of new "interior connections" that address the internal and external circulation issues, while creating a central green space linking the four quadrants.

Each quad includes a multi-story, mixed-use building that houses commercial/retail and office space on the first and sometimes second levels with residential spaces located in upper floors. These elements would face all interior and exterior streets and still allow for vehicular access to an interior parking structure of two levels with a green space on the top level. While the four different quadrants are very strong as one collective element, they would still be quite strong as phased elements over time. The residential structures above are all composed of "U" shaped elements positioned about a central green space. While the majority of the proposed plan is located to the west of Westview Drive, there would also be a smaller element of the proposed development outside of the MARTA station site that would address some of the existing community fabric with additional residences (single and multi-family) and more green space. Figure 3-25 shows the recommendations for the first two floors and Figure 3-26 shows recommendations for the second two floors of the West Lake Activity Node.

In addition to the recommendations shown above, this study recommends more in-depth study of the West Lake activity node. For example, an LCI study of the area would allow for the study of a small, compact area that has tremendous regional impact due to the intersection of MARTA, Interstate 20, MLK Jr. Drive and the PATH system. The study should incorporate part or the entire Westview node as well.

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EXISTING WEST LAKE MARTA STATION

RESIDENTIAL

COMM./RETAIL SPACE

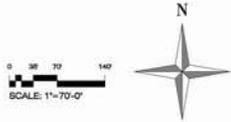
CENTRAL GREEN SPACE 'TOWN SQUARE'

GREEN SPACE

EXISTING STRUCTURE

COMM./RETAIL OFFICE

PARKING STRUCTURE



WEST LAKE NODE			
Total Site Acreage	11		
Total Commercial ft <sup>2</sup>	76954	Total Commercial Units	N/A
Total Residential ft <sup>2</sup>	296876	Total Residential Units	393
Total Parking ft <sup>2</sup>	156408	Total Parking Units	519
Total Green Space ft <sup>2</sup>	60608		

**Figure 3-25: Segment 1C - Development at West Lake Activity Node (Floors 1 & 2)**



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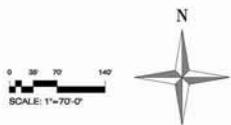
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**KEY POINTS**

1. Transit oriented development of Live Work and Play elements.
2. Creates retail circulation roads for both the vehicle and pedestrian.
3. Creating a strong network of green spaces and living spaces.
4. Responding to the strong edge conditions of both the elevated highway (I-20) and the community.
5. Parking is well integrated into the scheme without displacing any existing parking.



**Figure 3-26: Segment 1C - Development at  
West Lake Activity Node  
(Floors 3 & 4)**



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### Segment 3 Overview (Lowery Boulevard to Northside Drive)

#### *MLK Jr. Drive at Lowery Boulevard TOD Activity Node*

- Builds up redevelopment/renovation of existing buildings and sites
- Promotes more pedestrian activity with building elevations and street facades
- Maintains consistency with the Historic Westside Village Plan

The eastern most activity node would be best defined as a development that stitches and weaves itself into the existing fabric and other planned future developments. Located at the intersection of Lowery Boulevard and MLK Jr. Drive, the program for this activity node would represent commercial/retail, office space, residential and open space. A major task for this activity node will be in its ability to become an active part of the immediate urban fabric and surrounding community, especially that of the proposed historic Westside Village, and occupy a large super block area from Lowery Boulevard to J. P. Brawley along the north side of MLK Jr. Drive. The recommendation addresses the intersection of Lowery Boulevard and MLK Jr. Drive as well as adjoining buildings and vacant lots along both of these street edges.

The recommended mixed-use plan builds around a program of commercial/retail and office space on the first and second levels with residential loft like spaces located on upper floors. Surface parking lots along the street edge would move to the rear with alley access. Through a careful inventory of the existing structures, development would take place within existing/renovated buildings as well as new construction. Figure 3-27 on the following pages shows the graphical representation of this activity node.



*Historic Westside Village Illustrative Plan (2005)*

The Activity Node includes the Historic Westside Village, a mixed-use project under development prior to this study and shown to the right (a larger size plan can be found in Appendix 1). Recommendations for the node took the development as a given and fully incorporate its plans. While not a TOD comparable to the size of the Holmes MARTA Station TOD, it is still one that serves a very strong and culturally rich community. This MARTA station also serves as a major form of circulation for many students of the Atlanta University Center located just southeast of the Lowery/MLK intersection and along the southern and northern (past J. P. Brawley) edge of MLK.

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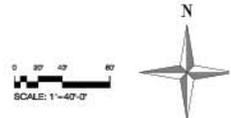




LOWERY NODE			
Total Site Acreage	3		
Total Commercial ft <sup>2</sup>	52223	Total Commercial Units	N/A
Total Residential ft <sup>2</sup>	45988	Total Residential Units	62
Total Parking ft <sup>2</sup>	9787	Total Parking Units	34
Total Green Space ft <sup>2</sup>	N/A		

**Figure 3-27: Segment 3 - Development at Lowery Boulevard Activity Node**

1. COMM./RETAIL/OFFICE @ GROUND LEVEL W/ RESIDENTIAL ABOVE.  
-PARKING AT REAR VIA ALLEY.
2. TWO LEVEL-COMM./RETAIL @ GROUND & LIVE, WORK/OFFICE ABOVE.  
-PARKING TO THE REAR.
3. TWO LEVEL RESIDENTIAL/LIVE WORK.
4. TWO LEVEL COMM./RETAIL/OFFICE.
5. COMBINATION OF 1 & 2 STORY COMM./RETAIL/OFFICE W/ PARKING TO THE REAR.



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## **Future Land Use and Zoning Recommendations**

The Future Land Use and Zoning component of the recommendations focus primarily on the activity nodes. The recommendations call for an increase in mixed use, both vertically and horizontally, while preserving and protecting existing single-family neighborhoods from commercial and multifamily encroachment. The zoning recommendations would concentrate activity into walkable cores, rather than dispersed auto-oriented strip shopping centers. Residential options within the study area are increased through the provision of areas for future town homes, small lot single-family, and multi-family housing within close proximity to new businesses and parks.

The MLK Jr. Drive Corridor Transportation Study recommendations foster redevelopment that will create an attractive investment environment as well as a highly “livable” environment. High quality architectural materials and building styles, inviting public gathering spaces, and convenient access to a broad range of consumer services characterize such livable environments. The future land use and zoning recommendations for the activity nodes proposes a diverse mix of uses in close proximity to services, employment and recreation that brings consumers, employees and user groups to livable environments.

In addition to development projects identified in the study, public improvements associated with the concepts and the relationship of future land uses proposed, specific development goals and policies are promoted with the Quality of Life zoning districts (MR, MRC, and LW). These districts require pedestrian-friendly streetscapes and building form. These form the foundation of Future Land Use and Zoning strategies recommended in this portion of the MLK Jr. Drive Corridor Transportation Study.

### *Summary of Recommended Strategies*

The following sub-sections will outline Future Land Use and Zoning recommendations organized by segments (Segments 1A, 1B, 1C, 2 and 3) along with maps.

#### Segment 1A Overview (Fulton Industrial Boulevard to Interstate 285)

##### *Future Land Use (see Figure 3-28)*

- 1) Change from Low Density Commercial to Mixed-Use

##### *Zoning (see Figure 3-29)*

- 2) Change from Commercial (C1 and C1C) to Mixed Residential Commercial (MRC1)
- 3) Change from Commercial (C1) to Mixed Residential Commercial (MRC1)

#### Segment 1B Overview (Interstate 285 to H.E. Holmes Drive)

##### *Future Land Use (see Figure 3-30)*

- 4) Change from Medium Density Residential to Mixed-Use
- 5) Change from Low Density Commercial to Mixed-Use
- 6) Change from Industrial to Mixed-Use

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- 7) Change from High Density Commercial to Mixed-Use
- 8) Change from Low Density Commercial to Mixed-Use

### *Zoning (see Figure 3-31)*

- 9) Change from Residential (RG 3) to Mixed Residential Commercial (MR 3)
- 10) Change from Commercial (C1, C1 C and C2 C) to Mixed Residential Commercial (MRC 1)
- 11) Change from Residential (RG 3) to Mixed Residential (MR 3)
- 12) Change from Industrial (I1 and I2) to Live Work (LW)
- 13) Change from Commercial (C1 and C1 C) to Mixed Residential Commercial (MRC 1)
- 14) Change from Commercial (C1 C, C2 and C3) to Mixed Residential Commercial (MRC 2)
- 15) Change from Residential (RG 3) to Mixed Residential (MR 3)

### Segment 1C Overview (H.E. Holmes Drive to West Lake Avenue)

#### *Future Land Use (see Figure 3-32)*

- 16) Change from Single Family Residential (SFR) to Mixed-Use (MU)
- 17) Change from Low Density Commercial (LDC) to Mixed-Use (MU)
- 18) Change from Low Density Commercial (LDC) to Mixed-Use (MU)

#### *Zoning (see Figure 3-33)*

- 19) Change from Commercial (C2) to Mixed Residential Commercial (MRC 2)
- 20) Change from Commercial (C1 and C1 C) to Mixed Residential Commercial (MRC 1)
- 21) Change from Residential (RG 3) to Mixed Residential (MR 3)
- 22) Change from Residential (R4) to Mixed Residential Commercial (MRC 1)
- 23) Change from Commercial (C1) to Mixed Residential Commercial (MRC 1)
- 24) Change from Residential (R4) to Mixed Residential Commercial (MRC 1)

### Segment 2 Overview (West Lake Avenue to Lowery Boulevard)

#### *Future Land Use (see Figure 3-34)*

- 26) Change from Low Density Commercial (LDC) to Mixed-Use (MU)
- 26) Change from Low Density Residential (LDR) to Open Space (OS)

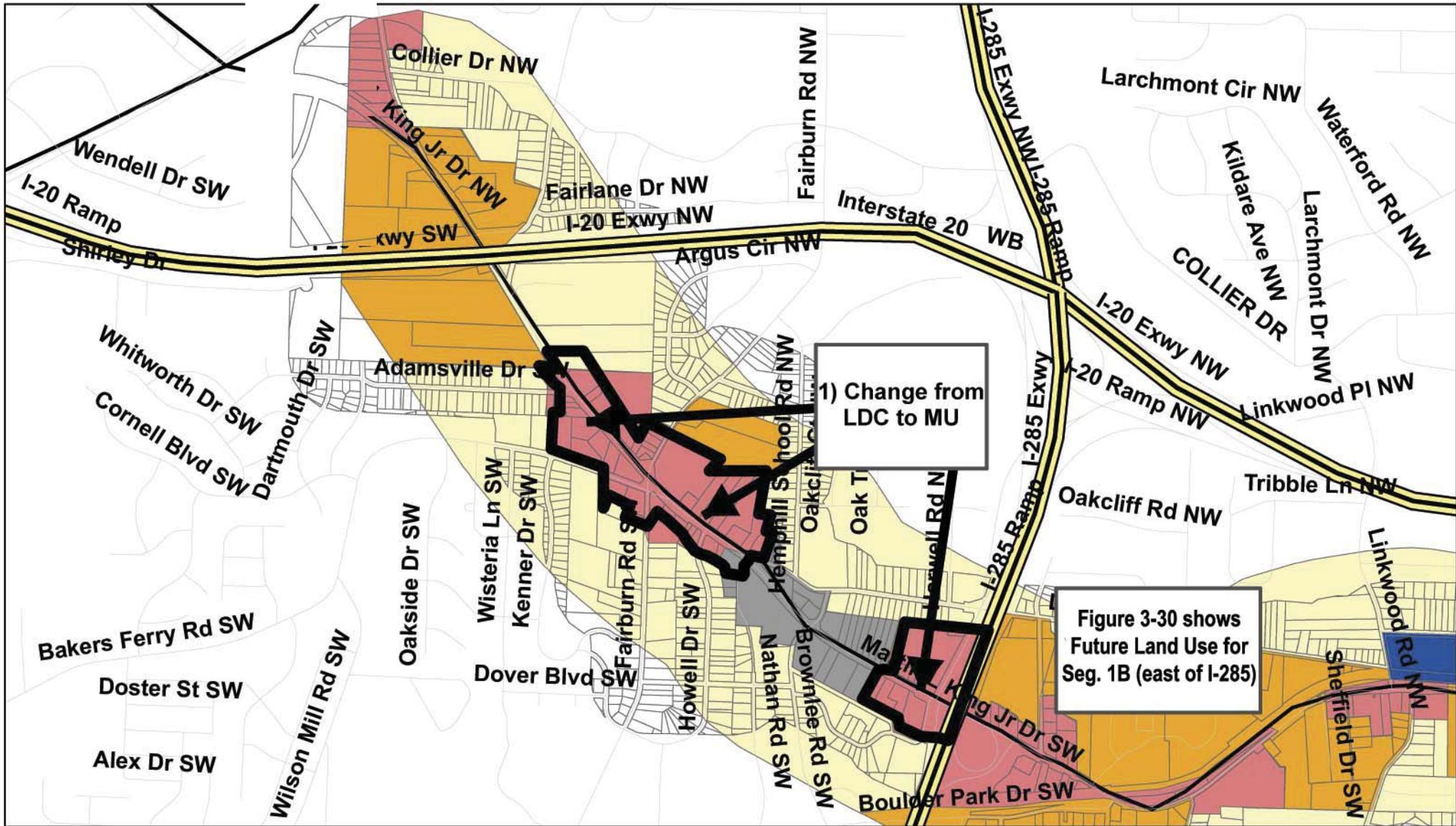
#### *Zoning (see Figure 3-35)*

- 27) Change from Commercial (C1) to Mixed Residential Commercial (MRC 1)

### Segment 3 Overview (Lowery Boulevard to Northside Drive)

#### *Future Land Use and Zoning (see Figure 3-36)*

- 28) No changes, maintain current Special Public Interest (SPI) Zoning
  - No Land Use changes and recommendations at Activity Nodes
  - No Zoning changes and recommendations at Activity Nodes
  - Maintain consistency with Historic Westside Village Plan



1) Change from LDC to MU

Figure 3-30 shows Future Land Use for Seg. 1B (east of I-285)

Figure 3-28: Segment 1A - Proposed Future Land Use

- |                                |                                  |
|--------------------------------|----------------------------------|
| High Density Commercial (HDC)  | Medium Density Residential (MDR) |
| High Density Residential (HDR) | Mixed-Use (M-U)                  |
| Industrial (I)                 | Office-Institutional (O-I)       |
| Low Density Commercial (LDC)   | Open Space (OS)                  |
| Low Density Residential (LDR)  | Single Family Residential (SFR)  |

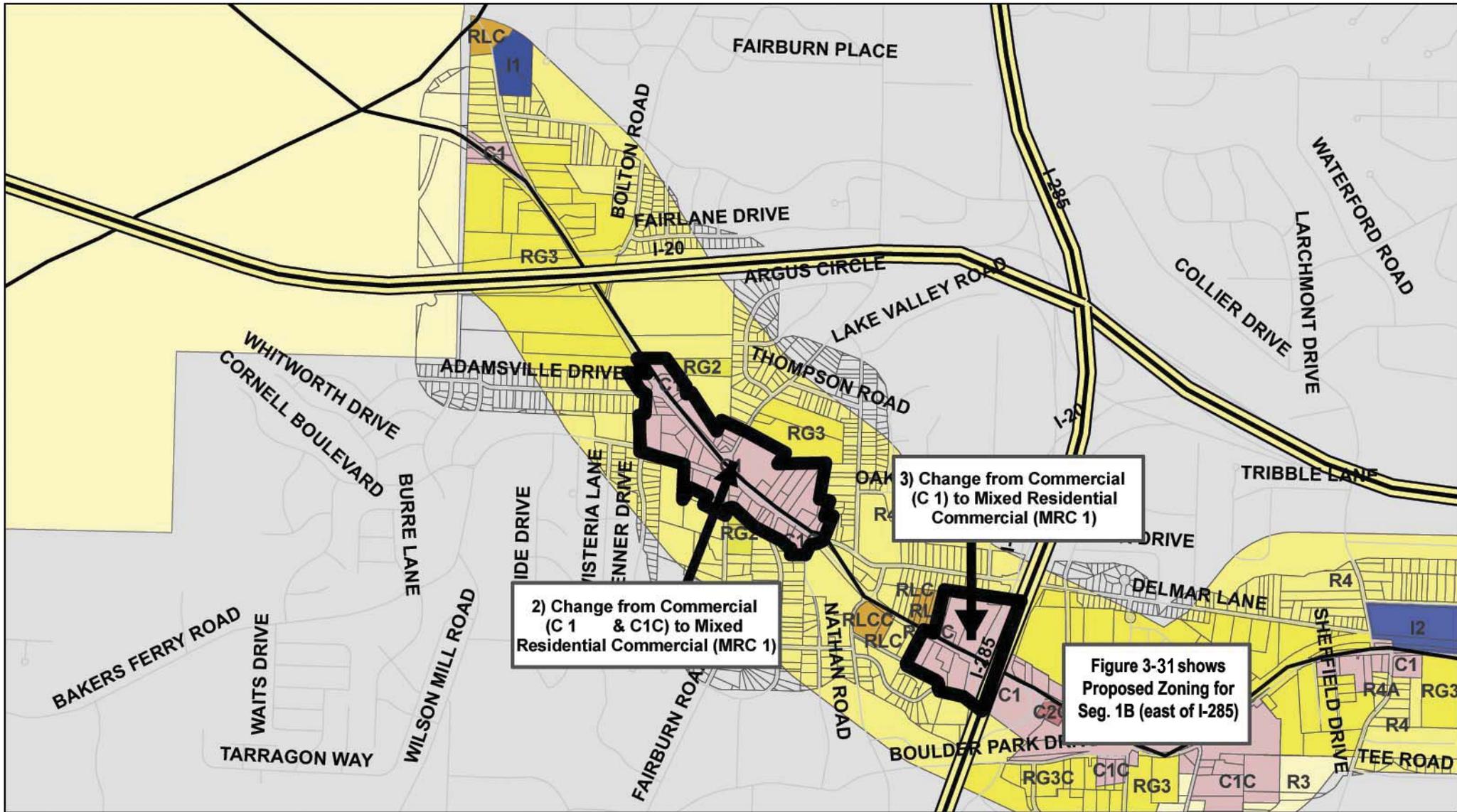
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**Figure 3-29: Segment 1A - Proposed Zoning**

- |   |                    |   |                                |
|---|--------------------|---|--------------------------------|
|  | Commercial Zoning  |  | Special Public Interest Zoning |
|  | Industrial Zoning  |  | Planned Development Zoning     |
|  | Residential Zoning |  | Office/Institutional Zoning    |



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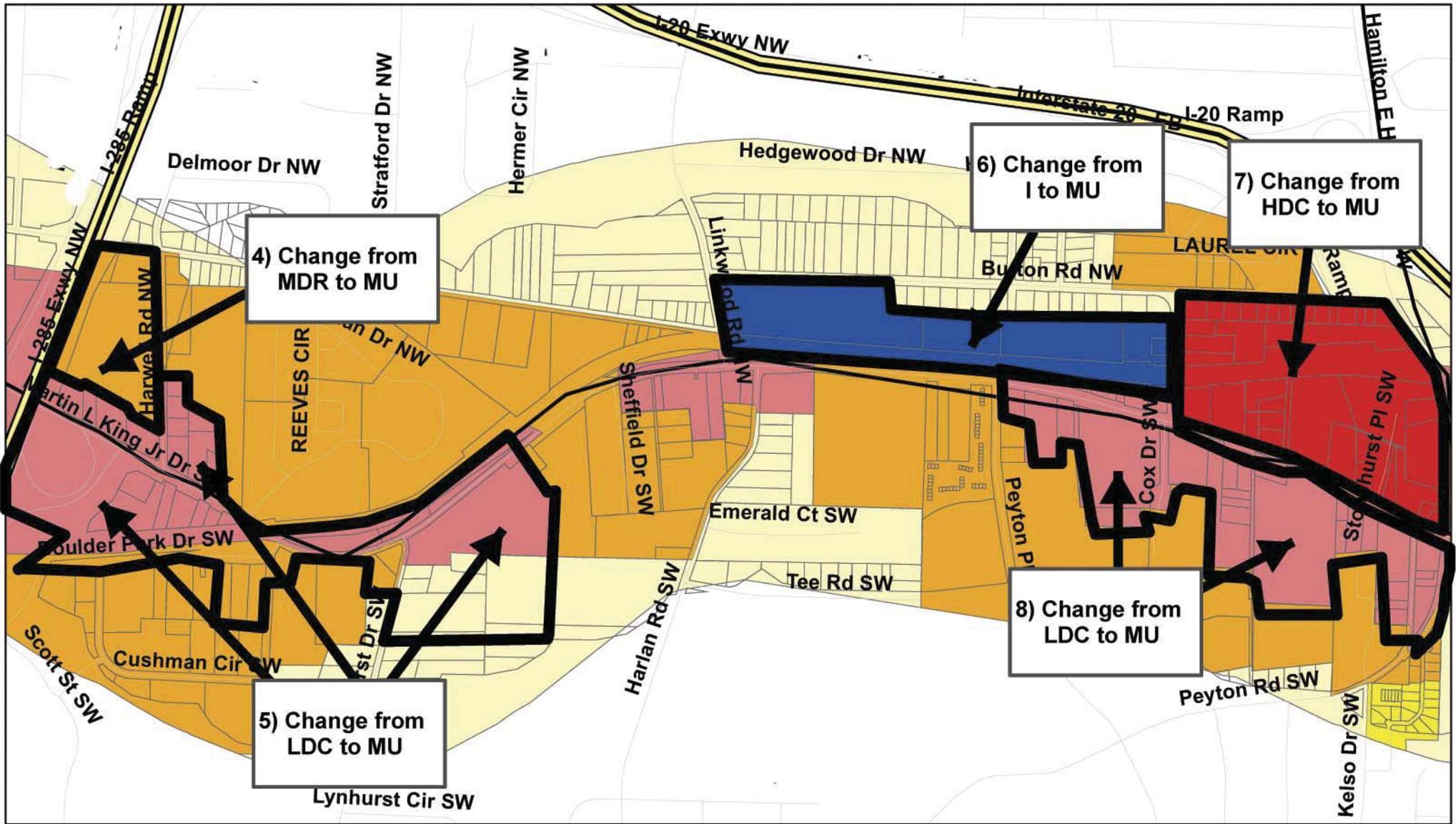


Figure 3-30: Segment 1B - Proposed Future Land Use

- |   |  |
|---|--|
| <span style="color: red;">■</span> High Density Commercial (HDC)    | <span style="color: orange;">■</span> Medium Density Residential (MDR)     |
| <span style="color: brown;">■</span> High Density Residential (HDR) | <span style="color: purple;">■</span> Mixed-Use (M-U)                      |
| <span style="color: blue;">■</span> Industrial (I)                  | <span style="color: grey;">■</span> Office-Institutional (O-I)             |
| <span style="color: pink;">■</span> Low Density Commercial (LDC)    | <span style="color: green;">■</span> Open Space (OS)                       |
| <span style="color: yellow;">■</span> Low Density Residential (LDR) | <span style="color: lightyellow;">■</span> Single Family Residential (SFR) |

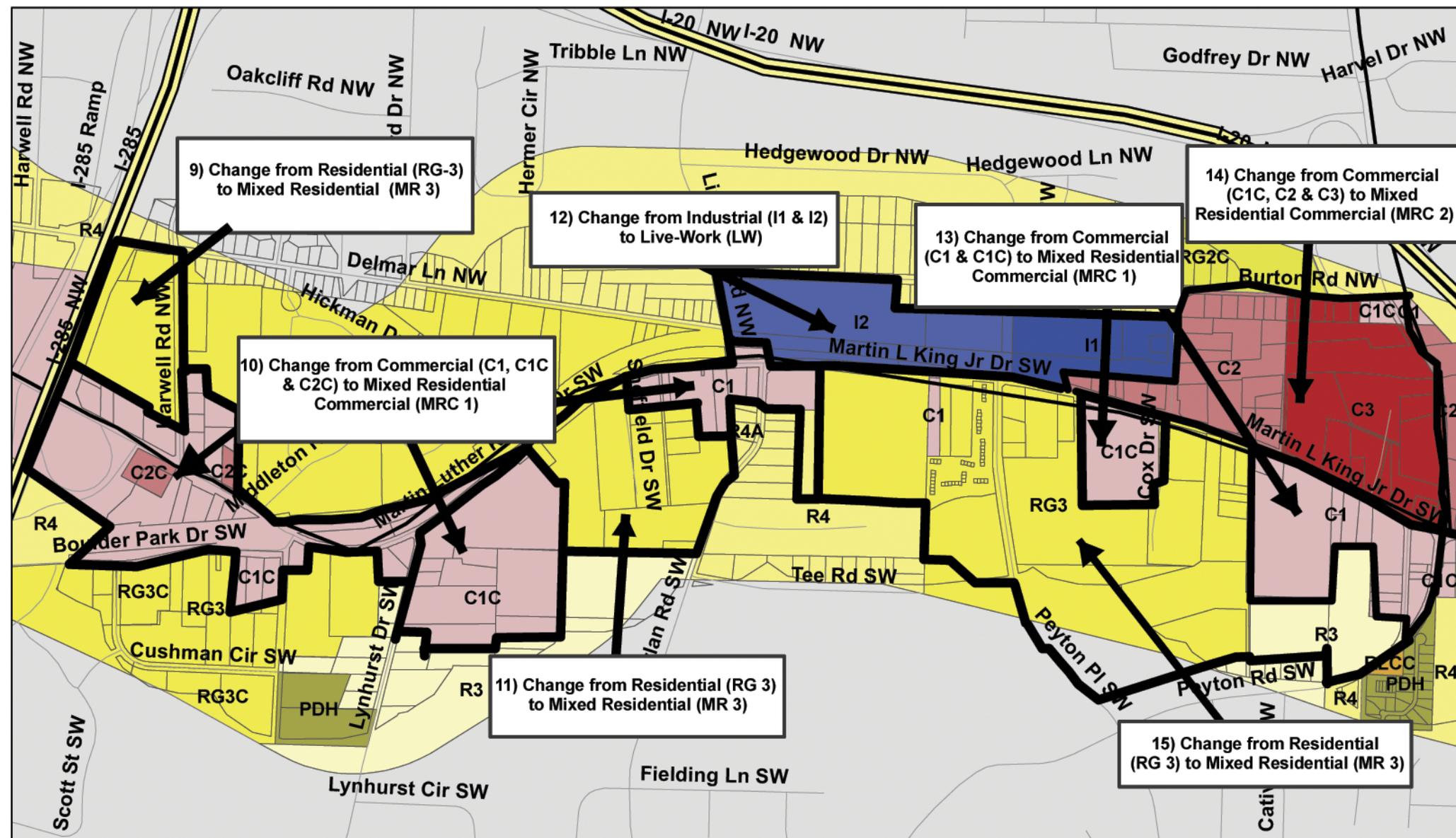
0 0.2 Miles



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**Figure 3-31: Segment 1B - Proposed Zoning**

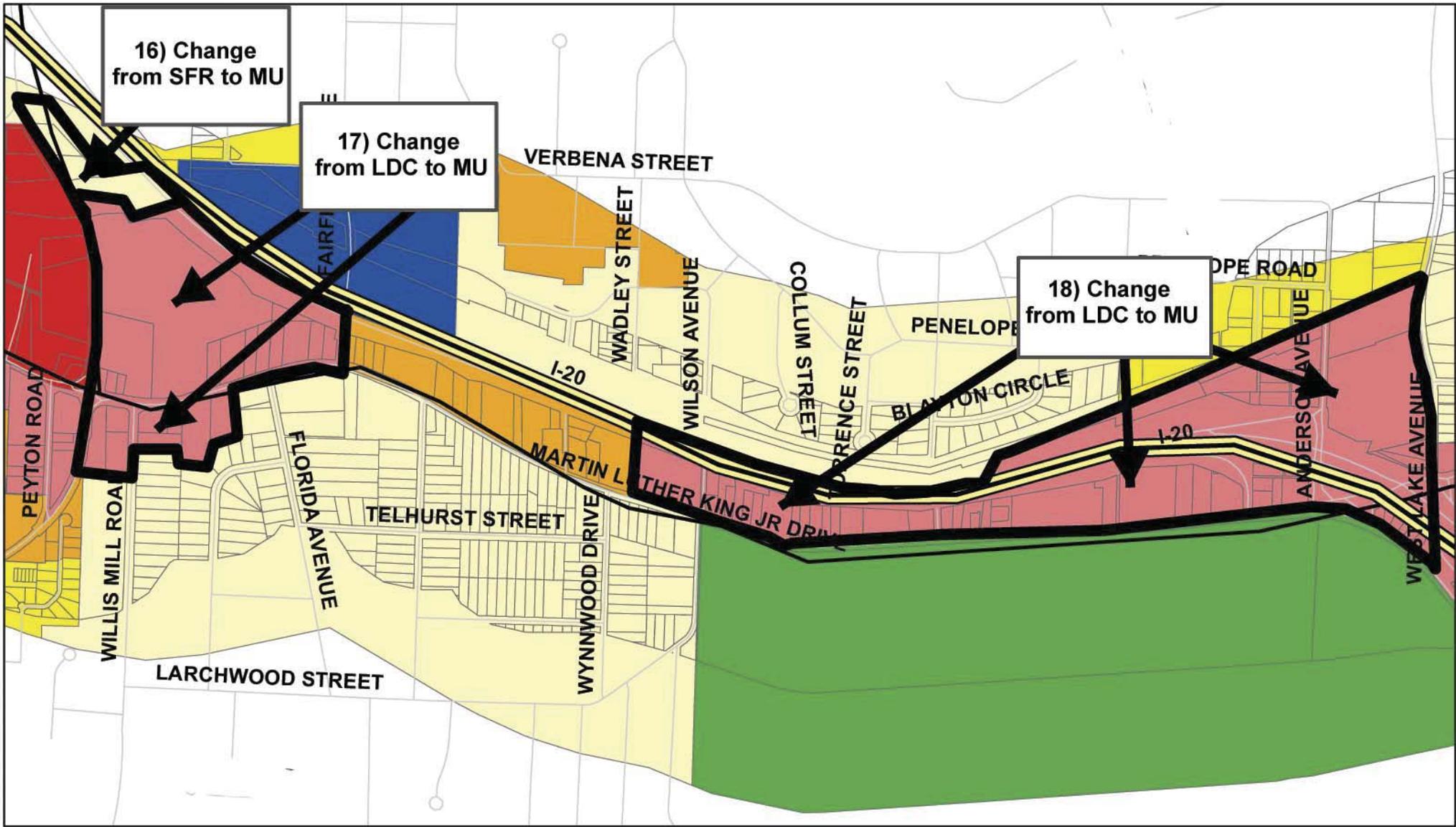
- |   |                    |   |                                |
|---|--------------------|---|--------------------------------|
|  | Commercial Zoning  |  | Special Public Interest Zoning |
|  | Industrial Zoning  |  | Planned Development Zoning     |
|  | Residential Zoning |  | Office/Institutional Zoning    |



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**Figure 3-32: Segment 1C - Proposed Future Land Use**

- |  |  |
|--|--|
|  High Density Commercial (HDC)  |  Medium Density Residential (MDR) |
|  High Density Residential (HDR) |  Mixed-Use (M-U)                  |
|  Industrial (I)                 |  Office-Institutional (O-I)       |
|  Low Density Commercial (LDC)   |  Open Space (OS)                  |
|  Low Density Residential (LDR)  |  Single Family Residential (SFR)  |

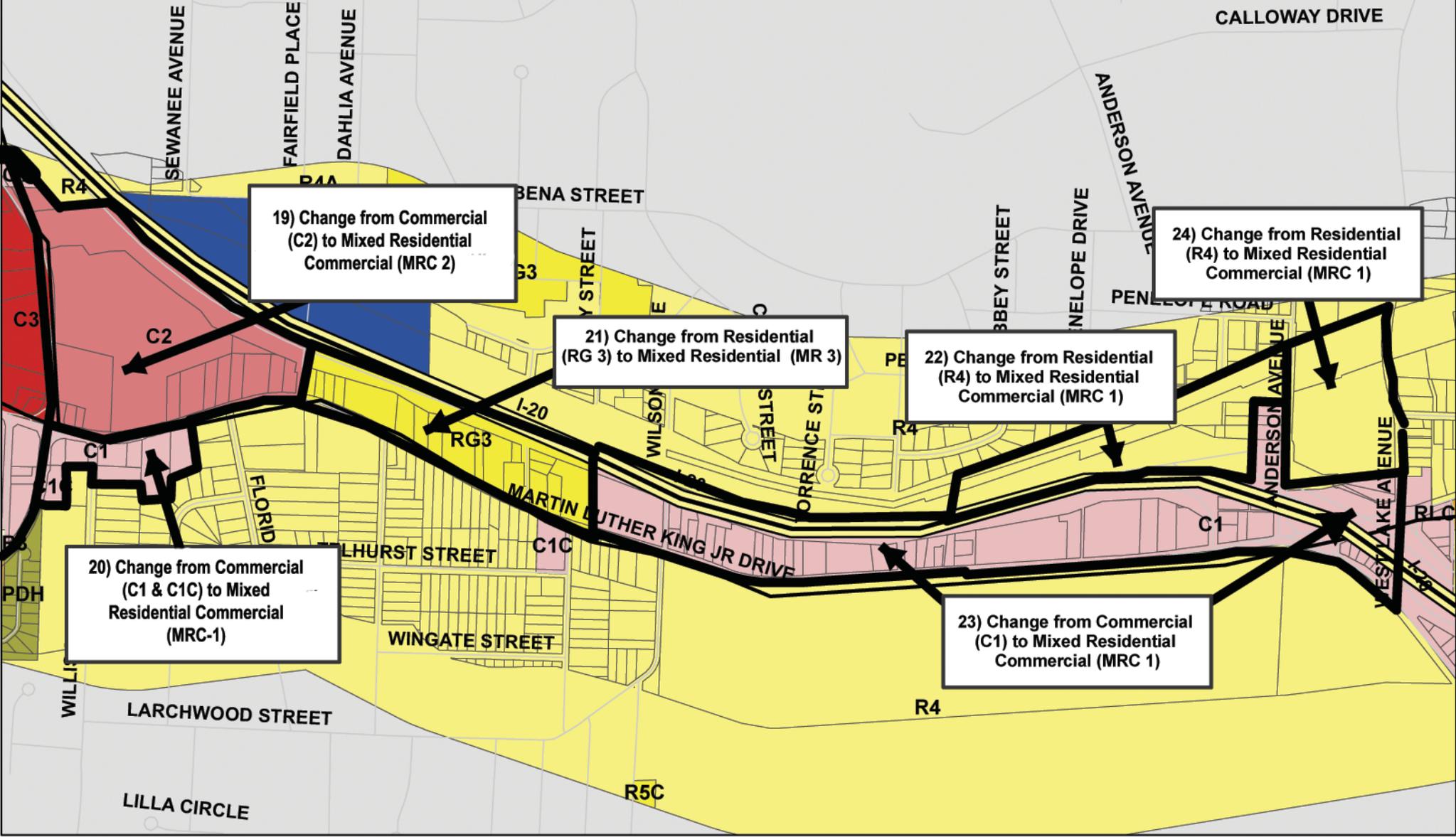
0 0.2 Miles



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**Figure 3-33: Segment 1C - Proposed Zoning**

- |   |                    |   |                                |
|---|--------------------|---|--------------------------------|
|  | Commercial Zoning  |  | Special Public Interest Zoning |
|  | Industrial Zoning  |  | Planned Development Zoning     |
|  | Residential Zoning |  | Office/Institutional Zoning    |



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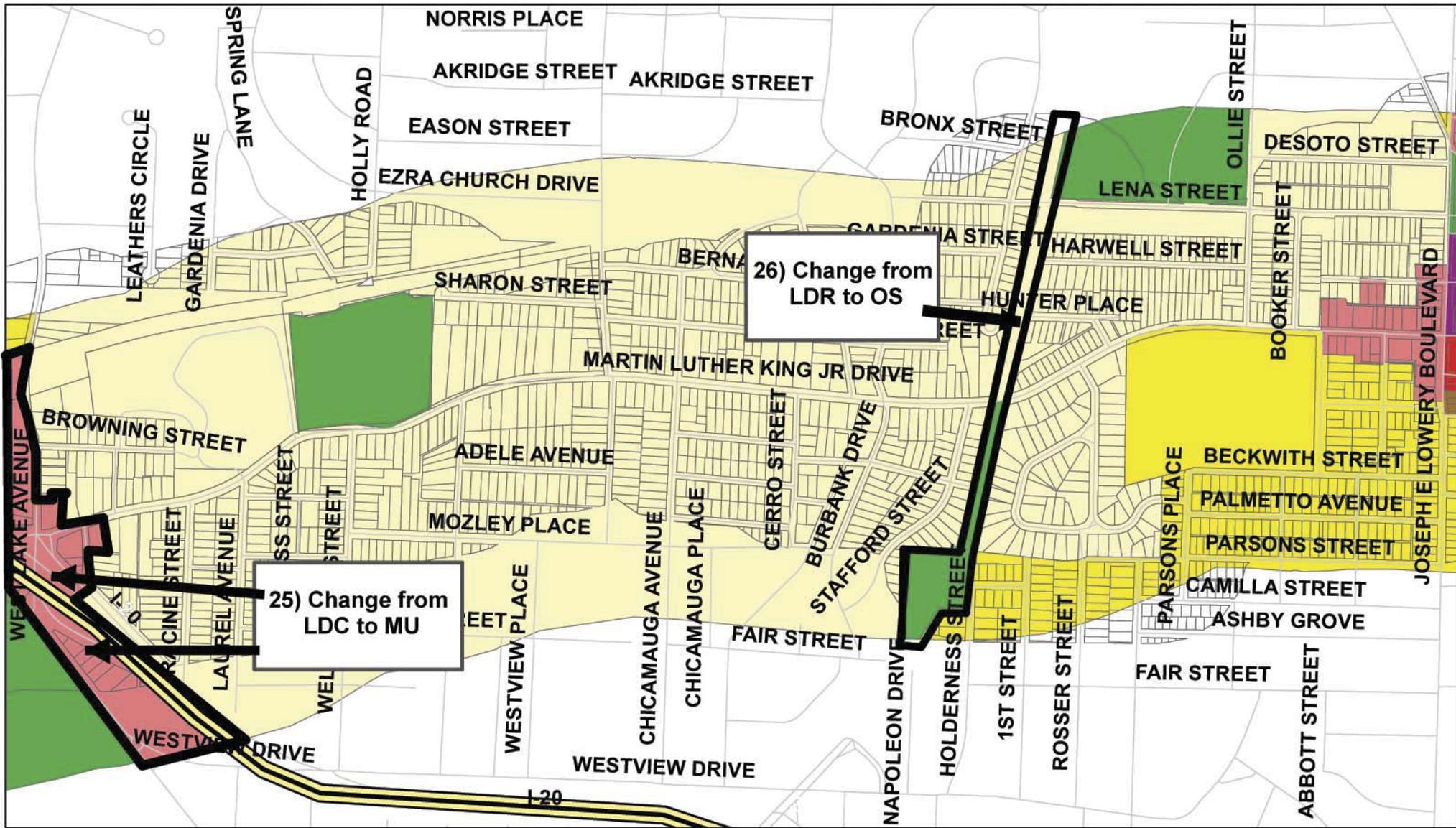


Figure 3-34: Segment 2 - Proposed Future Land Use

- |  |  |
|--|--|
|  High Density Commercial (HDC)  |  Medium Density Residential (MDR) |
|  High Density Residential (HDR) |  Mixed-Use (MU)                   |
|  Industrial (I)                 |  Office-Institutional (O-I)       |
|  Low Density Commercial (LDC)   |  Open Space (OS)                  |
|  Low Density Residential (LDR)  |  Single Family Residential (SFR)  |

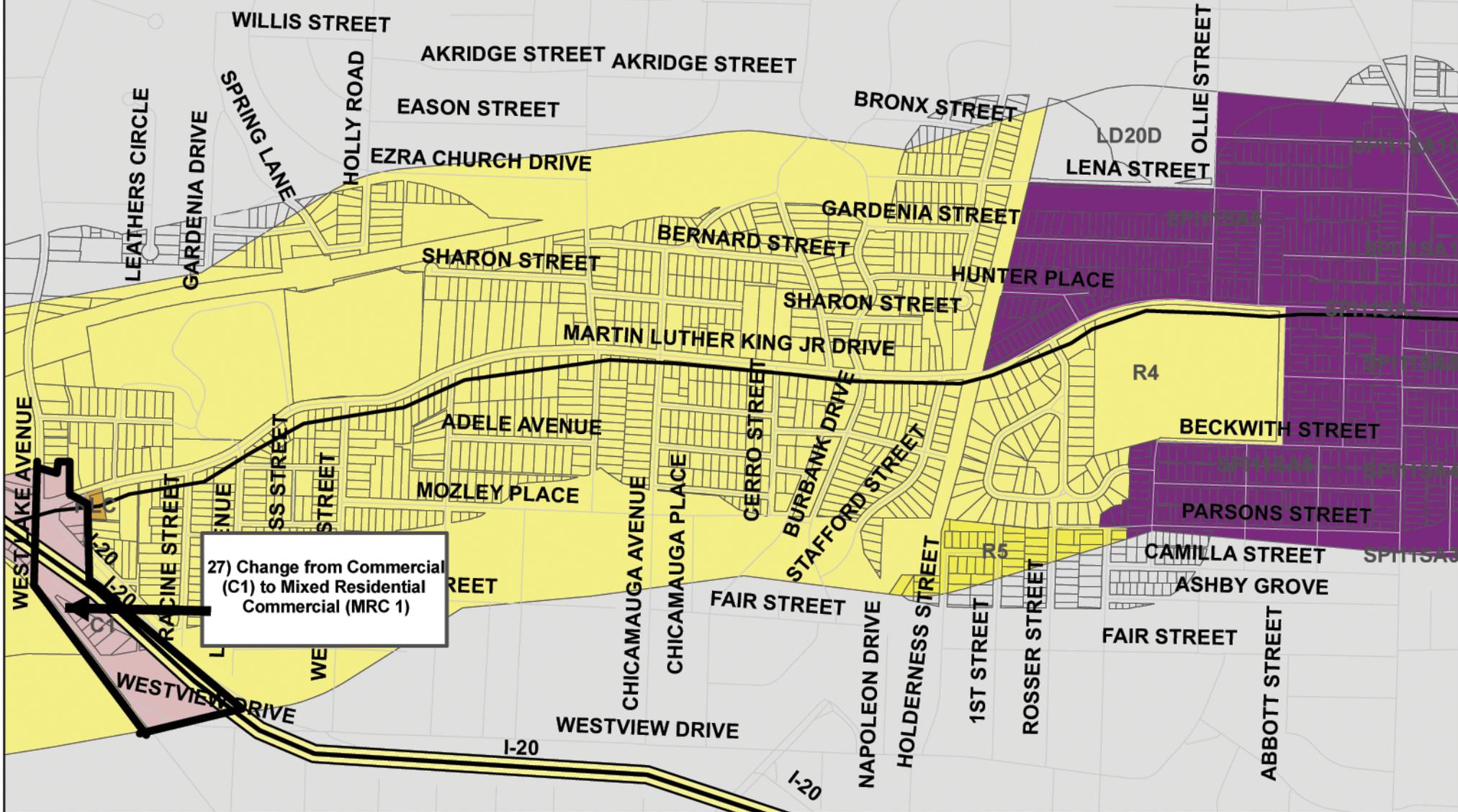
0 0.2 Miles



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**Figure 3-35: Segment 2 - Proposed Zoning**

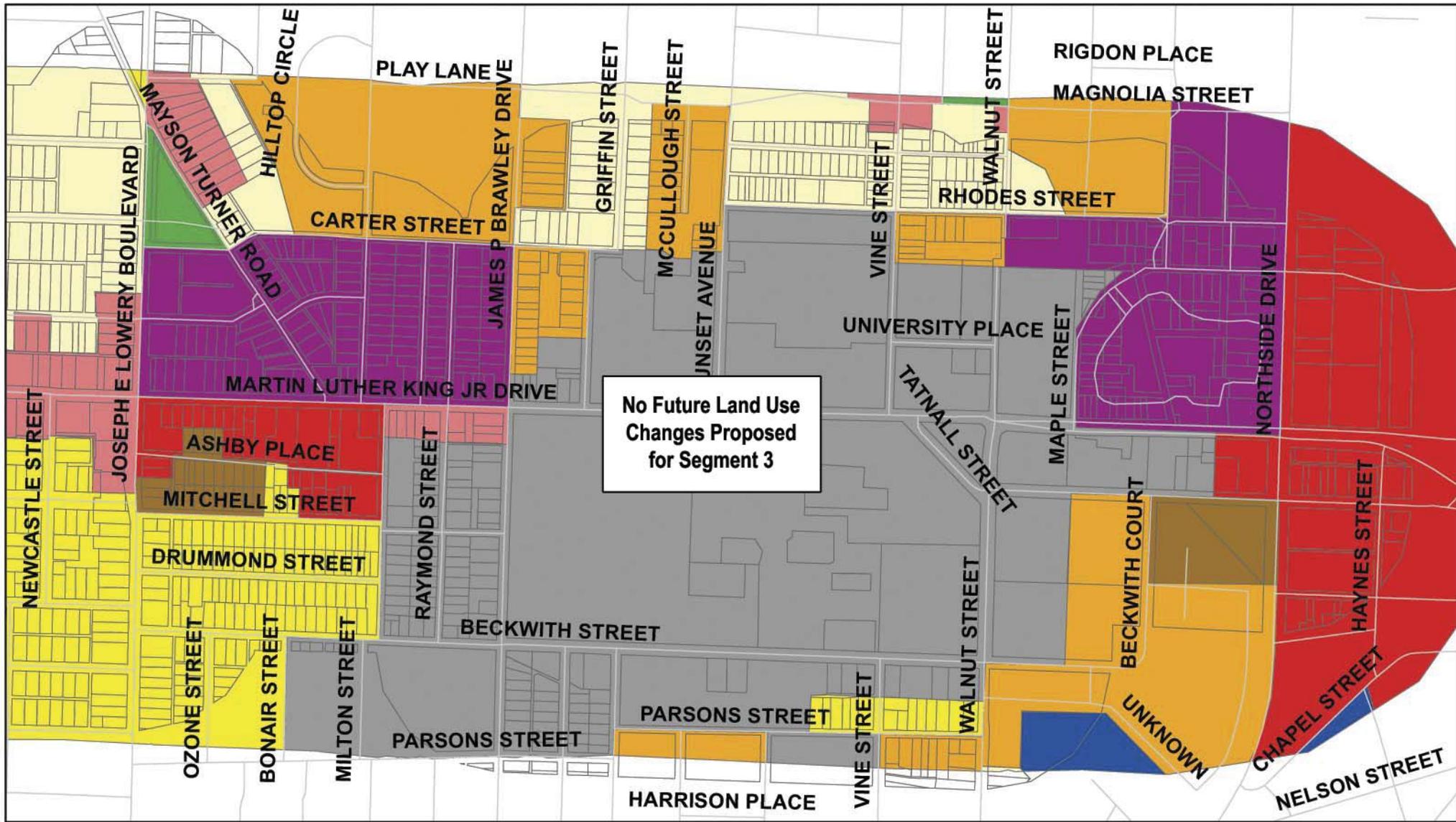
- |   |                    |   |                                |
|---|--------------------|---|--------------------------------|
|  | Commercial Zoning  |  | Special Public Interest Zoning |
|  | Industrial Zoning  |  | Planned Development Zoning     |
|  | Residential Zoning |  | Office/Institutional Zoning    |



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No Future Land Use Changes Proposed for Segment 3

Figure 3-36: Segment 3 - Proposed Future Land Use

- High Density Commercial (HDC)
- High Density Residential (HDR)
- Industrial (I)
- Low Density Commercial (LDC)
- Low Density Residential (LDR)
- Medium Density Residential (MDR)
- Mixed-Use (M-U)
- Office-Institutional (O-I)
- Open Space (OS)
- Single Family Residential (SFR)

0  0.16 Miles

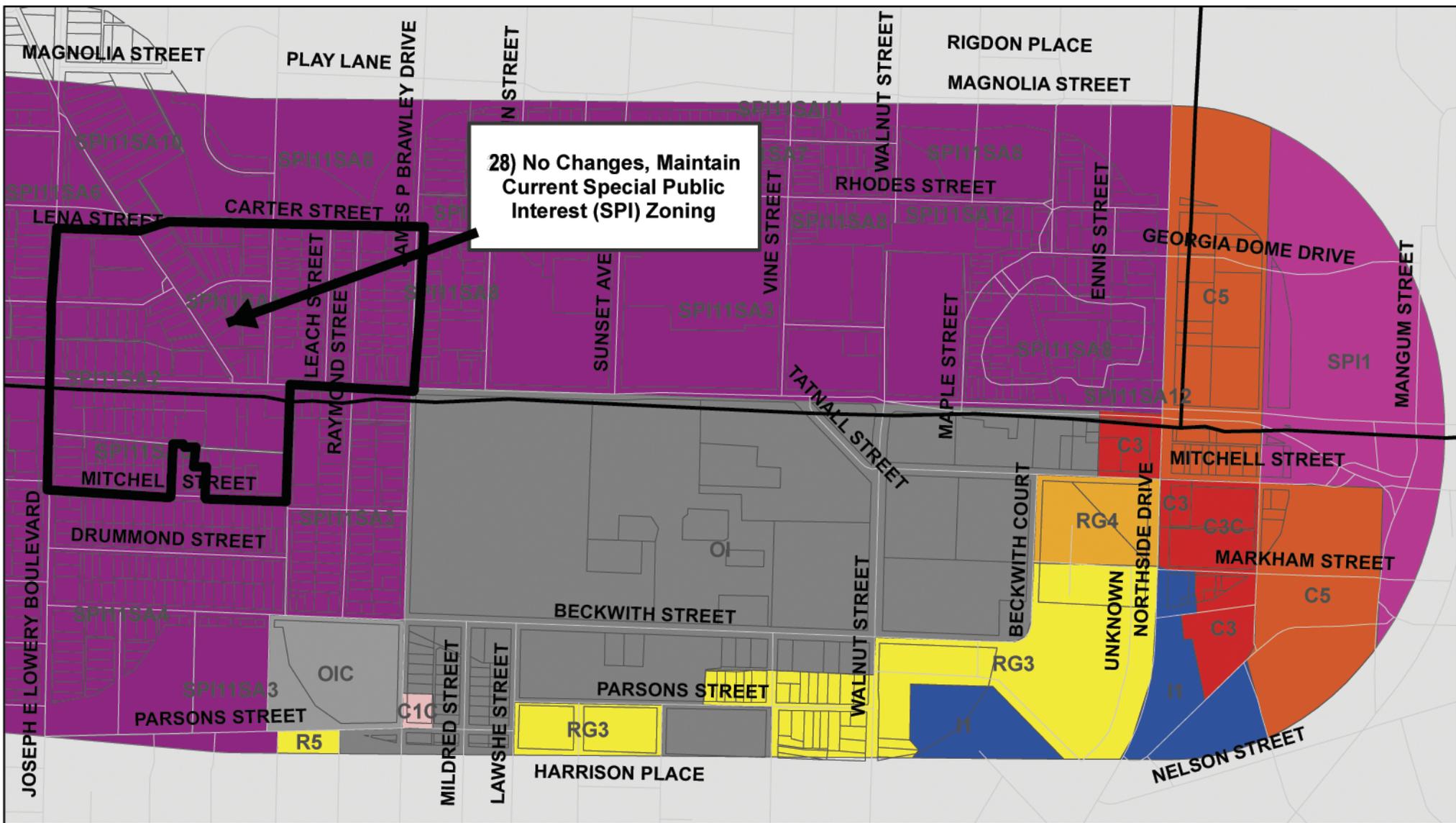


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28) No Changes, Maintain Current Special Public Interest (SPI) Zoning

Figure 3-37: Segment 3 - Proposed Zoning

- |   |                    |   |                                |
|---|--------------------|---|--------------------------------|
|  | Commercial Zoning  |  | Special Public Interest Zoning |
|  | Industrial Zoning  |  | Planned Development Zoning     |
|  | Residential Zoning |  | Office/Institutional Zoning    |



0 0.15 Miles

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## **Economic Development Regulations**

### *General Recommendations*

In order to have the best long term chances for successful revitalization, the mind set for the Martin Luther King study area should be to embrace the MLK study area's predominantly African American population and culture and target development that will both benefit from and serve the community. A mixed use, community concept can help maximize redevelopment opportunities by creating a destination for people to come.

- *Maximize income and employment opportunities.* Actively recruit employers to locate in the area and further provide a supply of a trained workforce living in the neighborhood. Often extensions of government offices or large, locally based firms with an invested interest in community image are good candidates.
- *Reduce crime.* One of the most desired improvements echoed throughout public involvement meetings and interviews with developers was to reduce crime in the area. The community feels that a successful revitalization is dependent on more police presence in the area, including additional mini-police precincts so that citizens are able to interact throughout the community in a safe manner. Additional ways that may also provide crime reduction include such things as Neighborhood Watch Programs, other crime prevention programs that the city Police Department may offer.
- *Develop a theme or brand name.* A theme or brand name will identify the corridor as a destination. This can be accomplished by tapping into the historical and cultural importance of this corridor.
- *Promote African-American and other minority owned-businesses.* One way to begin this process may be to gather the current minority owned business owners in the study area and address current needs and concerns. In addition, it may be useful to educate those in the area about the available tax incentives that currently exist for minority business owners, job credits, redevelopment zone/opportunity zone credits, etc. An incubator for black business start ups. Small businesses are the cornerstone of our economy and are vital to the redevelopment efforts in the study area. ADA , DCA, City of Atlanta and some other agencies provide a series of programs to help small businesses and entrepreneurs (<http://www.atlanta.com/entprnrSmallBus/creditsincentives.jsp> )
- *Further organize the role of the city and community organizations.* This will allow the area residents an opportunity to be aware of what is happening and a place for developers and business prospects to receive information. One such example of this is the West Philly Data InfoR which provides complete information on the community demographics, history, resources, vacant properties, etc.
- *Meet the human service needs of low and moderate income residents.* A general improvement in the physical and economic conditions along the corridor will not produce an improvement in the quality of life for low and moderate income residents. Quality and affordable public services and facilities are needed for everyone who lives in the area, but it is vital to the well being of low income residences or those with special needs. For instance, a large, health center along the transit friendly area would provide residents with access to quality health care.



### *Target Markets*

#### University Based Development

The Atlanta University Center offers a big opportunity for economic development. An example of a university base development in a similar demographic area is the University City neighborhood in Philadelphia. University City is home to the University of Pennsylvania, Drexel University, and others universities with more than 40,000 students. The conglomeration of institutions gives the neighborhood a core employment base to the area and over the last few decades, has lead revitalization efforts. A well organized mix of apartments, dormitories, and residential housing drapes the neighborhood, providing a perfect home away from home for college students and an ideal university environment for faculty and staff. Neighborhood theaters, restaurants, and retail draw customers from a mix of students, residents, and those living outside the area.

While the AUC institutions are actively involved and support the MLK study area revitalization, this renewal process could also provide an active role for education and make opportunities for students, professors and staff. Continuing the mix of student dormitories, apartment developments, and residential housing - also targeting the area institutions' staff and professors will create a stable base for further development in the area. The young student base also provides for more restaurants, services, retail, and particularly evening entertainment such as music venues and movie theaters. There is a very active group in the Historic West End community called the University Community Development Corporation (UCDC) that is heavily involved in community infill development and rehabilitation. The (UCDC) is a not-for-profit, community-based corporation supported by The AUC Inc. Since 1988, the purpose of the UCDC has been to improve the physical neighborhood and enhance the quality of life for the more than 15,000 residents in the areas adjacent to the Atlanta University Center (AUC). This is done by:

1. Developing sustainable communities that include both market rate and affordable housing with an emphasis on quality, affordable home ownership;
2. Acquiring and reconstructing quality housing which include rental and for-sale units for affordable and mainstream household incomes;
3. Promoting economic development including small business development, job creation, and commercial retail development in our neighborhoods.

UCDC and the Westside communities work together in areas of common interest regarding the growth and development of our neighborhoods. In 2001, they facilitated The Greater Atlanta University Community assessment. This assessment is used as a guide to fulfill the community's mission of housing, commercial and economic development. It represents a collaborative effort by community organization leaders, residents, Neighborhood Planning Unit (NPU) leaders and AUC member institutions. The website for this organization is <http://www.ucdc.aucenter.edu>

#### MARTA Transit Oriented Developments Base

The Lindbergh Center Transit Oriented Development (TOD) in Atlanta has been noted nationally as an example of an innovative and successful TOD. In 1999, BellSouth, one of the largest employers in the Atlanta area, consolidated Atlanta offices into three locations along MARTA to cut costs and help decrease traffic and sprawl in the area. The corporation also based their location on their employee demographics, including commuting patterns and housing locations. The company

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received many tax credits and many incentive programs for employees using MARTA and van and car pools. In addition, the outlying MARTA stations include secured garages with computer hookups and phones to reduce any delay to their employee ability to conduct business.

The BellSouth move has ignited redevelopment in the area. Many blighted rental apartment buildings have now been torn down, new apartment buildings are underway and old, outdated strip malls are in the process of being replaced with new mixed-use development thus, giving rise to an the urban village concept around the MARTA station.

While the demographics around the Lindbergh Center TOD are not entirely similar to those around the MLK study area, it does contain several elements to consider as a potential outline for success around the MLK West Line stations. The following list outlines specific economic development ideas for the corridor related to the nodal development and TOD pattern promoted by the study:

- Appeal to a large employer to locate in the area near a transit station and supply them with a trained workforce from the neighborhood, thereby creating a dual purpose –bring income into the community and create employment opportunities for existing residents. The addition of an African American and minority business incubator, and an African American or minority business or business center would also bring positive results. The Department of Labor currently has a workforce development center located at the Hightower Shopping Center. Government offices provide a logical target for this area and this type of development. This could also be heightened by the university-based area with a site for education and training, arts, etc.
- Offer major incentives to encourage such a Transit Oriented Development. While incentives are costly, such a development would benefit the community by generating revenue and increasing area income at the same time. As outlined in the Section 4: Implementation, the city should use Quality of Life Bond and existing West Side Tax Allocation District revenues to make needed infrastructure improvements. The city should also encourage Urban Enterprise Zone participation along the corridor in the locations outlined in Section 4.
- Pursue successful African Americans in the music and entertainment industry to locate in the area and contribute to the needs of the community. One of the target industries is the music, film, and video production industry as having a great potential for job creation. A specific action item is to create forum to identify infrastructure needs and address the feasibility of development facilities.
- Promote training programs that supply skilled employees to health services providers. Create and facilitate a new industry form to support the growth of health services. Partner with Atlanta Public Schools to develop health services high school program. Support and grow companies in university based incubators. Identify and promote development opportunities near university campuses that will attract faculty, students, and businesses into the city. Coordinate with Universities and business community to ensure fit between continuing education and university extension programs and workforce development needs.
- Recruit traditional businesses that meet the local community needs and possibly incorporate ethnic themes such as day cares, dry cleaners, drug stores, grocery stores, banks, gyms, restaurants, clubs, and entertainment arenas.

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- Further educate the community on housing opportunities. This includes the numerous mortgage loan programs such as the SMART loan for living in housing within a quarter mile of a MARTA Transit Station, CDBG funds for housing rehabilitation and renovations, and enterprise zone tax exemptions.
- Finally, it is important to stress that transit passengers are customers who spend money. As stated in the existing transit conditions report for this study, the average passenger boardings on the West Line stations for FY 2004 are 17,000 on weekdays, 15,200 on Saturdays, and 10,000 on Sundays. Therefore, TOD businesses would not only serve local residents but could also capture market share from transit riders originating and terminating in other parts of the city.
- In addition, MARTA's West Line extension plan will not only increase the retail market potential from expanded transit ridership and commercial development, but also the residential housing demand as planned around the Adamsville / I-285 HRT Station Area Concept. It also moves some of the end of the line parking needs from HE Holmes, thus, opening up additional land for new development.

### Shopping Streets

Current research has shown that residents will consider returning to urban neighborhoods if they are properly served by retail operations that offer day to day goods and services in a convenient, cost-competitive setting. Communities are finding that neighborhood shopping streets that combine small, locally owned businesses with nationally recognized stores into active main streets serve as an amenity for new residents. The new development on Moreland Avenue provides a prime example of urban in-fill development currently taking place within the City. Additional studies to examine the feasibility of redeveloping existing shopping centers and attracting national retailers should be conducted for Northside Drive, Lowery Street, Lynhurst Road and Fairburn Road. Incentives, such as those described in the above section, should also be used to attract new development.

### Interstate Interchanges

Community residents expressed a strong desire for sit down restaurants and expressed their frustrations with their inability to attract a national brand, full service restaurant. The consumer spending patterns and effective buying income suggests that while the study residents may not be able to support such establishments alone, the location decision of these establishments are often driven by daily traffic. The interstate interchanges along the MLK corridor may provide this opportunity. The Interstate 285 area currently contains vacant properties and land which would be an ideal place for restaurants and hotels which were specified by many residents at public meeting for the study. As mentioned above in relation to transit passengers, pass through traffic should be looked at as potential market area.

### *Economic Development Incentives*

#### Tax Allocation Districts

A small portion of the eastern study area of the corridor lies within the Westside TAD. Revenues generated through property appreciation in these areas can be used within the tax allocation district to fund local improvement projects. In addition, the proposed BeltLine TAD would also cross MLK Jr. Drive. While the original TAD proposed does not encompass any of the corridors, this

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study recommends that the city amend the proposed TAD to include the MLK Jr. Drive corridor between Lowery Boulevard and West Lake Avenue. Including this portion of the corridor would provide additional funding mechanisms for implementing the streetscape and sidewalk improvements needed to connect the corridor to the BeltLine.

### Atlanta Renewal Community Program

A portion of the study area is located within the Westside Renewal Community area. Projects within the Renewal Community are eligible for significant tax incentives, such as tax credits, tax deductions, capital gains exclusions and bond financing. The Westside Renewal Community area combines six communities linked by Ralph David Abernathy Boulevard, MLK Jr. Lowery Boulevard, Northside Drive and Simpson Road. Communities in this cluster include West End Historic District, Vine City/ Lowery Boulevard, Simpson Road Corridor, Lee Street/Murphy Avenue Corridor, Greater

Designated as a Renewal Community by the Department of Housing and Urban Development (January 2002), Atlanta is eligible to share in an estimated \$17 billion in tax incentives to stimulate job growth, promote economic development and create affordable housing in areas suffering from disinvestment and decline. In accepting the designation, the Renewal Community will replace the City of Atlanta's Empowerment Zone (EZ). The appendix includes more information about Renewal Communities.

Established by the 2000 Community Renewal Tax Relief Act, the Renewal Community Initiative encourages public-private collaboration to generate economic development in 40 distressed communities around the country. Atlanta will receive regulatory relief and tax breaks to help local businesses provide more jobs and promote community revitalization. The City of Atlanta will utilize tax credits, tax deductions, capital gains exclusions and bond financing.

### Urban Enterprise Zone Program

An Urban Enterprise Zone (UEZ) is a designated district within a depressed area where the City of Atlanta and Fulton County may abate ad valorem taxes on new development, rehabilitation and certain inventories in order to encourage private investment and expand the tax base. The City may also waive development impact fees associated with development within enterprise zones. A recent study commissioned by the Atlanta Development Authority, *Comparative Analysis of Redevelopment Incentive Tools (November 2005)*, recommended using UEZ's at activity nodes along the MLK Jr. Drive corridor to spur development. The ADA study recommended using UEZ's at the following locations along corridor (timing of UEZ recommendation shown in parenthesis):

- West Lake MARTA Station (mid-term opportunities)
- H.E. Holmes MARTA Station (near-term opportunities)
- Lynhurst Drive (long-term opportunities)
- Interstate 285 (long-term opportunities)
- Fairburn Road (mid-term opportunities)
- Interstate 20 (Adamsville) (mid-term opportunities)



## **SECTION 4: IMPLEMENTATION**

### **Implementation Strategy and Project Summary**

The implementation section identifies the projects, improvements and other investments for the MLK Jr. Drive Corridor Transportation Study described in *Section 3: Recommendations*. This section details each project in the Action Plan on the following pages. Upon completion, the improvements detailed for the MLK Jr. Drive corridor will create pedestrian and transit-friendly, mixed-use activity nodes accessible to multiple choices of housing and greenspace.

#### *BeltLine*

The corridor crosses the proposed BeltLine path and would benefit from the potential connectivity the BeltLine would provide. The BeltLine proposal includes a 22-mile loop around the central core of the city. Plans currently call for the loop to include new and expanded parks, greenway trails and transit. Several public, private and non-profit agencies have recently finished or are in the process of preparing plans for different components of the BeltLine. Among those plans is MARTA's Atlanta Inner Core Transit Feasibility Study (BeltLine/C-Loop Study). The MARTA study process will identify the locally preferred routes and modes of transportation through evaluating various technologies and land use patterns. It will intersect the MLK Jr. Drive Corridor near Washington Park and connect to the PATH that in turn will connect it to the Lionel Hampton Trail. Once complete and the transit mode identified, the BeltLine project would give MLK Jr. Drive Corridor residents improved access to other areas of the City of Atlanta including West End, Grant Park, Inman Park, Midtown, and Lindbergh Center. The projects identified in the action plan seek to connect the MLK Jr. Drive Corridor to this proposed transportation system to ensure that the corridor will have excellent access to the parks, trails and transit included in the BeltLine. Stakeholders should remain involved in the BeltLine development process to ensure that the MLK Jr. Drive corridor receives maximum benefit from the proposal.

#### *Greenspace Opportunities*

The community development section of *Section 3: Recommendations* outlined several potential greenspace opportunities along the corridor in figures 3-8, 3-18 and 3-21. The plan calls for new greenspace at locations near the Adamsville-Collier Heights Branch Library, across the street from West Ridge Shopping Center (at Lynhurst Drive) and near the H.E. Holmes MARTA Station.

As in other studies with regional significance, coordination between several stakeholders, such as MARTA, Atlanta Regional Commission (ARC), and Georgia Department of Transportation (GDOT), is a must. In terms of cost estimates for the study, the costs should be minimal due to a majority of the recommended improvements and projects are short-term upgrades to existing infrastructure (pedestrian signals, sidewalks, streetscapes, etc.)



## **Funding of Projects**

### *LCI Funding*

The city plans to request ARC to accept the study as a 'grandfathered' Livable Centers Initiative Corridor Study. This will allow the city to apply for ARC's LCI funding, which comes from the federal government. The ARC's focus is for private investments to be initiated by public infrastructure investments within existing activity centers and corridors (as in this MLK Jr. Drive Corridor Transportation Study).

### *State and Federal Funding*

Transportation projects may also be funded through a variety of other sources administered through the ARC. The city should work with ARC staff to ensure that projects that require transportation funds are included in the Regional Transportation Plans (RTPs). Revisions to such are made every five years. Specifically, for the proposed realignment project between H.E. Holmes Drive and Barfield Avenue, the city should work closely with ARC, GDOT and others to attempt to complete the project more quickly than currently planned in the RTP.

### *Local Funding*

The city's Quality of Life Bonds are also a potential source of funding for projects. The city can use these funds as a local match or simply pay for an entire project with the funds (e.g. sidewalks, streetscapes, etc.). The city can also use the Tax Allocation Districts (Westside TAD) and the proposed BeltLine TAD to pay for infrastructure improvements. For the BeltLine TAD, the city should strongly consider including a portion of MLK Jr. Drive within the boundaries of the BeltLine TAD so funding can be used to connect the corridor and adjacent neighborhoods to the BeltLine.

### *Private and Non-profit Funding*

The city may also find local matches by soliciting area property owners, businesses and residents. In the Fairlie-Poplar district, for example, property owners have used this method to fund public improvements. In addition, private funds may also be used to fund specific special interest projects. For example, the PATH Foundation funds multi-use greenway trails, while the Trust for Public Lands and the Blank Foundation sometimes fund urban parks. Without detailed analysis that is beyond the scope of this study, the ideal local match mechanism cannot be determined. However, the city should carefully explore all available options.

## **Cost Assumptions**

The study team developed cost estimates for the implementation process based on standard 'GDOT Cost Estimates for Construction'. This is used because assigning perfect or exact costs to future improvements/projects is not a simple task. The cost estimates that follow are used in the Action Plan table found on the following pages. Keep in mind that all estimates are exclusive of ROW and utilities and are conceptual at this point.

### *Standard Cost Estimates for Construction - (GDOT Standard)*

- **Sidewalks** - \$60/square yard;

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- (Length) feet x (Width) feet/9 = square yard
- **Multi-Use Paths/Trails** - \$50/square yard  
(Length) feet x (Width) feet/9 = square yard
- **Concrete Pavers** - \$60/square yard;  
(Length) feet x (Width) feet/9 = square yard
- **Medians (Curb and Gutter)** - \$15/linear feet
- **Traffic Signals** - \$50,000
- **Pedestrian Signals** - \$12,000 per signal
- **Mid-Block Crossings** - \$20,000
- **Street trees** - \$600 each
- **Type "C" pedestrian lights** - \$4,500 each
  - **Landscaped Median** = \$50/sf
  - **Thermoplastic crosswalks** - \$3,000-\$4,500/leg

### *Action Plan Schedule*

The proposed improvements and recommended projects were divided into the following standard timeframes (typical 25-year planning horizon) for the study:

- Short-Term, 3-5 years
- Intermediate-Term, 6-10 years
- Long-Term, 10 years +

### *Action Plan*

The Action Plan that follows serves as a guide for the next steps after adoption of this study by the City of Atlanta. It includes a list of projects, cost estimates, timelines and responsible parties and serves as an outline for achieving the corridor's vision for the future. The scheduling of projects sought to maximize the efficiency of implementation and minimize any impacts and disruption to neighborhoods or other transportation functions. For example, any improvement or project that involves a landscaped median or sidewalks and streetscapes should be concurrently programmed instead of separately.

Another important aspect of the Action Plan is the clarification of the column headings for 'Engineering Year' and 'Construction Year'. Typically, the ARC lists projects in both the TIP and the RTP by the categories of 'PE' (Preliminary Engineering), ROW (Right of Way) and CST (Construction). The 'PE' label refers to the first stage of project development, as defined by the TIP. The PE stage includes the development of all concept plans and engineering design drawings, as well as any planning or environmental studies preceding the final definition of a project. The ROW label describes the second phase of project development, following preliminary engineering and preceding construction, as defined by the TIP and is the acquisition of property required to implement a project. CST refers to the third and final stage of project development, following preliminary engineering and right-of-way acquisition, as defined in the TIP.

MLK Corridor Study Action Plan only uses the Engineering Year (PE) and Construction Year categories. The Construction Year label in the study refers to the final stage project development (as referenced above) but the date is similar to the CST date as referenced in the RTP - the open

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to traffic date (completion date) and not the date the construction plans are authorized by GDOT. Further, the cost estimates are exclusive of any ROW or utility costs in the Action Plan.

**Priority List of Projects**

In terms of prioritizing projects for the study, the study team utilized the intensive public input/feedback along with the input from stakeholders such as MARTA and GDOT in developing a prioritization list. The study team prepared a tentative list of projects based on the need to achieve the corridor’s vision. Figure 4-2 shows the entire list of projects, however, Figure 4-1 shows the top ranking projects by each segment. The following is a listing of the projects ranked by priority for each segment of the study area.

**Figure 4-1: Priority List of Projects**

<b>Segment 1A Priorities</b>	
<b>Priority</b>	<b>Project Description</b>
1	Traffic Signal Installation – MLK @ Adamsville Drive – new signal with pedestrian actuators
2	Intersection Improvements – MLK @ Adamsville Drive – vertical sight distance and grading improvements
3	Raised Landscape Median – from Fulton Industrial Boulevard to Interstate 285 – 18-foot-wide plantings, trees, etc.
4	Traffic Signal Improvement – MLK @ Fairburn Road – Synchronization & Phasing Improvement
5	Traffic Signal Improvement – MLK @ Bakers Ferry Road – Ped signal upgrade
6	Gateway elements (Signage, Markers, etc.)
7	Streetscape Enhancements
8	Transit Super Stop – MLK @ Fairburn Road Activity Node
<b>Segment 1B Priorities</b>	
1	Traffic Signal Installation – MLK @ Adamsville Recreation Center – new signal with pedestrian actuators
2	Pedestrian Signals and Actuator Improvements – MLK @ Linkwood Drive
3	Pedestrian Signals and Actuator Improvements – MLK @ Lynhurst Activity Node
4	Transit Super Stop – MLK @ Lynhurst Activity Node
5	Pedestrian Signals and Actuator Improvements – MLK @ H.E. Holmes Activity Node
6	Raised Landscape Median – from Interstate 285 to H.E. Holmes Drive – 18-foot-wide with plantings, trees, etc.
7	Transit Super Stop – MLK @ Holmes Crossing Activity Node
8	Pedestrian mid-block crossing improvement – MLK @ proposed MARTA station
9	Pedestrian signals, crosswalk, and actuator improvements – MLK @ R.D. Abernathy Boulevard
10	Streetscape Enhancements
11	Pedestrian signals and Actuator Improvements – MLK @ Cox Drive
12	Pedestrian mid-block crossing – MLK @ Cox Drive
13	Gateway Elements (Signage, Markers, etc.)



<b>Segment 1C Priorities</b>	
1	Sidewalk Improvements – north side of MLK from H.E. Holmes Drive to West Lake Avenue
2	Roadway upgrade – MLK from H.E. Holmes drive to Barfield Avenue – Geometric Improvements
3	Multi-Use Path – south side of MLK from H.E. Holmes Drive to West Lake Avenue – 10 to 12 ft. wide
4	Streetscape Enhancements
5	Gateway Elements (Signage, Markers, etc.)
6	Pedestrian Signals, Crosswalk, and Actuator Improvements – MLK @ West Lake
7	Raised Landscape Median – from H.E. Holmes to West Lake Ave – 18 ft. wide with plantings, trees, etc. (removed from final recommendation)
8	Pedestrian Signals and Actuator Improvements – MLK @ Larchwood
9	Transit Super Stop – MLK @ West Lake Activity Node
<b>Segment 2 Priorities</b>	
1	Pedestrian mid-block crossing – MLK @ Mozely Park
2	Streetscape Enhancements
3	Sidewalk Improvements – both sides of MLK from West Lake Avenue to Lowery Boulevard
4	Pedestrian Signals, Crosswalk and Actuator Improvements – MLK @ Morris Brown Drive – Washington Park/McPheeter’s Library
5	Roadway Upgrade – MLK from West Lake Avenue to Morris Brown Drive – Installation of colored concrete pavers
6	Gateway Elements (Signage, Markers, etc.)
<b>Segment 3 Priorities</b>	
1	Pedestrian Signals, Crosswalk, and Actuator Improvements – MLK @ Lowery Activity Node
2	Pedestrian Signals, Crosswalk, and Actuator Improvements – MLK @ Brawley Drive
3	Streetscape Enhancements
4	Gateway Elements (Signage, Markers, etc.)
5	Pedestrian mid-block crossing improvements – MLK @ Walnut
6	Transit Super Stop – MLK @ Lowery Activity Node
7	Sidewalk Improvements – both sides of Lowery to Northside Drive

**Implementation Projects**

Figure 4-2 on the following pages contains the aforementioned project listing for the MLK Jr. Drive Corridor Transportation Study in addition to the Vine City Master Plan and the H.E. Holmes LCI Study. The table organizes these projects by study. The action plan includes the projects from other studies for informational purposes only. The MLK Jr. Drive Corridor Transportation Study did not update the projects outlined in other studies.

**Figure 4-1: Martin Luther King, Jr. Drive Corridor Study - Transportation Projects & Action Plan (\* Cost Estimates exclusive of ROW or Utility Relocation Costs)**

Segment	Description	Source	Type of Improvement	Engineering Year	Engineering Costs	Construction Year	Construction Costs *	Total Project Costs *	Responsible Party	Funding Source	Local Source	Local Amount
Segment 1A	Traffic Signal Installation - MLK @ Adamsville Dr. - new signal with ped actuators	MLK Corridor Study	Traffic Signals	2006	\$6,000	2007	\$75,000	\$81,000	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$22,200
Segment 1A	Traffic Signal Improvement - MLK @ Bakers Ferry Rd. - ped signal upgrade	MLK Corridor Study	Pedestrian/Traffic Signals	2006	\$1,200	2007	\$12,000	\$13,200	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$3,840
Segment 1A	Traffic Signal Improvement - MLK @ Fairburn Rd. - Synchronization & Phasing Improvement	MLK Corridor Study	Traffic Signals	2006	\$1,000	2007	\$10,000	\$11,000	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$3,200
Segment 1A	Gateway elements (Western boundary of the study area, the Adamsville Community, MLK @ I-285 and MLK @ Fairburn Road)	MLK Corridor Study	Gateways	2006	\$20,000	2007	\$250,000	\$270,000	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$74,000
Segment 1B	Gateway Elements (MLK @ Interstate 285, MLK @ the Adamsville Recreation Center, MLK @ Lynhurst Drive and MLK @ H.E. Holmes Drive)	MLK Corridor Study	Gateways	2006	\$20,000	2007	\$250,000	\$270,000	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$74,000
Segment 1C	Gateway Elements (MLK @ West Lake Avenue and MLK @ Robert David Abernathy Boulevard)	MLK Corridor Study	Gateways	2006	\$20,000	2007	\$250,000	\$270,000	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$74,000
Segment 3	Gateway Elements (MLK @ Lowery Boulevard and MLK @ Northside Drive)	MLK Corridor Study	Gateways	2006	\$20,000	2007	\$250,000	\$270,000	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$74,000
Segment 1B	Pedestrian Signals and Actuator Improvements - MLK @ Lynhurst Activity Node	MLK Corridor Study	Pedestrian	2006	\$2,600	2007	\$36,000	\$38,600	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$10,320
Segment 1B	Pedestrian Signals and Actuator Improvements - MLK @ Linkwood Dr.	MLK Corridor Study	Pedestrian	2006	\$2,600	2007	\$36,000	\$38,600	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$10,320
Segment 1B	Pedestrian Signals and Actuator Improvements - MLK @ Cox Dr.	MLK Corridor Study	Pedestrian	2006	\$2,600	2007	\$36,000	\$38,600	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$10,320
Segment 1B	Pedestrian mid-block crossing - MLK @ Cox Dr.	MLK Corridor Study	Pedestrian	2006	\$1,500	2007	\$20,000	\$21,500	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$5,800
Segment 1B	Pedestrian Signals and Actuator Improvements - MLK @ H.E. Holmes Activity Node	MLK Corridor Study	Pedestrian	2006	\$3,500	2007	\$50,000	\$53,500	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$14,200
Segment 1C	Pedestrian Signals and Actuators Improvement - MLK @ Larchwood	MLK Corridor Study	Pedestrian	2006	\$1,800	2007	\$24,000	\$25,800	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$6,960
Segment 1B	Pedestrian Signals, Crosswalk and Actuator Improvements - MLK @ R. D. Abernathy Blvd.	MLK Corridor Study	Pedestrian	2006	\$2,400	2007	\$30,000	\$32,400	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$8,880
Segment 1 C	Pedestrian Signals, Crosswalk and Actuator Improvements - MLK @ West Lake Ave.	MLK Corridor Study	Pedestrian	2006	\$4,400	2007	\$55,000	\$59,400	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$16,280
Segment 2	Pedestrian Mid-Block Crossing - MLK @ Mozely Park	MLK Corridor Study	Pedestrian	2006	\$1,600	2007	\$20,000	\$21,600	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$5,920
Segment 2	Pedestrian Signals, Crosswalk and Actuator Improvements - MLK @ Morris Brown Dr. - McPheeter's Library	MLK Corridor Study	Pedestrian	2006	\$2,400	2007	\$30,000	\$32,400	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$8,880
Segment 3	Pedestrian Signals, Crosswalk and Actuator Improvements - MLK @ Lowery Activity Node	MLK Corridor Study	Pedestrian	2006	\$3,840	2007	\$48,000	\$51,840	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$14,208
Segment 3	Pedestrian Signals, Crosswalk and Actuator Improvements - MLK @ Brawley Dr.	MLK Corridor Study	Pedestrian	2006	\$3,840	2007	\$48,000	\$51,840	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$14,208
Segment 3	Pedestrian Mid-Block Crossing Improvements - MLK @ Walnut	MLK Corridor Study	Pedestrian	2006	\$1,600	2007	\$20,000	\$21,600	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$5,920
Segment 1B	Traffic Signal Installation - MLK @ Adamsville Rec Center - new signal with ped actuators	MLK Corridor Study	Traffic Signals	2006	\$6,000	2007	\$75,000	\$81,000	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$22,200
Segment 1B	Sidewalk Improvements - both sides of MLK from I-285 to H.E. Holmes Dr.	MLK Corridor Study	Pedestrian	2008	\$480,000	2010	\$1,000,000	\$1,480,000	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$776,000
Segment 1B	Streetscape Improvements - both sides of MLK from I-285 to H.E. Holmes Dr. (ped lights, street trees 40' on center & furniture)	MLK Corridor Study	Pedestrian	2008	\$30,000	2010	\$275,000	\$305,000	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$91,000

**Figure 4-1: Martin Luther King, Jr. Drive Corridor Study - Transportation Projects & Action Plan (\* Cost Estimates exclusive of ROW or Utility Relocation Costs)**

Segment	Description	Source	Type of Improvement	Engineering Year	Engineering Costs	Construction Year	Construction Costs *	Total Project Costs *	Responsible Party	Funding Source	Local Source	Local Amount
Segment 1A	Sidewalk Improvements - both sides of MLK from FIB to I-285	MLK Corridor Study	Pedestrian	2008	\$375,000	2010	\$800,000	\$1,175,000	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$610,000
Segment 1A	Streetscape Improvements - both sides of MLK from FIB to I-285 (ped lights, street trees 40' on center & furniture)	MLK Corridor Study	Pedestrian	2008	\$25,000	2010	\$250,000	\$275,000	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$80,000
Segment 1C	Streetscape Improvements - both sides of MLK from H.E. Holmes Dr. to West Lake Ave. (ped lights, street trees 40' on center & furniture)	MLK Corridor Study	Pedestrian	2008	\$30,000	2010	\$275,000	\$305,000	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$91,000
Segment 1C	Sidewalk Improvements - both sides of MLK from H.E. Holmes Dr. to West Lake Ave.	MLK Corridor Study	Pedestrian	2008	\$30,000	2010	\$400,000	\$430,000	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$116,000
Segment 2	Sidewalk Improvements - both sides of MLK from West Lake Ave. to Lowery Blvd.	MLK Corridor Study	Pedestrian	2008	\$46,800	2010	\$585,000	\$631,800	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$173,160
Segment 3	Sidewalk Improvements - both sides of MLK from Lowery to Northside Dr.	MLK Corridor Study	Pedestrian	2008	\$28,160	2010	\$352,000	\$380,160	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$104,192
Segment 2	Streetscape Improvements - both sides of MLK from West Lake to Lowery (ped lights, street trees 40' on center & furniture)	MLK Corridor Study	Pedestrian	2008	\$28,000	2010	\$275,000	\$303,000	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$88,600
Segment 3	Streetscape Improvements - both sides of MLK from Lowery to Northside (ped lights, street trees 40' on center & furniture)	MLK Corridor Study	Pedestrian	2008	\$25,000	2010	\$250,000	\$275,000	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$80,000
Segment 1A	Intersection Improvement - MLK @ Adamsville Dr. - Vertical sight distance and grading improvements	MLK Corridor Study	Roadway Operations	2010	\$28,000	2015	\$400,000	\$428,000	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$113,600
Segment 1A	Transit Super Stop - MLK @ Fairburn Rd. Activity Node -	MLK Corridor Study	Transit/Pedestrian	2010	\$14,600	2015	\$131,400	\$146,000	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$43,800
Segment 1B	Transit Super Stop - MLK @ Lynhurst Activity Node -	MLK Corridor Study	Transit/Pedestrian	2010	\$14,600	2015	\$131,400	\$146,000	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$43,800
Segment 1B	Transit Super Stop - MLK @ Holmes Crossing Activity Node	MLK Corridor Study	Transit/Pedestrian	2010	\$14,600	2015	\$131,400	\$146,000	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$43,800
Segment 1C	Raised Landscaped Median - from H.E. Holmes Dr. to Barfield Ave. - 14-18 ft. wide with plantings, trees, etc. (will be concurrent with GDOT Road Upgrade Project & Widening Project)	MLK Corridor Study	Roadway Operations	2010	\$18,000	2020	\$198,000	\$216,000	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$61,200
Segment 1B	Multi-Use Path - north side of MLK from H.E. Holmes Dr. to proposed MARTA Station (@ I-285). - 10 to 12 ft. wide	MLK Corridor Study	Pedestrian/Multi-Use Facility	2010	\$46,000	2015	\$400,000	\$446,000	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$135,200
Segment 1C	Transit Super Stop - MLK @ West Lake Activity Node	MLK Corridor Study	Transit/Pedestrian	2010	\$14,600	2015	\$131,400	\$146,000	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$43,800
Segment 3	Transit Super Stop - MLK @ Lowery Activity Node	MLK Corridor Study	Transit/Pedestrian	2010	\$14,600	2015	\$131,400	\$146,000	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$43,800
Segment 1A	Raised Landscaped Median - from Fulton-Industrial Blvd. to I-285- 14-18 ft. wide with plantings, trees, etc.	MLK Corridor Study	Roadway Operations	2015	\$28,000	2020	\$330,000	\$358,000	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$99,600
Segment 1B & 1C	Raised Landscaped Median - from I-285 to H.E. Holmes- 14-18 ft. wide with plantings, trees, etc.	MLK Corridor Study	Roadway Operations	2015	\$24,000	2020	\$275,000	\$299,000	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$83,800
Segment 1B	Pedestrian mid-block crossing improvement - MLK @ proposed MARTA Station	MLK Corridor Study	Pedestrian	2015	\$1,500	2020	\$20,000	\$21,500	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$5,800
Segment 2	Roadway Upgrade - MLK from West Lake Ave. to Morris Brown Dr. - Installation of colored concrete pavers	MLK Corridor Study	Roadway Operations	2015	\$175,998	2020	\$1,759,980	\$1,935,978	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$563,194
Segment 1A	Greenspace Acquisition (Property located adjacent to Adamsville Library and property located at MLK & Brownlee)	MLK Corridor Study	Greenspace						City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	
Segment 1B	Greenspace Acquisition (Property located across from Lynhurst Plaza between MLK & the RR)	MLK Corridor Study	Greenspace						City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	

<b>Figure 4-1: Martin Luther King, Jr. Drive Corridor Study - Transportation Projects &amp; Action Plan (* Cost Estimates exclusive of ROW or Utility Relocation Costs)</b>												
Segment	Description	Source	Type of Improvement	Engineering Year	Engineering Costs	Construction Year	Construction Costs *	Total Project Costs *	Responsible Party	Funding Source	Local Source	Local Amount
Segment 1B	Greenspace Acquisition (property located across from Holmes Crossing Plaza between MLK & the RR)	MLK Corridor Study	Greenspace						City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	
Segment 1C & 2	Conduct an LCI or study of similar scope for the West Lake activity node to prepare more detailed design solutions	MLK Corridor Study	Study					\$85,000	City	City, ARC	QOL Bonds, Impact Fees, General Fund, Private	\$15,000
			<b>Totals</b>		<b>\$1,621,338</b>		<b>\$10,126,980</b>	<b>\$11,833,318</b>				<b>\$3,986,002</b>

**Martin Luther King, Jr. Drive Corridor Study - Current Approved TIP/RTP Projects**

Segment 1C	Roadway Upgrade - MLK from H.E. Holmes Dr. to Barfield Ave.- Geometric Improvements (plan recommends moving this project ahead to a date closer to the present)	MLK Corridor Study	Roadway Operations	2015	\$247,304	2020	\$2,843,996	\$3,091,300	City	Private, ARC, GDOT, City	QOL Bonds, Impact Fees, General Fund, Private	\$865,564
	I-20 West – Widening from I-285 to Fulton Industrial Blvd.	ARC	Roadway Capacity (8-10 lanes)			2015		\$20,000,000				
	I-20 Noise Barriers from Fulton Industrial Blvd. to H.E. Holmes Drive	ARC	Other (Noise Barriers)			2010		\$7,754,000				
	I-20 West HOV Lanes from H.E. Holmes Drive to Thornton Road	ARC	HOV Lanes			2015		\$80,000,000				
	H.E. Holmes – widening from I-20 to U.S. 278 (Bankhead	ARC	Roadway Capacity (2-4 lanes)			2030		\$8,158,000				

The following projects were recommended from other planning studies and are listed for informational purposes. Updating projects lists from other planning studies was not included in the scope of the study:

**H.E. Holmes LCI Study - Transportation Projects & Action Plan (\* Cost Estimates exclusive of ROW or Utility Relocation Costs)**

Segment 1B	New 6' wide sidewalks where missing on Peyton Rd. within study area	H.E. Holmes LCI Study	Pedestrian	2006	\$2,940	2007	\$36,750	\$39,690	City	TEA, LCI, CDBG	QOL Bonds	\$10,290
Segment 1B	New 6' wide sidewalks where missing on Peyton Rd. between Peyton Pl. and BE Mayes Dr.	H.E. Holmes LCI Study	Pedestrian	2006	TBD	2007	TBD	TBD	City	TEA, LCI, CDBG	QOL Bonds, Impact Fees, GF	TBD
Segment 1B	Two ADA accessible railroad/sidewalk crossing on Linkwood Rd.	H.E. Holmes LCI Study	Pedestrian	2006	\$840	2007	\$10,500	\$11,340	City	TEA, LCI, CDBG	QOL Bonds, Impact Fees, GF	\$2,940
Segment 1B	Sidewalks on both sides of Peyton Pl. where none currently exist	H.E. Holmes LCI Study	Pedestrian	2006	\$8,800	2007	\$110,000	\$118,800	City/Private	TEA, LCI, CDBG, Private	QOL Bonds, Impact Fees, GF	\$30,800
Segment 1B	Piano bar crosswalks at Linkwood Rd. and Delmar Ln. (all approaches)	H.E. Holmes LCI Study	Pedestrian	2006	\$0	2006	\$2,400	\$2,400	City	TEA, LCI, CDBG	QOL Bonds, Impact Fees, GF	\$480
Segment 1B	Piano bar crosswalks on east side of Linkwood Rd. at Burton Rd.	H.E. Holmes LCI Study	Pedestrian	2006	\$0	2006	\$800	\$800	City	TEA, LCI, CDBG	QOL Bonds, Impact Fees, GF	\$160
Segment 1B	Twelve piano bar crosswalks on HE Holmes Dr. and adjacent streets between I-20 and Hightower Ct	H.E. Holmes LCI Study	Pedestrian	2006	\$0	2006	\$9,500	\$9,500	City	TEA, LCI, CDBG	QOL Bonds, Impact Fees, GF	\$1,900
Segment 1B	Piano bar crosswalk on south side of Burton Rd. at Westland Blvd.	H.E. Holmes LCI Study	Pedestrian	2006	\$0	2006	\$800	\$800	City	TEA, LCI, CDBG	QOL Bonds, Impact Fees, GF	\$160
Segment 1B	Mid-block Crossing on Peyton Pl. to serve pedestrian traffic between apartments and Peyton Forest	H.E. Holmes LCI Study	Pedestrian	2006	\$294	2007	\$3,675	\$3,969	City	TEA, LCI, CDBG	QOL Bonds, Impact Fees, GF	\$1,029
Segment 1B	Improved crosswalk/ped signals & pushbuttons at I-20 off-ramps and Burton Rd. (all approaches)	H.E. Holmes LCI Study	Pedestrian	2006	\$600	2006	\$7,500	\$8,100	City/GDOT	TEA, LCI, GDOT	QOL Bonds, Impact Fees, GF	\$2,100
Segment 1B	Improved crosswalk/ped signals & pushbuttons at HE Holmes Dr. at Burton Rd. (all approaches)	H.E. Holmes LCI Study	Pedestrian	2006	\$600	2006	\$7,500	\$8,100	City/GDOT	TEA, LCI, GDOT	QOL Bonds, Impact Fees, GF	\$2,100
Segment 1B	ADA accessible sidewalk ramps at Exxon on HE Holmes Dr.	H.E. Holmes LCI Study	Pedestrian	2006	\$160	2006	\$2,000	\$2,160	City	TEA, LCI, CDBG	QOL Bonds, Impact Fees, GF	\$560
Segment 1B	Fencing on traffic islands and adjacent to the curb to channel pedestrians to marked crosswalks around the HE Holmes Dr. & I-20 Intersection	H.E. Holmes LCI Study	Pedestrian	2006	\$0	2007	\$393,750	\$393,750	City	TEA, LCI, CDBG, GDOT	QOL Bonds, Impact Fees, GF	\$78,750

**Figure 4-1: Martin Luther King, Jr. Drive Corridor Study - Transportation Projects & Action Plan (\* Cost Estimates exclusive of ROW or Utility Relocation Costs)**

Segment	Description	Source	Type of Improvement	Engineering Year	Engineering Costs	Construction Year	Construction Costs *	Total Project Costs *	Responsible Party	Funding Source	Local Source	Local Amount
Segment 1B	Study to determine protection of pedestrians on HE Holmes Dr. at I-20 westbound off-ramps to determine need for traffic signal and/or realignment of off-ramp approaches	H.E. Holmes LCI Study	Pedestrian	2006	\$0	n/a	\$20,000	\$20,000	GDOT	GDOT	General Fund, Impact Fees	\$4,000
Segment 1B	Protected left-turn phase (i.e., left-turn arrow) for northbound approach of HE Holmes Dr. at MLK Dr.	H.E. Holmes LCI Study	Traffic	2006	\$400	2006	\$5,000	\$5,400	City	LCI, General Fund	QOL Bonds, Impact Fees, General Fund	\$1,400
Segment 1B	New traffic signal heads at intersection of MLK Dr. and HE Holmes Dr. to be MUTCD compliant, including 12" heads on all approaches	H.E. Holmes LCI Study	Traffic	2006	\$600	2006	\$7,500	\$8,100	City	LCI, General Fund	QOL Bonds, Impact Fees, General Fund	\$2,100
Segment 1B	Traffic signal at intersection of MLK Dr. at Peyton Pl. and re-stripe to include sidewalks	H.E. Holmes LCI Study	Traffic	2006	\$0	2006	\$70,000	\$70,000	City/GDOT	LCI, General Fund	QOL Bonds, Impact Fees, General Fund	\$14,000
Segment 1B	Pavement markings (stop bars) at intersection of Burton Rd. at Hedgewood Dr.	H.E. Holmes LCI Study	Traffic	2006	\$80	2006	\$1,000	\$1,080	City	TEA, LCI, CDBG	QOL Bonds, Impact Fees, General Fund	\$280
Segment 1B	Conversion of intersection of Linkwood Rd. @ Burton Rd. to 3-way stop	H.E. Holmes LCI Study	Traffic	2006	\$0	2006	\$1,000	\$1,000	City	TEA, LCI, CDBG	QOL Bonds, Impact Fees, General Fund	\$200
Segment 1B	Trimming/clearance of vegetation at street intersections along Linkwood Rd. to increase site distance triangle	H.E. Holmes LCI Study	Traffic	2006	\$0	2006	\$2,000	\$2,000	City	General Fund	n/a	n/a
Segment 1B	Speed reduction measures on Peyton Pl.	H.E. Holmes LCI Study	Traffic	2006	\$800	2006	\$10,000	\$10,800	City	TEA, LCI, CDBG	QOL Bonds, Impact Fees, General Fund	\$2,800
Segment 1B	Speed reduction measures on Harlan Rd.	H.E. Holmes LCI Study	Traffic	2006	\$800	2006	\$10,000	\$10,800	City	TEA, LCI, CDBG	QOL Bonds, Impact Fees, General Fund	\$2,800
Segment 1B	Extension of Tee Rd 650' east to Peyton Pl. (including land costs)	H.E. Holmes LCI Study	Traffic	2006	\$44,000	2008	\$550,000	\$594,000	City	TEA, LCI, CDBG	QOL Bonds, Impact Fees, General Fund	\$154,000
Segment 1B	Install MARTA Bus shelters throughout LCI Study area, including schedules	H.E. Holmes LCI Study	Transit	2006	\$0	2006	\$15,000	\$15,000	City, MARTA	TEA, LCI, CDBG	QOL Bonds, Impact Fees	\$3,000
Segment 1B	Install covered, well-delineated school bus stops on MLK Dr., east of Peyton Pl.	H.E. Holmes LCI Study	Transit	2006	\$0	2006	\$8,000	\$8,000	APS, City	TEA, LCI, CDBG	APS, Impact Fees, General Fund	\$1,600
Segment 1B	New 6' sidewalks along west side of HE Holmes Dr. from Burton Rd north to Hightower Ct.	H.E. Holmes LCI Study	Pedestrian	2004	\$5,292	2008	\$66,150	\$71,442	City	TEA, LCI, CDBG	QOL Bonds, Impact Fees, GF	\$18,522
Segment 1B	New sidewalks on both sides of Harlan Rd.	H.E. Holmes LCI Study	Pedestrian	2004	\$11,466	2008	\$143,325	\$154,791	City	TEA, LCI, CDBG	QOL Bonds, Impact Fees, GF	\$40,131
Segment 1B	New sidewalks along east side of Lynhurst Dr. where none exist	H.E. Holmes LCI Study	Pedestrian	2004	\$1,764	2008	\$22,050	\$23,814	City	TEA, LCI, CDBG	QOL Bonds, Impact Fees, GF	\$6,174
Segment 1B	Textured crosswalk and median entry feature on Harlan Dr. at MLK Dr.	H.E. Holmes LCI Study	Pedestrian	2004	\$309	2008	\$3,860	\$4,169	City	TEA, LCI, CDBG	QOL Bonds, Impact Fees, GF	\$1,081
Segment 1B	Textured crosswalk and median entry feature on Lynhurst Dr. at MLK Dr.	H.E. Holmes LCI Study	Pedestrian	2004	\$309	2008	\$3,860	\$4,169	City	TEA, LCI, CDBG	QOL Bonds, Impact Fees, GF	\$1,081
Segment 1B	Textured crosswalk and median entry feature on Linkwood Dr. at MLK Dr.	H.E. Holmes LCI Study	Pedestrian	2004	\$618	2008	\$7,720	\$8,338	City	TEA, LCI, CDBG	QOL Bonds, Impact Fees, GF	\$1,081
Segment 1B	Install textured crosswalk and median entry feature on Westland Blvd at MLK Dr and Burton Rd	H.E. Holmes LCI Study	Pedestrian	2004	\$309	2008	\$3,860	\$4,169	City	TEA, LCI, CDBG	QOL Bonds, Impact Fees, GF	\$1,081
Segment 1B	Widen intersection of Linkwood Dr. at Delmar Ln. to allow MARTA buses to execute turn more efficiently	H.E. Holmes LCI Study	Traffic	2004	\$6,616	2008	\$82,700	\$89,316	City	TEA, LCI, CDBG	QOL Bonds, Impact Fees, General Fund	\$23,156
Segment 1B	Reconfiguration of traffic islands at I-20 and Burton Rd. to allow pedestrian refuge. Provide clearly marked crosswalks and pedestrian signals on all approaches. Consider providing a pedestrian phase in the signal timing to avoid pedestrian conflicts with turning vehicles	H.E. Holmes LCI Study	Traffic	2004	\$880	2008	\$11,000	\$11,880	City/GDOT	TEA, LCI, CDBG, GDOT	QOL Bonds, Impact Fees, General Fund	\$3,080
Segment 1B	Develop a textured median with intermittent landscaping along MLK	H.E. Holmes LCI Study	Traffic	2004	\$86,000	2008	\$1,075,000	\$1,161,000	City/GDOT	TEA, LCI, CDBG, GDOT	Impact Fees, General Fund	\$301,000
Segment 1B	Traffic table at intersection of Burton Rd. at Hedgewood Dr.	H.E. Holmes LCI Study	Traffic	2005	\$440	2008	\$5,500	\$5,940	City	TEA, LCI, CDBG	QOL Bonds, Impact Fees, General Fund	\$1,540

<b>Figure 4-1: Martin Luther King, Jr. Drive Corridor Study - Transportation Projects &amp; Action Plan (* Cost Estimates exclusive of ROW or Utility Relocation Costs)</b>												
Segment	Description	Source	Type of Improvement	Engineering Year	Engineering Costs	Construction Year	Construction Costs *	Total Project Costs *	Responsible Party	Funding Source	Local Source	Local Amount
Segment 1B	Streetscape on south side of MLK (10' wide sidewalk with street trees and lights 40' on center)	H.E. Holmes LCI Study	pedestrian	2006	\$117,600	2007	\$1,470,000	\$1,587,600	City	TEA, LCI, CDBG	QOL Bonds, Impact Fees, GF	\$411,600
Segment 1B	Streetscape on east side of H.E. Holmes Dr. from I-20 to Douglass High, (10' wide sidewalk with street trees and lights 40' on center)	H.E. Holmes LCI Study	Pedestrian	2006	\$21,840	2007	\$273,000	\$294,840	City	TEA, LCI, CDBG	QOL Bonds, Impact Fees, GF	\$76,440
Segment 1B	New 6' wide sidewalks on both sides of Linkwood Rd.	H.E. Holmes LCI Study	Pedestrian	2006	\$7,560	2007	\$94,500	\$102,060	City	TEA, LCI, CDBG	QOL Bonds, Impact Fees, GF	\$26,490
Segment 1B	New 6' wide sidewalks on south side of Delmar Ln.	H.E. Holmes LCI Study	Pedestrian	2006	\$2,320	2007	\$29,000	\$31,320	City	TEA, LCI, CDBG	QOL Bonds, Impact Fees, GF	\$8,120
Segment 1B	Greenway trail from Lynhurst Dr. to Fairfield Pl	H.E. Holmes LCI Study	Bike/Ped	2006	\$58,320	2007	\$729,000	\$787,320	City/Path	TEA, LCI, Private	QOL Bonds, Impact Fees, GF, Private	\$204,120
Segment 1B	At-grade greenway trail crossing across HE Holmes Dr.	H.E. Holmes LCI Study	Bike/Ped	2006	\$972	2007	\$12,155	\$13,127	City/Path	TEA, LCI, Private	QOL Bonds, Impact Fees, GF, Private	\$3,403
Segment 1B	Greenway trail from MLK Dr. to Burton Rd., through the former cabinet factory at 2856 Burton Rd.	H.E. Holmes LCI Study	Bike/Ped	2006	\$3,400	2007	\$42,500	\$45,900	City/Path	TEA, LCI, Private	QOL Bonds, Impact Fees, GF, Private	\$11,900
Segment 1B	1,100 space MARTA parking deck	H.E. Holmes LCI Study	Transit	2006	\$88,000	2007	\$11,000,000	\$11,088,000	MARTA	LCI, MARTA	MARTA	\$2,200,000
Segment 1B	Streetscape on H.E. Holmes Dr. south of I-20, (10' wide sidewalk with street trees and lights 40' on center)	H.E. Holmes LCI Study	pedestrian	2007	\$55,600	2008	\$695,000	\$750,600	City	TEA, LCI, CDBG	QOL Bonds, Impact Fees, GF	\$194,600
Segment 1B	New 6' wide sidewalks on both sides of Burton Rd. west of Collier Pointe	H.E. Holmes LCI Study	Pedestrian	2007	\$11,120	2008	\$139,000	\$150,120	City	TEA, LCI, CDBG	QOL Bonds, Impact Fees, GF	\$38,920
Segment 1B	Cox Dr. ROW conversation into a new street, terminating at the back of 150 Peyton Pl. and connecting into its private street	H.E. Holmes LCI Study	Traffic	2007	\$107,200	2008	\$1,340,000	\$1,447,200	City/Private	TEA, LCI, CDBG	QOL Bonds, Impact Fees, General Fund, Private	\$375,200
Segment 1B	Construct a pedestrian path in the City ROW between the proposed terminus of Cox Dr. and Peyton Rd. (including additional land costs)	H.E. Holmes LCI Study	Traffic	2007	\$3,200	2008	\$40,000	\$43,200	City/Private	TEA, LCI, CDBG	QOL Bonds, Impact Fees, General Fund, Private	\$11,200
Segment 1B	Streetscape on north side of MLK, east of Westland (10' wide sidewalk with street trees and lights 40' on center)	H.E. Holmes LCI Study	pedestrian	2008	\$50,960	2009	\$637,000	\$687,960	City	TEA, LCI, CDBG	QOL Bonds, Impact Fees, GF	\$178,360
Segment 1B	New 4,200' street between Linkwood Dr. and HE Holmes Dr. North of the rail and using existing private streets where possible (Including land costs between Westland Blvd. and Linkwood Rd.)	H.E. Holmes LCI Study	Traffic	2008	\$294,800	2009	\$3,685,000	\$3,979,800	City, MARTA, Private	LCI, Private, MARTA	QOL Bonds, Impact Fees, General Fund, Private, MARTA	\$1,031,800
Segment 1B	Extension of Peyton Pl. 550' across MLK Dr. and the rail line to Burton Rd. (including land costs)	H.E. Holmes LCI Study	Traffic	2008	\$58,960	2009	\$737,000	\$795,960	City	TEA, LCI, CDBG	QOL Bonds, Impact Fees, General Fund	\$206,360
Segment 1B	Pedestrian tunnel under railroad for boulevard connection	H.E. Holmes LCI Study	Traffic	2008	TBD	2011	TBD	TBD	MARTA, Private	LCI, MARTA	Private, MARTA	\$0
Segment 1B	New 700' street south from MLK Dr. (including land costs)	H.E. Holmes LCI Study	Traffic	2012	\$94,400	2016	\$1,180,000	\$1,274,400	City/Private	TEA, LCI, CDBG	QOL Bonds, Impact Fees, General Fund, Private	\$330,400
Segment 1B	Extension of Tee Rd. 1,800' west to Lynhurst Dr. (including land costs)	H.E. Holmes LCI Study	Traffic	2014	\$169,440	2015	\$2,118,000	\$2,287,440	City	TEA, LCI, CDBG	QOL Bonds, Impact Fees, General Fund	\$593,040
Segment 1B	Bi-lingual English/Spanish directory map for location in the MARTA station and Study Area	H.E. Holmes LCI Study	Transit	n/a	\$0	2006	\$5,000	\$5,000	City, MARTA	LCI, CDBG, Private	QOL Bonds, Impact Fees, General Fund, Private	\$1,000
<b>Vine City Redevelopment Plan - Transportation Projects &amp; Action Plan (* Cost Estimates exclusive of ROW or Utility Relocation Costs)</b>												
Segment 3	Sidewalks/New & Major Rehab	Vine City Redevelopment Plan	Pedestrian	2008	n/a	n/a	\$1,762,500	\$1,762,500	City/GDOT	TEA, LCI, CDBG	QOL Bonds, Impact Fees, General Fund, Private	
Segment 3	Road Improvements	Vine City Redevelopment Plan	roadway	2008	n/a	n/a	\$890,000	\$890,000	City/GDOT	TEA, LCI, CDBG	QOL Bonds, Impact Fees, General Fund, Private	
Segment 3	Pedestrian Crosswalks	Vine City Redevelopment Plan	Pedestrian	2008	n/a	n/a	\$350,000	\$350,000	City/GDOT	TEA, LCI, CDBG	QOL Bonds, Impact Fees, General Fund, Private	
Segment 3	Gateways	Vine City Redevelopment Plan	Aesthetic	2008	n/a	n/a	TBD	TBD	City/GDOT	TEA, LCI, CDBG	QOL Bonds, Impact Fees, General Fund, Private	
Segment 3	Vine City Park	Vine City Redevelopment Plan	Open Space	2008	n/a	n/a	\$200,000	\$200,000	City/GDOT	TEA, LCI, CDBG	QOL Bonds, Impact Fees, General Fund, Private	





## **SECTION 5: EXISTING CONDITIONS**

### **Introduction**

The purpose of this section is to describe and document existing issues and opportunities in the study area. The review of existing conditions results in a baseline for future analysis. Understanding the base conditions of the study area led to defining the needs and challenges facing the study area, which then led to the development of recommendations intended to address these needs and challenges. The issues and opportunities are described in the following major topic areas throughout this section:

- Transportation
- Demographics
- Real Estate and Development
- Land Use
- Historical Properties
- Urban Design
- Previous Plans and Studies

The study team examined the existing conditions by using a strengths, weaknesses, opportunities and threats (SWOT) analysis. As stated above, this analysis examined socio-economic, traffic condition, land use, and real estate market trends data in order to determine the potential for redevelopment and revitalization and to identify the infrastructure improvements needed to support and encourage it. After extensive public involvement and stakeholder coordination, the preliminary SWOT analysis of the existing conditions were identified and summarized as the following:

#### *Major Strengths/Opportunities*

- Access to MARTA
- Convenience to Interstate 20, Interstate 285
- Historical Aspects
- Older, Stable Residents
- Good Market Base (Buying Power of Students and Faculty)
- Opportunities / Potential

#### *Major Weaknesses/Threats*

- Maintenance and City Services
- Drugs / Crime / Public Safety
- Parking and Traffic (Cruising)
- Blight
- Not Pedestrian Friendly
- Need Better Retail
- Land Use (Reconcile Scale and Density of Traditional Low Rise Development with New Standards)
- Stakeholders also outlined other general issues/concerns they face



## Transportation

The transportation existing conditions sub-section describes transportation strengths, concerns, demands and deficiencies as they relate to the efficient movement (access and mobility) of people and goods in the corridor. The inventory identified needs and deficiencies that were one piece of the puzzle that led to the development of recommended transportation solutions. The existing transportation conditions inventory and analysis included the following:

- Traffic information including AADT (AM and PM Peak Hour)
- Existing and future LOS analysis
- Proposed RTP and TIP projects
- Safety and Accident Data
- CMS
- Existing Transportation Infrastructure
- Transit Service
- ARC Bicycle Sufficiency Ratings

### *Traffic information including AADT (AM and PM Peak Hour)*

The traffic count data for this planning element was obtained from two sources: the current GDOT sources as well as the 2004 and 2030 traffic counts from the ARC Travel Demand Model. The GDOT counts are classified using the most current Annual Average Daily Traffic (AADT) volumes from 2000 and 2003 and are displayed in the graphic by non-directional counts (in both directions). The counts from the travel demand model are on the following three pages. GDOT website and ARC Database provide 24-hour volume counts, known as Annual Average Daily Traffic, or AADT's. These counts help determine whether roadways have a sufficient number of lanes to carry their average volume. These counts are usually more accurate than the travel demand model data. The model takes into account numerous regional transportation improvement projects that may or may not become a reality over the lifespan of the plan. GDOT numbers come from annual manual counts. That is why the GDOT traffic counts are the most reliable for this study.

In general, two-lane, undivided roadways can carry about 16,000 to 17,000 vehicles per day. Four-lane undivided roadways can carry about 38,000 vehicles per day. Four-lane divided roadways can usually carry up to 45,000 vehicles per day since they usually include periodically spaced left turn lanes. The current available traffic counts indicate that the corridor does not experience serious traffic or congestion problems. Traffic volume fluctuates from 14,000 vehicles a day to 26,000 vehicles a day along the corridor. The capacity of the corridor is impacted by fluctuations in number of lanes. The corridor has three undivided lanes from Northside Drive to Lowery Boulevard, four undivided lanes from Lowery Boulevard to H.E. Holmes Drive and four undivided (for the most part) lanes with a center turn lane from H.E. Holmes Drive to Fulton Industrial Boulevard. The MLK Jr. Drive volumes of 14,000 – 26,000 equate to a Level of Service (LOS) of B-C, which the next section explains in more detail.

We can evaluate future year AADT's estimated against the existing roadway characteristics and determine which roads will require improvements (widening) by looking at the Volume to Capacity (V/C) ratios in order to come up with a LOS analysis. The LOS is calculated by taking the traffic

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volume for a roadway (AADT) and dividing it by the design capacity for that roadway. The capacity analysis used is based on Highway Capacity Software (HCS) Analysis (Chapter 7) and uses the standard for roadway types shown in Figure 5-1.

**Figure 5-1: Highway Capacity Analysis**

Roadway Type	Typical Capacity
2-Lane Undivided	16,000 Vehicles
4-Lane Undivided	38,000 Vehicles
4-Lane Divided	45,000 Vehicles
6-Lane Divided	67,000 Vehicles
8-Lane Divided	80,000 Vehicles

*Existing and future LOS analysis*

The following table provides detailed information about the corridor's roadways. As stated earlier, the annual average daily traffic (AADT) counts shown are from the most recent and available GDOT counts. The LOS column represents an indicator of the extent or degree of service provided by, or proposed to be provided by, a facility based on and related to the operational characteristics of the facility. Typically, local governments determine the LOS that is acceptable to the community. Normally, a minimum Level of Service 'D' (high density, stable flow) should be maintained for peak travel times near major commercial and industrial areas, freeway interchanges, and central business districts in cities. Figure 5-2 shows the typical LOS classification thresholds.

**Figure 5-2: Level of Service Indicators**

LOS	General Characteristics	V/C Ratio	Average Delay in Seconds
A	Free flow traffic with individual users virtually unaffected by the presence of others in the traffic stream	.00 - .25	< 10
B	Stable traffic flow with a high degree of freedom to select speed and operating conditions but with some influence from other users	.25 - .55	10 - 20
C	Restricted flow which remains stable but with significant interactions with others in the traffic stream. The general level of comfort and convenience declines noticeably at this level	.55 - .77	20-35
D	High-density flow in which speed and freedom to maneuver are severely restricted and comfort and convenience have declined even though flow remains stable	.77 - .93	35-55
E	At capacity; unstable flow at or near capacity levels with poor levels of convenience and comfort, very little, if any, freedom to maneuver	.93 – 1.00	55-80
F	Forced traffic flow in which the amount of traffic approaching a point exceeds the amount that can be served. LOS F is characterized by stop-and-go waves, poor travel times, low comfort and convenience and increased accident exposure	< 1.00	> 80

*Source: Transportation Research Board, Highway Capacity Manual, 2000 update*

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As Figure 5-3 shows, the MLK Jr. Drive corridor currently functions at an acceptable LOS (typically minimum LOS D), which is typical for the peak hour travel for areas near interstate interchanges and along major commercial areas. Figure 5-3 also shows LOS for locations with existing traffic count information along the corridor.

Figure 5-3: Level of Service – MLK Jr. Drive Corridor

Location	# of Lanes	AADT	LOS
Between Lowery Station and West Lake Station	4 Undivided	16,000-17,000	B
Between H.E. Holmes Drive and Lynhurst Drive	4 Divided	20,000-21,000	B
Between I-285 and Fairburn Road	4 Divided	26,000-27,000	C
Between Interstate 20 and Fulton Industrial Boulevard	4 Divided	16,000-17,000	B

LOS alone does not explain the current traffic conditions along the corridor. While the LOS shows that the corridor maintains an acceptable level, many drivers who use the corridor might find that fact surprising. They may not believe it reflects the level of frustration they feel when driving the corridor. As in other areas in the region, they think the major facilities along the corridor are congested and not operating efficiently. While the roadways function adequately from merely a *traffic volume perspective*, other issues exist along the corridor that frustrates drivers. For instance, the prominence of driveways, lack of sidewalks, inconsistent streetscape, and long, continuous curb cuts that motorists on MLK Jr. Drive encounter can create a negative driving experience (as well as create dangerous conditions for pedestrians). Often, the intersections do not adequately accommodate all users, particularly the needs of the physically challenged. Other frustrating conditions include the lack of signage directing people to existing transit service along the corridor, in addition to a lack of other amenities for riders. Finally, there have been requests to beautify the corridor with signage, and streetscape enhancements. These issues along with other detailed transportation information will be further analyzed in this report.

### *Proposed RTP and TIP projects*

The Regional Transportation Plan (RTP) is a long-range plan that includes a balanced mix of projects such as bridges, bicycle paths, sidewalks, transit services, new and upgraded roadways, and safety improvements (just to name a few). As the federally designated Metropolitan Planning Organization (MPO) for the Atlanta region, the Atlanta Regional Commission (ARC) develops the RTP for the metro Atlanta region by cooperating with municipal, county and state agencies, public transit operators, other stakeholder groups and the general public. By federal law, the RTP must cover a minimum planning horizon of 20 years and be updated every three years in areas which do not meet federal air quality standards (such as the Atlanta region). The long-range RTP forms the basis upon which an annual short-range Transportation Improvement Program (TIP) is developed. The TIP allocates federal funds for use in construction of the highest priority transportation projects in the near term of the RTP. Federal law requires consistency between the TIP and the long-range objectives of the RTP and must have a balanced budget.

ARC adopted its most recent RTP, Mobility 2030, in 2005. It addresses the current and expected demands on the region's transportation system. Mobility 2030 meets federal transportation

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planning requirements, satisfies federal air quality requirements and is financially constrained in that the recommended projects and investment strategies reflect the expected level of funding that will be available over the next 25 years for both construction and operations/maintenance. The four goals for Mobility 2030 are:

1. Improve accessibility and mobility options for all people and goods.
2. Maintain and improve system performance and preservation.
3. Protect and improve the region’s environment and quality of life.
4. Increase the safety and security of the transportation system.

Based on previous studies and other community issues, the City of Atlanta included projects relevant to the study area in Mobility 2030 and the 3-year TIP for 2005-2010. Figure 5-4 shows these projects. The MLK Jr. Drive roadway operations upgrade project for the corridor from H.E. Holmes Drive to Barfield Avenue currently has a 2020 network year. The network year is the time when GDOT will have the project completed and drivers will start using the upgraded facility. This study has recommended moving up the network year for this project.

**Figure 5-4: 2030 RTP/2005-2010 TIP Projects – Study Area**

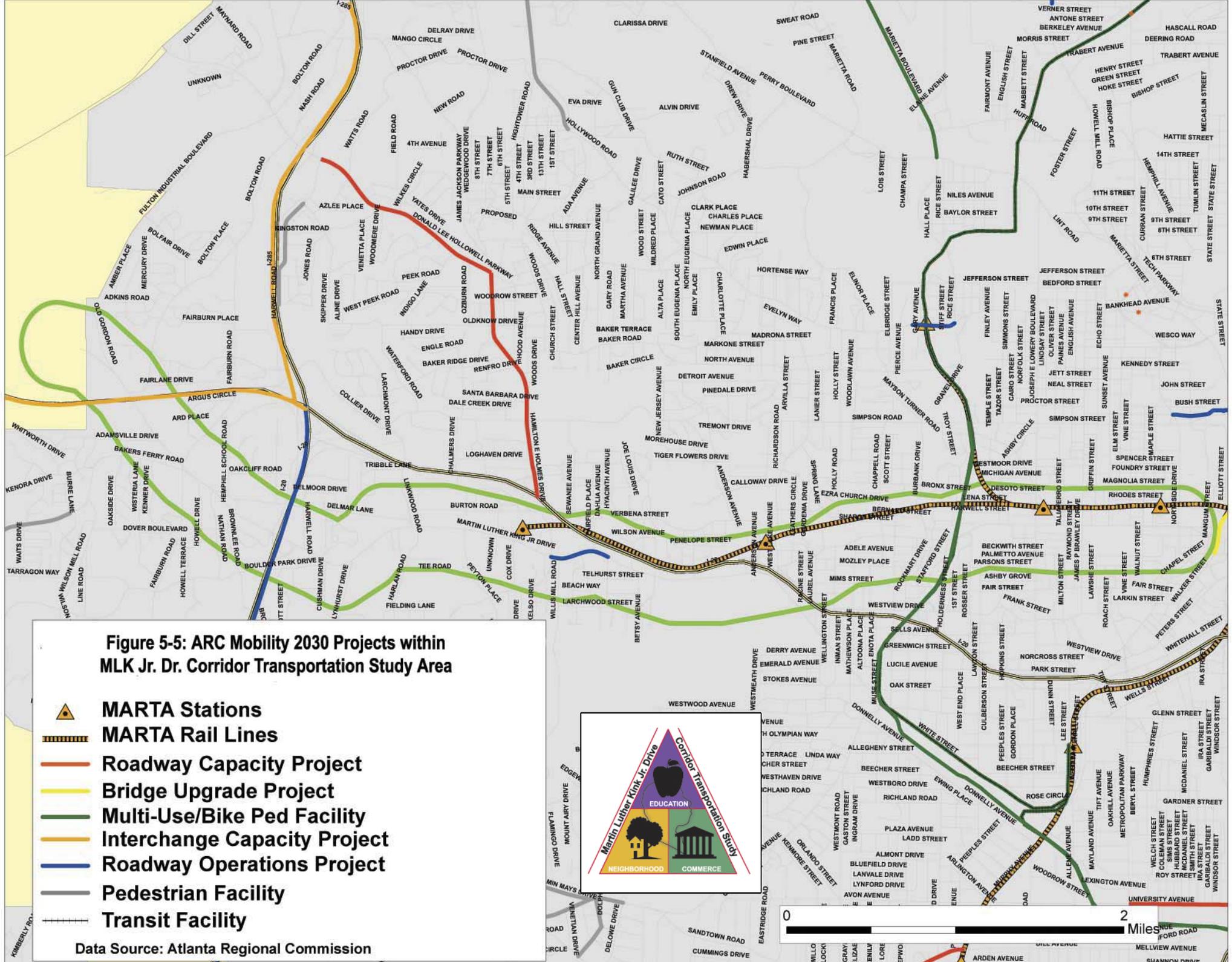
<b>Project Name</b>	<b>Project Type</b>	<b>Programmed Dollars</b>	<b>Network Year</b>
I-20 West – Widening from I-285 to Fulton Industrial Boulevard	Roadway Capacity (8-10 lanes)	\$20,000,000	2015
I-20 Noise Barriers from Fulton Industrial Boulevard to H.E. Holmes Drive	Other (Noise Barriers)	\$7,754,000	2010
I-20 West HOV Lanes from H.E. Holmes Drive to Thornton Road	HOV Lanes	\$80,000,000	2015
H.E. Holmes Drive – widening from I-20 to U.S. 278 (Bankhead Avenue)	Roadway Capacity (2-4 lanes)	\$8,158,000	2030
MLK Jr. Dr. (SR 139) upgrade from H.E. Holmes Drive to Barfield Avenue	Roadway Operations Upgrade	\$4,091,300	2020

Figure 5-5 on the next page maps the RTP/TIP project locations and displays their relationship to the corridor.

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**Figure 5-5: ARC Mobility 2030 Projects within MLK Jr. Dr. Corridor Transportation Study Area**

-  MARTA Stations
-  MARTA Rail Lines
-  Roadway Capacity Project
-  Bridge Upgrade Project
-  Multi-Use/Bike Ped Facility
-  Roadway Operations Project
-  Pedestrian Facility
-  Transit Facility

Data Source: Atlanta Regional Commission



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### *Safety and Accident Data*

Accident data for this corridor study was obtained from the GDOT Road Classification (RC) Database. The study team coordinated with GDOT and ARC in order to overcome various issues that make mapping data from these accident databases difficult. The study team carefully evaluated the accident locations in order to properly determine future transportation strategies and improvements. Data limitations made detailed analysis impossible. For example, the ARC shape files often show accidents that occurred on streets other than MLK Jr. Drive that parallel the corridor. This resulted in unusually high accident numbers. The study team analyzed the list of accidents attributed to MLK Jr. Drive and came up with the accidents that actually occurred on the MLK Jr. Drive Corridor. This analysis included a review of collision data to determine whether the collision was a right-angle collision, left turn collision, or rear-end collision. Detailed analysis was not possible though so we were not able to include the direction of travel, intersection geometry, traffic signal operation (or absence of a traffic signal), vehicle speeds, etc. In other words, a more detailed crash analysis can determine a probable cause for the crashes and recommend more solutions. Once completed, the future analysis and the corresponding solutions can and should be part of an on-going, annual safety review of the MLK Jr. Drive corridor.

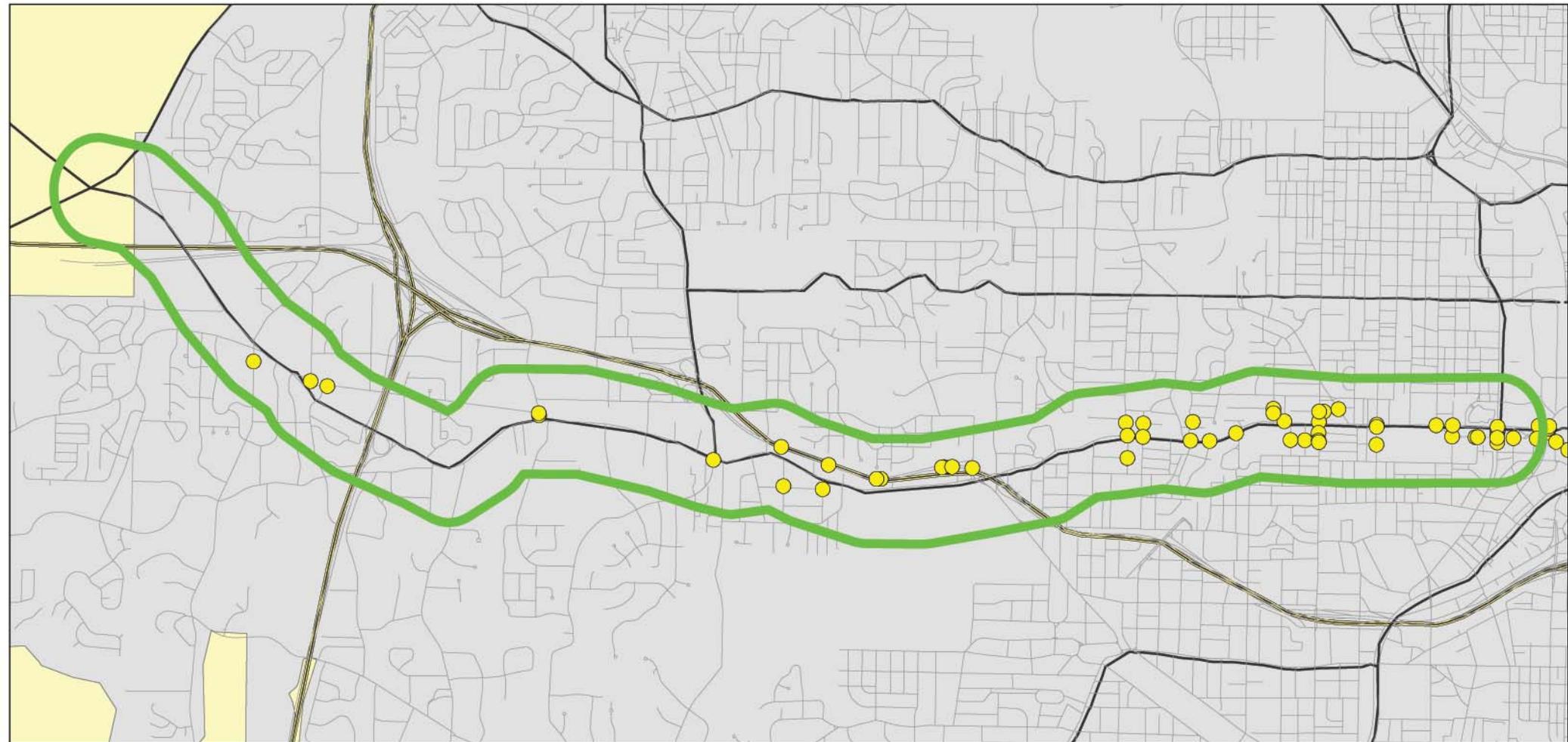
The project team is aware that future analysis of these accident locations and their characteristics will be important in factoring a current trends/needs analysis as well as determining future transportation projects. In the recommendations section of this report, the project team came up with projects and strategies to address the accident characteristics for this corridor. The following pages show map the locations of the collisions/accidents for 2002-2004 based on the GDOT RC Database for this corridor study. Figure 5-6 maps 2002, Figure 5-7 maps 2003 and Figure 5-8 maps 2004.

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**Figure 5-6: MLK Jr. Dr.  
2002 Traffic Accidents/  
Collisions**

● 2002 Accidents

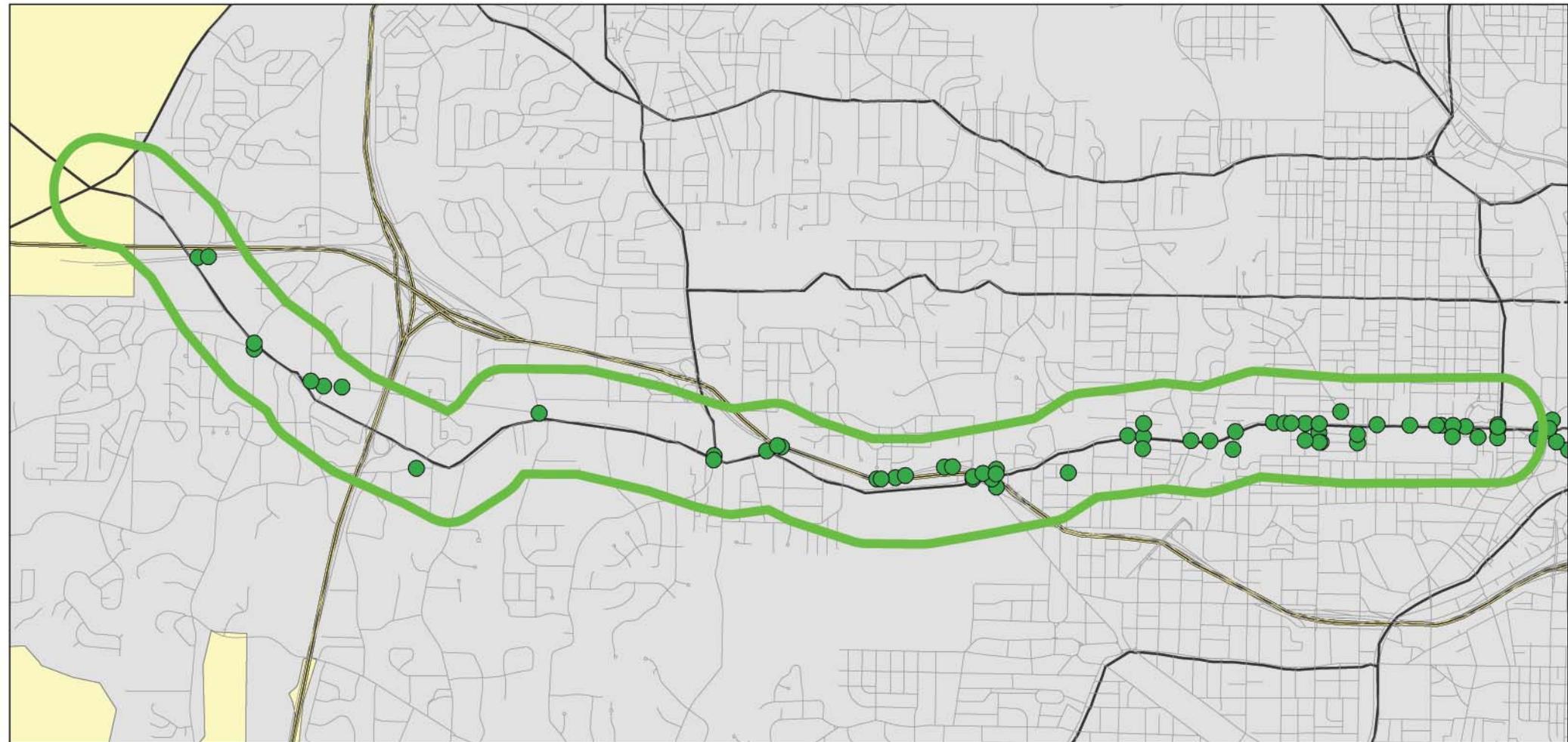
0 1.4 Miles



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**Figure 5-7: MLK Jr. Dr.  
2003 Traffic Accidents/  
Collisions**

● 2003 Accidents

0 1.4 Miles

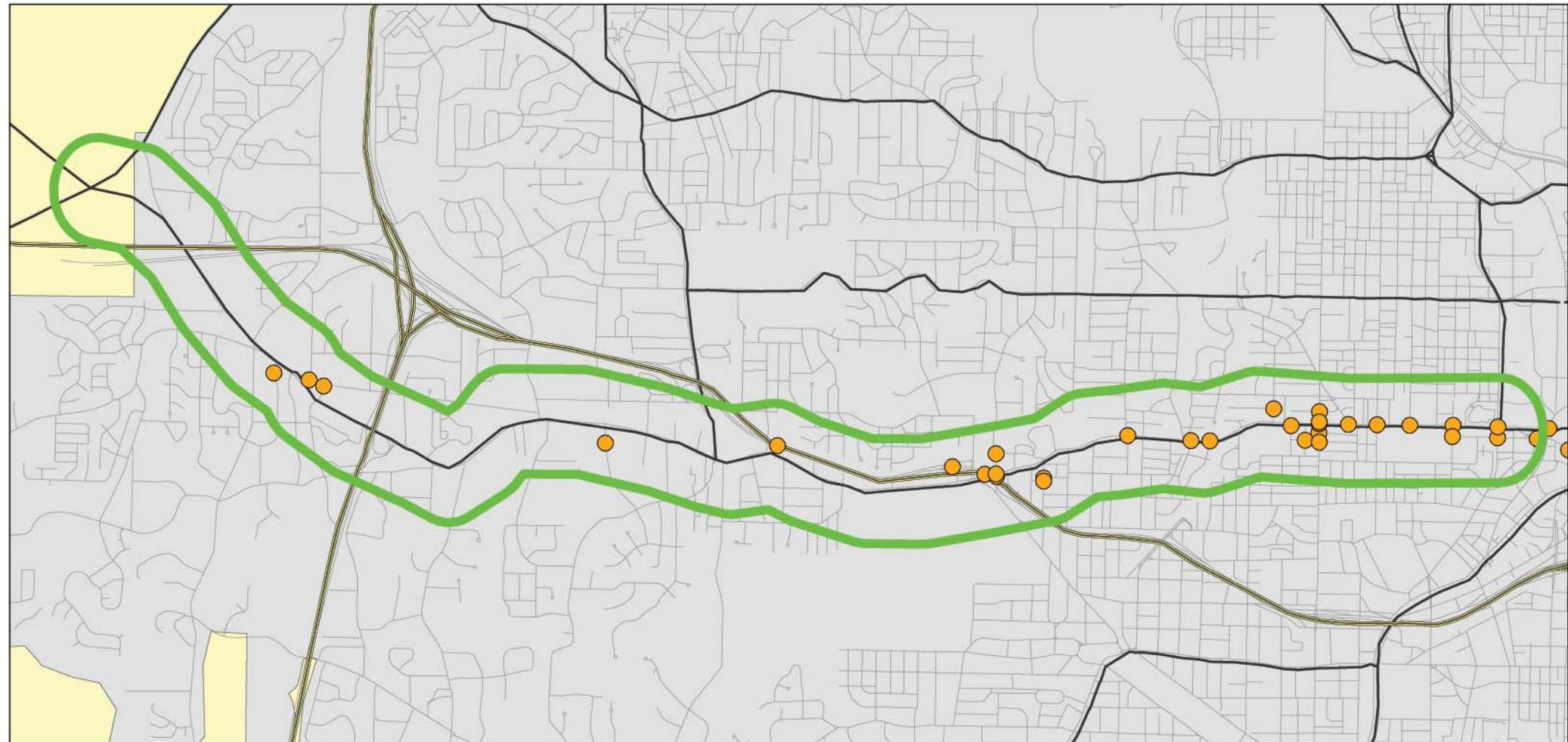


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**Figure 5-8: MLK Jr. Dr.  
2004 Traffic Accidents/  
Collisions**

● 2004 Accidents



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*Congestion Management System (CMS)*

ARC monitors and identifies congested locations with the Congestion Management System (CMS) for the metro Atlanta region. The CMS is a systematic process for managing congestion with the principal goal to alleviate or prevent existing and future congestion. The Atlanta CMS provides procedures designed to monitor the transportation system's performance, identify causes of congestion; identify improvement strategies, evaluate alternatives; implement cost-effective strategies; and determine the effectiveness of those strategies.

The CMS relies on the ARC's Regional Travel Demand Model (TDM) output as the basis for assessing transportation system performance. The ARC uses the transportation-modeling platform TP+. The ARC's CMS lists MLK Jr. Drive corridor as a major arterial and as one of the Top-73 most congested facilities in the 2030 No-Build Scenario (see Figure 5-9).

**Figure 5-9: Top 73 Congested Facilities (2003 No-Build)**

Rank	Facility	From	To
55	US 41/Cobb Parkway	Greens Chapel Road (Kennesaw)	I-285 West
56	US 41/Cobb Parkway (inside I-285)	I-285 West	14 <sup>th</sup> Street
<b>57</b>	<b>MLK Jr. Drive</b>	<b>I-285 West</b>	<b>Downtown Connector</b>
58	Fulton Industrial Boulevard	Marietta Boulevard	SR 6/Camp Creek Parkway
59	Piedmont Road	Monroe Drive	MLK Jr. Drive

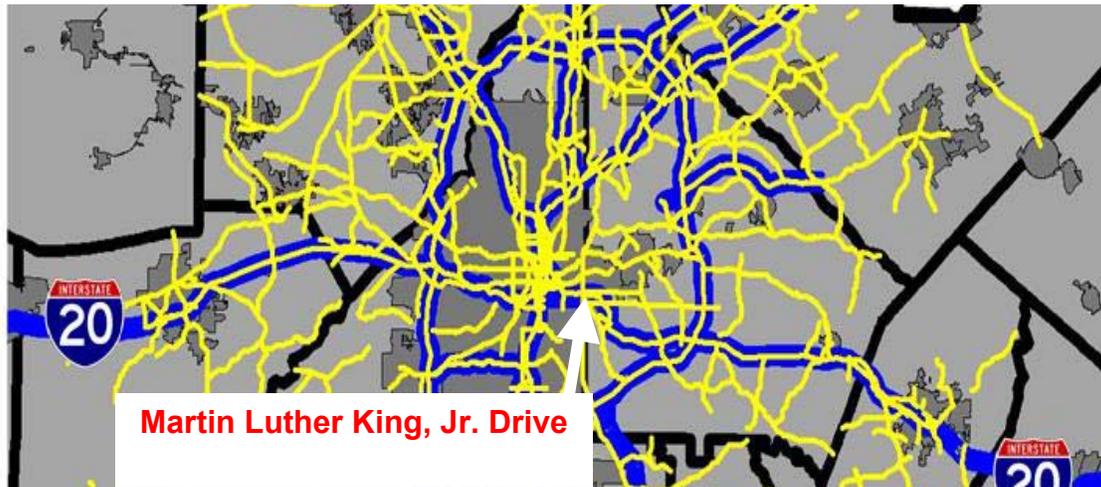
ARC defines congestion in many ways, but one way compares the estimated traffic volume to the roadway capacity. ARC developed the Congestion Monitoring Network (CMN) to CMN identify roadway facilities in the region that currently experience or are forecasted for 2030 to experience considerable levels of congestion. ARC identifies the regionally significant facilities in order to develop plans for mitigation. This list takes into consideration the forecasted 2030 population and assumes that no new transportation projects are implemented (worst case/no-build scenario). As in Figure 5-9 above, the MLK Jr. Drive corridor is included in these facilities and shown in Figure 5-10 and ARC CMN map below (Figure 5-11). Figure 5-10 lists the problems and causes of the congestion expected on MLK Jr. Drive. The yellow lines on the map represent congested facilities where the demand is approaching or surpassing the design capacity and include MLK Jr. Drive.

**Figure 5-10: CMS defined Congested Roadways for Atlanta**

Congested Facility	From	To	Problems/Causes
MLK Jr. Dr.	I-285 West	I-75/ I-85	Too Many Driveways, Poor Intersection Geometrics, Heavy Peak Period Volumes



Figure 5-11: ARC 2004 Congestion Monitoring Network



#### *Existing Transportation Infrastructure*

The GDOT-maintained portion of the corridor designated as State Route 139 (from Fulton Industrial Boulevard to Interstate 20/West Lake Station) adequately meets GDOT standards, although it does need signal upgrades and crosswalk improvements. It also lacks streetscape enhancements (signs, street trees, lighting, etc.) and landscaping. In contrast, the remainder of the corridor (from West Lake Avenue to Northside Drive) maintained by the City of Atlanta does not have standard sidewalks and crosswalks. This segment needs better safety measures for both pedestrians and transit riders. Some intersections warrant need traffic signal upgrades.

While the segment has sidewalks, they are not on both sides throughout this section and are often substandard and inadequate. The city-maintained section includes streetscape elements as it passes through the Atlanta University Center area, but lacks these elements to the west. The corridor's sidewalks need improvements and streetscape enhancements, particularly in areas near MARTA stations, schools and other community facilities. Sidewalks maintained by the City east of Ralph David Abernathy Boulevard are in worse condition overall than the GDOT-maintained sidewalks along the western portion of the corridor. The maps in the appendix illustrate both the existing transportation infrastructure along with a sidewalk inventory map.

#### *Transit Service*

The following section will document the collection and analysis of data related to public transportation facilities and services in the MLK Jr. Drive Corridor. The primary public transit provider in the MLK Jr. Drive Corridor is MARTA. In addition to MARTA, Cobb Community Transit (CCT) operates limited service to/from the H.E. Holmes station and the Georgia Regional Transportation Authority (GRTA) operates its **Xpress** bus system from Douglas County to downtown Atlanta along Interstate 20 West. The following sections of this report present an overview of the MARTA bus and rail system, a more in-depth look at MARTA's rail and bus facilities and services in the MLK Jr. Drive Corridor, and a brief review of other transit plans that may affect the corridor.



Rapid Rail System

The MLK Jr. Drive Corridor features five rapid rail stations on MARTA's 10.6-mile West Line: Dome/GWCC/CNN Center, Vine City, Ashby, West Lake, and Hamilton E. Holmes. MARTA's Proctor Creek Line also branches (to Bankhead) from the West Line at the Ashby station. Rail service is provided from 5 a.m. to 1 a.m. on weekdays and from 5 a.m. to 12 a.m. on Saturdays, Sundays and holidays. Figure 5-12 maps MARTA's rail system.

Figure 5-12: MARTA Rail Map



Service frequencies on the West Line (from Hamilton E. Holmes to Indian Creek) are 10 minutes during weekday peak and midday periods and 15 minutes during weekday evenings and weekends. Service frequencies on the Proctor Creek Line are also 10 minutes on weekdays and 15 minutes during evenings and weekends. Combined service frequencies between Ashby station and Five Points are 5 minutes on weekdays and 7.5 minutes during evenings and on weekends.

Following is a summary of the characteristics for the West Line stations.

*W5 Hamilton E. Holmes Station*

- Travel time to Five Points station: 9 minutes
- Parking Spaces: 1,426
- Bus Routes: 3 Auburn Ave. / M.L. King Jr. Dr. , 53 Grove Park, 56 Adamsville, 57 Collier Heights, 59 Maynard Court, 60 Hightower / Moores Mill, 61 Bowen Homes, 66 Lynhurst / Greenbriar, 73 Fulton Industrial, 160 Boulder Park, 165 Southwest Community Hospital, 170 Brownlee / Ben Hill, 201 Six Flags Over Georgia, 273 Fulton Industrial Express, CCT 30 Marietta / Holmes, and CCT 70 Cumberland Transfer Center.
- Nearby Destinations: Greenbriar Mall, Six Flags Over Georgia



- Neighborhoods: Westhaven, Harland Terrace, Florida Heights

#### *W4 West Lake Station*

- Travel time to Five Points station: 6 minutes
- Parking Spaces: 338
- Bus Routes: 3 Auburn Ave./M.L. King Jr. Dr., 13 Fair St./North Ave., 51 Simpson / Atlanta Univ., 58 Bolton, 64 Beecher, 67 Westview, 69 Dixie Hills
- Nearby Destinations: Westview Cemetery
- Neighborhoods: West lake, Mozley Park

#### *W3 Ashby Station*

- Travel time to Five Points station: 3 minutes
- Parking Spaces: 161
- Bus Routes: 3 Auburn Ave. / M.L. King Jr. Dr., 52 Knight Park / Kennedy Center, 53 Grove Park, 68 Donnelly, 98 West End / Arts Center, Proctor Creek Line
- Nearby Destinations: Paschals Hotel and Restaurant, Bronner Brothers
- Neighborhoods: Hunter Hills, Washington Park, Magnolia Park, Ashview Heights

#### *W2 Vine City Station*

- Travel time to Five Points station: 2 minutes
- Parking Spaces: 29
- Bus Routes: 51 Simpson / Atlanta Univ.
- Nearby Destinations: Morris Brown College, Clark University, Spellman College, Morehouse College
- Neighborhoods: Vine City

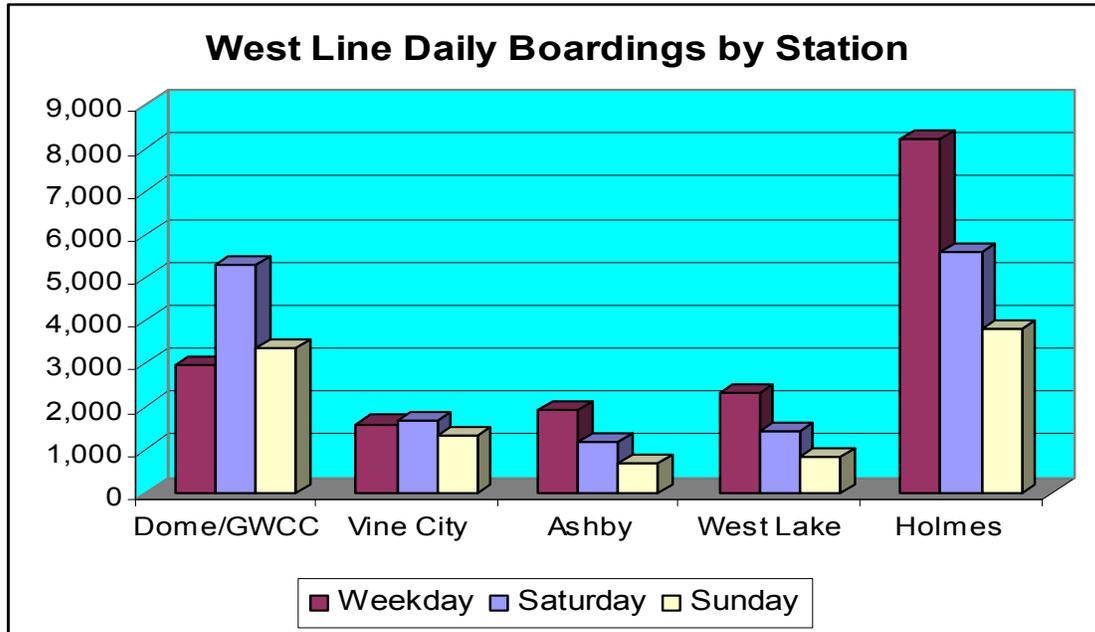
#### *W1 Dome/GWCC/Philips Arena/CNN Center Station*

- Travel time to Five Points station: 1 minute
- Parking Spaces: 0
- Bus Routes: None
- Nearby Destinations: CNN Center, Centennial Park, Georgia Dome, Georgia World Congress Center, Philips Arena

Figure 5-13 shows passenger boardings on West Line stations for fiscal year 2004 for an average weekday, Saturday and Sunday. The West Line has an average of 17,000 boardings on weekdays, 15,200 on Saturdays, and 10,000 on Sundays. The Holmes station is the highest volume station on the West Line, with more 8,200 weekday boardings. On Saturdays and Sundays, the Dome/GWCC station also carries a large number of passengers for special events.



Figure 5-13: MARTA West Line Daily Boardings



Source: MARTA Office of Transit Systems Planning (October 14, 2004).

**Bus System**

**MARTA**

MARTA operates the following 22 bus routes in the MLK corridor:

- 3 Auburn Ave. / M.L. King Jr. Dr.
- 13 Fair St. / North Ave.
- 51 Simpson / Atlanta Univ.
- 52 Knight Park / Kennedy Center
- 53 Grove Park
- 56 Adamsville
- 57 Collier Heights
- 58 Bolton
- 59 Maynard Court
- 60 Hightower / Moores Mill
- 61 Bowen Homes
- 64 Beecher
- 66 Lynhurst / Greenbriar
- 67 Westview
- 68 Donnelly
- 69 Dixie Hills
- 73 Fulton Industrial
- 160 Boulder Park
- 165 Southwest Community Hospital
- 170 Brownlee / Ben Hill
- 201 Six Flags Over Georgia
- 273 Fulton Industrial Express

All 22 MARTA routes operate on weekdays. Service frequencies vary between 12 and 48 minutes during weekday peak periods, with less frequent service on most routes during the midday and evening periods. These routes require 73 peak buses, 929 daily revenue bus-hours, and 10,350 daily revenue bus-miles. The average operating speed is 11 mph. MARTA carries about 30,700 daily passenger boardings on these routes. The average service productivity is 33 passenger boardings per revenue hour. Twenty of the 22 MARTA routes operate on Saturdays. Service

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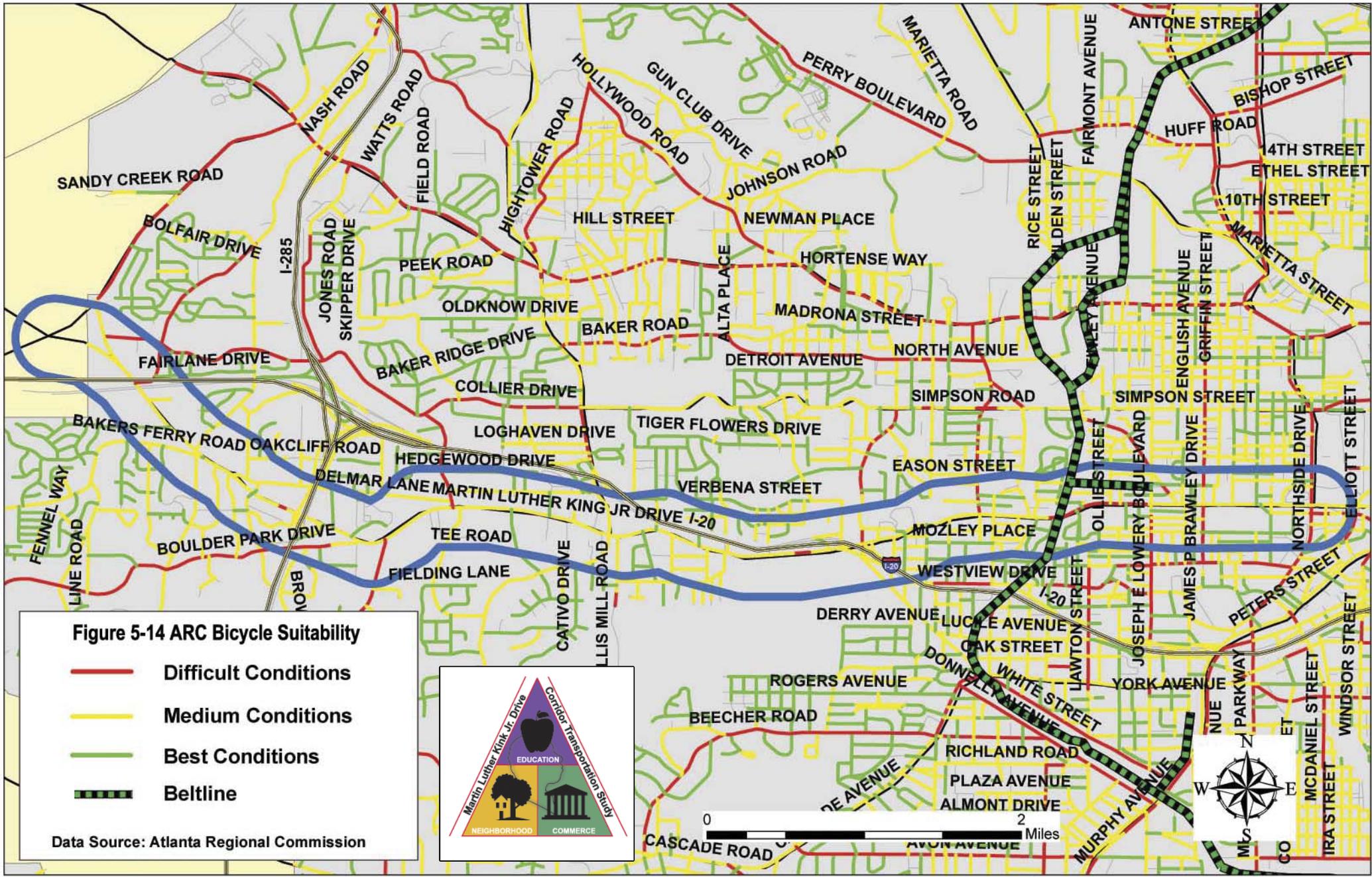
frequencies vary between 20 to 75 minutes on Saturdays. These routes are operated with 35 peak buses. Average ridership is about 16,600 per Saturday. Eighteen of the 22 MARTA routes operate on Sundays. Service frequencies vary between 30 to 75 minutes on Sundays and holidays. These routes are operated with 24 peak buses. Average ridership is about 10,400 per Sunday.

### Cobb Community Transit

CCT operates two routes in the MLK corridor: #30 from Marietta to MARTA's Holmes Station and #70 from Cumberland Transfer Center to MARTA's Holmes Station. Both routes operate on weekdays and Saturdays. Route #30 service frequencies are 30 minutes on weekdays and 60 minutes on Saturdays. Route #70 service frequencies are 60 minutes on weekdays and Saturdays. CCT carries about 34,600 monthly passengers on #30 and about 4,400 monthly passengers on #70.

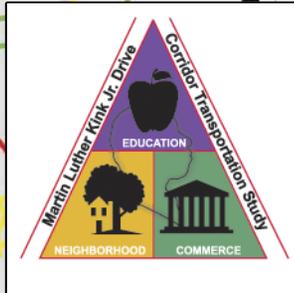
### ARC Bicycle Sufficiency Ratings

The ARC considers MLK Jr. Drive Corridor as having medium conditions for bicycling with the exception of a tiny section west of the Ashby MARTA Station, based on the Bicycle Sufficiency Ratings prepared in 2003. The region-wide bicycle suitability-mapping project identified the preferred travel routes for bicyclists between major origin and destination points throughout the Atlanta region. Figure 5-14 maps ARC routes classified by one of three categories: 1) Difficult Conditions, 2) Medium Conditions and 3) Best Conditions. MLK Jr. Drive is shown on the map.



**Figure 5-14 ARC Bicycle Suitability**

- Difficult Conditions
- Medium Conditions
- Best Conditions
- Beltline



Data Source: Atlanta Regional Commission

0 2 Miles



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**Demographics and Economic Profile**

*Population and Household Growth*

In 2000, the population of the study area was 64,763. According to the Atlanta Regional Commission, the population for the year 2030 is projected to be 81,116, an increase of 13.8%. In the year 2000 the population in City of Atlanta was 421,453, while the projection for 2030 is 584,587, an increase of 27.9%. The population in the City of Atlanta will increase twice as much as the study area, further suggesting that the study area lacks the necessary environment to attract the people to live and work in the community and support retail and services.

The total number of households in the study area for 2000 was 22,933 and estimated to grow to 32,568 or 17.9% by 2030. The total number for the City of Atlanta was 170,392 in 2000 and estimated to increase to 256,733 by 2030 or by 33.6%. While these projections show that the number of households in study area will experience growth, the overall household growth in the City of Atlanta will outpace that of the corridor. And as such, it is apparent that residential, retail, economic and cultural attractions in other areas of Metro Atlanta make for a more attractive area for relocation than the nodal offerings located along the MLK corridor. Therefore, the need to devise policies that direct growth to the study area further developing the corridor to attract residents at the pace of other areas of metro Atlanta is a key component to enhancing the residential base of the study area. The following exhibits show a comparison of the population and household percentage trends between the City of Atlanta (Figure 5-15) and the Martin Luther King Jr. Drive Corridor Study Area (Figure 5-16).

**Figure 5-15: Population and Household Trends - City**

Number in Household	City of Atlanta							
	2000	2010	2020	2030	Percent Change 2000-2010	Percent Change 2010-2020	Percent Change 2020-2030	Percent Change 2000-2030
1	53,261	57,552	61,897	63,183	7.46%	7.02%	2.04%	15.70%
2	32,022	35,440	39,245	42,374	9.64%	9.70%	7.38%	24.43%
3	22,026	24,742	28,669	33,428	10.98%	13.70%	14.24%	34.11%
4	24,131	27,877	34,384	42,286	13.44%	18.92%	18.69%	42.93%
5	13,110	16,199	20,424	25,666	19.07%	20.69%	20.42%	48.92%
6	25,842	29,211	38,591	49,796	11.53%	24.31%	22.50%	48.10%
<b>Total</b>	170,392	191,021	223,210	256,733	10.80%	14.42%	13.06%	33.63%
<b>Total HH Pop</b>	392,278	423,089	476,118	539,644	7.28%	11.14%	11.77%	27.31%
<b>Group Quarters</b>	29,175	32,243	37,674	44,943	9.52%	14.42%	16.17%	35.08%
<b>Total Population</b>	421,453	455,332	513,792	584,587	7.44%	11.38%	12.11%	27.91%

Data Source: Atlanta Regional Commission



**Figure 5-16: Population and Household Trends – Study Area**

Number in Household	MLK Study Area				Percent Change 2000-2010	Percent Change 2010-2020	Percent Change 2020-2030	Percent Change 2000-2030
	2000	2010	2020	2030				
1	9,356	10,123	11,549	11,973	7.58%	12.35%	3.54%	18.99%
2	5,505	5,834	6,465	7,179	5.64%	9.76%	9.95%	14.85%
3	3,268	3,369	3,873	4,748	3.00%	13.01%	18.43%	15.62%
4	2,554	2,678	3,257	4,493	4.63%	17.78%	27.51%	21.58%
5	1,245	1,343	1,571	2,237	7.30%	14.51%	29.77%	20.75%
6	1,005	1,049	1,241	1,938	4.19%	15.47%	35.96%	19.02%
<b>Total</b>	22,933	24,396	27,956	32,568	6.00%	12.73%	14.16%	17.97%
<b>Total HH Pop</b>	59,308	61,410	67,949	77,873	3.42%	9.62%	12.74%	12.72%
<b>Group Quarters</b>	5,455	6,198	7,258	8,400	11.99%	14.60%	13.60%	24.84%
<b>Total Population</b>	64,763	67,608	75,207	86,273	4.21%	10.10%	12.83%	13.89%

Data Source: Atlanta Regional Commission

According to the Claritas database, the average household size in the Atlanta MSA has slowly increased since 1990 at 2.64 and is projected to move slightly upward to 2.71 by 2009. However, the City of Atlanta’s average household size has decreased since 1990 from 2.40 to 2.3 in 2000 and is projected to remain the same for 2004 and 2009. The average household size of the study area is more similar to the Atlanta MSA than the City of Atlanta. In 1990, the study area’s average household size was 2.74 and 2.60 in 2000, while it is estimated that the size will edge up to 2.61 in 2004 and 2.62 in 2009. The overall percentage increases in the number of households reveal that the study area shows an increasing change at a decreasing rate and falls below the Atlanta MSA and City of Atlanta.

*Age Distribution*

The median age is the age that divides a population into two equal groups -- half the people are younger than this age and half are older. The average age of residents for 2000 was 33.58 for the Atlanta MSA, 34.68 for the City of Atlanta and 34.67 for the study area while the median age was 32.85, 32.3, and 31.28 for those areas respectively. The estimated 2004 median and average ages continue to increase slightly and are projected further increase by 2009, yet very marginally. These statistics show that the study area has a lower median and average age in comparison to the Atlanta MSA and slightly below the City of Atlanta. The differences between the median and average ages are greatest in the study area as compared to the Atlanta MSA and larger still than those of the City of Atlanta. This difference implies that there is a greater amount of an older population than younger distribution among the Atlanta MSA, City of Atlanta, and the study area for the years 2000, 2004 estimated, and 2009 projected.

Marginal differences exist among most of the age ranges, however the exhibits reveal that the biggest difference exists in 2000 for the study area in the age ranges between 18 and 44 and again between 65 and 74. The study area shows a higher percentage of population in the age range of 18 – 20 with 7.7% compared to the Atlanta MSA at 4% and the City of Atlanta at 5.8%. In addition the study area shows a significantly lower percentage of population in the age range of 25-34 with 13.4% and age range 35-44 with 13.3% compared to the Atlanta MSA with 17.6% in age range 25-

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24 and 17.8% and the City of Atlanta with 19.7% in age range 25-34 and 15.5% in age range 25-44. Further, the study area shows 6.7% of the population in the age range 65-74 compared to the Atlanta MSA with 4.3% and the City of Atlanta with 5%. This is important due to the fact that individuals between the ages of 25-65 tend to have a higher disposable income as compared to individuals fewer than 25 and over 65. It also has implications on the types of businesses likely to find the area attractive. On the other hand, the absence of shopping and entertainment opportunities could be a significant factor in the shortage of key consumer groups.

### *Household Income Distribution*

The household income distribution comparisons between the Atlanta MSA, the City of Atlanta and the study area are the largest disparity than any other demographic variable. The study area shows that in the year 2000, 31.2% of households had an annual income less than \$15,000, compared to 24.3% in the City of Atlanta and 10.5% in the Atlanta MSA. These income disparities exist over all the annual income ranges, and are indicated further by the average and median household incomes and per capita income. In the Atlanta MSA, the average household income for 2000 was \$67,537, the median household income was \$52,830 and the per capita income was \$25,033. The City of Atlanta it was \$61,971, \$34,824, and \$25,781 respectively. The figures for the study area are significantly lower at \$35,404, \$24,514, and \$13,501. The average household income and per capita income for the Atlanta MSA and City of Atlanta is nearly twice as much as those of the study area, while the median household income difference between the Atlanta MSA and the study area is more than double.

The 2004 estimates for annual household incomes continue the same patterns with a marginal difference from the 2000 figures. The estimates for annual household income of less than \$15,000 show a slight decrease estimated for 2004, though the differences in the average and median household income figures and the per capita income continue to show great differences between the study area and the City of Atlanta and the Atlanta MSA. For the Atlanta MSA, the average annual household income is estimated to grow to \$76,078 while the median household income grows a bit slower at \$58,250, and per capita income increases to \$27,938. This means that the average annual household income for the Atlanta MSA is estimated to have grown to \$76,078, an increase of \$8,543 or just over 11.2%. The median income change is estimated to have grown to \$58,250 by \$5,420 or 9.3% and the per capita to \$27,938 or 10.4%.

For the City of Atlanta, the average annual household income estimated for 2004 is \$70,435 while the median household income reaches \$39,550 and the per capita income increases to \$28,957. This means that the average annual household income for the City of Atlanta is estimated to have grown to \$70,435 by \$8,464 or 12%, the median income grown to \$39,550 by \$4,729 or 11.9%, and the per capita income to \$28,957 or by \$3,176 or 10.9%. For the study area, the average annual household income estimated for 2004 is \$37,284 while the median household income is \$26,767 and the per capita income is just \$13,872. The average annual household income for the study area grew by \$1,880 or 5%, while the median annual household income grew by \$2,253 or 8.5%.

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The 2009 projections for annual household incomes continue in the same pattern from the 2004 figures. The estimates for annual household income of less than \$15,000 further decrease for the study area, though the differences in the average and median household income figures and the per capita income continue to show great differences between the study area and the City of Atlanta and the Atlanta MSA. For the Atlanta MSA, the average annual household income is projected to grow to \$86,049 while the median household income grows a bit slower at \$64,894, and per capita income increases to \$31,367. This means that the average annual household income for the Atlanta MSA is estimated to have grown to \$86,049, an increase of \$9,971 or 11.6%. The median income change is estimated to have grown to \$64,894 by \$12,064 or 18.6% and the per capita to \$31,367 by \$3,329 or 10.6%.

For the City of Atlanta, the average annual household income projected for 2009 is \$81,334 while the median household income reaches \$45,805 and the per capita income increases to \$33,195. This means that the average annual household income for the City of Atlanta is estimated to have grown by \$10,899 or 13.4% and the per capita by \$4,238 or 12.8%. The 2009 projections for the study area show that the average annual household income reaches \$41,835 while the median household income is \$29,909 and the per capita income \$15,429. This means that the average annual household income is projected to grow by \$4,551 or 10.9%, the median income by \$3,142 or 10.5% and the per capita income by \$1,928 or 12.5%.



**Land Use**

*Land Use Survey*

The study team conducted a windshield survey of the existing land use conditions and facilities along the corridor. The land uses outlined show what is happening on the ground. The team also analyzed aerial photos. Figure 5-18 maps the land use survey results for the entire corridor. *Appendix 1 (Section B)* includes maps showing the land use survey results for each segment.

*Future Land Use Map*

The City of Atlanta’s Comprehensive Development Plan 2015 includes Future Land Use maps that guide the city’s development decisions. The maps organize land uses into the categories listed in the Figure 5-17. The map on the following pages shows the adopted future land use map for the entire corridor. The appendix includes maps showing the adopted future land use for each segment.

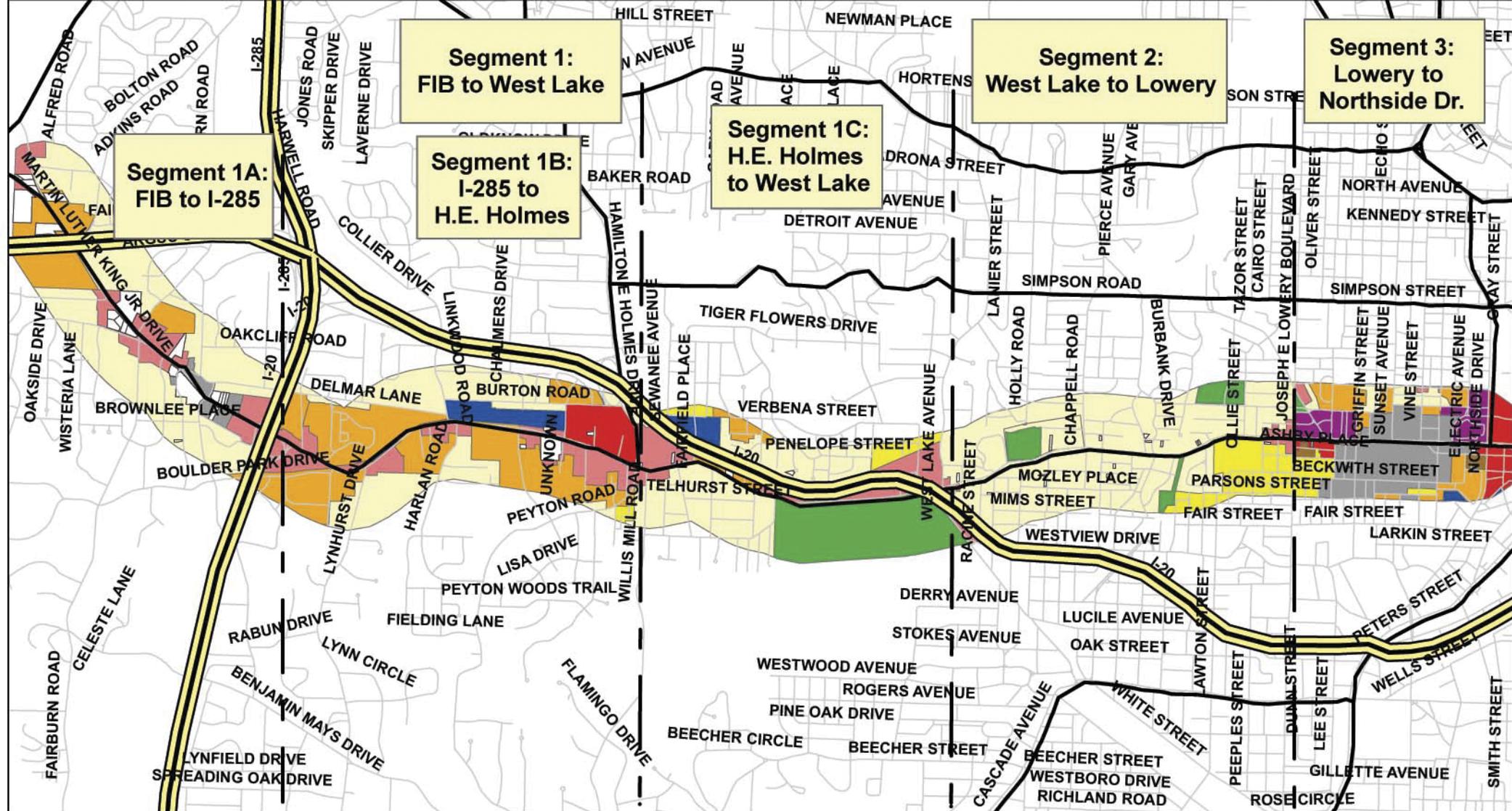
**Figure 5-17: Land Use Categories (for Future Land Use Map)**

<b>Use</b>	<b>Definition</b>
Mixed Use	All land used for a combination or mixture of uses (residential, commercial, office, etc.)
Residential (High Density, Medium Density, Low Density and Single Family)	A land used for dwelling units, either single-family or multi-family
Commercial (High Density and Low Density)	Property where business and trade are conducted, includes retail stores, shopping centers, and office buildings.
Industrial	Property used for warehousing, distribution, trucking and manufacturing.
Office/Institutional	Areas used for local government's community facilities, general government, and institutional land uses. Examples include schools, city halls, county courthouses, landfills, health facilities, churches, libraries and police and fire stations.
Open Space	Areas developed or proposed to be developed for park or recreation use or are designated as open space.

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**Figure 5-18: Existing Land Use (Windsheld Survey)**

- |  |  |
|--|--|
|  High Density Commercial  |  Medium Density Residential |
|  High Density Residential |  Mixed-Use                  |
|  Industrial               |  Office-Institutional       |
|  Low Density Commercial   |  Open Space                 |
|  Low Density Residential  |  Single Family Residential  |
|  Vacant Lots             |  |



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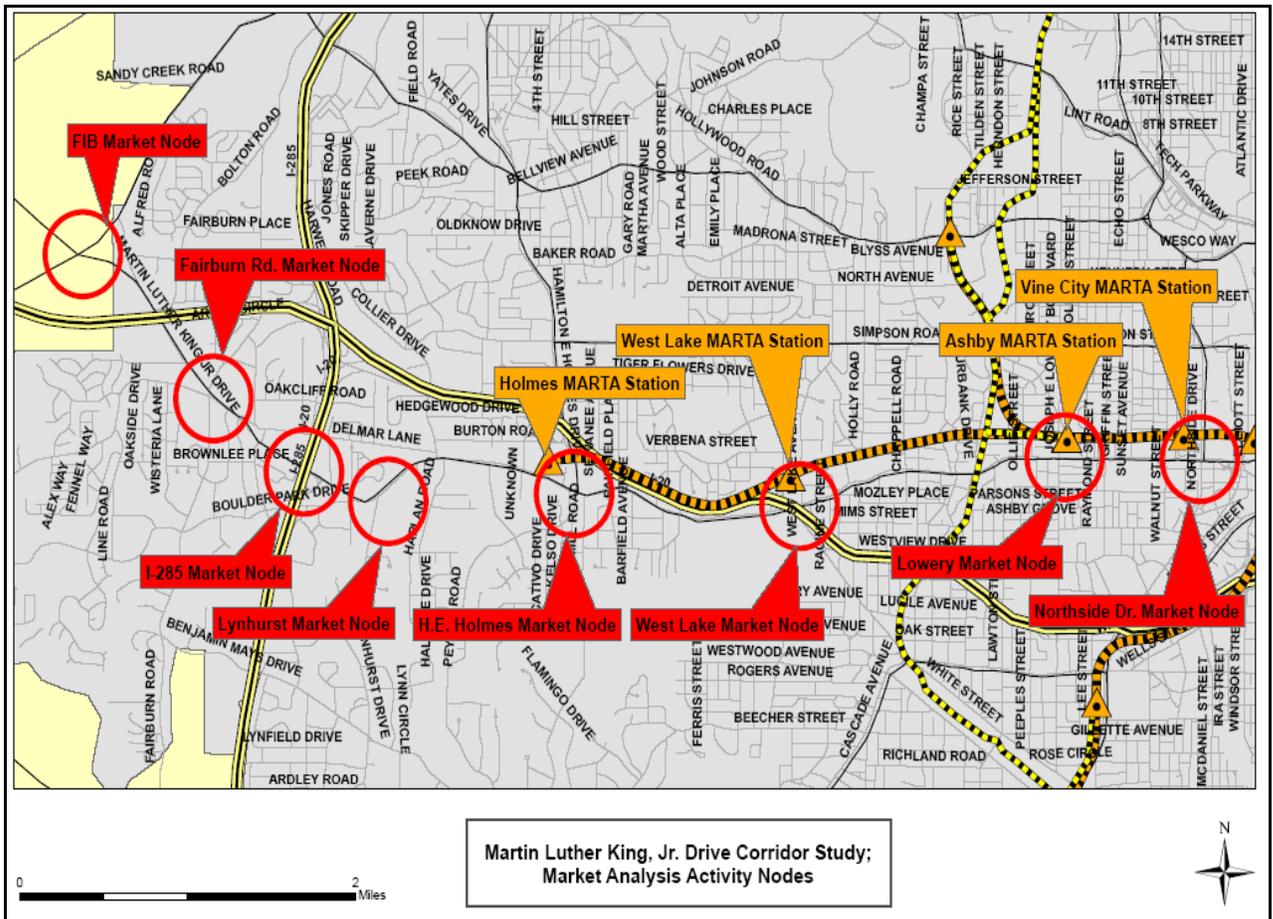


**Market Analysis**

*Retail Profile*

This section provides estimates of market support for retail uses along the MLK Jr. Drive Corridor study area by each identified node and by the study area as appropriate. The analysis based its approach on the same factors that developers and businesses use when they make location decisions. The analysis included drive time estimates, traffic counts, geographic and man-made boundaries, and the location of existing retail and business centers. Figure 5-19 below maps the boundaries by node established for the market analysis with each node and boundary identified. For the existing conditions profile, comparisons of the corridor, nodes, the City of Atlanta, and the Atlanta Metropolitan Statistical Area are made as appropriate.

**Figure 5-19: Market Analysis Activity Nodes**



The socioeconomic profile along the Corridor reveals a significant variation across the defined marketing analysis evaluation factors. Perhaps best described as pockets or spikes, there are well rooted neighborhoods located along the corridor, particularly located in the westward areas of the corridor. While not a surprise to people familiar with the area or who live nearby, it is a worthwhile finding in terms of a marketing perspective. These pockets have average and median housing

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values near or above those for the City of Atlanta with above average incomes which translates into higher amounts of disposable income or effective buying power. Yet one of the biggest problems is that these residents must leave the area in order to find the types of goods and services, entertainment, and sit down restaurants they desire.

With similar perspective, if residents must leave the area to meet their living needs, then it can also be said that there is not much incentive for non-residents to come to the area. There are few quality and well-maintained entertainment and cultural venues to attract people to the area. This is further exasperated by a perceived lack of a safe, community atmosphere. As outlined in the Existing Conditions report, there are few sidewalks or pedestrian-friendly places, which are well-established factors for attracting retail and commercial activity to an area, along the corridor.

Based on consumer spending patterns, effective buying income amounts, and other demographics, there is a large retail trade potential for automotive dealers, eating and drinking places, good store, and general merchandise retailers, including the potential for big box and other national retailers. The corridor has a potential for additional retail at activity nodes, as shown below in Figure 5-20. The details of this analysis are available in the appendix of this report. The analysis also provides the retail trade potential by store category for each activity node, in addition to other specified areas. For example, the study shows that the Fairburn Road area is currently underserved. The area's demographics could support more retail that currently available to residents. The area also benefits from an effective buying income that would suggest it could support more retail and services.

Figure 5-20: Potential Supportable Retail Space

Annual Expenditures	Potential Sales Volume		Potential Supportable Space (sq. ft.)	
	2004	2009	2004	2009
Fairburn Road	\$217,426,048	\$267,660,495	2,952,462	3,645,651
Fulton Industrial Boulevard	\$1,870,315,104	\$2,405,179,007	2,952,462	3,645,651
H. E. Holmes MARTA Station	\$92,695,588	\$113,884,360	2,929,486	3,606,062
West Lake MARTA Station	\$117,560,277	\$146,162,940	2,893,550	3,559,936
Vine City MARTA Station	\$152,772,724	\$196,121,487	2,867,342	3,526,961
Ashby MARTA Station	\$152,772,724	\$196,121,487	2,867,342	3,526,961
Interstate 285	\$217,629,440	\$266,682,842	2,864,750	3,524,134
Interstate 20	\$544,864,620	\$665,790,397	2,864,750	3,524,134
Lynhurst Road	\$161,397,912	\$200,689,646	2,773,340	3,423,522
Northside Drive	\$545,953,511	\$857,819,592	2,767,742	3,417,582
Lowery Street	\$632,593,737	\$793,523,700	2,758,909	3,408,388

Data Source: Claritas

In addition to residential buying power, retailers of the study area benefit from high volumes of pass-through traffic with an annualized average daily traffic count of over 110,000 at major intersections and interchanges. Interstate interchanges at Interstate 20 and Interstate 285 provide great potential to capture buying power from large numbers of non-residents. In comparison, the daily annualized average traffic count along Cascade Road near the Interstate 285 interchange is

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38,043 and is fully developed with full service restaurants and hotels. As a general rule, big box stores such as Wal-Mart or Target will require a minimum of 15,000 drive-by vehicles per day. For small box stores (smaller retailers like a convenience store) will require a minimum of 25,000 drive-by vehicles per day. Small box stores have higher vehicle counts due to higher levels of competition.

During the 2002 H.E. Holmes LCI Study, a market analysis for that project determined that the market around the H.E. Holmes MARTA Station (Florida Avenue west to Lynhurst) could absorb an additional 62,663 square feet of retail space. The study expected much of the existing retail building stock to be replaced. Including the square footage replacing existing square footage, the study said the area could absorb 235,939 square feet of retail between 2002 and 2012. Much of this is due to the fact that the area already acts as a hub or retail for the corridor. The study expected that it would become a more substantial hub with the addition of the anticipated new households.

A recent study commissioned by the Atlanta Development Authority, *Comparative Analysis of Redevelopment Incentive Tools*, recommended using Urban Enterprise Zones at activity nodes along the MLK Jr. Drive corridor to spur development. The ADA study recommended using UEZs at the following locations along corridor (timing of UEZ recommendation shown in parenthesis):

- West Lake MARTA Station (mid-term opportunities)
- H.E. Holmes MARTA Station (near-term opportunities)
- Lynhurst Drive (long-term opportunities)
- Interstate 285 (long-term opportunities)
- Fairburn Road (mid-term opportunities)
- Interstate 20 (Adamsville) (mid-term opportunities)

For the near -term opportunities, the study determined square footage of office, retail, multi-family, townhouse and distribution/warehouse for 2010, 2015 and 2020. For mid-term, it only prepared square footage for 2015 and 2020. The study did not prepare data for long-term opportunities. The study expects up to 10,000 square feet of office, 20,000 square feet of retail and 85,000 square feet of distribution warehouse at the H.E. Holmes MARTA station node in 2020. The appendix includes the full details of this study in addition to the data for the mid-term opportunities.

### *Residential Profile*

The study area contains many different housing mixes. The University area includes student dormitories, apartments, and residential housing such as the Booker T. Washington neighborhood and older housing around the Ashby MARTA station. Further west, there are many long-established and stable neighborhoods such as Hunter Hill and Mozley Park. There are several older apartment complexes located on the north side of MLK Jr. Drive, across from the Westview Cemetery. Figure 5-21 below provides a breakdown of household size according to rental and owner occupied percentages for 2000. The total number of households for 2000 was 22,261, of which 59.5% was renter occupied units and 39.5% was owner occupied units.



**Figure 5-21: 2000 Housing Owner and Rental Occupied**

Household Size	Owner Occupied	Percent	Renter Occupied	Percent	Total
1	2,577	28.62%	4,297	32.42%	6,874
2	2,837	31.51%	3,250	24.52%	6,087
3	1,452	16.13%	2,297	17.33%	3,749
4	1,161	12.89%	1,522	11.48%	2,683
5	496	5.51%	1,048	7.91%	1,544
6	175	1.94%	441	3.33%	616
7+	306	3.40%	401	3.03%	707
<b>Total</b>	<b>9,004</b>	<b>100%</b>	<b>13,256</b>	<b>100%</b>	<b>22,261</b>

Data Source: Census

Figure 5-22 details housing net worth and value by identified node for the marketing analysis. Specifically, it is useful to compare the average net worth and median net worth of all owner occupied housing by node, which is estimated for 2004 and projected for 2009.

**Figure 5-22: Housing Net Worth and Value by Node**

Node	Average Net Worth		Median Net Worth		Median Housing Value		
	2004 Estimate	2009 Projection	2004 Estimate	2009 Projection	2000 Census	2004 Estimate	2009 Projection
Vine City MARTA Station	\$49,987	\$57,815	\$18,154	\$19,232	\$69,041	\$92,407	\$109,223
Ashby MARTA Station	\$138,474	\$151,476	\$41,231	\$46,429	\$62,564	\$77,778	\$91,091
H.E. Holmes MARTA Station	\$155,774	\$169,856	\$37,626	\$44,730	\$77,642	\$96,629	\$111,559
West Lake MARTA Station	\$159,844	\$178,097	\$60,045	\$69,104	\$74,837	\$96,913	\$115,520
Northside Drive	\$51,196	\$59,444	\$18,054	\$19,136	\$71,156	\$95,467	\$120,000
Lowery Street	\$75,361	\$81,628	\$20,280	\$21,198	\$63,543	\$80,116	\$93,427
I-20	\$139,717	\$155,063	\$37,659	\$44,065	\$72,216	\$92,738	\$109,435
Lynhurst Drive	\$122,636	\$134,384	\$22,687	\$24,041	\$89,752	\$116,903	\$126,633
I-285	\$118,934	\$132,577	\$23,415	\$24,791	\$82,248	\$102,957	\$116,590
Fairburn Road	\$114,744	\$130,099	\$24,226	\$28,831	\$77,992	\$95,359	\$107,464
Fulton Industrial Boulevard	\$155,030	\$172,047	\$40,601	\$49,090	\$86,410	\$108,755	\$121,289
<b>City of Atlanta</b>	<b>\$167,269</b>	<b>\$186,876</b>	<b>\$41,635</b>	<b>\$52,335</b>	<b>\$144,185</b>	<b>\$180,352</b>	<b>\$206,488</b>
<b>Atlanta MSA</b>	<b>\$223,252</b>	<b>\$251,984</b>	<b>\$110,588</b>	<b>\$140,305</b>	<b>\$133,385</b>	<b>\$162,468</b>	<b>\$185,158</b>

Data Source: Claritas

The average and median net worth among the nodes range significantly in the study area in the Vine City MARTA Station node and the Northside Drive node have the lowest estimated average and median net worth of housing in the study area, as shown in the above table. Moving westward in the study area along the corridor to the West Lake MARTA Station node, the H.E. Holmes MARTA Station node, and the Interstate 20 node, the average and median net worth of housing significantly increases reflecting the established and stable residential housing in the area. It is noteworthy that several of the defined nodes have an estimated net worth value not far below that

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of the average for the City of Atlanta, particularly those around the western MARTA stations and further west.

### *Potential Housing Demand*

In order for people to be household owners, those in the market for new housing must qualify for a mortgage loan. To further derive the potential demand, it is necessary to assume that age, income, and household size are determinants of the mortgage loan approval. Specifically, it is assumed that prospective home buyers will be ages 25 – 64, earn annual incomes of \$35,000 and higher and have a household with up to three persons. It is necessary to account for the portion of renter households that will shift to home ownership and the portion of demand coming from outside the market area. Note that while the demand coming from outside the market area is a conservative approximation, it difficult to predict these shocks and any new housing development or retail development is not factored into the estimation. Based on these factors, the estimated potential maximum annual demand for owner-occupied new housing is 569 units and 1,800 rental units. This does not translate into demand for new housing but rather accounts for the demand for both new and turnover in housing. Lastly, it is important to note that this is only the annual demand side of the existing inventory of housing units and does not assess the current or future supply of housing units or the quality of that supply. To that extent any excess demand for units will be addressed through the market with new apartments, housing, and renovations and rehabilitations.

The potential demand for new housing and rental units in the study area was estimated and outlined in figures 5-23 (owner) 5-24 (renter) below. Figure 5-25 shows the five-year projections and Figure 5-26 shows the 10-year projections. The main factors in estimating the potential demand for housing is new household growth and the turnover of housing in the real estate market. The average annual increase in population (using the Claritas estimates and projections) and the average annual increase in new households were used in deriving the estimate. Further, the estimated turnover in housing factors in the number of owner and renter occupied units that are projected to take place by 2009. The estimated potential maximum annual demand for owner-occupied housing is 569 units (11 new units and 558 turnover units) and 1,800 rental units. Again, this does not represent demand for new housing construction but rather accounts for the demand for both new construction and turnover in housing. In addition to this data, during the 2002 H.E. Holmes LCI Study, a market analysis for that project determined that the market around the H.E. Holmes MARTA Station (Florida Avenue west to Lynhurst) could absorb 732 for sale units and 2,446 rental units between 2002 and 2012.



**Figure 5-23: New Household Demand**

New Household Demand		Turnover	
Annual New Households	76	Average Annual Total Households	22,791
Owner Propensity	40.45%	Owner Propensity	39.50%
Number	31	Number	9,002
Age and Income Qualified	34%	Turnover Rate	12%
Number	10	Number	2,735
Household Size Qualified	82%	Age and Income Qualified	23%
Sub-Total	9	Number	629
		Household Size Qualified	74%
		Sub-Total	465
Adjustment for Owner Preference and Outside Demand		20%	
Total Potential Market Demand		569	

Data Source: Claritas

**Figure 5-24: Rental Household Demand**

Rental Household Demand		Turnover	
Annual New Households	76	Average Annual Total Households	22,791
Owner Propensity	59.55%	Owner Propensity	60.50%
Number	45	Number	13,789
Age and Income Qualified	22%	Turnover Rate	40%
Number	15	Number	9,116
Household Size Qualified	82%	Age and Income Qualified	23%
Sub-Total	13	Number	2,097
		Household Size Qualified	74%
		Sub-Total	1,552
Adjustment for Outside Demand		15%	
Total Potential Market Demand		1,800	

Data Source: Claritas

**Figure 5-25: Five-Year Projection of New Household and Rental Demand**

Year	5 Year Projection Without Growth		5 Year Projection with 3 Percent Annual Growth	
	New Household Demand	Rental Household Demand	New Household Demand	Rental Household Demand
Year 1	569	1,800	569	1,800
Year 2	569	1,800	586	1,854
Year 3	569	1,800	604	1,910
Year 4	569	1,800	622	1,967
Year 5	569	1,800	641	2,026
<b>Total</b>	<b>2,845</b>	<b>9,000</b>	<b>3,022</b>	<b>9,557</b>



**Figure 5-26: New Household Demand MLK Study Area**

Year	10 Year Projection Without Growth		10 Year Projection with 3 Percent Annual Growth	
	New Household Demand	Rental Household Demand	New Household Demand	Rental Household Demand
Year 1	569	1,800	569	1,800
Year 2	569	1,800	586	1,854
Year 3	569	1,800	604	1,910
Year 4	569	1,800	622	1,967
Year 5	569	1,800	641	2,026
Year 6	569	1,800	660	2,087
Year 7	569	1,800	680	2,150
Year 8	569	1,800	700	2,215
Year 9	569	1,800	721	2,281
Year 10	569	1,800	743	2,349
<b>Total</b>	<b>5,690</b>	<b>18,000</b>	<b>6,526</b>	<b>20,639</b>



## **Urban Design**

### *Urban Design*

The MLK Jr. Drive Corridor Transportation Study divided the corridor into three segments. The Urban Design themes differ for each segment. The text below provides a brief description of the major urban design themes for each segment.

Segment 1: There are some existing standard sidewalks but no streetscape, façade or edge enhancements. Some of the other urban design characteristics of this segment are:

- Ribbon/Strip Commercial and Retail
- Vacant Unkempt Lots
- Some Existing Sidewalks
- No Gateway/Streetscape Elements
- No Park or Public Spaces
- No Decorative Lights

Segment 2: There are some existing sidewalks and minimal signage but no streetscape enhancements. There are also a couple of neighborhood parks that provide amenities. Some of the other characteristics of this section are:

- Potential for Revitalization
- Some Signage
- Neighborhood Parks
- No Streetscape Elements
- No Decorative Lights
- Some Existing Sidewalks

Segment 3: This segment consists of a multitude of urban design uses that complement the dominant feature of the segment (the AU Center). This segment has some existing streetscape enhancements, signage and some minimal median enhancements. These existing streetscape enhancements, however, are part of another major factor of this segment, the Historic Westside Village development. This development consists of a mixed-use development/activity center along with pedestrian lights and some hardscape/pavers enhancements. Some of the other characteristics of this section are:

- Building Façade
- Defined Edge
- Minimal Signage/Wayfinding
- Wider Sidewalks
- Existing Streetscape Elements
- Gateway Potential
- Mid-Block Crossings

## **Historic Resources**

The following summarizes the existing conditions for the historic properties and resources for the MLK Jr. Drive Corridor Transportation Study. Due to the prevalence of important and historical sites along the corridor, future improvements or redevelopment should be properly consider and support this feature.

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#### *Historical Properties/ Resources Review*

The City of Atlanta Urban Design Commission staff conducted a survey of the corridor for the study. The survey identified historically significant buildings and sites. The findings are listed below and organized by the segments outlined earlier in the study text.

#### Segment 1 (Northside Drive to Lowery Boulevard)

- North side of MLK:
  - Vine City Residential and Commercial
- South side of MLK:
  - AU National Register District

#### Segment 2 (Lowery Boulevard to West Lake Avenue)

- North side of MLK:
  - Washington Park (1910s, 1920s and 1930s residential)
  - Hunter Hills (late 1920s, 1930s and 1940s residential – high style)
- Southside of MLK:
  - Mozley Park (1930s, 1940s and 1950s residential)

#### Segment 1C (West Lake Avenue to H.E. Holmes Drive)

- North side of MLK
  - 1-story mini commercial strips (1970s and 1980s)
  - Vacant lots
  - 2-story apartment complexes (1950s or 1960s)
- South side of MLK
  - Westview Cemetery
  - From Cemetery to Barfield is potential National Register District
  - Florida Heights Residential
  - From Barfield to Holmes (vacant lots, vacant buildings)

#### Segment 1B (H.E. Holmes Drive to Interstate 285)

- North side of MLK:
  - MARTA station
  - 2563 – Converted house to office (vacant?)
  - 2625 – Modified 2-story commercial building
  - Commercial strips (houses, pawn shows)
- South side of MLK:
  - 2724 – minimal traditional cottage
  - 2756 – heavily modified minimal traditional cottage converted to barber shop
  - Vacant lots, strip malls
  - Alfonso Dawson Mortuary, Inc (west of 2950), possibly built in the 1960s
  - 3206 –Dry Cleaners (1960s)
  - Large apartment complexes

#### Segment 1C (Interstate 285 to Fulton Industrial Boulevard)

- North side of MLK:

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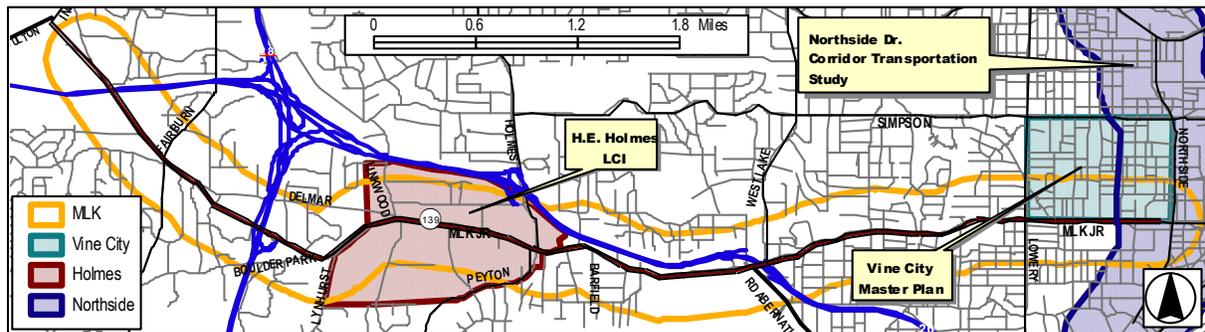
- Begin with 3361 and west includes 5 brick mini ranchers
- “Unity Hair Salon” next to 3445
- Oakcliff Road and Delmar Lane is a potential district
- Adamsville Water Works building (historic building)
- South side of MLK:
  - 3400 and 3412 – brick bungalows left over from residential neighborhood
  - Apartment complexes
  - Vacant lots

### Existing Plans and Studies

The city has produced a number of studies and plans for areas along the corridor during the last 5 years. The following is a short description of each and their impact on the MLK Jr. Drive Corridor Transportation Study. The MLK Jr. Drive Corridor Transportation Study did not seek to alter these previously approved plans, but instead planned with their recommendations in mind. The study area boundaries for the studies are shown in Figure 5-27. Also, the study team included these studies in the recommendations for this corridor study. These summaries are as follows:

- Northside Drive Corridor Transportation Study
- Vine City Master Plan
- H.E. Holmes LCI Study

Figure 5-27: Existing Plans and Studies



#### *H. E. Holmes Livable Center Initiative Study*

Study Dates – Adopted November 2002

Study Area - 0.8 sq miles that surrounds the HE Holmes MARTA station

Vision – To encourage large numbers of people living, working and playing within walking distance of a medium density mixed-use transportation node where a wider variety of goods, services and recreational facilities are available. Improved pedestrian circulation and sense of community should be achieved through integration of multi-use trails, parks and open spaces.

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### Goals –

- Encourage a diversity of medium to high-density mixed income housing options.
- Develop alternatives for underutilized or vacant properties.
- Provide for alternative travel modes to improve access.
- Increase employment, shopping, and recreation options.
- Conserve natural resources.
- Create community identity via creation of gateways.

### Key Concepts –

- Define a neighborhood that balances the needs of pedestrians, bicycles, transit and drivers
- Create an interconnected street network
- Propose a mix of land uses
- Protect existing single family neighborhoods
- Encourage a diversity of new housing types
- Create intimate public squares

### Plan Highlights –

- Organizational framework – small blocks and streets
- Open space framework – public spaces for all
- Bicycle facilities – make cycling safe and convenient
- Land Use Framework – from center to edge
- The Town Center – the Heart of the community
- Small Commercial Nodes – Convenience goods and services
- MLK Jr. Drive – Taming the arterial
- Traffic Calming – respecting the neighborhoods quality of life
- Residential Area – provide options, preserve the character

### *Northside Drive Corridor Transportation Study*

Study Dates – Adopted September 2005

Study Area – 4.5-mile corridor, Interstate 20 to Interstate 75, mixed land uses, 18-signalized intersections

Goals – To link the ongoing LCI studies that include: City Center, Midtown, West End and Upper Westside. Also to identify strategies that will enhance transportation, land use and urban design conditions along the corridor.

Primary Purpose – Develop a long-term land use and transportation plan for corridor

- Land use components
- Multimodal transportation
- Urban design

### *Vine City Redevelopment Plan*

Study Dates – Completed 1995

Study Area – Vine City Neighborhood

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### Goals –

- Create a balance between encouraging new development and maintaining the character and charm of the area.
- Strike a balance between raising a standard of living in the community and maintaining a level of affordability and opportunity for existing residents, businesses and institutions
- Implementation should keep the goals and objectives in the community. Empower the residents, business owners and community organizations.
- Implementation efforts should be targeted towards a specific area in order to maximize the impact of revitalization efforts, actions taken by community organizations, implementation agencies and the private sector.

### Phasing (20 year plan, three phases) –

- Phase I – immediate 5-year plan
- Phase II – 5-15 year period; Focus on developing Single Family housing; Address public safety issues.
- Phase III – continue to build on past phases; Major Investment projects.

### Process –

- Idealistic and prioritized implementation programs
- Target property acquisition
- Identify and pursue partnerships to carry out recommendations
- Establish implementation mechanisms
- Identify Funding Mechanisms
- Develop Action Plan



## **SECTION 6: PLANNING METHODOLOGY**

### **Overview**

The study process progressed through four primary phases. The first phase involved coordinating with all stakeholders in the collection of data and base information for the corridor. The second phase involved the evaluating of the existing transportation and land use conditions as well as establishing the goals for the study based on an analysis of existing and future conditions. The third phase focused on the development of alternative corridor improvement scenarios for consideration through the evaluation process. The final phase consisted of the evaluation of the scenarios and the crafting of draft and final recommendations. During this phase qualitative performance measures on the potential future impacts of the scenarios was generated and reviewed with the city staff and local community.

### **Methodology**

The following methods were used to conduct this study:

- Data Gathering
- Stakeholder interviews, advisory committee meetings and community workshops
  - Surveying the study area
  - Research of existing conditions
  - Market research and analysis of industry data

The project team schedule is listed below:

#### ***August – November 2004***

- Collection of Data and Base Information
- Interview of Stakeholders
- Establish an Advisory Committee/Conduct Meetings
- 1st Public Meeting (Kick-off Meeting)

#### ***December 2004 – February 2005***

- Evaluate Existing Transportation and Land Use Facilities
- Develop Goals and Objectives
- Advisory Committee/Public Meetings
- Held Community Charette
- Initiated Market Analysis

#### ***March 2005 – May 2005***

- Develop Scenario Framework
- Land Use and Zoning Overview
- Community Meetings
- Preliminary Recommendations

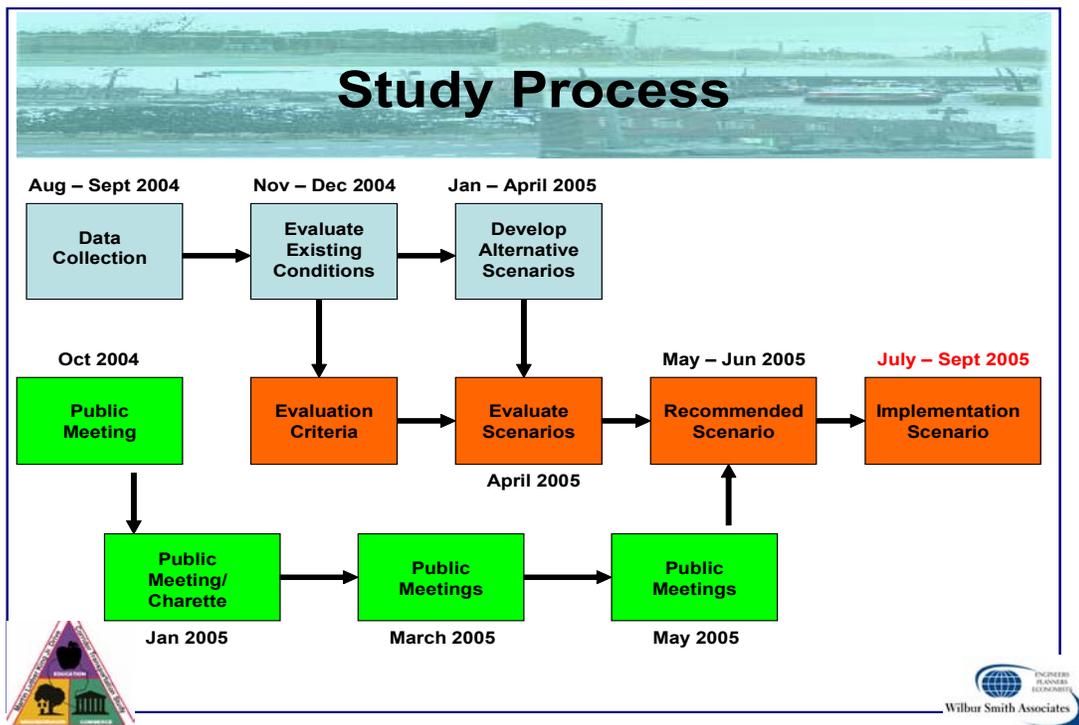


**June 2005 – October 2005**

- Refine Scenario Framework
- Land Use and Zoning Overview
- Community Meetings
- Open House
- Draft Market Analysis
- Finalize Recommendations
- Draft Final Plan
- Implementation Scenario

Figure 6-1 below provides an illustration of the study process:

**Figure 6-1: Study Process Flow Chart**



**Scenario Process**

The study team developed scenarios consistent with the project goals and objectives and included a substantial amount of feedback from the public (as discussed in Section 2: Community Goals and Objectives). The team initially developed draft scenarios for the study organized by segments incorporating the existing conditions analysis and feedback from community stakeholders. Key community stakeholder’s comments and suggestions are categorized into the following elements with corresponding ‘themes’:



*Transportation Themes*

- Accommodate Pedestrians / Bicycles
  - Crosswalks
  - Sidewalks
  - Multi-Use Trails
  - Paving/Lighting
- Expand Transit
  - Bus Rapid Transit
  - Rapid Rail
  - Transit Shelters
  - Transit Oriented Development
- Improve Roadway
  - Landscaped Median
  - Traffic Calming
  - Intersections / Traffic Signals
  - Road Widening
  - Road Widening

*Land Use Themes*

- Preserve
  - Historic Neighborhoods
  - Parks/Greenspace
- Create
  - Mixed Use Development
    - Office/Retail
    - Residential/Retail
  - Commercial Development
    - Retail (Low Density)
    - Retail (High Density)
    - Restaurant / Outdoor Café

*Urban Design Themes*

- Define streets and public spaces as shared use
- Link architecture to surroundings
  - Make setbacks consistent
  - Redevelop vacant/blighted areas
- Provide a clear sense of location
  - Markers / Gateways

*Housing Themes*

- Add
  - Residential Single-Family Homes
  - Town Homes
- Improve Existing Structures
  - Older apartment buildings

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These themes allowed the project team to develop some preliminary scenarios for the study that are described in full in *Appendix 2: Planning Methodology* and are based on the following:

- 1) Existing Conditions/No-Build (*Do Nothing*)
- 2) Pedestrian/Traffic Operations Emphasis
  - 'Quick Fix' or Short-Term Projects and Improvements
  - Less Costly
- 3) Roadway Emphasis
  - Long-Term Improvement and More Costly
  - GDOT Coordination
- 4) Transit Emphasis
  - Transit-Related Improvements/Projects
  - Intermediate Time Frame
  - Coordinate with Transit Providers

The study team assessed the performance of each scenario in relation to the study goals with a qualitative approach. The team developed an evaluation matrix to qualitatively compare the scenarios against the community's (NPU) goals and objectives that were prepared for the *2004 – 2019 Comprehensive Development Plan (CDP)*. This method gauged how well the scenarios supported the community's NPU goals in the CDP.

The evaluation matrix located in the *Appendix 2: Planning Methodology*, includes the qualitative analysis of mobility, accessibility, land use, and cost. For each analysis area, several performance measures have been selected as a means of evaluating the efficiency and effectiveness of the transportation and land use strategies incorporated in the scenarios. Within the evaluation matrix, a very simple qualitative rating was assigned to each scenario enhancement, whether it increased the performance of the goal, decreased the performance of the goal or had no effect (no change) on the goal. The tables on the following pages summarize the qualitative performance measures for the following scenarios for this corridor study:

- Scenario 1 – Existing Conditions/No Build
- Scenario 2 – Pedestrian Accommodations/Traffic Operations
- Scenario 3 – Roadway Emphasis
- Scenario 4 – Transit Emphasis
- Scenario Enhancements

### Summary of Results

Public and agency input were critical to the evaluation process. During the development of the evaluation process and the scenarios, the general public was involved through a series of meetings. These included a kickoff meeting and a public workshop in addition to 3 additional rounds of meetings. The study was also guided by an Advisory Committee, made up of

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stakeholders within the study area, who met regularly to provide input and feedback to the City of Atlanta.

After completing the evaluation matrix and the comparison with the goals of the community's NPU's, the results were presented to the city staff and Advisory Committee as well as the general public during the third round of public meetings. Through various public involvement techniques (see *Section 7: Public Participation*), the community reached consensus for following recommendations and strategies:

- Raised landscaped median with plantings, trees, etc.
- Need for improved transit accessibility along the corridor
- Sidewalk and streetscape improvements
- Signage and gateway measures at key locations along the corridor
- Increase in greenspace/park features at key locations
- Enhancing pedestrian accessibility (signals, crosswalks, traffic calming)

These strategies and preliminary recommendations gathered from the planning methodology and related evaluation process led to the development of the project team's final recommendations and implementation plan for the MLK Jr. Drive Corridor Transportation Study.

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## **SECTION 7: PUBLIC PARTICIPATION**

More than 250 community stakeholders participated in a variety of ways during the 12-month public participation process. Community stakeholders participated through surveys, advisory committee meetings, public meetings, a project website, and one-on-one interviews with stakeholders. The public involvement program for enabled the community stakeholders to receive background and technical information in order to provide meaningful input during the study process. The following section provides insight into the overall process and the specific details regarding the methods used.

### **Meeting Formats**

In all meetings, the format encouraged an informal, open atmosphere. Displays and/or tables were organized around the major topics of discussion, including public input and communications. All tables were geared toward public information and education. There were overviews of the stakeholder surveys and ‘brainstorming’ exercises with the public just to get their ideas and suggestions for what their initial problems were with the corridor. The appendix contains the actual meeting notices and agendas that were mailed to the community.

### **Meeting Summaries**

To effectively document the outreach effort, the study team prepared a summary of all public involvement information, materials and public comments for each round of public meetings. A facilitation and logistics plan was prepared prior to each public meeting that provides details on the meeting date, time, locations, purpose, format, agenda, layout, supporting materials and staffing. The meeting summaries are included in *Appendix 3: Public Participation*.

### **Project Website**

A key public involvement tool was the project website. The website was used to post public meeting and workshop results, distribute documents, administer the questions and comments from the public (solicit community feedback). A page from the website, which could be accessed at the following address: <http://www.atlantaga.gov/mlk.aspx>.



### **General Public Meetings**

The study included six rounds of meetings for a total of nine public meetings. Two rounds of meetings included multiple meeting dates and locations. Descriptions of each public meeting are in the following paragraphs.

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### *Kickoff Meeting – October 21, 2004*

More than 85 community stakeholders attended the kickoff meeting learned about the purpose, schedule, public participation opportunities, and expected outcomes for study during a presentation. Community stakeholders then participated in facilitator-led small group visioning discussions where they provided input on the current transportation conditions, needs and vision for the community.

The visioning process which consisted of a presentation that included visions for transportation, land use and urban design that emphasize multimodal systems, mixed use development, regional coordination, improving aesthetics and developing a gateway into the corridor.

The facilitated small groups divided the community stakeholders by segment (*Segment 1/Group 1*) *Atlanta University Center/East*, (*Segment 2/Group 2*) *Residential/Central* and (*Segment 3/Group 3*) *Mixed Use/West*. Each group reviewed detailed maps and displays and offered comments on the strengths of MLK Jr. Drive and the critical transportation, land use, economic development and housing needs and problems that need to be addressed along each segment. After both good features and problem areas were identified, a spokesperson from each group summarized the top findings (see the public meeting materials section in the appendix for a copy of the agenda, public notice, worksheets and other material (meeting summary) for this round of meetings).

### *Community Charette – January 18, 2005*

The second meeting served as a community workshop/Charette where the study team facilitated a visioning exercise with the community on January 18, 2005. This visioning exercise was a significant next step in what had been a series of discussions with the community to listen and search for real understanding on what the transportation challenges and potential solutions are for the MLK Jr. Drive Corridor. The goal of the meeting was:

- To provide a foundation for informed decision-making by presenting information on existing and future conditions;
- To propose draft study goals and objectives;
- To review of issues and needs along the corridor that were previously identified by the community; and
- To develop lists of solutions that address four specific planning areas: transportation, land use, urban design, and housing.

More than 50 participants attended the event and were asked to join one of the four breakout groups. Members of the study team facilitated the discussions. Each group was provided a map of the study area, a visual tool kit of potential solutions and improvement options and other resources to aid in the discussion.

Facilitators recorded comments on maps and flip charts and a spokesperson was selected from each group. Following a lengthy discussion, each group presented a summary of recommended

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solutions to all attendees. *Appendix 3: Public Participation* includes the comments and recommendations received from each group for this Charrette.

### Workshop Purpose

- A. To collaboratively develop solutions (in the form of detailed maps) to elements such as transportation, land use and zoning; urban design and housing options that illustrate a collective vision for the MLK corridor and will facilitate the securing of funding.
- B. To organize these solutions into future scenario development by the consultant:

*For example:*

1. *Transportation Based Scenario*
2. *Urban Design Based Scenario*
3. *Transit Oriented Development (TOD) Scenario*

- C. To examine a wide range of planning issues unique to MLK corridor, specifically:
  - Demographics (residential and employment growth)
  - Land Use
    - Balance of land uses
    - Amount of mixed use infill and redevelopment, particularly at transportation nodes
    - Overall characteristics of development
    - Urban design/aesthetic issues
  - Housing (diversity of housing stock)
  - Transportation System
    - Congestion
    - Pedestrian Safety and Attractiveness
    - Intersection Efficiency
    - Transit/Multi-modal Connections
    - Traffic Calming
    - Freight Traffic
    - Access Management
    - Bike Lanes/Multi-Use Paths
    - ROW Constraints

### Workshop Structure

The workshop included a brief presentation of findings from the existing conditions analyses followed by facilitated, small group discussions to identify solutions to the needs identified in the previous public meeting (October 21, 2004).

Each break out table had a tool kit (elements) of potential solutions (see appendix). The kit included lists (that describe potential treatments or ways to address the various problems), pictures or graphic symbols that the group can use to place on maps, markers and other interactive, hands-on tools to facilitate creative thinking and problem-solving. The break out groups were not confined to address a package of solutions for one particular scenario/alternative, such as enhancements

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and aesthetics. Instead the groups were asked to simply solve whatever problems/needs they see fit in whatever manner they believe best suits the corridor. The study team reviewed and organized the public recommendations into future scenarios following the workshop.

After both good features and problem areas were identified, a spokesperson from each group summarized the top findings. (See the public meeting materials section in the appendix for a copy of the agenda, public notice and other material (meeting summary) for this round of meetings).

### *Scenario Development Workshops/Meetings – March, 28-30, 2005*

For this phase of the study, the study team took a comprehensive approach and considered citizen recommendations along with information from several sources including previous and ongoing studies within the corridor (i.e., H.E. Holmes LCI Study, Historic Westside Village, MARTA West Line Extension, etc.). The study team used that information to develop the following scenarios:

- 1) Pedestrian Accommodation/Traffic Operations Emphasis
- 2) Roadway Emphasis
- 3) Transit Emphasis

The study team also considered many enhancements that apply to the entire corridor such as lighting, gateway designations, open space and parks and trail blazers. Additionally, The study team posted a number of documents on the City's website to keep the community abreast of the study and to assist in preparing for the upcoming meetings.

Due to the nature of the required feedback as well as for the community's convenience, the study team scheduled three meetings at three different locations for each segment along the corridor:

- *MONDAY, MARCH 28, 2005*  
*AUC East*  
*(Lowery Blvd to Northside Drive)*  
*Phyllis Wheatley YWCA*  
*599 Mitchell Street 30314*
  
- *TUESDAY, MARCH 29, 2005*  
*Mixed-Use West*  
*(Interstate 20/West Lake to FIB)*  
*Adamsville Recreation Center*  
*3201 MLK Drive 30331*
  
- *WEDNESDAY, MARCH 30, 2005*  
*Residential Central*  
*(Lowery Blvd to Interstate 20/West Lake)*  
*Washington Park/McPheeter's Library*  
*1116 MLK Drive 30314*

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The same material was covered each meeting and the following took place:

- Reviewed the citizen feedback from the January 18th public meeting/Charrette;
- Reviewed and received comments on the proposed scenarios;
- Presented an overview of the City's Zoning process; and
- Provided a progress update on the market analysis.

See the public meeting materials section in the appendix for a copy of the agenda, meeting summary and other material (scenario worksheets) for this round of meetings.

### *May Public Meetings – May 25-26, 2005*

For this round of meetings, the study team wanted to revisit issues/concerns from the March 2005 Public Meetings. In March, the project team met with citizens to seek comments on the transportation improvement scenarios for Pedestrian/Traffic Operations, Roadway, and Transit. The group also discussed the feasibility of many enhancements that apply to the entire MLK corridor such as lighting, gateway designations, open space and parks and trail blazers. An overview of the City of Atlanta's Quality of Life zoning process and progress update on the market analysis were also presented. Now, the purpose was to get feedback from the community on the next important phase of this study, the transportation scenario evaluation. During the meetings, the study team presented information and discussed how well each scenario supports the goals and objectives of the study. As in the other round of meetings, the same information was covered at each meeting.

This round of public meetings consisted of two public meetings representing the segments of the corridor. All meetings were held on a weekday from 6:30 p.m. to 8:30 p.m. The study team facilitated each meeting. The meetings took place at the following dates and locations:

- Wednesday, May 25, 2005  
Washington Park/McPheeter's Library  
1116 MLK Drive 303014  
(404) 752-8760
- Thursday, May 26, 2005  
Adamsville Recreation Center  
3201 MLK Drive 30331  
(404) 505-3181

See the public meeting materials section in the appendix for a copy of the agenda, meeting summary and other material (scenario worksheets) for this round of meetings.

### *Draft Action Plan Presentation – August 18, 2005*

For this fifth round of public meetings, the objectives were to:

- Review the citizen feedback from the May 26, 2005 public meeting/Charette;

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- Review the study schedule;
- Review the recommended solutions to the major themes emphasize such as:
  - Reducing congestion
  - Attracting higher end retail and restaurant services
  - Improving pedestrian facilities
  - Enhancing the public transportation system
  - Creating a coordinated theme or brand identity for the corridor and
  - Providing greenspace opportunities and connectivity to existing greenspace;
- Review and seek comments on the proposed scenarios for eight activity nodes along MLK corridor.

The August public meeting was an open house format focusing on the eight activity nodes along MLK corridor:

1. MLK at Fairburn Road
2. MLK at Future MARTA Extension TOD
3. MLK at Lynhurst Drive
4. MLK at Holmes Crossing
5. MLK at H.E. Holmes Drive TOD
6. MLK at Westview Cemetery Redevelopment Node
7. MLK at West Lake Avenue TOD
8. MLK at Lowery Boulevard TOD

The meeting was an open house format with four stations. Two (2) study team members were assigned to the four stations located around the room. At each station maps and displays for two adjacent activity nodes along MLK corridor illustrated the existing conditions and proposed transportation, land use, zoning, and other recommendations. In a brief presentation, study team members outlined the analysis and preliminary recommendations for transportation, land use and zoning for each node. A lengthy discussion period followed the presentation where study team members answered questions, listened to comments and discussed various issues with each participant.

Beginning at 4:45 p.m. (and repeated each hour) the study team members provided highlights of the improvement recommendations for each node. The public was allowed to join the process at any time between 4:30 and 8:00 p.m. to attend only one, several or all of the activity node presentations. See the public meeting materials section in the appendix for a copy of the agenda, meeting summary and other material for this round of public meetings.

### *Final Presentation – October 25, 2005*

For this sixth and final round of public meetings, objective were to

- Review the citizen feedback for the Draft Final Plan;
- Review the remaining study schedule;
- Perform a prioritization activity in which citizens rank, in order of priority, the projects listed on the implementation plan; and

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- Review and seek comments on the proposed scenarios for eight activity nodes along MLK corridor for transportation, land use, zoning, and green space.

The October public meeting was an open house format focusing on eight activity nodes along MLK corridor. A study team representative requested each participant to sign in. Each participant was provided with a detailed agenda, a form to comment on the transportation, land use, zoning and green space recommendations for the MLK corridor, and a packet of maps depicting the recommendations of the study for each activity node in the study area.

The two-hour meeting was set up as an open house with four stations, one station for each set of recommendations (i.e. one station for transportation recommendations, one station for land use recommendations, etc.). Planning team members were assigned to four stations located around the room. At each station maps for each set of recommendations illustrated the existing conditions and proposed transportation, land use, zoning, and green space recommendations for all eight activity nodes in the study area. During this informal question and answer session, citizens were also asked to rank, in order of priority, the projects listed in the implementation plan. A presentation was then given that outlined the analysis and final recommendations for each activity node in the study area and the results of the prioritization exercise were given. A lengthy discussion period followed the presentation where study team members answered questions, listened to comments about the projects listed in the implementation plan and discussed various issues with each participant.

The public was allowed to actively participate in the process throughout the meeting. See the public meeting materials section in the appendix for a copy of the agenda, meeting summary and other material for this round of public meetings

*Appendix 3: Public Participation* includes meeting summaries for each study held for this study.

- Kick-off Meeting – October 21, 2004
- Community Charette – January 18, 2005
- Scenario Development Workshops – March 28, 29 and 30, 2005
- May Public Meetings – May 25 and 26, 2005
- Draft Action Plan Presentation – August 18, 2005
- Final Presentation – October 25, 2005

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### List of participants who provided information to the study team on sign in sheets at meetings

Alphonze R. Goggins	Dee Merriam	Jack Halpern	M.M. Bryant	Robert Gray
Antonia Thompson	Denise Jackson	James Curtis	Mahir Aleem	Roberta Curtis
Alvin Yarborough	Detter Willingham	James Houston	Marcus Bryant	Roger Zachary
Amaryllis Grogan	Donna Carter	James Lloyd	Margaret Latimore	Rogers McCrary
Amber Moore	Douglass Showers	James Stembridge	Maria Mickens	Ruban James
Andrew W. Fellers	Dr. Grogan	Jana Campbell	Marie Woods	Ruby Taylor
B. Bouchard	Ed Martin	Jay Bailey	Marilyn Sewell	Sandra Blackwell
B. Clonts	Elizabeth Hutchinson	Jean Gray	Mario Mickens	Sara Jordan
Beatrice Thompson	Ellis Styles	Jerry Riley	Markeda Johnson	Saundi Wilson
Bennie Caldwell	Eugene Smith	Jerry T. Brown	Mary Ball	Savonna F. Bailey
Betty Echols	Evelyn Pates	Jesse Grady	Mary Seay	Silvia Lovelace
Betty Hill	Fannie Malone-Nash	Jessie J. Stroud	Mary Smith	Steve Littles
Beverly Parks	Fanning Cumbellharder	Jonathan Wilkins	Melinda Marshall	Sule Carpenter
Bruce Morton	Fred Walker	Johnnie Jewell	Melvin Reid	Sylvia E. Lovelace
Byron Amos	Freddie Hill	Joseph Williams	Michael Fleming	Thomas Frazier
C. Yancey	G. Dexter Evans	Joyce Hammock	Michelle Smith	Thomas Branch
C.M. Moron	George Ballard	Juanita Gardner	Mitch Alexander	Thomas Frazier
C.S. Salahuddin	George Sharpe	Juanita H. Gardner	Mrs. Ballard	Thomas Perry
C.T. Martin	Geraldine Perry	June Mundy	Mrs. Ellis Styles	Tillman Ward
Cal King	Glenn James	Karen Adams Anderson	Murman Brown	Tim Maddox
Carol Frazier	Gloria Buchanan	Kenneth Moore	Naomi Little	Todd Tillman
Cathy Richards	Gloria Elder	Kraig L. Jennings	Natalie McCants	Tommy Branch
Chancer McLaughlin	Goldie C. Johnson	Laree Dean	Neil R. Morris	Tracy Minter
Charles Little	Greg Alexander	Larry Lindsey	P. Strobe	Tshaka Warren
Charlie Davis	Greg Duperow	Larry Lovett	Patricia Roberts	V.W. Jenkins
Charlotte J. White	Gwen Clark	Leoa Johnson	Paul Roberts	Vanessa Cox
Chris Armstrong	Gwendolyn Mathis	Leon A. Johnson	Pauline Newman	Vera James
Chuck Jennings	H. Jean Gray	Leona Freeman	Pete Haley	Vernetta Lamar
Chysandra Ruland	Harold Morton	Lillian Rance	Phillip R. Perry	Virginia Ellis
Clarice Bell Church	Henry Farm	Linda Hall	Quinton Thorpe	Walter Elder
Cleta Winslow	Henry Mitchell	Lorena Wilson	R.R. Harris	Walter Fowler
Cordell Carter	Irene Alexander	Lottie Watkins	Regina Moore	Wayne Crowder
Crystal Edmondson	Ivory Young	Louis Jackson	Regina Price	William Hall
Darmetta Nichols	J. Earley	Louversia Wiggins	Renee Blackwell	William Long
Darnella Jones	J. Johnson	Lovita Whitfield	Rev. W.J. Webb	Winston Wells
David Cantrell	J.D. Cantrell	Lucy Lovett	Richard Hood	Yvette Cooper
David Trichio	J.L. Melton	M. Houston-Willis		