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APPENDIX I

EXISTING CONDITIONS

SUBMITTED BY KIMLEY-HORN JUNE 2020

Land Use Existing Conditions

1.0 Introduction

Campbellton Road is a major corridor in southwest Atlanta, home to the second highest ridership route in the MARTA service area, and the transportation backbone of a community with a population of more than 60,000. To ensure that the new high-capacity transit project planned for the corridor is successful, it is essential that land use considerations are an integral part of the transit planning process. The corridor's legacy as a historically underserved community has left the area with a complex set of land use challenges and opportunities.

As part of the land use analysis, a variety of corridor aspects were studied, including an analysis of previous plans and studies conducted along the study area. This was followed by site visits and extensive GIS mapping and analysis of existing land uses, existing zoning, and future land uses. The team also reviewed housing ownership and rental patterns, environmental conditions, parcel sizes and values, employment and population densities, vacancy patterns, community facilities and assets, and physical constraints, the results of which are discussed in this summary. The findings of these studies, together with feedback from the community on current conditions and desired outcomes, were used to develop a preliminary set of key takeaways that will be used to inform the planning process throughout the project.

1.1 Previous Plan Review Summary

To better understand existing and planned land uses in the study area, a previous plan review was conducted. As there have been numerous planning efforts focused on this area in the past, it was important to review them as a foundation for current and future planning efforts. Key patterns and takeaways from previous plans will be utilized to inform land use recommendations, as many of these themes are still present and pertinent today. Relevant plans and studies reviewed included the following:

- Greenbriar Town Center LCI Study and Concept Plan (2001)
- NPU-S Comprehensive Plan 2005-2020 (2005)
- NPU-X Comprehensive Plan (2005)
- Campbellton-Cascade Corridors Redevelopment Plan Report (2006)
- Oakland City Fort Mac LCI Plan (2016)
- City of Atlanta Zoning Ordinance Quick Fixes (2017)
- Reimagine Greenbriar: An Update to the 2001 Greenbriar Town Center LCI Plan (2018)
- Atlanta City Design

These plans provide a snapshot of the corridor over the past several years and contain valuable information regarding important issues and recommendations to be considered and incorporated into future recommendations. Relevant recommendations from the previous plans include land use, zoning, and transportation recommendations, as well as redevelopment concepts for the area.

Land Use Existing Conditions

1.1.1 Common Key Land Use Themes Identified in Previous Plans

Land Use

- Single-family neighborhoods fronting Campbellton Road create a distinct residential character on the easternmost end of the corridor, particularly east of Venetian Drive.
- Multi-family land uses face issues like aging and deterioration
- Strip retail and vacant land make up a substantial amount of the corridor's overall land use
- Open space accounts for a very small portion of the corridor's overall land use

Zoning

- Current commercial zoning may limit desired redevelopment intensity/use
- Multi-family zoning districts do not include urban design standards
- New uses may require a more appropriate mixed-use zoning designation

Transportation

- Vehicular safety and accessibility deficiencies at many intersections
- Cut-through traffic in neighborhoods
- Lack of safe pedestrian facilities
- Need for improved/extended transit service
- Underutilized Park and Ride station
- Lack of bus shelters to accommodate individuals waiting for the bus

1.1.2 Key Recommendations from Previous Plans

Redevelopment

- Identifying catalyst sites for significant redevelopment and corridor revitalization
- Mixed-use development at Greenbriar Mall
- Commercial development at Fort McPherson site
- Anticipated development around the Atlanta BeltLine

Land Use and Zoning

- Changes to land use and zoning to support redevelopment and implement Quality-of-Life zoning standards that promote mixed-use development
- Green space expansion
- Desire for additional housing density and options in the corridor

Transportation

- Improving adjacent streets and sidewalk connections/streetscapes
- Adding turn lanes, realignment, signalization, and/or pedestrian improvements
- Adding new street connections to better balance traffic

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- Improving transit service and amenities to promote transit mobility
- Re-configuring the interchange at I-285 and Campbellton Road
- Exploring transportation alternatives along Campbellton Road

1.2 Existing Land Use and Development Patterns

The existing pattern of land uses in the study area along Campbellton Road reflect a history of development that is primarily low-density and automobile-centric in nature. These patterns have created several challenges and opportunities, especially within the context of current development trends that prioritize connectivity, density, and walkability. Elements that characterize development are detailed in this section. Existing land use allocation is shown in table 1 and is mapped in Figure 1.

1.2.1 Key Patterns and Takeaways

Low-Density Single-Family Development

The largest land use within the corridor is single-family residential development, making up more than half of the study area. The primary zoning designations for these areas are R-3 and R-4, with minimum lot size requirements of 13,500 and 9,000 square ft, respectively. Most single-family homes in the study area sit on parcels that are nearly a quarter of an acre or larger in size, resulting in many neighborhoods north of Campbellton Road and South of Langford Road with low development densities.

Multi-family Development

Multifamily uses, including senior housing and institutional residential, make up just over 6% of the study area by acreage, though multifamily developments account for a larger proportion of the area's population. Multi-family development is concentrated in three major clusters. The largest cluster is centered around the Delowe Drive area, between Campbellton Road and Langford Parkway, while the second largest cluster is concentrated to the south of Greenbriar Mall. There are a handful of multifamily complexes just north of Campbellton Road at the intersection of Dodson Drive as well. Nearly all the multi-family units along the corridor are older, garden-style apartment buildings that either are approaching or have surpassed their useful lifespan and could benefit from reinvestment or redevelopment.

Commercial Development & Key Activity Centers

The vast majority of commercial development is concentrated along Campbellton Road, which acts as the spine and anchor of the area. Strip retail is the predominant development pattern, with small detached buildings and front-loaded parking extending along the corridor near Venetian Drive, between Harbin Road and Mount Gilead Road, and immediately west of I-285 in the Ben Hill area. Larger strip malls anchor the principal commercial nodes along the corridor, which include the Delowe Drive area, the Greenbriar Mall/Westgate Shopping Center area, and where Campbellton Road intersects Mount Gilead Road.

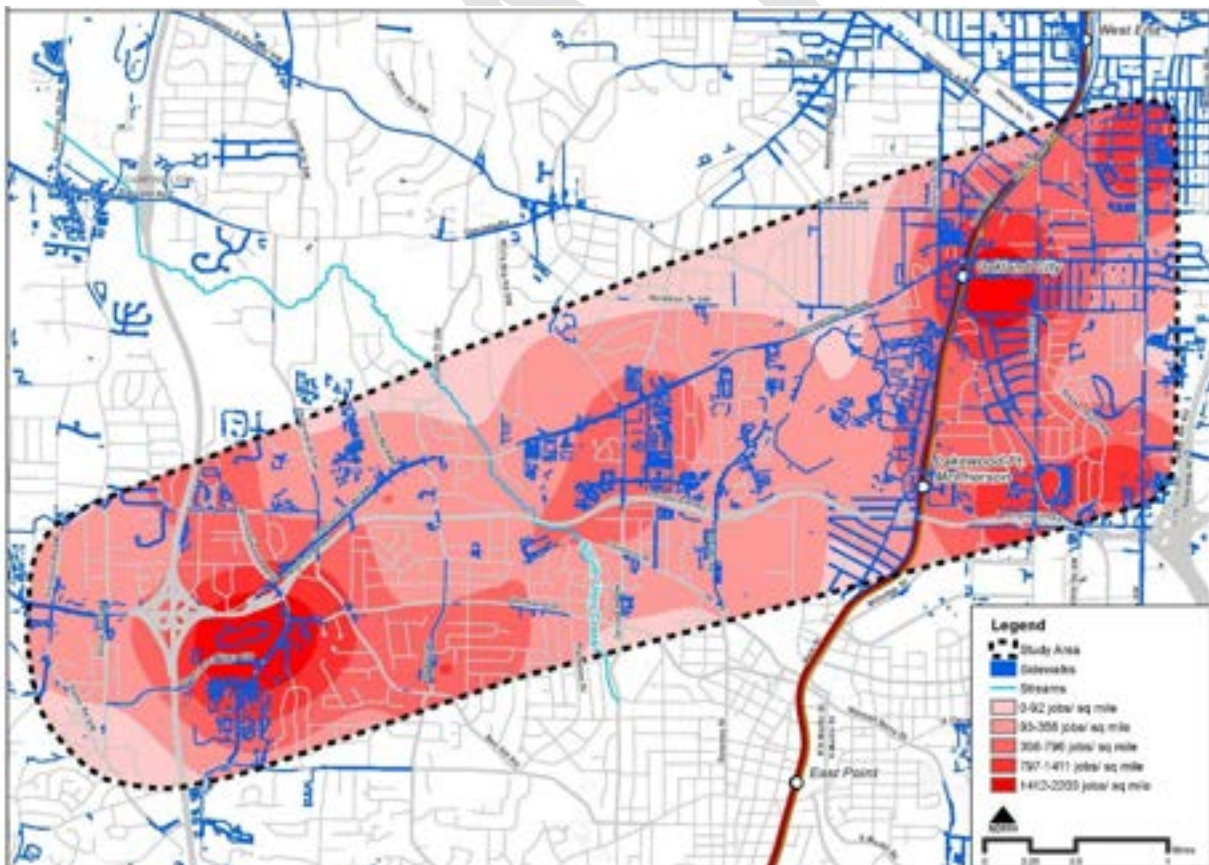
The Greenbriar Mall area represents the largest area for potential commercial redevelopment within the study area. The area around the mall, including the Ben Hill Village area and the relatively continuous strip of commercial development extending east along Campbellton Road to Harbin Road, are contained within the Greenbriar LCI District. Following the adoption of the 2001 Greenbriar LCI Plan in 2001, the area was rezoned with Mixed Residential

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Commercial (MRC) and the newly created Greenbriar Special Public Interest Zoning District (SPI-20), which was intended to foster the development of a mixed-use urban environment by allowing a wide variety of residential, commercial, and civic uses, with specific standards for sidewalks, bike lanes, and building orientation. The 2018 Greenbriar LCI update found; however, that 26% of the land in the area is still vacant and has the potential for new development, the majority of which is commercial. In addition to zoning in the area that is conducive to redevelopment, the large parcel sizes around the mall also contribute to the area’s high development potential by easing the complexity of land assemblage, with over 200 acres of commercially developable land located in parcels larger than 10 acres.

Job Density was also analyzed to determine the nodes of high and low employment within the study area. The concentration of employment around the Greenbriar area and Delowe Road reflect the high concentration of commercial development within these areas, with additional employment nodes centered around Oakland City Station and directly to the east of Lakewood Station. The concentration of employment in these locations reinforces the potential for these places to serve as major nodes for high capacity transit, while places along Campbellton Road that currently have high bus ridership levels but low employment numbers may be suitable for incentives to promote economic development and job growth.

Figure 1: Job Density



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Industrial/Utilities Development

While there is relatively little industrial development directly adjacent to Campbellton Road, the study area contains a substantial number of parcels dedicated to industry and utilities. These uses are concentrated along Highway 29 just east of Campbellton Road, with a second cluster just southeast of Langford Parkway and Stanton Street. Because these areas serve as employment centers for a portion of the community residing in the Campbellton area, they are essential to include when considering land use recommendations and decisions.

Fort McPherson

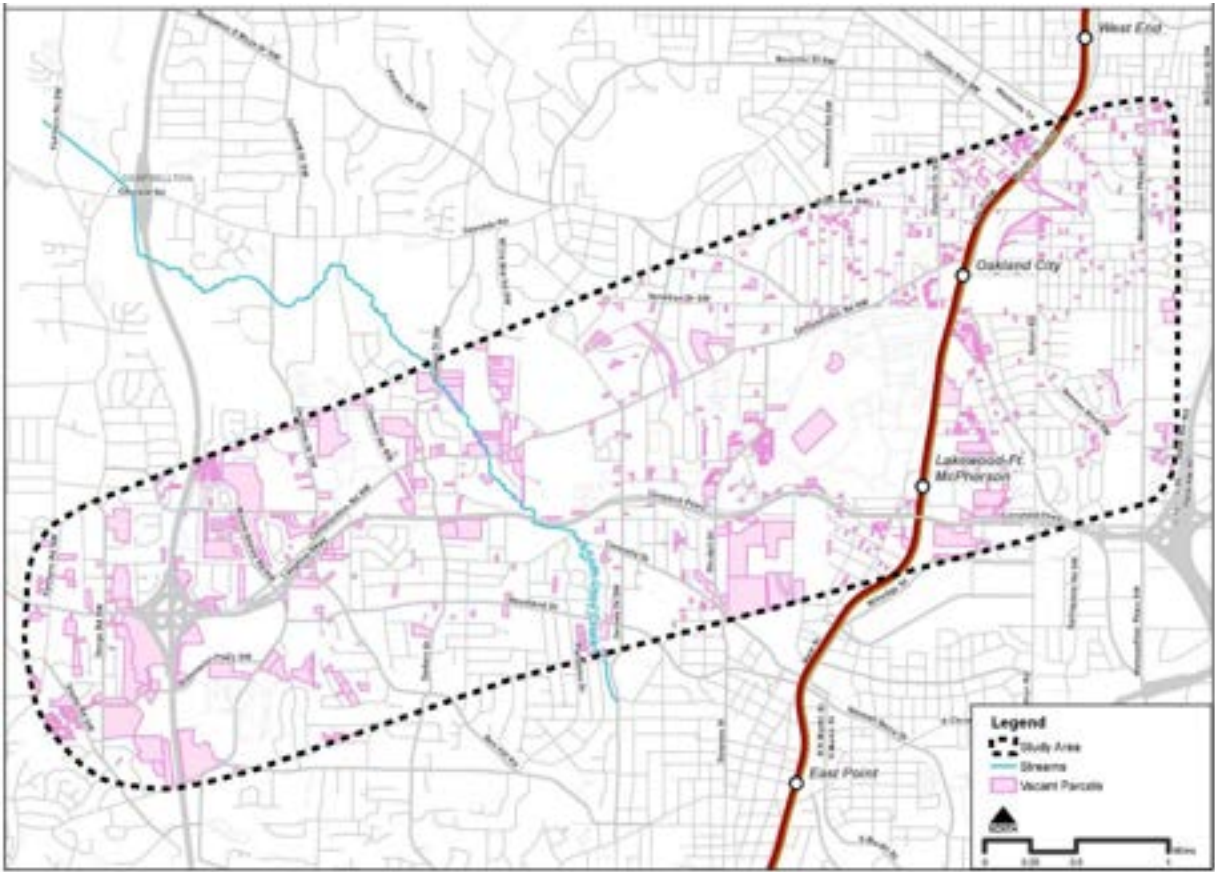
The 445-acre former Army base represents one of the largest potential catalysts for redevelopment within the entire corridor, with frontage along Campbellton Road totaling approximately ½ mile. 330 acres of property was sold to Tyler Perry Studios in 2015, which is evolving into a major employment center in within the study area. The remaining 145 acres are under the control of the Fort Mac Redevelopment Authority and within by the Fort McPherson Special Public Interest District zoning designation. This area has the potential to serve as a major catalyst to bring new employment, retail, and residential development to the corridor. Today; however, the area is separated from Campbellton Road by a large metal fence and barbed wire, which effectively eliminates any connectivity between the former Fort and other neighborhoods and development along Campbellton Road.

Vacancy Rates

One of the most challenging conditions within the study area is the relatively high vacancy rate compared to the overall Atlanta market, with approximately 895 acres of land classified as vacant by Fulton County. This comprises over 12% of the study area, a number that increases to over 25% if the analysis is limited to commercial properties, with 192 acres out of a total 304 acres of vacant commercial property occurring west of Dodson Drive, particularly in and around the Greenbriar Mall area. This compares unfavorably to the Atlanta Market as whole, which was reported to have a retail vacancy rate of just 4.8% in the third quarter of 2019 by JLL and the Atlanta Business Chronicle.

Figure 2: Job Density

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Open Space

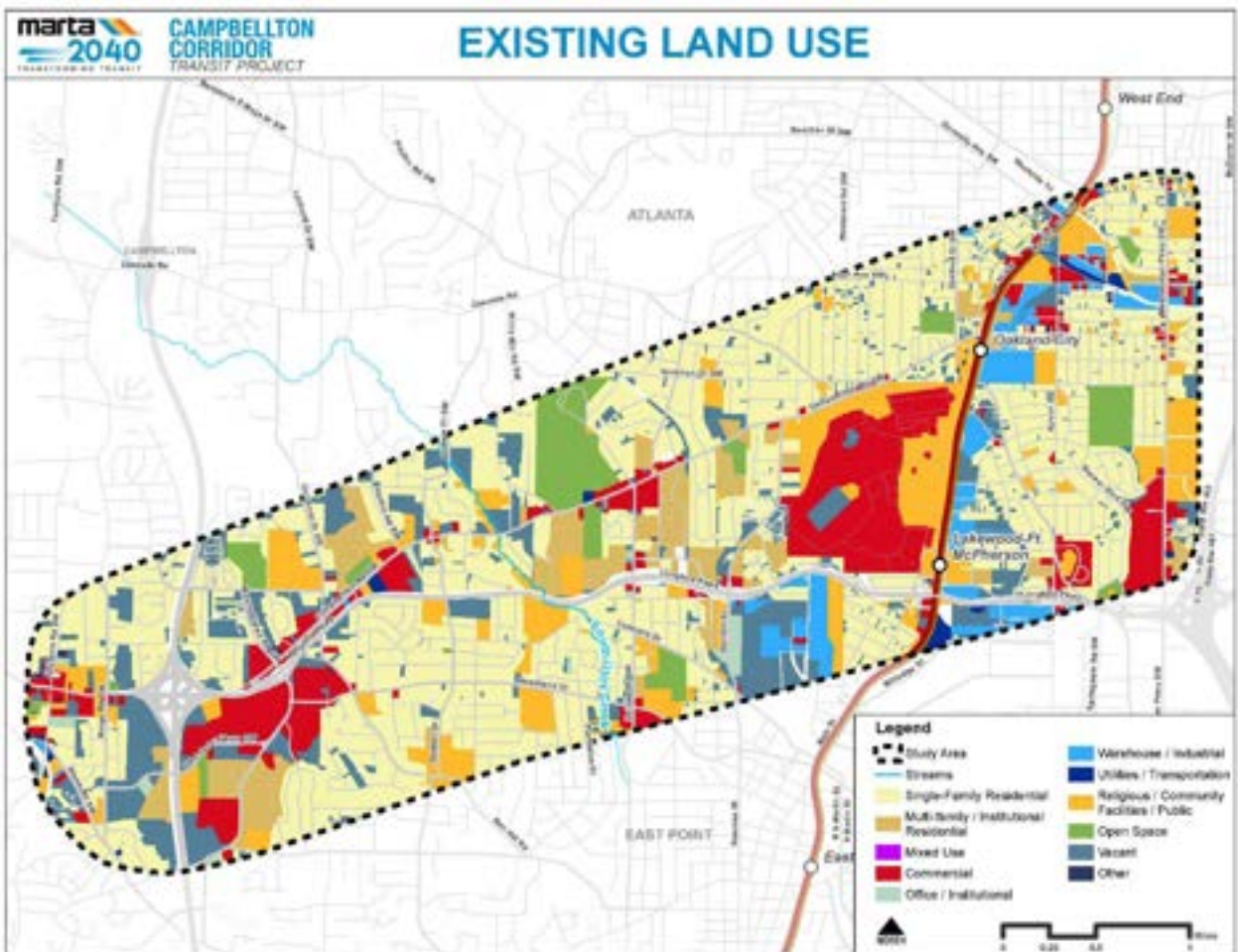
While green space is somewhat limited within the study area, significant parks and open space include the Alfred “Tup” Holmes Golf Course and Adams Park near the center of the corridor, as well as Reverend James Orange Park near the Oakland City Station to the east, Ben Hill Elementary School and the Ben Hill Recreation Center on the extreme western end of the study area, and Connally Nature Preserve in the south central area. While it is currently not utilized for recreational purposes, South Utoy Creek has the potential to serve as a major recreational asset for the corridor, with many residents desiring a trail connection that would link Connally Nature Preserve and Campbellton Road to the Cascade Springs Nature Preserve located just north of the study area.

Table 1: Existing Land Use Allocation

Land Use	Percent Allocation
Single Family	50.6%
Multifamily	6.4%
Commercial	11.8%
Industrial/Utility	3.8%
Open Space	4.3%
Religious/Public/Community	9.1%
Other	2.1%
Vacant	11.9%

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Figure 2: Existing Land Use



Source: Fulton County

Land Use Existing Conditions

1.3 Existing Zoning

Zoning categories discussed in this section are a compilation of both City of Atlanta and City of East Point data. The overall zoning character between the two cities is generally consistent, as the majority of land for both cities is presently zoned Single-family Residential. Thus, existing zoning from the two jurisdictions were simplified as part of this analysis in a manner that is more easily understood through the following six primary categories:

- Commercial/Office (which includes Commercial, Office, Residential/Limited Commercial, and Neighborhood Commercial)
- Multi-Family Residential
- Single-Family Residential
- Industrial (which includes Light Industrial and Heavy Industrial)
- Parks/Green Space
- Mixed-use/Other (which includes Live-Work, Planned Housing Development, and Special Public District)

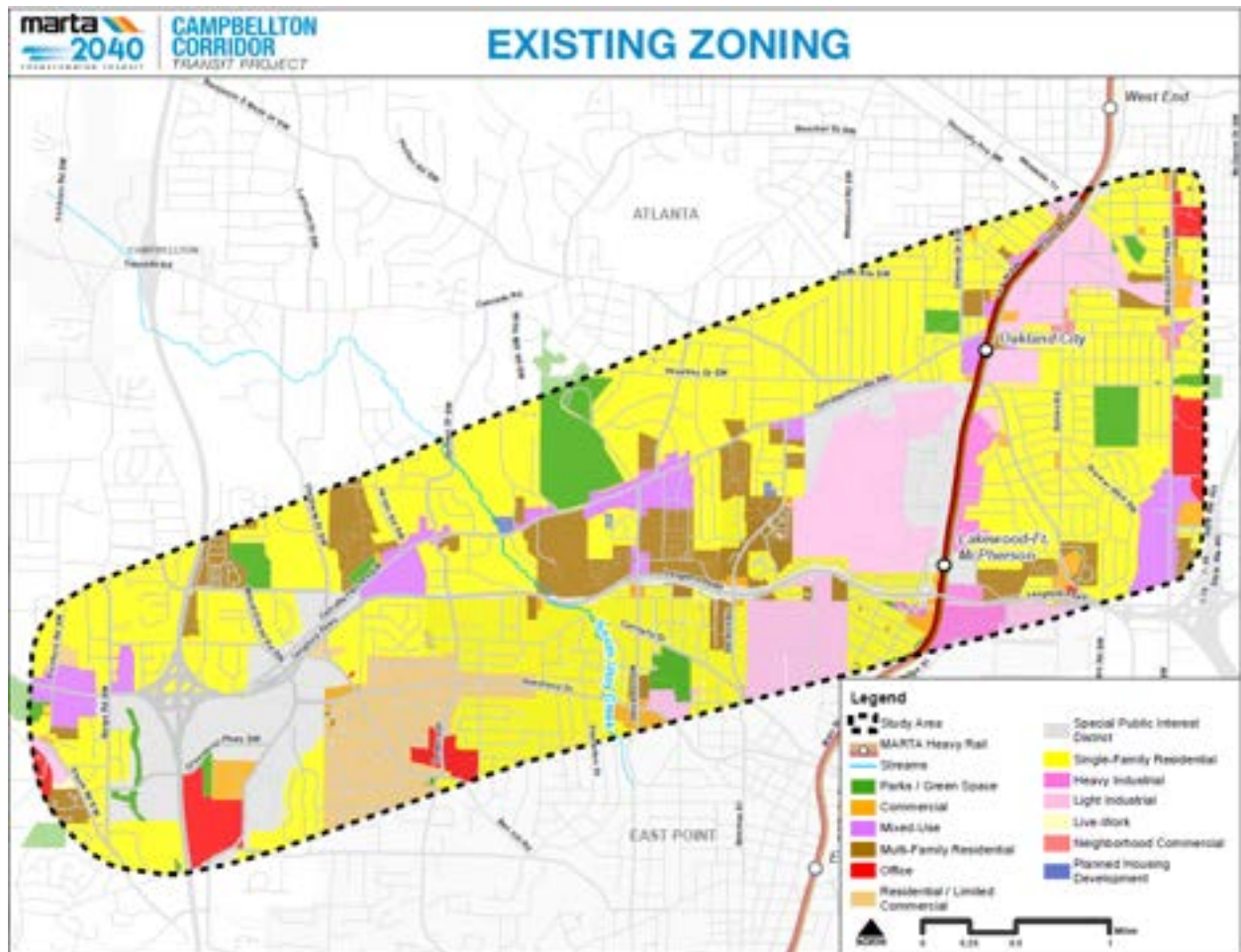
Existing zoning allocation is shown in Table 2 and mapped in Figure 2 below

Table 2: Existing Zoning Allocation

Land Use	Percent Allocation
Commercial/Office	10%
Multi-family Residential	9%
Single-family Residential	48%
Industrial	18%
Parks/Green Space	3%
Mixed-use/Other	12%

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Figure 3: Existing Zoning



Source: City of Atlanta and City of East Point

1.3.1 Key Patterns and Takeaways

Disconnect Between Zoning and Land Use

Existing zoning typically lays a framework for current land uses within the study area; however, there are some key differences between the current zoning by the Cities of Atlanta and East Point and existing land uses. The largest of these is the substantial amount of land that currently lies vacant (12%). Zoning to support mixed use and town-center type development has been implemented around the Greenbriar Mall area, but the area remains dominated by vacant properties and low-density strip style development. Fort McPherson similarly has special public interest zoning to support mixed-use development, but a lack of consensus between the Fort Mac Development Authority and developers has limited progress in redeveloping the areas around Tyler Perry Studios. Uses along the corridor are generally commercial with slight variety, signifying potential for redevelopment along the corridor.

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Large Residential Parcel Size

Nearly half of the study area is zoned Single-Family Residential (48%), while the parcels directly abutting Campbellton Road are primarily zoned Multi-Family Residential and Mixed-Use. Large parcels of land to the east along MARTA rail lines are zoned Industrial, including a large portion of Fort McPherson. The existing zoning pattern present today highlights not only the prominence of Single-Family Residential in the area, but specifically how the large sizes, generally 1/4 of an acre or larger, of the typical Single-Family Residential parcels are indicative of the area's post-WWII, automobile-centric design and character.

Leveraging and Attracting Catalytic Development

Zoning can impact development potential in the study area by determining which uses will and will not be permitted. Diversifying the zoning categories along the corridor has the potential to attract and promote new uses and aid in potential redevelopment. Greater use of zoning categories that promote Mixed-Use, such as another Special Public Interest Area, MRC (Mixed Residential Commercial), or R-LC (Residential Limited Commercial) can attract uses that cater to a higher-density, more walkable environment. Selectively incorporating higher-density zoning into the area, particularly around nodes that already have denser multi-family developments or high commercial concentrations, could be a crucial factor to support future transit-oriented development. It is also important to note the development potential at Fort McPherson and consider connectivity improvements to support current redevelopment efforts.

Jurisdictional Coordination

Moving forward, an effort to develop cohesive and coordinated zoning patterns and categories between the City of Atlanta and the City of East Point would support future development and transportation improvements along both the Campbellton Road Corridor and Langford Parkway, which runs through several Single-Family neighborhoods in the City of East Point.

1.4 Future Land Use and Redevelopment Plans

Future land use classifications along Campbellton Road reflect the goals and ambitions for long-term land use established by members of the community through various planning efforts and embody the overall vision for future redevelopment in the area. The Future Land Use Plan (FLUP) map serves as a basis for any rezoning activity and should be reevaluated with major investment initiatives to ensure that this essential tool brings about positive investments that are supported by the local community. In addition to the FLUP, the city of Atlanta has also developed the aspirational Atlanta City Design document to create an overarching vision for the city.

Future Land Use Plan

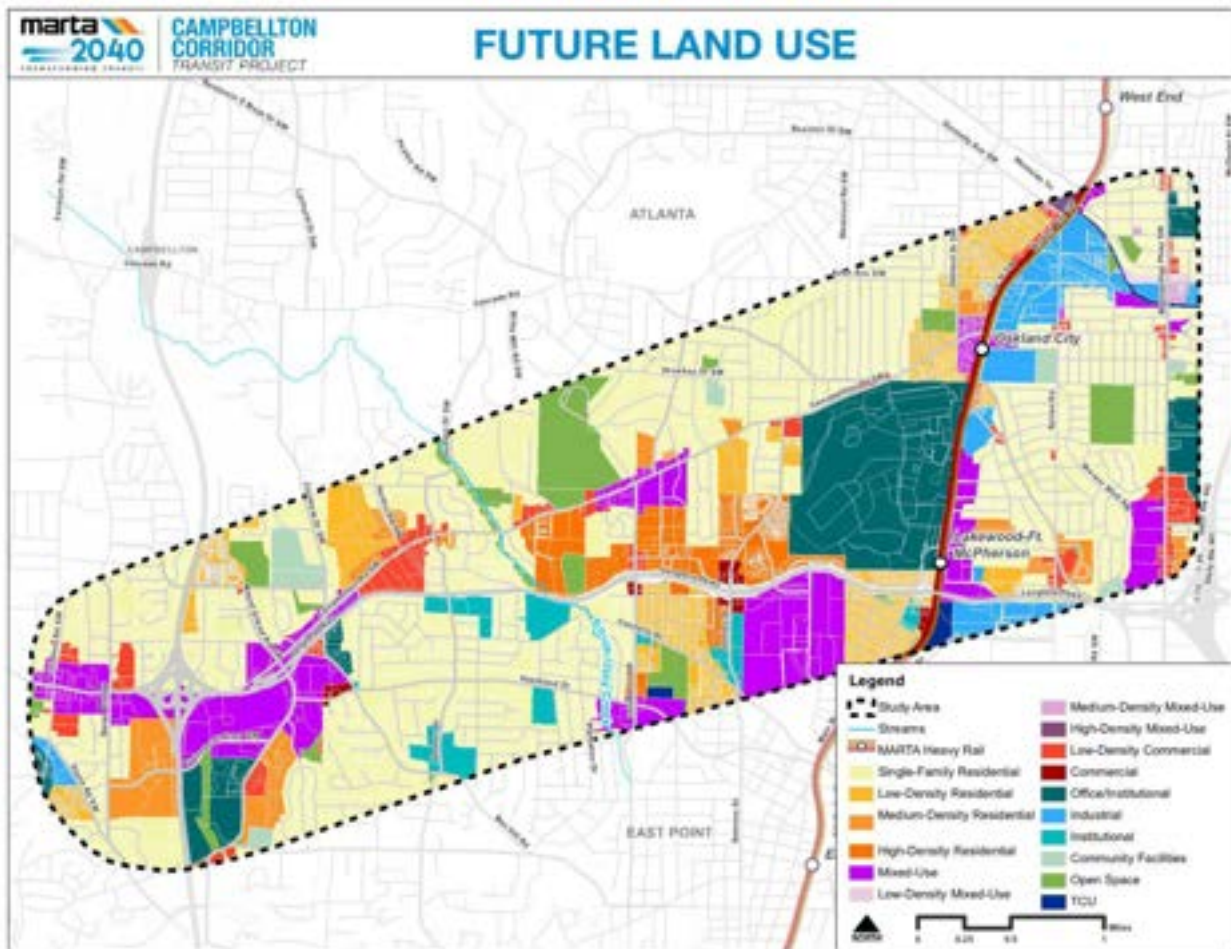
The two LCI's along the corridor, at Greenbriar Mall and at Fort McPherson, have both led to substantial changes to the FLUP within the study area. To support the desire for denser, community-oriented development in both areas, including redevelopment along Campbellton Road itself and a Town-Center type development at Greenbriar, the FLUP has been used as a basis for the creation of Special Public Interest Zoning Districts in both LCI's. These zones allow for

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the types of denser, mixed use development envisioned for those areas, while also promoting the physical design enhancements and connectivity needed to make those developments successful.

When compared to existing land uses, the future land uses for the study area introduce multiple densities of Residential use and Mixed-use. Mixed-use classifications are particularly beneficial because they have a propensity to reduce traffic impacts by encouraging development within more compact areas and foster greater walkability and transit use. Future land use designations shape the future of the area as it evolves from its current low-density and automobile-centric character toward a vibrant, revitalized area with increased transit service and the land use densities necessary to support that focus.

Figure 4: Future Land Use



Source: City of Atlanta and City of East Point

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1.4.1 Key Patterns and Takeaways

The Campbellton Road Corridor is characterized by several notable future land-use features and patterns, described in this section.

Mixed-use Land Uses

Future land use maps indicate a growing focus on infusing Mixed-use land uses throughout the corridor – specifically for areas previously classified as Commercial. These areas include:

- Larger parcels east and west of the I-285 interchange in the Ben Hill and Greenbriar Mall areas
- Redevelopment to support TOD around Harbin Road
- Land surrounding the intersection with Delowe Drive at the existing Campbellton Plaza
- Vacant parcels south of Langford Parkway along Lawrence Street (east of Stanton Street)
- Parcels along the existing MARTA rail line concentrated around the Lakewood-Ft. McPherson station and Oakland City station
- Strip retail along Metropolitan Parkway to the southeast
- Land along the Atlanta BeltLine's Westside Trail to the northeast

Preserving Existing Land Uses

By comparing the FLUP, amended through previous planning efforts, to existing land-use, it is evident that the community desires new development to be focused along Campbellton Road itself, while most areas north of Campbellton and south of Langford Parkway are envisioned to remain primarily low-density, single-family residential or open space in character. The pattern that emerges is a desire to maintain the character of existing single-family neighborhoods, with new investment and increased development concentrated in areas that already serve as commercial or multi-family hubs in the area.

Diversifying Residential Densities

There also exists a clear intent to strategically distinguish between low-, medium-, and high-density residential on land already designated as multi-family residential or land identified as vacant. This approach to residential development places the most intensive uses along planned transit corridors to maximize potential future ridership and best serve the community.

Preparing for Reinvestment

A re-classification of land at Ft. McPherson from primarily Commercial to Office/Institutional reflects the potential of the site to serve as a major catalyst – bringing new employment, retail, and residential development to the corridor.

Atlanta City Design

The Atlanta City Design is an aspirational plan developed in 2018 to establish an overarching vision for the future of the City of Atlanta. Within the document, Campbellton Road, and the Greenbriar Mall area in particular, are given

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significant attention. This plan outlines a citywide growth strategy where development and transportation investments are used to catalyze population and job growth along key corridors that connect important nodes throughout the city.

In the Atlanta City Design, the Greenbriar area is envisioned as a primary hub for southwest Atlanta and a future 'Eco-District.' Campbellton Road is repeatedly identified as a growth corridor with investments in green infrastructure, improvements to pedestrian and bicycle connectivity, an emphasis on wayfinding to orient citizens within the district, and new connections to natural assets and public open space. The document calls for the creation of high-capacity transit along the corridor, focusing new development near Campbellton Road while preserving the forested neighborhoods surrounding it.

While the Atlanta City Design plan is more aspirational in nature compared to other recent area studies and action plans, it identifies the types of development patterns and land uses envisioned by the City to foster the region's growth and a more livable, sustainable future.

1.5 Physical and Market Constraints

Determining locations within the study area that are most suitable for or likely to redevelop will be a key component of any plan or strategy to attract new investment to the area. To gain a better understanding of which areas might have the highest redevelopment probability, an analysis was performed to identify those parcels that may offer investors and developers the best value within the study area.

Data from the Fulton County Board of Assessors provided a 2018 appraised fair market value for all properties within the corridor, which was then analyzed to determine each parcel's land and improvement values on a per acre basis. From this data, parcels were identified that either had a land value, improvement value, or both land and improvement value which fell below the 40th percentile of all property values within the entire study area. Vacant parcels were also identified, as these properties would be good potential candidates for new development putting the properties to higher and better use. These properties were then mapped together to understand their spatial organization within the study area, as well as their proximity to significant community assets. Significant physical constraints that could create barriers to new development within the study area were also identified, such as the limited parcel depths for properties sandwiched between Campbellton Road and Langford Parkway, access issues along Langford Parkway due to the parkway's nature as a limited access highway, and the large wall between Campbellton Road and the former Fort Mac property.

Figure 5: Physical and Market Constraints

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1.6.1 Key Patterns and Takeaways

The community identified several areas along the corridor where activity and investment should be focused, with 3 primary nodes emerging, as well as several key themes and secondary nodes.

Primary Focus Areas

- The Delowe Drive Area
- The Westgate/Greenbriar Area
- Fort McPherson

Key Themes and Secondary Focus Areas

- An emphasis on protecting the community from displacement
- A heavy emphasis on the need for more connectivity, including sidewalks and safer intersection crossings in all areas of the corridor
- Improved Handicap and senior accessibility
- Trail connections along Utoy Creek
- Improved safety through more lighting and a more visible employee presence on MARTA
- Reducing vacancies along the corridor

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- Short-term improvements to MARTA, including more bus shelters and keeping bus stops that are already working well
- Minimizing disruption and negative impacts of transit to existing neighborhoods and travel patterns (such as rails in the street, vehicles stopped within travel lanes, or negative construction or traffic impacts)

1.7 Summary of Findings

By analyzing previous plans, existing land use, existing zoning, and future land use, as well as feedback from the public meeting, we can better understand the Campbellton Road Corridor study area in terms of key patterns and takeaways that will assist in future recommendations.

Identification of Existing Primary Activity Nodes

Fort McPherson

Fort McPherson has the potential to serve as a primary anchor point along the corridor. The site's long frontage along Campbellton Road and adjacency to the Oakland City Transit Station, coupled with large land area, make it a key location for new development and investment. The former base is already home to the recently opened Tyler Perry Studios, a major employer and economic driver within the area. Additionally, the Food and Drug Administration (FDA) announced in June 2019 the planned relocation of their Atlanta operations and laboratory to the former Fort McPherson Forces Command Headquarters Building, which is anticipated to bring an additional 350 high-paying jobs to the area. If adequate connectivity is created between Campbellton Road and the new development planned by the Fort Mac Development Authority and Tyler Perry Studios, the site could serve as a catalyst for new investment along the corridor. It is important to note; however, that there is potential for this investment to occur in the Lakewood area rather than along Campbellton Road.

Campbellton Plaza

One of the largest and most important nodes along Campbellton Corridor is anchored around the intersection of Campbellton Road and Delowe Drive. This area contains the largest concentration of commercial development and multifamily housing along the central part of the corridor, and contains some of the community's most important assets, including Campbellton Plaza, The Alfred "Tup" Holmes Golf Course, Adams Park Library, the Andrew & Walter Young Family YMCA, and the soon to be built Promise Center. Most commercial and multifamily properties are older and in need of varying levels of maintenance, making them ripe for redevelopment. The Campbellton Plaza area also serves as a major employment center and has some of the highest transit ridership numbers along the corridor.

Greenbriar Mall

Greenbriar Mall, located to the west of the study area near the I-285 interchange, is also a large commercial center and a primary activity node along Campbellton corridor. The mall is easily accessible by vehicle from I-285, Langford Parkway, and Campbellton Corridor, but is surrounded by vacant and underutilized properties. The large sizes of these parcels, coupled with low land prices and good regional access, make them ideal candidates for transit-oriented development. However, the area is in significant need of greater pedestrian and bicycle connectivity, particularly

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connections to Campbellton Road over Langford Parkway. New development that takes advantage of good vehicular access while also enhancing other forms of mobility could generate significant benefits for the surrounding community.

Identification of Existing Barriers

Although there is great potential for redevelopment along the corridor, there are a variety of barriers that must be addressed. These include both large numbers of vacant parcels and physical barriers that limit access to the corridor as well as policy barriers, such as large lot single-family and low-density commercial zoning. The most prominent of these barriers are as follows:

Fort McPherson

With the uncertainty surrounding current development plans for the site, it is challenging to predict how the area around the site will develop. The redevelopment could serve as a catalyst for redevelopment, or it could continue to remain a roadblock to change. For the site to generate maximum returns for the corridor, enhanced access to Campbellton Road from the interior of the site will be crucial. The land is currently separated from the corridor by a concrete roadblock and a large metal fence, limiting access to the north side of the road and reducing the area's capacity to support enough high-density development to justify access to rapid transit. Ensuring that connectivity is created to the new Fort Mac development should be the highest priority for this part of the corridor.

Existing Zoning

Existing zoning throughout the corridor is not conducive to the types of higher-density uses necessary to support transportation and transit-oriented development; however the future land use map for the City of Atlanta indicates that there may be opportunities to integrate more walkable, transit supportive development in the future. A focused effort directed toward rezoning will be a vital factor in realizing a change in character and spurring new investment along the corridor. Similarly, rezoning will affect the level of development possible on a parcel or tract of land. Smaller parcels near Greenbriar Mall; for example, will need to undergo rezoning in order to attract the types of uses and building programs consistent with the community's desires and attract future investment to the area.

Vacant and Underdeveloped Parcels

The high rate of vacancy in the study area will require targeted investment and planning to spur redevelopment. However, care should be taken to preserve and maintain the existing character of neighborhoods in areas that are of community importance and where rising property values and costs may negatively impact longtime residents.

Access and Mobility

A variety of barriers to mobility and access exist along Campbellton Road and Langford Parkway. One of the largest concerns raised by the public was poor pedestrian mobility and unsafe conditions caused by a lack of adequate sidewalk infrastructure. Connecting sidewalks to access public transportation, adjacent neighborhoods, community resources, and commercial development will be essential moving forward to create the connectivity needed to support both redevelopment and rapid transit. Other connectivity enhancements brought forth by the public include a desire to integrate parks and greenspaces into the corridor with a trail along Utoy Creek, as well as connectivity to the Beltline to the northeast.

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Displacement

The largest concern raised by the community during the initial outreach process was the potential for gentrification and displacement. Like many large cities, Atlanta is seeing rapid price inflation and gentrification in areas with good transportation and neighborhood amenities, a trend highlighted by explosive amounts of development in areas adjacent to the Atlanta Beltline. The corridor has lower income levels and a higher average age than the City, and a large senior population with fixed incomes. While community members are excited at the prospect of new investment and mobility options in a corridor that has historically been underserved, they do not want that investment to come at the expense of the corridor's current residents. Planning around the future transit expansions must be done in thoughtful coordination with the Cities of Atlanta and East Point to protect current residents.

Conclusion

Multiple recurring themes have emerged within the Campbellton Road Corridor Study Land Use Analysis. Both the land use analyses performed by the planning team and the feedback from the community have underscored the importance of the primary activity nodes that have been identified along the corridor, as well as highlighting some of the many challenges that must be addressed to provide successful rapid transit to the corridor.

The primary themes identified through the analysis include a focus on improving connectivity to foster a more walkable environment and build upon the area's high transit usage, and focusing reinvestment and encouraging higher-density development at existing and emerging nodes along the corridor to support enhanced usage and services along the corridor. Much of the zoning necessary to support the denser development needed for higher capacity transit along Campbellton Road is already in place, though additional targeted rezoning efforts may allow for a broader variety of uses to cater to the community's needs today and in the future.

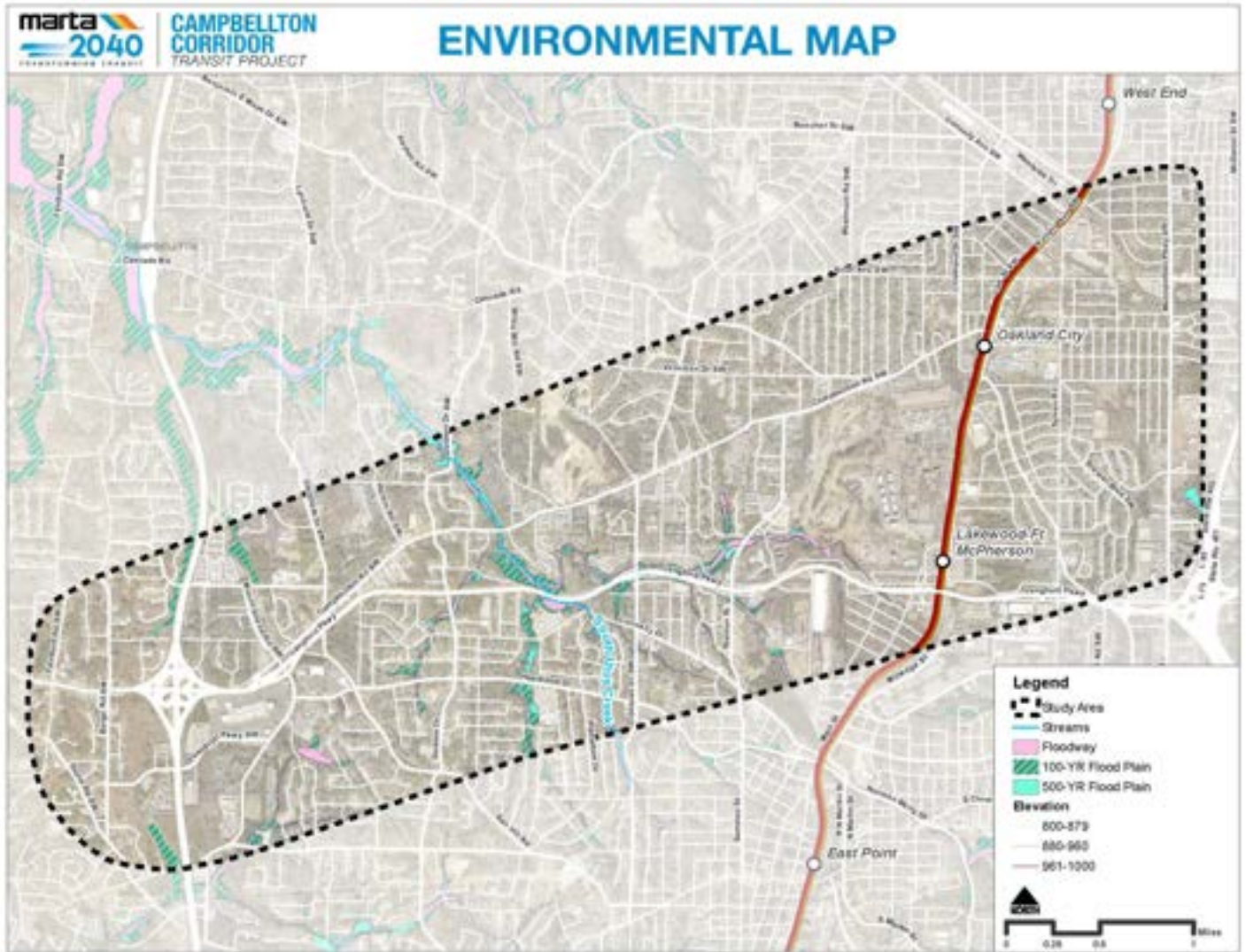
At the same time, care must be taken to ensure that successful implementation of any plans that bring improvements to the corridor provide opportunities to the community's residents and businesses and does not lead to displacement.

1.8 Maps

The following maps were created and used to further explore and analyze the existing conditions in the study area.

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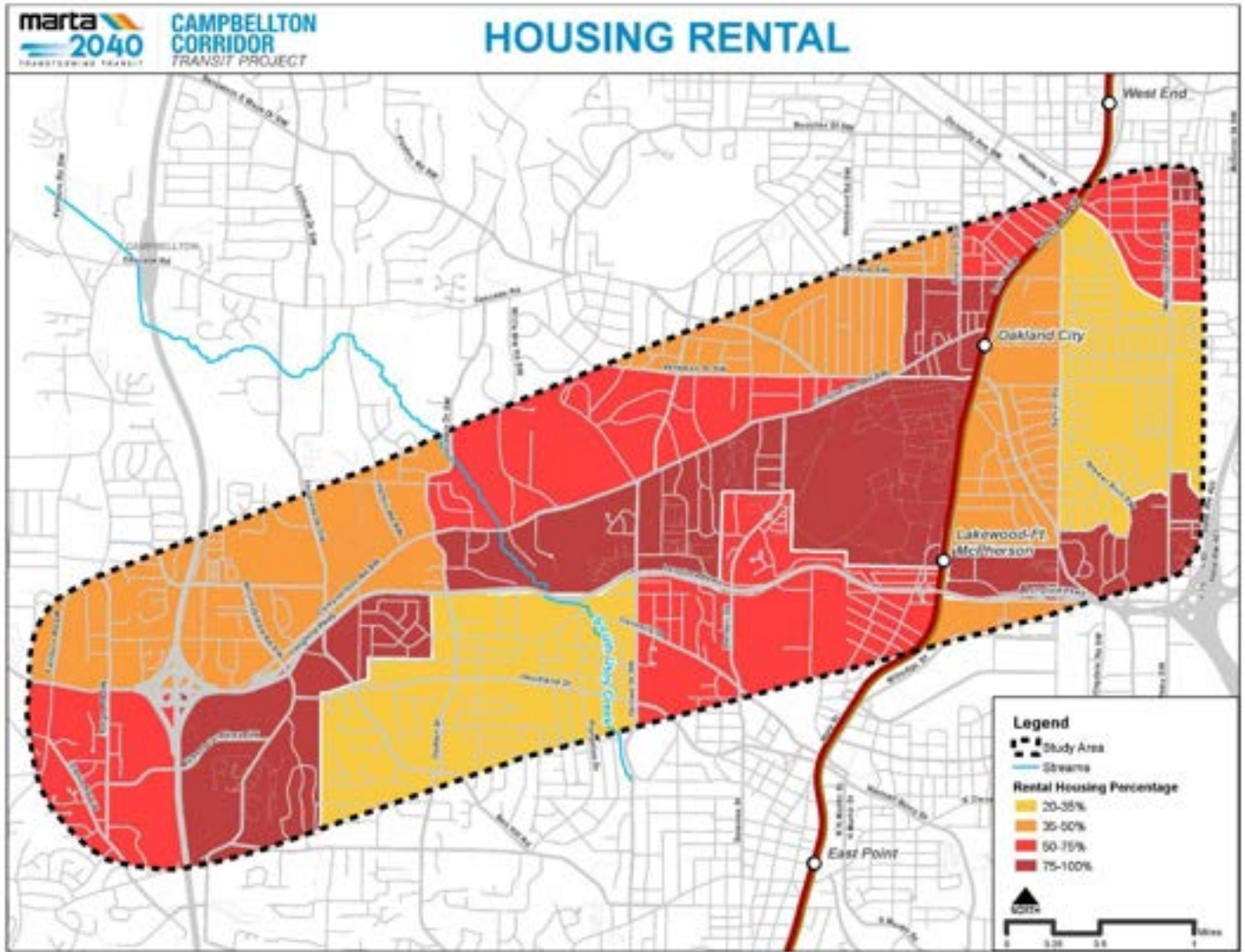
Environmental



An environmental map was created to better understand the current environmental conditions within the study area. Elevation, flood plains, and streams are all factors to be considered in plans for redevelopment. It is also important to note South Utoy Creek, which intersects both Campbellton Road and Langford Parkway.

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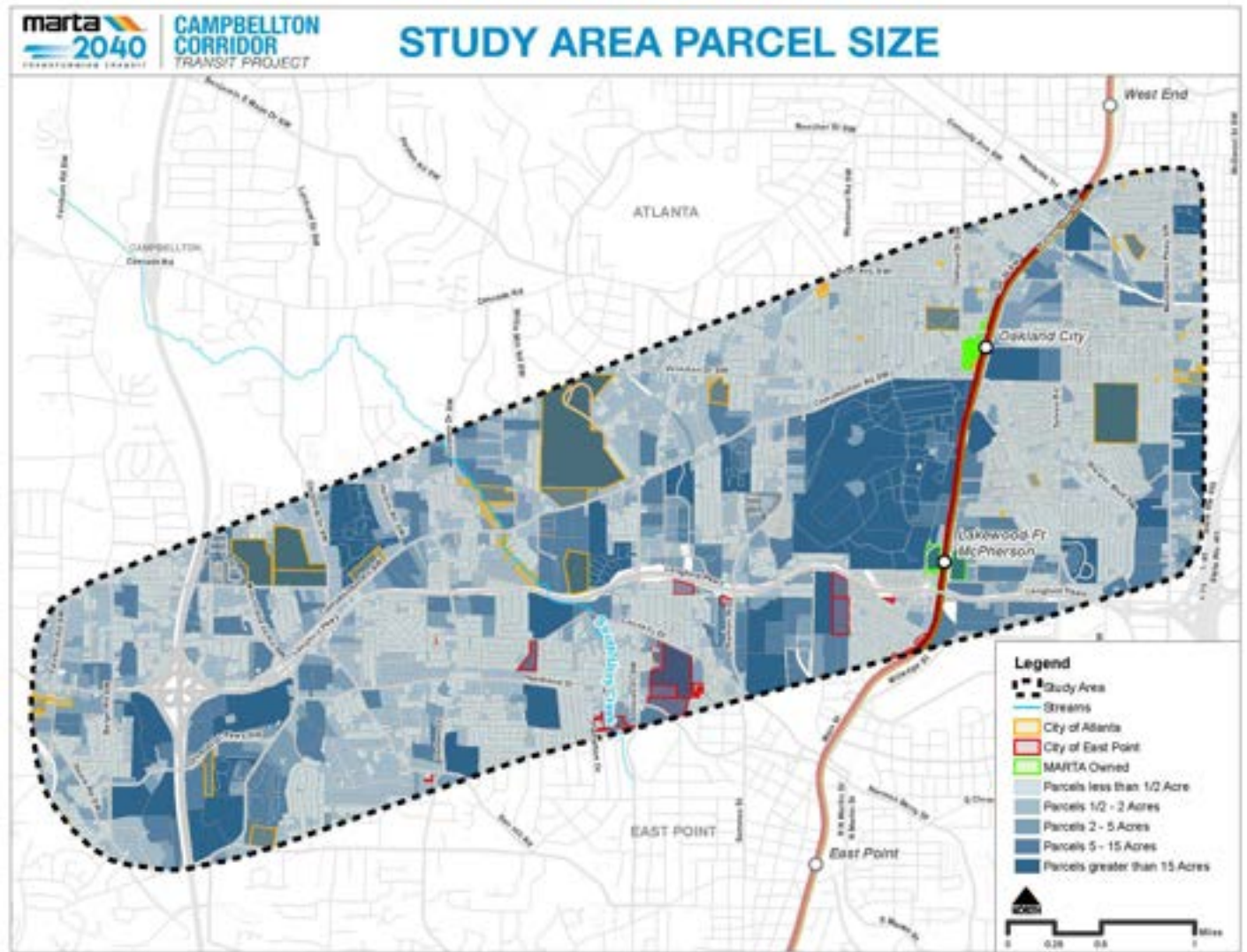
Housing Rental



A housing rental map was created using census block group data to better understand the rental housing composition of the study area. This map helps to infer land use and demographics along the corridor. It is also important to note the higher rental housing percentage along the south side of Campbellton Road.

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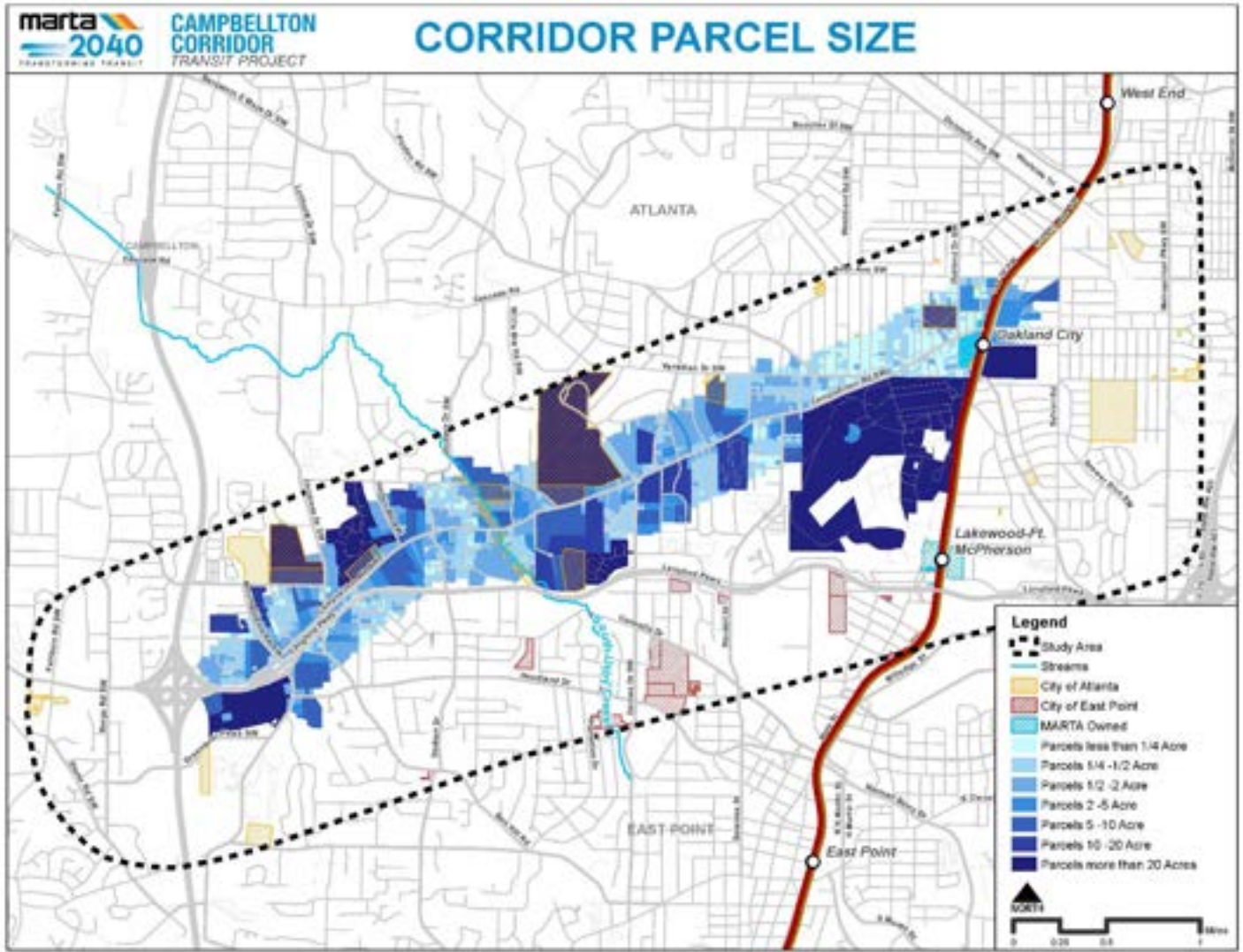
Study Area Parcel Size



A parcel size map was created to analyze the different parcel sizes within the study area. This map highlights the connection between land use and parcel size and how parcel size may play a role in determining the types of future redevelopment appropriate for this area. This map also indicates City-owned and MARTA-owned parcels.

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Corridor Parcel Size



A second parcel size map was created to specifically analyze parcels adjacent to Campbellton road with a higher degree of detail.

APPENDIX II

TIER 2 ALTERNATIVES ANALYSIS

SUBMITTED BY KIMLEY-HORN FEBRUARY 2021

1. TIER 2 LAND USE ANALYSIS

A key goal of the land-use component of the project, in addition to providing rapid transit service to existing nodes of density and activity, is ensuring that stations are located to maximize their potential to drive transit-oriented development and attract reinvestment to the corridor. To gauge this potential, the land-use team examined three performance measures as part of the Tier 2 Analysis: how much transit-supportive land is located within a ¼ mile radius of each proposed station location, the acres of vacant and under-utilized land within a ¼ mile radius, and the consistency of each potential station location with economic development plans and development trends.

1.1.1 Transit-Supportive Land-Use Evaluation

An important component determining the capacity of stations to attract transit-supportive development is the context within which the stations are located. Specifically, how much acreage around each station has the capacity to support transit-oriented land use? To create a metric for this factor, 4 specific factors were considered

Percentage of acreage zoned for uses other than single-family

This metric was evaluated due to detached single-family uses generally being considered non-conducive to transit oriented development. Additionally, it can be difficult to change single-family zoning to more intensive and transit-supportive uses. Station areas with higher percentages of non-single-family zoning were considered more transit supportive.

Percentage of land currently devoted to uses other than single-family

This measure was evaluated separately from zoning to account for non-conforming uses, or differences between zoning and actual uses, as well as uses such as parks or public services that may be zoned for single family. Around most station areas, there was generally more land zoned for single-family than was actually being used for single-family, with actual single-family uses anywhere from 2 to 33% less than what was zoned. Zoning changes may be somewhat easier for parcels that are non-conforming or are serving a public use. Potential station areas with a greater percentage of non-single-family use were considered more transit supportive.

Future land uses envisioned for the areas around the stations

Future Land is a critical component of TOD readiness, because a future land use map reflects the future development patterns that a community wishes to see; it is often used as a legal justification for approving zoning changes. Within the Campbellton Corridor, the Future Land Use map has been updated as a result of recent planning processes. The evaluation broke out future uses into 3 categories for scoring: single-family, which was considered as having no transit supportive value; low-density, which was considered to have low transit-supportive value, and medium and high-density, which has high transit-supportive value.

Concentration of land in large parcels and MARTA-owned property

The measure of parcel size and ownership was evaluated as a gauge for the ease of parcel assembly for development. Larger parcels generally offer greater opportunities for redevelopment due to a reduced need for parcel assembly. Potential station areas were scored based on the number of large parcels, 1 acre or greater in size, within ¼ mile of the station. Land already controlled directly by MARTA is similarly more conducive to redevelopment, due to there being no need for parcel acquisition or assemblage.

Conclusions

The scores from each of these measures were combined into a composite score for each station area, which were then aggregated for each alignment option. Stations were assigned a score ranging from 1-3, with a higher score indicating a station as more conducive to TOD. Stations with the highest scores for this measure include Harbin, Greenbriar, and Delowe. The station with the lowest score, by a relatively large margin, is Willowbrook.

Performance Measure	Component	Percent Zoned non Single-family Zoning		Existing Land Use % Non Single Family		Future Land Use %				Percentage of Land as part of parcels greater than 1 Acre or owned by MARTA		Rating
	Weight Factor	0.25		0.25		0.2				0.3		
	Weighting	1: 0-50%, 2: 51-60%, 3: 61%+		1: 0-50%, 2: 51-75%, 3: 76%+		Single Family	Low Density	Med/High Density	Single family = 0, Low density =1.5, med/high density = 3	1: 0-50%, 2: 51-75%, 3: 76%+		
Amount of transit-supportive land use within 1/4 mile of stations	Oakland City	50.56%	2	68.66%	2	0.91%	61.12%	37.97%	2.06	54.87%	2	2.01
	Fort Mac	51.60%	2	59.02%	2	41.90%	12.23%	45.87%	1.56	50.30%	1	1.61
	Willowbrook	28.14%	1	47.62%	1	71.07%	23.97%	4.96%	0.51	51.00%	2	1.20
	Delowe	64.67%	3	68.82%	2	34.02%	3.02%	62.95%	1.93	61.99%	2	2.24
	Willis Mill	53.40%	2	86.98%	3	16.21%	45.91%	37.88%	1.83	70.54%	2	2.22
	Harbin	66.93%	3	75.53%	3	14.81%	62.06%	23.14%	1.63	84.51%	3	2.73
	Westgate	71.94%	3	72.65%	2	28.69%	5.07%	66.24%	2.06	58.99%	2	2.26
	Greenbriar BRT	95.85%	3	93.21%	3	0.22%	3.99%	95.79%	2.93	85.00%	3	2.99
	Greenbriar LRT	68.82%	3	75.26%	2	31.11%	0.00%	68.89%	2.07	69.94%	2	2.26
	Ben Hill	63.92%	3	72.98%	2	29.56%	14.29%	56.15%	1.90	65.80%	2	2.23

Average rating for BRT Station Locations	2.16
Average Rating for LRT Station Locations	2.08

1.1.2 Vacant and Underutilized Parcel Evaluation

The evaluation of vacant, undervalued, and underutilized parcels was intended to identify locations with parcels that may be more susceptible to change, and thus more likely to attract investment and development with the introduction of high capacity transit to the corridor. Three components were used to develop a composite score for this metric: Percentage of vacant or undeveloped parcels, Acreage that was undervalued relative to the rest of the corridor and study area, and Acreage of underutilized parcels.

Vacant and Undeveloped Parcels

Vacant and undeveloped parcels were identified as locations with higher potential for redevelopment, due to the parcels not serving an active use. These parcels, particularly undeveloped “greenfield” parcels, offer fewer impediments to redevelopment.

Undervalued Parcels

Undervalued parcels were measured as an indicator of a parcel’s susceptibility to change. This evaluation identified non-single-family parcels where either the land value, improvement value, or both values were below 40 percent of the median value within the study area. While the lower relative values of these parcels today might be considered indicative of a lower capacity for redevelopment, the introduction of high-capacity transit may prove disruptive to current property valuations. Parcels with lower values today may be considered for new development taking advantage of improved transit access

Underutilized Parcels

This metric defined underutilized parcels as those parcels where the ratio of the improvements value to land value of the parcel was less than .5. Several case studies performed by the Federal Transit Administration (FTA) found that following the implementation of high-capacity transit corridors, parcels with improvement to land value ratios of .5 or less prior to the transit investment comprised over 2/3 of redeveloped parcels following the addition of transit service.. The low value of the parcel improvements is an indicator that the parcels is not being put to its highest and best use, making it more attractive for redevelopment.

Conclusions

The composite scores for this metric, ranging from 1-3, with a higher score indicating a station as more conducive to TOD, revealed a similar pattern to the previous measure, with station areas on the western end of the corridor having the highest scores, and Willowbrook and Willis Mill having the lowest scores. This suggests that parcels around Willowbrook and Willis Mill have the lowest likelihood of redeveloping with the introduction of high capacity transit, while stations around the Greenbriar Mall may have the highest likelihood of redeveloping.

Performance Measure	Component	% of acreage as *Vacant or undeveloped Parcels		% Acreage undervalued (less than 40% of study area median per/acre)		% of acreage in *underutilized parcels		Rating
	Weight Factor	0.2		0.4		0.4		
	Weighting	1: 0-12%, 2: 13-20%, 3: 21%+		1: 0-40%, 2: 40-60%, 3: 61%+		1: 0-3%, 2: 4-10%, 3: 11%+		1: Low 2: Medium 3: High
Acres of vacant**, under utilized land within 1/4 mile of stations	Oakland City	25.04%	3	31.03%	1	8.85%	2	1.80
	Fort Mac	27.94%	3	55.45%	2	5.75%	2	2.20
	Willowbrook	12.46%	1	31.46%	1	0.68%	1	1.00
	Delow	4.48%	1	63.31%	2	7.25%	2	1.80
	Willis Mill	6.82%	1	51.82%	2	1.47%	1	1.40
	Harbin	22.86%	3	59.87%	2	13.93%	3	2.60
	Westgate	18.19%	2	65.03%	3	18.87%	3	2.80
	Greenbriar BRT	13.51%	2	97.69%	3	2.98%	1	2.00
	Greenbriar LRT	7.20%	1	61.90%	3	10.79%	3	2.60
Ben Hill	31.41%	3	62.28%	3	7.50%	2	2.60	

Average rating for BRT Station Locations	2.02
Average Rating for LRT Station Locations	2.09

1.1.3 Consistency with Economic Development Plans and Development Trends Evaluation

The final land use evaluation for each station area analyzed whether each potential station location was in alignment with existing plans and overlays in the district, as well as development trends and potential identified by stakeholders in the corridor.

Consistency with Economic Development Plans and Overlays

This metric evaluated whether each station location was aligned with previous plans and overlays. Various LCI, Corridor Plans, TOD studies, and other evaluations have been completed along the corridor, creating a vision for future trends and development patterns that the community would like to see occur. Stations were scored based on whether a high-capacity transit station at each location was in alignment with the development vision of the community.

Consistency with Development Trends

This metric identified station locations that aligned with past and present trends and potential for each location to develop as a node of transit-supportive development. Potential station locations centered on existing nodes of development and activity generally scored higher in this component, while those locations where little to no development has occurred scored lower.

Conclusions

The composite scores, ranging from 1 to 3, with higher scores indicating a greater alignment with TOD development, highlighted that most potential station locations were generally or highly aligned both with existing plans or past and present development patterns. Exceptions to this pattern include Willowbrook and Willis Mill, which have high levels of single-family development that is not conducive to transit-supportive development and are not identified in community plans as future nodes of development. Harbin also scored lower due to a lack of higher densities or development in this location. There was no difference found between either alignment option with regards to consistency with plans or development trends.

Performance Measure	Component	Consistency with existing Plans and Overlays	Consistency with Development Trends	Rating
	Weight Factor	0.5	0.5	
	Weighting			
Consistency with local economic development plans and policies	Oakland City	3	3	3
	Fort Mac	3	3	3
	Willowbrook	1	1	1
	Delow	3	3	3
	Willis Mill	2	1	1.5
	Harbin	3	1	2
	Westgate	3	2	2.5
	Greenbriar BRT	3	3	3
	Greenbriar LRT	3	3	3
	Ben Hill	3	3	3

Average rating for BRT Station Locations	2.44
Average Rating for LRT Station Locations	2.44

1.1.4 Overall Conclusions

The evaluation of the various potential station areas as part of the Tier 2 analysis was completed with two overarching goals: evaluating the potential land use impacts of each alignment option and scoring the relative opportunity for transit-supportive development at each potential station area. Because both alignment options share the same potential station locations with the exception of the Greenbriar Station location, and the relative flexibility to adjust the exact station location in the Greenbriar Mall area, this evaluation found little difference between the ability of either alignment to support transit-oriented development. However, the evaluation did find larger variation between the individual station areas' ability to supportive transit-supportive development. The evaluation generally found the stations on the western third of the corridor to have the highest ability to foster transit-supportive development, while Willowbrook and, to a lesser degree, Willis Mill, offer the least ability to attract transit supportive development.

APPENDIX III

STATION AREA REPORT

SUBMITTED BY KIMLEY-HORN OCTOBER 2020

Campbellton Corridor Transit Project

Station Area Report

Introduction

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

The implementation of high capacity transit is a long-term investment with the potential to fundamentally change how people live and move within the corridor, providing residents with greater mobility and enhanced access to housing, employment, and essential services. In order to catalyze the development of vibrant transit-oriented development (TOD) districts along the corridor, stations must be strategically located to provide fast and reliable service, while also enhancing access to locations with the highest potential to support compact, pedestrian-scaled, mixed-use development and activity.

Community engagement served a key role in establishing a clear vision and goals for the project, which is essential to ensure that the new transit investment along the corridor meets both the transportation and economic development needs of the community in an equitable way. These goals have guided the planning process as the project team has analyzed existing conditions and identified opportunities and constraints within the corridor. Nine potential station locations have been identified for further study, as well as key infrastructure improvements, land use policies, and economic incentives that will be necessary for successful TOD at each of these locations. The team has also identified potential barriers and opportunities at each potential station, which have been used to develop location-specific mitigation strategies for each station location. The next steps in the project will involve the development of framework plans for each of the station areas, which will be thoroughly vetted with stakeholders and members of the community, ultimately culminating in station area plans for each of the final transit stations.

The Planning Process

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

Following the previous plan review, the project team engaged with various stakeholders in the community, asking them to share some of their hopes, needs, concerns, and goals for the corridor. A public meeting held at the Mount Carmel Baptist Church in November of 2019 was also used to solicit feedback, where the community identified several key areas that were most in need of investment and improvement. The community responses generally centered around three primary areas of interest in the corridor and identified several key themes and issues they wished to see addressed.

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Areas of interest identified by the community included:

- Delowe Drive, which is a primary center of commercial and residential activity in need of improvement
- The Greenbriar/Westgate area, a commercial area in need of redevelopment and investment
- Fort McPherson, an area with the potential to serve as a hub of new development and activity in the community.

Key themes and issues identified by the community included:

- A heavy emphasis on improving connectivity, including sidewalks and safer intersection crossings in all areas of the corridor
- Protecting the community from displacement
- Improved Handicap and senior accessibility
- Trail connections along Utoy Creek
- Improved safety through more lighting and a more visible employee presence on MARTA facilities
- Reducing vacancies along the corridor
- Short-term improvements to MARTA facilities, including more bus shelters
- Minimizing disruption and negative impacts of transit to existing neighborhoods and travel patterns, such as rails in the street, vehicles stopped within travel lanes, or negative construction or traffic impacts

The responses and feedback received from stakeholders and the community were key to developing a set of preliminary project goals, which were vetted with the community through a public survey, a virtual public meeting on June 25, 2020, and feedback from the virtual project room website in June and July of 2020. Members of the public were asked to think in broad terms and focus on the big picture long term, and their responses were used to create a consensus vision for the corridor, which encapsulates the community's goals in one overarching statement.

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Community Vision

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

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

Community Goals

- Improve transit travel times and reliability
- Increase Safety for all users
- Increase access to high capacity transit
- Promote transit supportive development
- Minimize project design impacts
- Maximize financial resources

Land Use Objectives

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

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

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Preliminary Barriers

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

- The identification of existing primary activity nodes, including Oakland City, Campbellton Plaza, and Greenbriar Mall
- Existing locations of high ridership activity along the corridor
- Places identified in the future land use maps as preferred locations for future development by the community
- The presence of regulatory conditions amenable to transit supportive development
- Areas with a high concentration of parcels susceptible to change or parcels supportive of reinvestment or redevelopment (concentrations of large parcels, vacant parcels, or those with lower per acre values relative to the rest of the corridor)
- Levels of pedestrian, vehicular, and transit connectivity
- Environmental constraints, such as steep slopes, riparian areas, and floodplains
- Alignment with the goals and intent of previous planning studies along the corridor and current planning documents for the corridor, city, and region.

The identification of preliminary station locations was performed as part of the land use component of the Alternatives Analysis, which has been broken out into two distinct phases, or tiers. The land use component of the Tier One analysis has identified locations with the best potential to respond to the needs and desires of the community while leveraging station locations with the highest potential to spur transit-oriented development. Other components of the Tier one analysis have performed additional analysis to understand the study area's transit needs, help determine appropriate transit modes, define feasible alignment options, and evaluate market potential for TOD at each potential station location. The Tier One analysis has identified nine potential station areas along the Campbellton Corridor, shown in figure 1, which include:

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

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- Oakland City Station



Figure 1

As part of this process, numerous maps were generated illustrating elements such as land use, zoning, economic development overlays, parcel data, susceptibility to change, connectivity, and environmental conditions, which are included as an appendix at the end of this document. The analysis focused on areas within a $\frac{1}{4}$ mile and $\frac{1}{2}$ mile radius of each potential station, with a particular emphasis on the $\frac{1}{4}$ mile radius (which represents an approximately 5 minute walk), because this area will experience the highest impact from new station infrastructure. A more detailed discussion of the future land use map and parcel sizes will follow, as the FLUM represents community's preferred vision for the future (FLUM), parcel sizes are one of the most important elements impacting ease of redevelopment. In the next phase of the project, station locations may be prioritized based upon aspects such as regulatory conditions, development patterns, population and job density, community assets, susceptibility to change, connectivity, community input, and market potential. This analysis will also involve the development of station area framework plans for each station location and the creation of various development scenarios for each station area that will be vetted by the public. Ultimately, the Alternatives Analysis will result in the selection of a Locally Preferred Alternative (LPA) which will include a Master Plan outlining TOD plans for each transit station and its surrounding area.

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Future Land Use

The Future Land Use Map (FLUM) in the study area, shown in figure 2, envisions higher densities of residential and commercial uses along the corridor, with large areas identified for future mixed-use development. However, many of the neighborhoods adjacent to the corridor today are predominantly single family in nature, and the FLUM preserves these areas by concentrating development and activity at key nodes along Campbellton Road. This dense, nodal development pattern is highly supportive of high-capacity transit, where vibrant, walkable, mixed-use environments centered around transit stations provide adjacent neighborhoods with access to services, amenities, and employment opportunities while reducing dependence on single occupancy vehicles. This development pattern is also highly aligned with the environmental vision of the Atlanta City Design Plan, which recommends clustering development along key corridors such as Campbellton Road to protect the greenspaces and single-family neighborhoods home to much of Atlanta's lush tree canopy. Key pockets of future mixed-use include:

- Areas east and west of the I-285 interchange around Ben Hill Village,
- Greenbriar Mall and the Westgate shopping center
- Campbellton Road at Harbin Road
- Large areas of high-density residential at Willis Mill
- Campbellton Road at Delowe Drive and Centra Villa drive, including the existing Campbellton Plaza
- Areas south of Langford Parkway along Lawrence Street (this area, located in the City of East Point, is identified in the East Point Future Land Use Plan)
- Areas along the existing MARTA rail line, concentrated around the Lakewood-Ft. McPherson station and Oakland City station
- Strip retail along Metropolitan Parkway to the southeast
- Land near the Atlanta BeltLine's Westside Trail just northeast of the Oakland City Station

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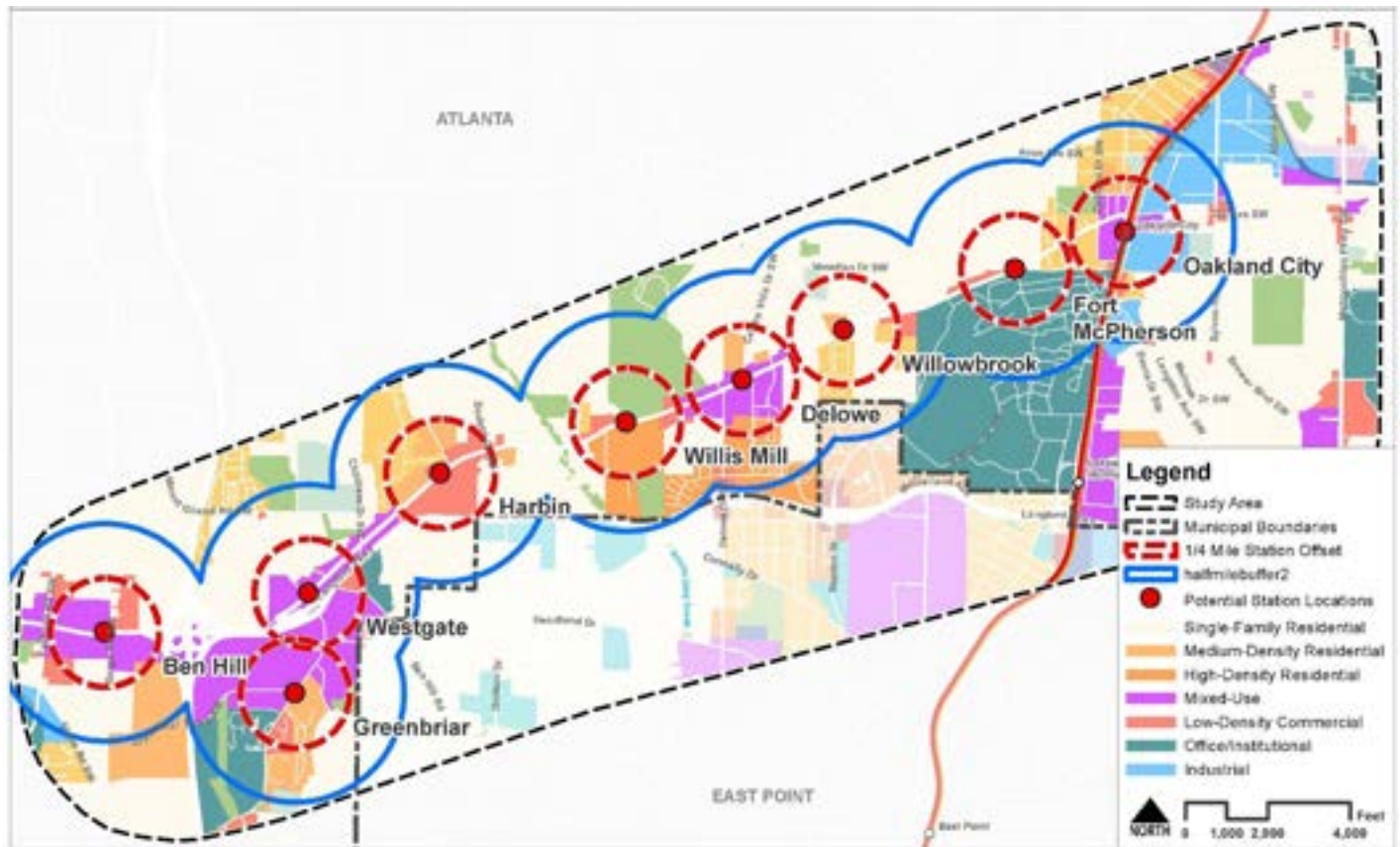


Figure 2

Parcel Size

A parcel map, shown in figure 3, was developed to analyze the different parcel sizes and their location in the study area. This map illustrates the connection between land use, parcel size, and the potential for future redevelopment. Larger parcel sizes are often seen as more attractive for redevelopment, as this can reduce the complexity of property acquisition and provide greater flexibility for programming. Parcels owned by MARTA and the City of Atlanta were also identified, as their ownership gives MARTA and the City greater control over future development in these locations.

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Figure 3

Barrier Assessment

An in-depth analysis was performed at each station area to evaluate the station area's potential to support market-based TOD. The goal of the analysis was to identify the potential barriers, risks, and challenges to achieving desirable outcomes at each location. This evaluation had several components and included an examination of regulatory elements such as Zoning Codes and Overlays, the Future Land Use Plan, and various economic overlays such as Tax Allocation Districts (TADs), Enterprise zones, and Opportunity Zones. Enterprise zones give the incentives of local property tax exemption and local abatement of some associated taxes and fees that qualifying businesses might incur. Opportunity zones encourage development through tax incentives as well. Tax Allocation Districts (TAD's) utilize government financial assistance with eligible public and private redevelopment projects.

The project team also examined physical conditions around each station area, noting constraints to achieving desired development as well as environmental features and community assets and facilities. Mobility around and access to each proposed station was also studied, including issues related to transportation infrastructure, connectivity, and amenities needed to support TOD. Finally, the station area level analysis allowed for an examination of individual parcel information around each station, including parcel size, ownership, and susceptibility to change.

In addition to these analyses, a market study was also performed for the Campbellton Corridor Study Area, the findings of which are examined in a separate document. The results of these studies will be used in the next project

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phase to determine developer readiness and identify property assemblage strategies. The findings from the Barrier assessment for each of the 9 station areas are described in the following pages, and supplemental maps illustrating these findings can be found in the appendix following this document.

Oakland City

Regulatory Conditions

The current zoning of this potential station area allows mixed use, commercial, and residential uses. The future land use aligns with the zoning in that it places the area of potentially being primarily mixed use with medium density residential. Along Lee street and Murphy Avenue, there is a mix of different land uses, including single family detached residences, employment facilities such as restaurants and the Mondelez International factory warehouse, as well as a religious institution. This potential station area also lies in the Campbellton Road and BeltLine overlays. The BeltLine overlay promotes gridded, interconnected streets, pedestrian-oriented built environments, the addition of trails and transit, as well as preservation of greenspace. The Campbellton Overlay is focused primarily on spurring redevelopment and attracting reinvestment along the corridor to support infrastructure improvements and increase residents' quality of life. There are three key economic overlays that overlap this station area (Enterprise zones, federal and state opportunity zones, and Tax Allocation Districts.) which all involve incentivizing developers to build in areas that have been blighted by disinvestment and underdevelopment. These economic overlays could help attract the kinds of private investment envisioned by the community.

Physical Conditions

There are few geographic constraints in the station area, which is a benefit to the area's future development. There are no waterbodies present and no dramatic slope changes. Reverend James Orange Park at Oakland city is the only recreational facility in the area, which is in its northwest quadrant. The Church of Jesus Christ of Latter-day Saints Atlanta is the only religious institution in the area. Also, Fort McPherson is in the area as well, which has plans for potential development.

Mobility

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

Parcel Conditions

MARTA owns a significant amount of land around the Oakland City MARTA station. Additionally, there are some large parcels in the area with a high susceptibility to future redevelopment. Because of this, there could be great potential to spur developments that couple support the Transit Oriented Development. There is a large presence of warehouse and light industrial facilities to the west of Murphy street. When considering other nearby redevelopment projects or proposals, these industrial properties could similarly be redeveloped into mixed use or multifamily developments. There are also large numbers of vacant parcels zoned for two-family residential that could be rehabilitated.

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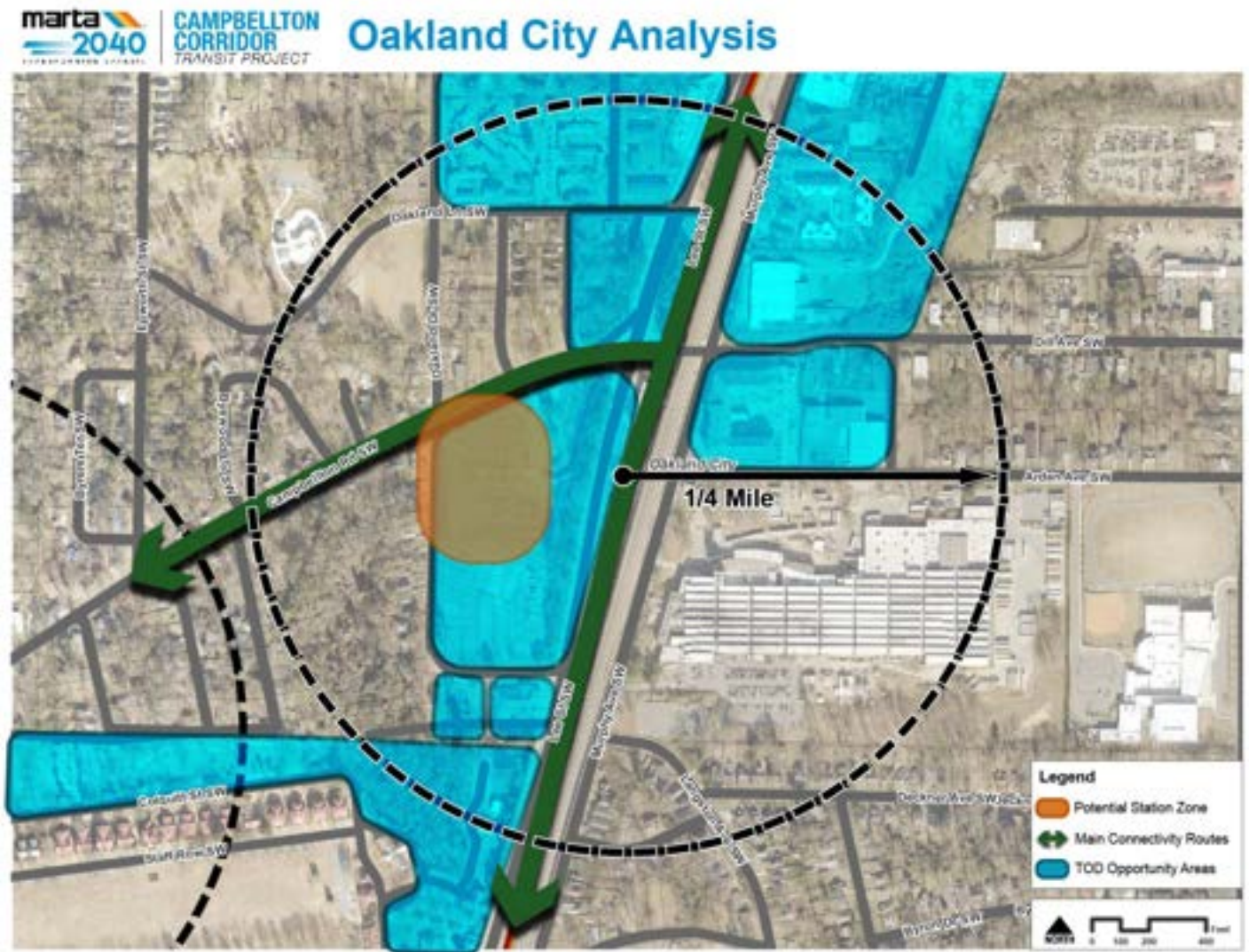


Figure 4

Fort McPherson

Regulatory Framework

Fort McPherson is a unique area compared to most of the other potential station areas because the redevelopment potential here and the SPI-2 zoning that is specific to the Fort McPherson site. The main goal of this zoning specification is to leverage local, regional, and state economic benefits while encouraging and protecting the redevelopment of Fort McPherson through the integration of land planning and transportation. Plans for the Fort McPherson site envision an urban mixed-use development including residential, commercial, and recreational, with varied densities, and pedestrian level design standards. Outside of Fort McPherson, the rest of the area includes zoning districts which allow low-density business (MRC-1) and higher density, two-family development (R-5). There’s

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also single-family residential zoning (R-4) in the potential station area, which isn't the most conducive zoning for a high capacity transit system.

Physical Conditions

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

Connectivity

The area north of Campbellton Road, mostly comprised of the Venetian Hills Neighborhood, has good roadway connectivity. However, there is limited sidewalk connectivity between Venetian Hills and Campbellton Road. With a new transit option along Campbellton Road, the potential exists to reroute a portion of the current bus route 81 along Venetian Drive to Campbellton Road to connect this station, bus routes along Venetian Drive, as there is currently a gap several blocks long between route 81 and the current route 83 along Campbellton Road. There is a former entrance to Fort McPherson on the southside of Campbellton Road. This could serve as a key connection to any redevelopment as well as Tyler Perry Studios further to the south.

Parcel Conditions

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

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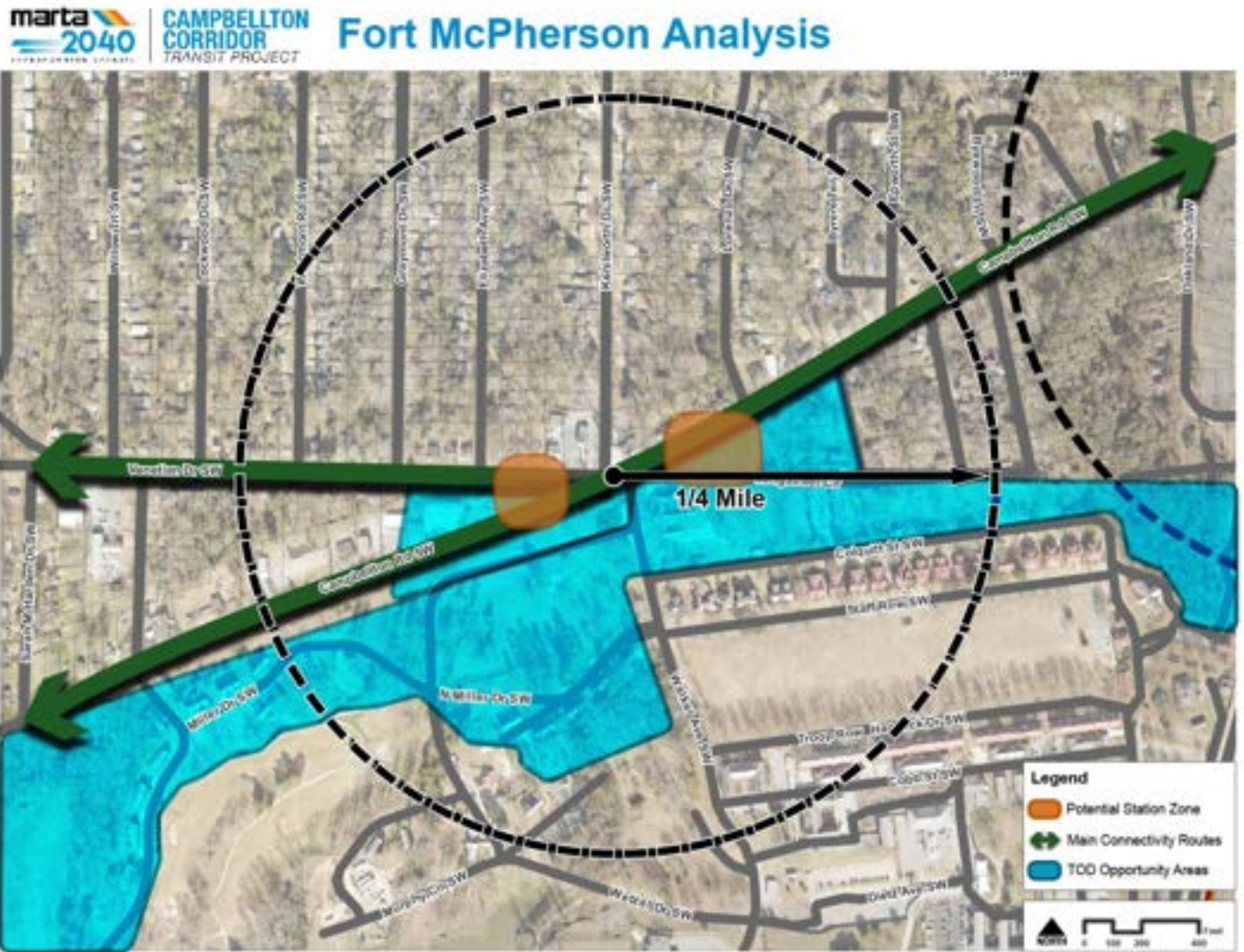


Figure 5

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Willowbrook

Regulatory Framework

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

Physical Conditions

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

Connectivity

Much of the area is residential, but a lack of sidewalk infrastructure limits pedestrian connectivity along the residential side streets. However, the sidewalks along Campbellton Road are continuous and generally in good condition. There are also strong vehicular connections north and south, as well as several existing bus routes.

Parcel Conditions

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

Campbellton Corridor Transit Project

Station Area Report

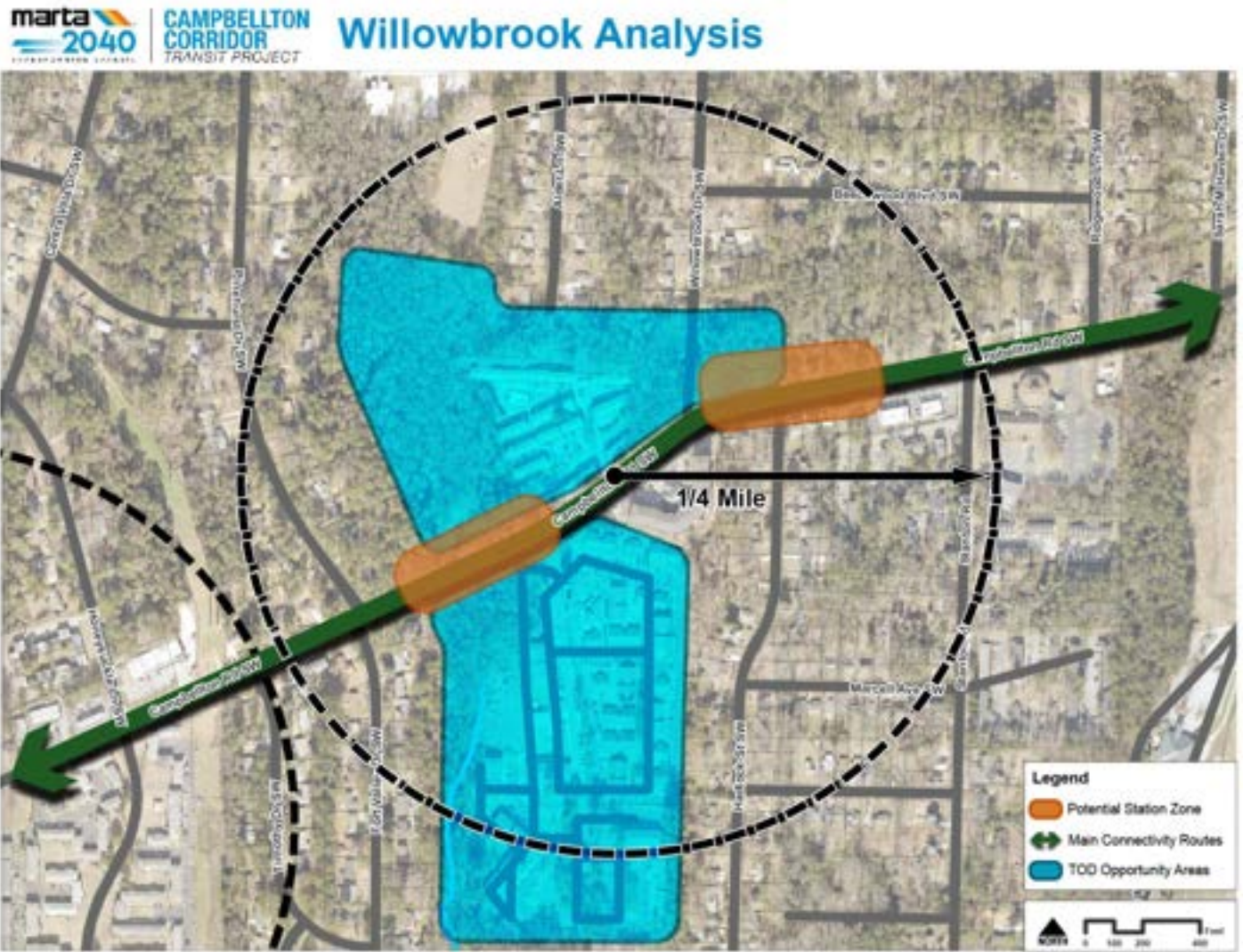


Figure 6

Campbellton Corridor Transit Project

Station Area Report

Delowe

Regulatory Framework

The primary zoning designations around this station area include the mixed residential/commercial designations MRC-3 and MRC-2, as well as the multifamily residential designations MR-3 and MR-4A, with single-family zoning of R-3 and R-4 further away from Campbellton Road. The MRC and, to a lesser degree, MR zoning designations support a variety of residential and commercial land uses with floor area ratios (FAR's) ranging from .69 up to a maximum of 8.2 with density bonuses, which is in alignment with the mixed use designation on the future land use map, and highly supportive of the densities required for high-capacity transit. This location along the corridor has some of the highest concentrations of multifamily development in the city of Atlanta, as well as various commercial and service uses, which is highly supportive of a high-capacity transit investment. There are three key economic overlays around this potential station area (Enterprise zones, opportunity zones, and TAD's) which all involve incentivizing development and investment in areas that have experienced disinvestment. They use varying incentives and tax strategies, but ultimately all of these economic overlays could help attract the kinds of private investment envisioned by the community.

Physical Conditions

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

Connectivity

While Campbellton Road and Myrtle Drive both have wide, continuous sidewalks, the rest of sidewalk network is inconsistent and contains significant gaps, particularly on residential side streets. Street crossings represent another barrier to pedestrian connectivity in the area. While signalized intersections generally have crosswalk and pedestrian signal infrastructure, the area has a high number of unsignalized and unmarked crossings including at the intersection of Myrtle Drive and Campbellton Road, where a pedestrian fatality occurred in the fall of 2019.

There are several MARTA bus routes servicing the area, and the area has limited but good vehicular connections north to Cascade Road and south to Langford Parkway and the City of East Point. The section of Delowe Drive connecting Campbellton Road with Cascade Road and the Cascade Business District has also been identified by Aerotropolis Atlanta as the location for the City of Atlanta Model Mile, which is intended to leverage connectivity enhancements to increase mobility and support additional economic development.

Parcel Conditions

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

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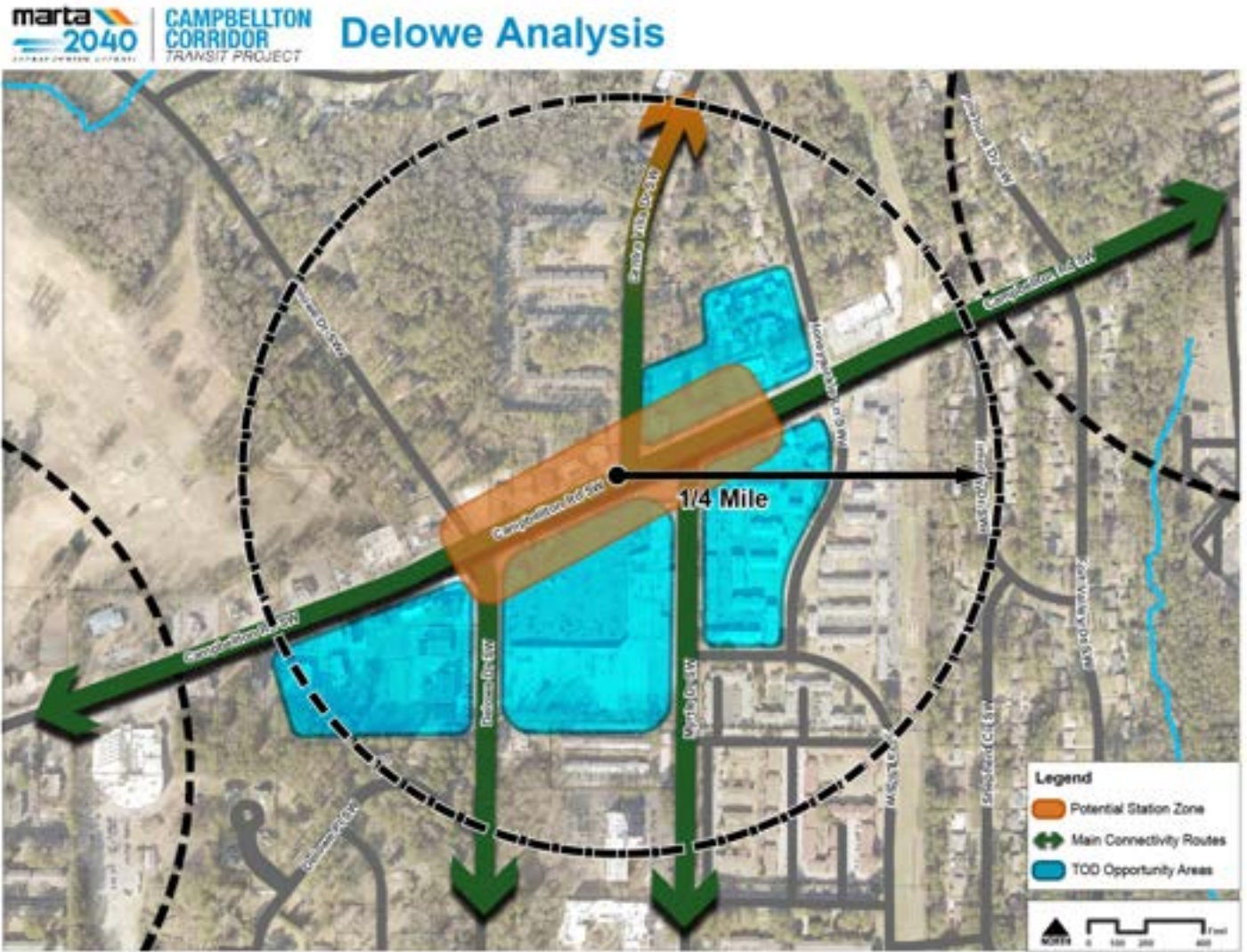


Figure 7

Willis Mill

Regulatory Framework

Areas to the north of Campbellton Road in this station area are dominated by low-density single-family zoning, limiting opportunities for redevelopment. Much of the single-family zoning is R-3, with 18,000 square foot minimum lot sizes, resulting in maximum densities below 2.5 housing units per acre. Many of the parcels to the south of Campbellton Road, however, are zoned MR-4A-C zoning, which allows for high-density residential development. There are also small areas of mixed-use zoning in this area (MRC-1-C and MRC-2-C), which supports both residential and commercial land uses and FAR's up to 1.696 and 3.196. These zoning designations allow for much greater density than is currently in place today, this could provide redevelopment opportunities more supportive of high capacity transit. The FLUM

Campbellton Corridor Transit Project

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reinforces the potential desire for more intense development, as the core of the station area is identified for primarily commercial and high-density residential uses in the future. The area is also covered by the Campbellton Road TAD, as well as enterprise and opportunity zones.

Physical Conditions

South Utoy Creek runs to the east and through the southern part of this station area, which leaves portions of the station area within stream buffers and the floodplain. There are also some topographic challenges caused by steep slopes to the south that could present challenges for new development in this area. The presence of the existing Alfred Tup Golf Course and potential trail connections along the creek offer recreational opportunities that could be integrated into new development. New trails along the creek could also be leveraged to create connections to the Cascade Springs Nature Preserve to the northwest. Additionally, the Adams Park Library and the Andrew & Walter Young Family YMCA along the corridor are significant assets to the community located near this potential station.

Connectivity

This station area has relatively low levels of street connectivity, while Langford Parkway and South Utoy Creek present barriers to the south and west respectively. There is not a complete sidewalk network in the area, and the sidewalks along Campbellton road end a few hundred feet to the east of Willis Mill Road. The lack of major through streets also limits transit connectivity to the station area.

Parcel Conditions

There are a several large parcels susceptible to change in the area. The challenge with many of these parcels is that they are concentrated toward the southern end of the study area in places with the most environmental challenges due to the presence of stream buffers, floodplains, and challenging topography. There is a significant concentration of multifamily development, with high levels of variation in the condition of the complexes.

Campbellton Corridor Transit Project

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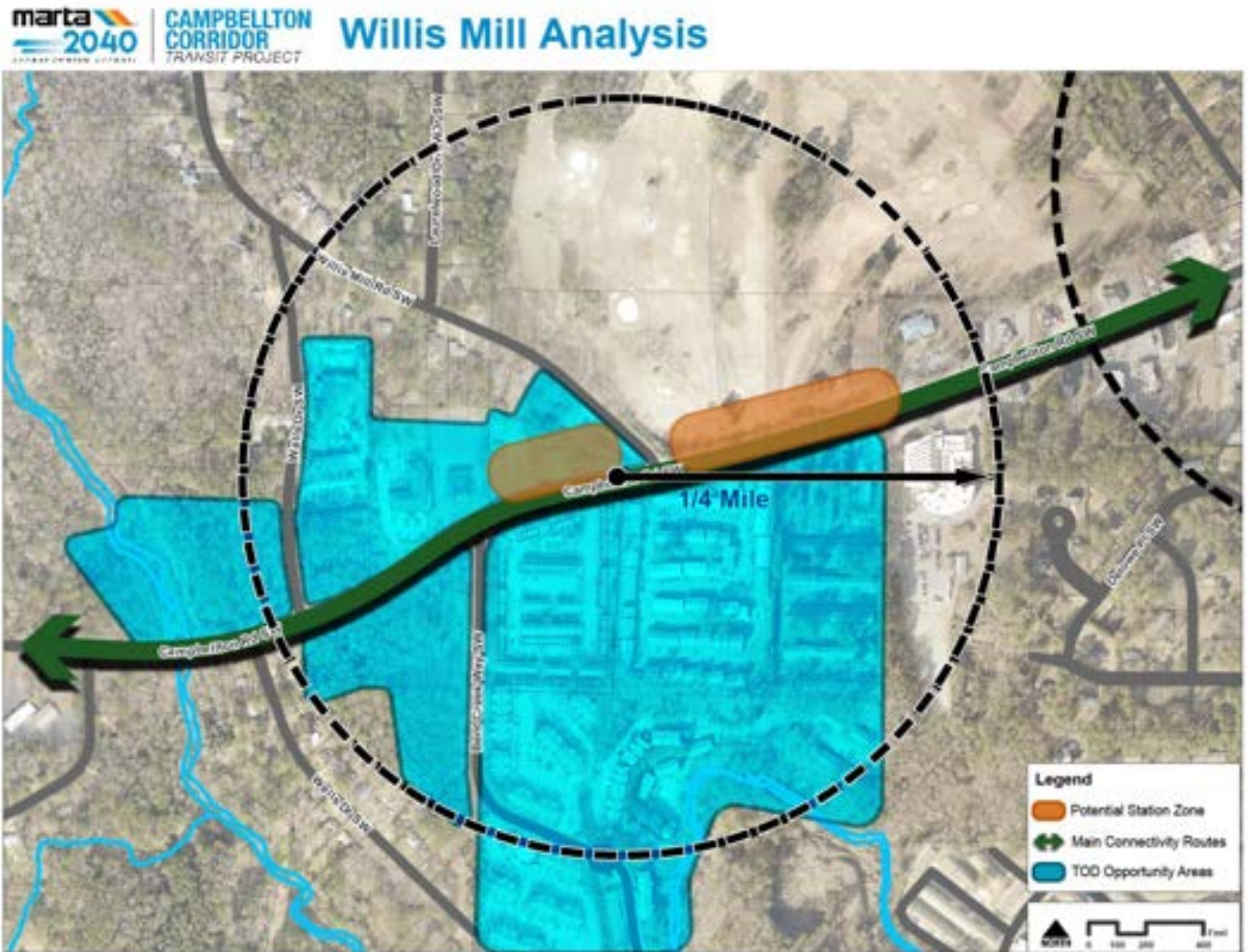


Figure 8

Harbin

Regulatory Framework

This area contains a variety of zoning that supports a mix of medium and high density residential and commercial uses. While the future land use map identifies much of this area as low density commercial and low or medium density residential, the zoning designations on those parcels is a mix of RG-2, which has low maximum FAR's of up to .348, and MRC-2, which allows high densities at an FAR up to 3.696. There are three key economic overlays that overlap this station area (Enterprise zones, opportunity zones, and TAD zones.) which all involve incentivizing developers to build in areas that have been blighted by disinvestment and underdevelopment. The Greenbriar Livable Centers Initiative (LCI)

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Station Area Report

plan identifies the Harbin area as a community node functioning as a future arts district/TOD center, with Campbelltown road supporting mixed-use commercial growth along the segment between Harbin Road and Greenbriar parkway.

Physical Conditions

There are several residential and institutional anchors in this station area. The historic Mount Carmel Baptist Church is located at the corner of Harbin Road and Campbellton Road, and the Campbellton Road Community center is just south of Campbellton Road. Development is primarily low-density multifamily, commercial, and warehouses, with some single family residential. There are few challenges related to streams, floodplain or topography in this area, which provides greater developable areas. An existing parcel owned by the City of Atlanta could provide an opportunity for neighborhood greenspace or future development.

Connectivity

This is not a very well-connected area. The blocks are very large with a limited road network. The bus service and sidewalks along Campbellton Road are adequate but are limited or do not exist along the side streets in the area.

Parcel Conditions

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

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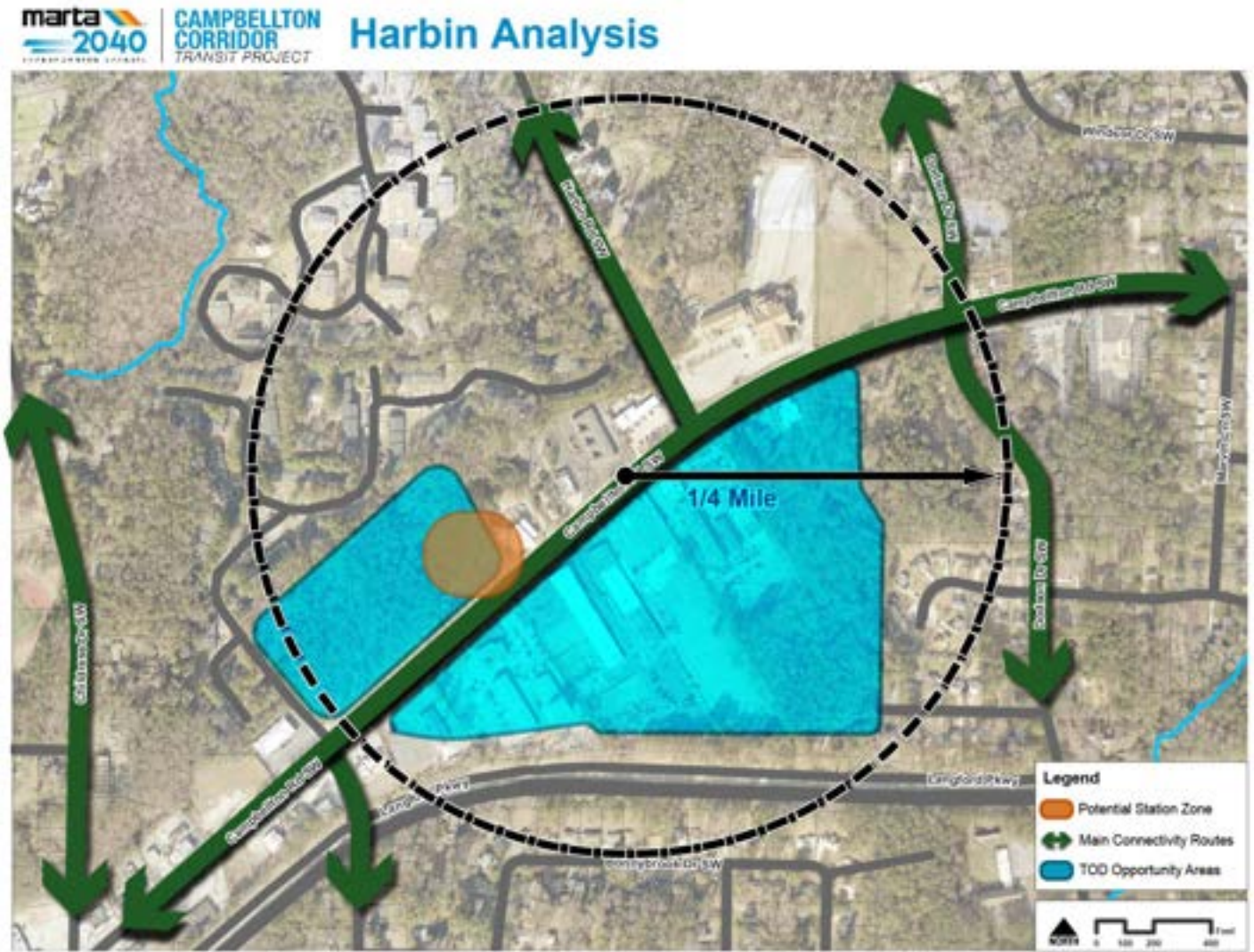


Figure 9

Westgate

Regulatory Framework

The Greenbriar Livable Centers Initiative Plan (LCI) vision for the Westgate area is for it to develop as part of a town center. The SPI-20 zoning, specific to the Greenbriar Mall area, is supportive of that vision, allowing a mix of uses and densities with an emphasis on pedestrian design standards, which is in alignment with the future land use map. The SPI sub-zones, primarily SA2, SA3, and SA4, allows for FAR's ranging from 2 to 2.696, allowing for medium to high densities generally supportive of high-capacity transit. However, the surrounding residential areas are mostly zoned R-4 Single Family, necessitating height setback plans on adjacent SPI-20 parcels, which could limit development potential due to the relatively narrow lot depths adjacent to Campbellton Road. This area also lies within three overlapping

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economic overlays (Enterprise zones, opportunity zones, and TAD zones.) which all involve incentivizing development and investment in areas that have experienced disinvestment.

Physical Conditions

Some potential challenges in the area include development limitations due to the power easement and a creek. Also, because of the proximity of Langford Parkway and Campbellton Road, parcel sizes are limited along the south side of Campbellton Road. Additionally, an electrical substation currently occupies the northern corner of the Campbellton Road and Greenbriar Parkway/Mt. Gilead Road intersection, one of the prime development locations north of Langford Parkway. Many of the commercial buildings along the corridor are older and in need of reinvestment or redevelopment, particularly the Westgate Shopping Center and Greenbriar Discount Mall. The area also includes Daniel McLaughlin Therrell High School, which is just slightly more than ¼ mile north of Campbellton road.

Connectivity

There is excellent vehicular connectivity via Langford Parkway and I-285 from Campbellton Road. There is strong transit connectivity with several bus routes throughout the area. While there is some sidewalk connectivity, most streets other than Campbellton Road and Greenbriar Parkway lack sidewalks. The Greenbriar Parkway bridge across Langford Parkway severely limits pedestrian and bike access to the areas south of the parkway due to narrow travel lane widths and a lack of pedestrian crosswalks and pedestrian signals at the entrance and exit ramps for Langford Parkway. Opportunities exist to create a gateway into the area and increase pedestrian connectivity with the addition of better sidewalks and pedestrian amenities.

Parcel Conditions

There are many parcels that are suitable for redevelopment in the area, particularly the Westgate shopping center and a large parcel along Mt. Gilead Place. While many of the parcels along Campbellton Road would benefit from reinvestment, redevelopment potential may be limited on parcels between Campbellton Rd and Langford Parkway due to the lack of parcel depth. There are also opportunities for reinvestment south of Langford Parkway around Greenbriar Mall and the Greenbriar discount mall, but redevelopment of these parcels may hinge upon enhanced pedestrian and bicycle facilities.

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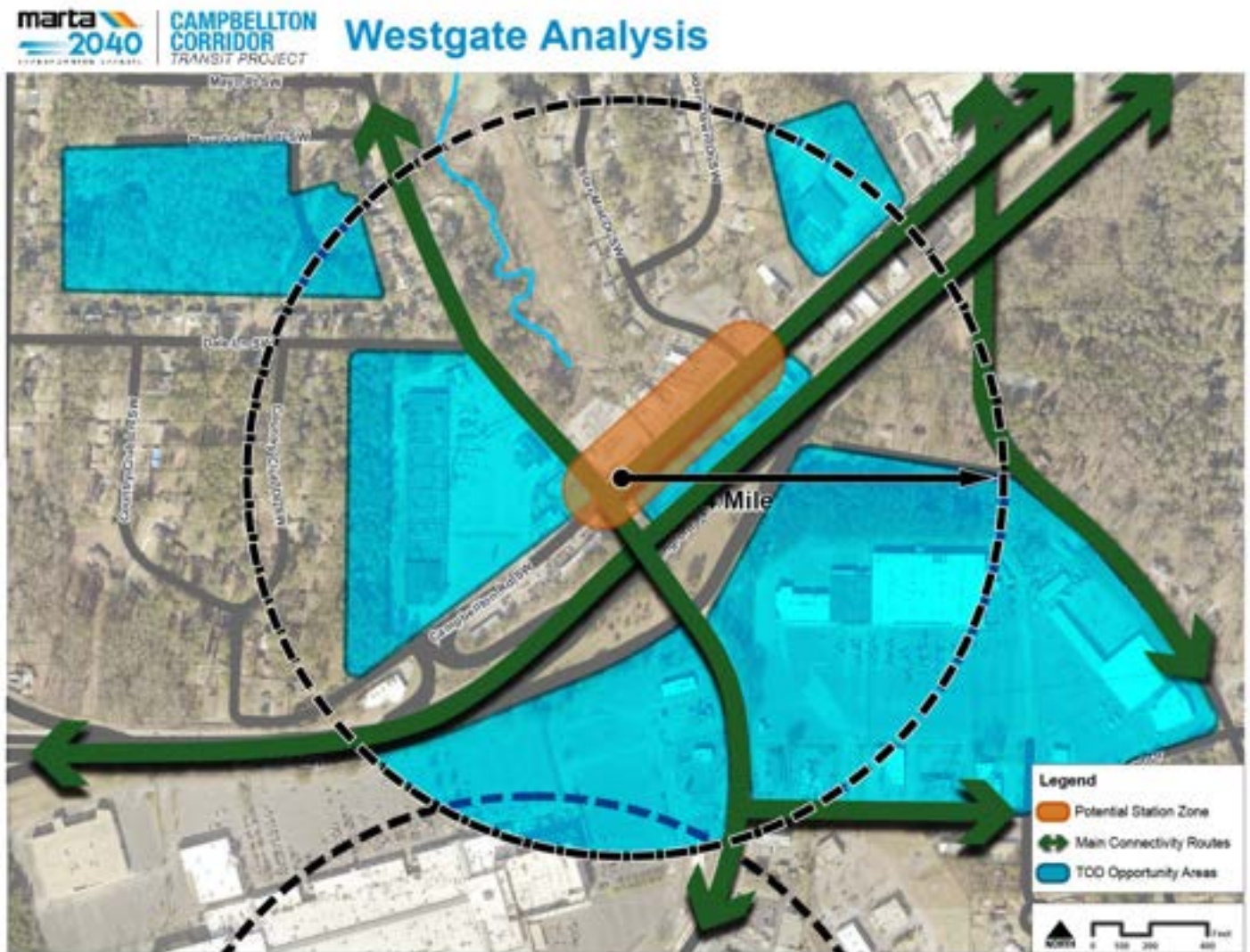


Figure 10

Greenbriar

Regulatory Framework

The Greenbriar Mall area represents one of the greatest opportunities for redevelopment along the entire corridor. The Greenbriar LCI vision for this area is for the Greenbriar area to serve as a town center and a hub for southwest Atlanta. The SPI-20 zoning district, specific to Greenbriar, is supportive of that vision, allowing a mix of uses and higher densities, with pedestrian and urban design standards incorporated as well. This area also lies within three overlapping economic overlays (Enterprise zones, opportunity zones, and TAD zones.) which all involve incentivizing development and investment in areas that have been experienced disinvestment.

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Physical Conditions

The presence of waterways and challenging topography south of Greenbriar Parkway may present some limitations to development, but these areas could be positioned to serve as potential greenspace, providing amenities for the entire area. The country club also serves as an important recreational amenity and could be tied into a future greenway or trail system along the creeks. Commercial development dominates the area today including large buildings and large parking lots. Greenbriar Mall is the largest commercial development along the corridor but has high vacancy rates and has seen a steady decline in recent years, creating opportunities for repositioning or repurposing of the mall area.

Connectivity

This is one of the best-connected areas of the entire corridor. There is strong regional vehicular connectivity in the area due to the proximity of I-285, Langford Parkway, and Campbellton Road, which in turn has also allowed for several MARTA bus routes to connect here. However, local connectivity within the immediate area is limited by the lack of inter-parcel access between properties in the area. As with the rest of the corridor, there is limited bicycle infrastructure, but there is a comprehensive sidewalk network throughout the area. The potential exists for even greater pedestrian connectivity with the redevelopment of Greenbriar and the expansion of the related internal street network, and the creation of additional trails. This enhanced mobility would further support the LCI's goal of making this area a mixed-use hub.

Parcel Conditions

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

Campbellton Corridor Transit Project

Station Area Report

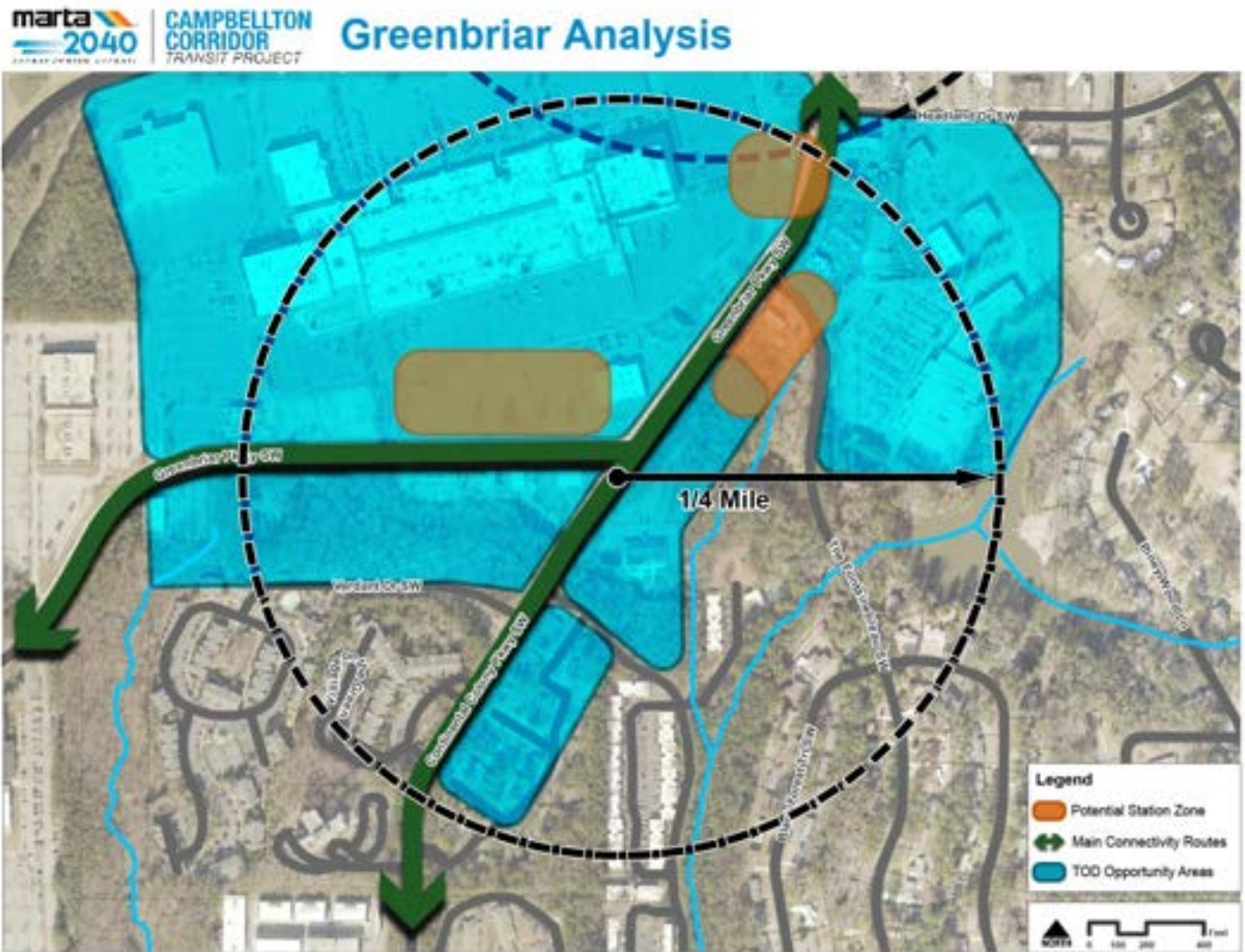


Figure 11

Ben Hill

Regulatory Framework

The final potential station location is the only location west of I-285. The zoning in this area support a mix of medium and high-density commercial and residential uses. Most of the core of the station area is either part of the SPI-20 zoning around Greenbriar, with subzones SA2 and SA5, which support medium and low-density mixed use, and MRC-2, allowing FAR's up to 3.696. This is generally in alignment with the mixed-use designation in the FLUM and supportive of high-capacity transit. The area also has large areas of single-family development zoned R-4 outside the immediate area where the station would be located, also in alignment with the FLUM, but not highly supportive of the high-capacity transit. In order to realize the area's full potential to support high capacity transit, upzoning may need to be considered on some

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Station Area Report

parcels, particularly the SPI areas immediately adjacent to I-285. There are three key economic overlays that overlap this station area (Enterprise zones, opportunity zones, and TAD zones.) which all involve incentivizing development and investment in areas that have experienced disinvestment.

Physical Conditions

There are few major topographic or other environmental challenges in this area, but there are opportunities to connect the recreation center and greenspaces to create additional amenities. The area is currently dominated by low-density development, and as with much of the corridor, strip retail is the dominant retail form along Campbellton Road.

Connectivity

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

Parcel Conditions

There are some moderately sized and larger parcels with a high susceptibility to change that could provide some development opportunities in the area, particularly the very large parcels adjacent to I-285. Additionally, there are a few remaining buildings at the intersection of Fairburn Road and Campbellton Road with traditional urban form. The buildings are pulled up directly to the sidewalk, which could serve as a model for new development in the area seeking to restore an urban pattern to the village center.

Campbellton Corridor Transit Project

Station Area Report

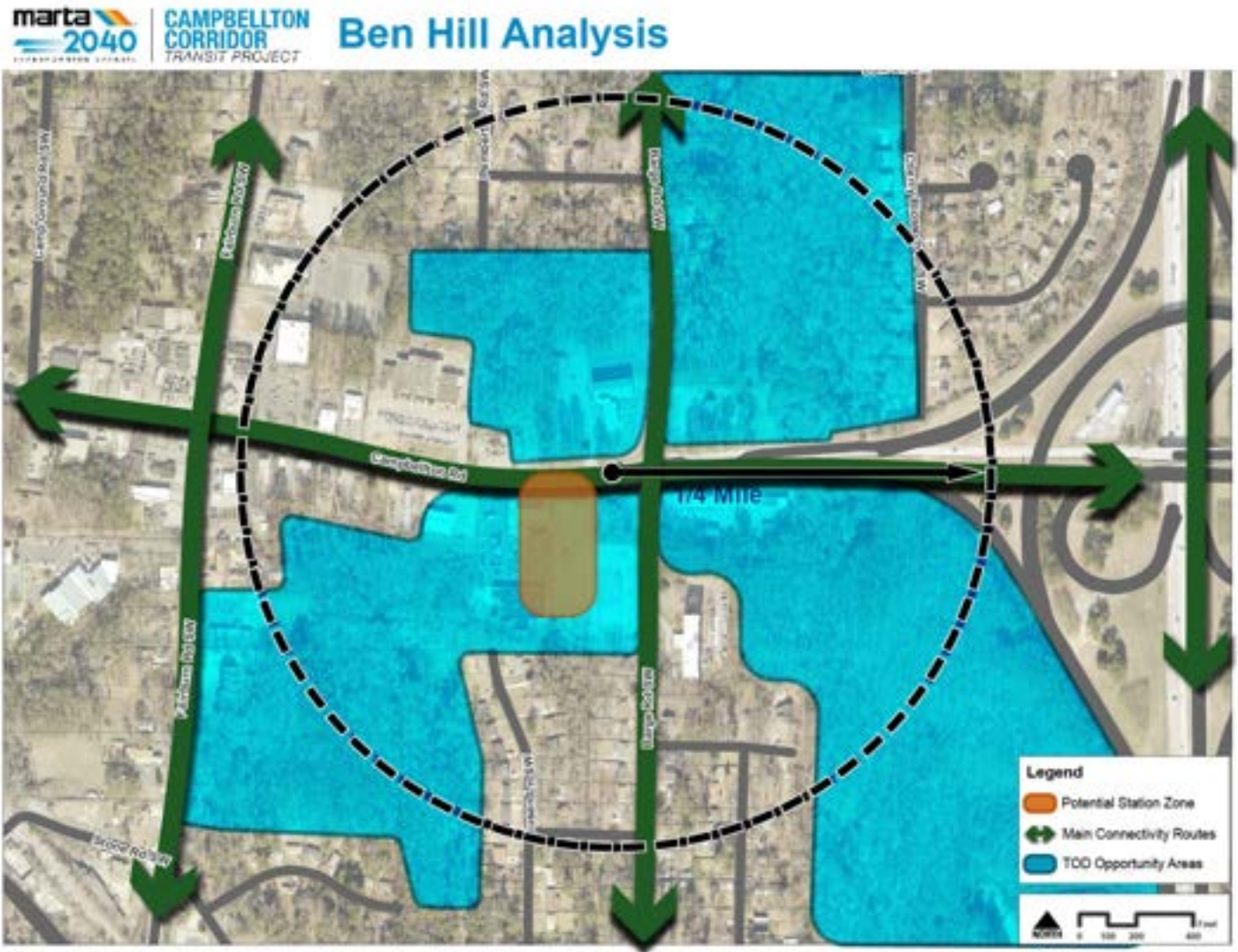


Figure 12

Campbellton Corridor Transit Project

Station Area Report

Station Mitigation Strategies

After identifying barriers and opportunities, a station typology system was developed for the potential stations along the corridor. Feedback from the public was used together with the station area analyses to help inform and determine the most appropriate station area type for each station. This in turn helped to identify the necessary strategies for each station area to promote transit-oriented development.

Station Typologies

Station typologies help inform the potential for development around transit stations and vary based on density, commercial activity, and scale. This study identifies four different station typologies for potential stations along the Campbellton corridor: Neighborhood Residential, Neighborhood Activity Center, Community Activity Center, and Regional Activity Center. These typologies consider current and future land uses to identify appropriate scale and density for transit-oriented development and how to best serve the surrounding community with access to transit stations. More detailed descriptions of each typology can be found below.

Campbellton Corridor Transit Project

Station Area Report

Neighborhood Residential

Neighborhood Residential is characterized by predominantly low- and medium-density residential, including a mix of housing types such as detached single-family homes, townhomes, duplexes, and small-scale apartments. Limited commercial businesses may support the adjacent neighborhood, but commercial activity is not a defining characteristic of the Neighborhood Residential typology. Due to limited commercial activity, there is also limited employment in these station areas. The supporting transit station is small in scale, with lower levels of regional accessibility. Complete, walkable streets that are navigable by car, bike, or foot are essential for this station typology. The supporting transit station may also have limited connectivity to other transit routes, making additional connections like nearby trails and greenspace important to pursue.

Elements to successful implementation adapted from MARTA 2010 TOD Guidelines:

- Design transit stops as integral part of high-quality streetscape
- Attract limited small-scale, mixed-use, mixed-income development
- 1.5-5.0 Floor Area Ratio (FAR)
- 15-50 Residential Units (per Acre)
- 2-8 floors (height)



Campbellton Corridor Transit Project

Station Area Report

Neighborhood Activity Center

Neighborhood Activity Center is characterized by low- and medium-density residential, including a mix of housing types such as detached single-family homes, townhomes, duplexes, and apartments. Commercial development includes small, free-standing buildings containing one or more businesses. Commercial development primarily supports the adjacent neighborhood and may include restaurants, local retail, medical office, and other retail and service uses. The supporting transit station is limited in scale but includes bicycle parking to support the nearby area and is supported by complete, walkable streets that are navigable by car, bike, or foot. The station area has greater regional accessibility than neighborhood residential and may have connectivity to other transit routes. Parking is also provided on the street or in lots behind buildings.

Elements to successful implementation adapted from MARTA 2010 TOD Guidelines:

- Optimize park-and-ride count, operation, and management
- Locate transit related parking to minimize conflict with TOD
- Attract small-scale, mixed-use, mixed-income development
- 1.5-5.0 Floor Area Ratio (FAR)
- 15-50 Residential Units (per Acre)
- 2-8 floors (height)



Campbellton Corridor Transit Project

Station Area Report

Community Activity Center

Community Activity Center is characterized by a medium scale and density, including a mix of housing options within close proximity to goods and services used on a daily basis. Community Activity Centers offer the ability to live, shop, work, and play in one, geographically compact place. This includes a high intensity of uses and denser development that encourages active living. The supporting transit station is larger in scale, with connections to other transit lines and higher levels of regional connectivity. The station area includes a complete, walkable street network with wide sidewalks and high connectivity and access to adjacent parks, recreation centers, libraries, and other municipal or community assets.

Elements to successful implementation adapted from MARTA 2010 TOD Guidelines:

- Reduce or remove residential and commercial parking minimums
- Optimize pedestrian and street-level environment connecting transit, public realm, development
- 3.0-10.0 Floor Area Ration (FAR)
- 25-75 Residential Units (per Acre)
- 4-15 floors (height)



Campbellton Corridor Transit Project

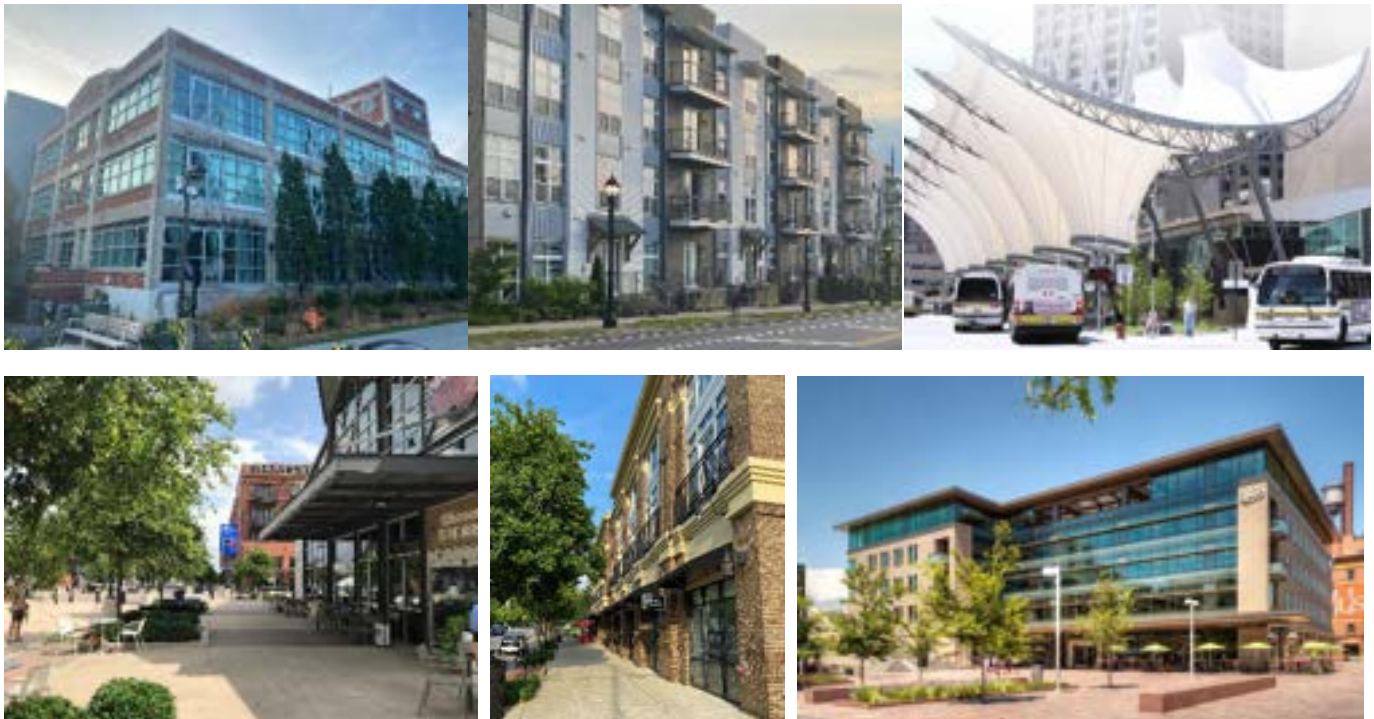
Station Area Report

Regional Activity Center

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

Elements to successful implementation adapted from MARTA 2010 TOD Guidelines:

- Attract a 24/7 mix of uses (i.e., residential, retail, dining, cultural)
- 8.0-30.0 Floor Area Ratio (FAR)
- 75+ Residential Units (per Acre)
- 8-40 floors (height)

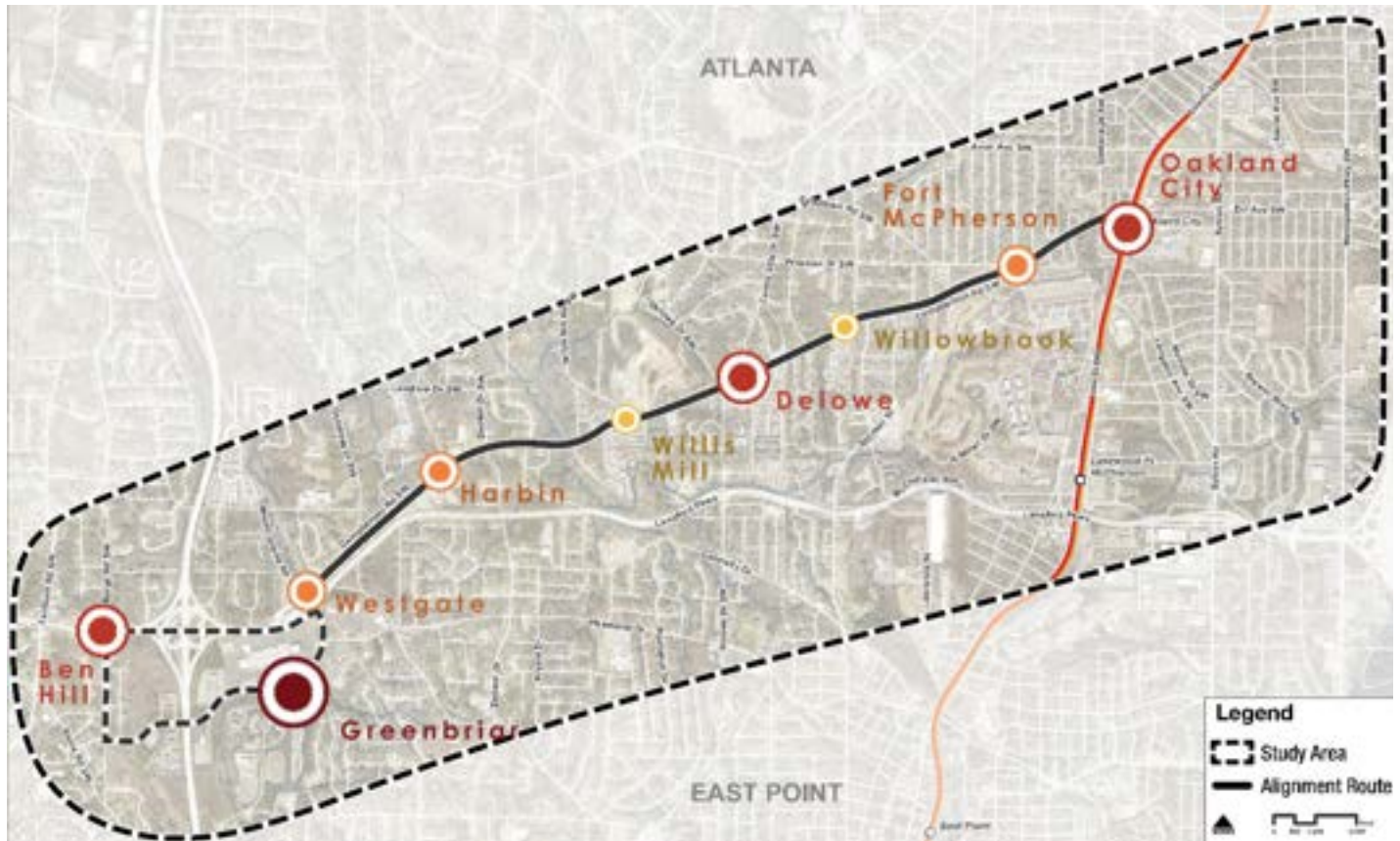


Campbellton Corridor Transit Project

Station Area Report

Station Type Framework

Each of the nine proposed station locations have been assigned a station type based on land use, connectivity, density, and development potential. The future land use map, developed by previous planning efforts and community involvement, outlines future neighborhood character and development patterns as well as identifies development concentrations at various points, or nodes, along the corridor. These nodes vary in mix of uses, density, and potential for development. Thus, the four distinct station area types outlined above have been identified to reflect the future development and character outlined in the FLUM future high capacity transit stations along Campbellton Road.



Campbellton Corridor Transit Project

Station Area Report

Mitigation Strategies

Following the identification of appropriate station area typologies for each station area, the project team began identifying the strategies necessary at each station location to encourage market-based TOD in alignment with the station type recommendations.

Oakland City

Station Type: Community Activity Center

Regulatory Changes:

- Balanced Mix of multi-family, and vertical mixed use
- Retail, entertainment, and civic uses
- Mid-rise buildings dominate

Mobility Improvements

- Multi-modal Rail
- BRT Station with regional and local bus service
- Park & Ride with at least 1000 spaces
- Bike lanes
- Transit origin and destination environment

Placemaking Strategies

- Significant open space (Plaza or Green Space)
- Public Art
- The station as a centerpiece
- Well-marked bus stops
- Pedestrian Zone
- Wayfinding/Signage

Campbellton Corridor Transit Project

Station Area Report

Fort McPherson

Station Type: Neighborhood Activity Center

Regulatory Changes

- Multifamily
- Neighborhood scale mixed-use with retail, restaurant, and service-oriented office
- Low to mid-rise buildings

Mobility Improvements

- No major Park & Ride needed
- Transit origin and walk in-line station
- Rail, streetcar, or local bus stop
- Critical pedestrian connection to station

Placemaking Strategies

- Neighborhood Park
- Station as a centerpiece
- Public Art
- Wayfinding/Signage

Campbellton Corridor Transit Project

Station Area Report

Willowbrook

Station Type: Neighborhood Residential

Regulatory Changes

- Multifamily/Single-Family
- Neighborhood scale mixed-use with retail, restaurant, and service-oriented office
- Low to mid-rise buildings

Mobility Improvements

- No major Park & Ride needed
- Transit origin and walk in-line station
- Rail, streetcar, or local bus stop
- Critical pedestrian connection to station

Placemaking Strategies

- Neighborhood Park
- Station as a centerpiece
- Public Art
- Wayfinding/Signage

Campbellton Corridor Transit Project

Station Area Report

Delowe

Station Type: Community Activity Center

Regulatory Changes:

- Balanced Mix of multi-family, and vertical mixed use
- Retail, entertainment, and civic uses
- Mid-rise buildings dominate

Mobility Improvements

- Multi-modal Rail
- BRT Station with regional and local bus service
- Park & Ride with at least 1000 spaces
- Bike lanes
- Transit origin and destination environment

Placemaking Strategies

- Significant open space (Plaza or Green Space)
- Public Art
- The station as a centerpiece
- Well-marked bus stops
- Pedestrian Zone
- Wayfinding/Signage

Campbellton Corridor Transit Project

Station Area Report

Willis Mill

Station Type: Neighborhood Residential

Regulatory Changes

- Multifamily/Single-Family
- Neighborhood scale mixed-use with retail, restaurant, and service-oriented office
- Low to mid-rise buildings

Mobility Improvements

- No major Park & Ride needed
- Transit origin and walk in-line station
- Rail, streetcar, or local bus stop
- Critical pedestrian connection to station

Placemaking Strategies

- Neighborhood Park
- Station as a centerpiece
- Public Art
- Wayfinding/Signage

Campbellton Corridor Transit Project

Station Area Report

Harbin

Station Type: Neighborhood Activity Center

Regulatory Changes

- Multifamily
- Neighborhood scale mixed-use with retail, restaurant, and service-oriented office
- Low to mid-rise buildings

Mobility Improvements

- No major Park & Ride needed
- Transit origin and walk in-line station
- Rail, streetcar, or local bus stop
- Critical pedestrian connection to station

Placemaking Strategies

- Neighborhood Park
- Station as a centerpiece
- Public Art
- Wayfinding/Signage

Campbellton Corridor Transit Project

Station Area Report

Westgate

Station Type: Neighborhood Activity Center

Regulatory Changes

- Multifamily
- Neighborhood scale mixed-use with retail, restaurant, and service-oriented office
- Low to mid-rise buildings

Mobility Improvements

- No major Park & Ride needed
- Transit origin and walk in-line station
- Rail, streetcar, or local bus stop
- Critical pedestrian connection to station

Placemaking Strategies

- Neighborhood Park
- Station as a centerpiece
- Public Art
- Wayfinding/Signage

Campbellton Corridor Transit Project

Station Area Report

Greenbriar

Station Type: Regional Center

Regulatory Changes

- A Regionally significant public venue
 - Sports arena
 - Medical Center
 - Educational Institution
- Scale varies, but typically less dense than typical TOD settings

Mobility Improvements

- Heavy rail
- Bus route connections
- Region-level transit destination
- Potential Park & Ride depending on use
- Pedestrian connections
- Pedestrian access to transit

Placemaking Strategies

- Public Art
- Open Space (Greenspace or Plaza)
- Wayfinding/Signage

Campbellton Corridor Transit Project

Station Area Report

Ben Hill

Station Type: Community Activity Center

Regulatory Changes:

- Balanced Mix of multi-family, and vertical mixed use
- Retail, entertainment, and civic uses
- Mid-rise buildings dominate

Mobility Improvements

- Multi-modal Rail
- BRT Station with regional and local bus service
- Park & Ride with at least 1000 spaces
- Bike lanes
- Transit origin and destination environment

Placemaking Strategies

- Significant open space (Plaza or Green Space)
- Public Art
- The station as a centerpiece
- Well-marked bus stops
- Pedestrian Zone
- Wayfinding/Signage

APPENDIX IV

ZONING ANALYSIS

SUBMITTED BY KIMLEY-HORN MAY 2023

INTRODUCTION

A corridor analysis of Campbellton Road has identified 9 potential station locations along the 6-mile route of the future BRT line. Much of the corridor was previously rezoned following a series of Corridor and Livable Centers Initiative (LCI) studies, which identified existing nodes of activity and higher development intensity as well as locations with the potential to become future nodes. The presence of transit supportive future land use and zoning designations were evaluated as part of the corridor analysis, and future stations were generally located to promote economic growth and support transit-oriented development (TOD) at these nodes.

The Transit Investment in the Campbellton Corridor is both an investment in mobility for current residents, and a potential catalyst to attract new investment and development to the corridor. Transit stations have the potential to serve as multimodal hubs anchoring nodes of walkable, mixed-use development along Campbellton Road. The purpose of this analysis is to ensure that regulatory conditions are aligned to support this type of development along the corridor.

FUTURE LAND USE & ZONING ANALYSIS METHODOLOGY

The analysis examined land uses, zoning, and overlays on parcels within a quarter mile radius of each of the nine potential station locations. This distance is equivalent to a five-minute walk, the distance most people are willing to walk to access transit. Walkability is integral to transit-oriented development (TOD), allowing people to live, work, shop, and play near the stations. Because transit ridership is strongly linked to population density in the station area, existing household density units per acre (du/AC) and employment densities were evaluated around the station area.

The project team used The Valley Transit Authority's [Bus Rapid Transit Service Design Guidelines](#), which can be found on [NACTO \(National Association of Transportation Officials\)](#) website as the baseline by which to evaluate residential density targets around new BRT stations, based on minimum, target, and optimal densities for new BRT lines. The VTA guidelines defines a station area as those parcels falling within a 1/3-mile radius of the station for density calculations, which are measured in density units per acre (du/AC). The project team defined station areas in the Campbellton Road Corridor as those parcels falling within 1/4 mile radius of the station to minimize double counting, due to the average 1/2 mile spacing between stations. This distance also reduces the number of single-family parcels included in the evaluation, which are the dominant land use outside the immediate corridor. The guidelines classified stations as either regional or local in nature; these densities, when adapted to the 4 station area types planned for the Campbellton Corridor are outlined in **Table 1**

Transit usage begins to increase dramatically as a share of trips at these densities. These density thresholds provide a standard baseline to evaluate appropriateness of the current zoning and existing land uses at each of the station areas and to measure TOD supportiveness.

The existing zoning code was utilized to model development potential within the station areas. Real

Table 1 - Station Area Target Densities

Station Area Type		Minimum Density (du/AC)	Target Density (du/AC)	Optimal Density (du/AC)
Local BRT Stations	Neighborhood Residential	10	15	20+
	Neighborhood Activity Center			
Regional BRT Stations	Community Activity Center	20	27.5	35+
	Regional Activity Center			

world locations with similar land use mixes and Floor Area Ratios (FAR) equal to the highest allowed by right in the zoning districts were analyzed to determine the maximum built out density for each station area. Uses allowed by right or special permit by City of Atlanta’s zoning code were evaluated to identify uses that conflict with the TOD. These analyses together help visualize how the corridor, and specifically the station areas, could develop under the existing zoning guidelines. Current employment in each station area was also captured to assist in indicating the demand that could be captured with TOD. **Table 2** lists each station area with its current density and employment, as well as its respective maximum built out density with existing by right zoning.

Table 2 - Existing and Potential Residential Employment Densities

Station Area	Residential Density (du/AC)	Employment Density (Total number of employees)	Maximum Build-Out Density (du/AC)
Oakland City (Community Activity Center)	2.78	91	44.35
Delowe (Community Activity Center)	7.96	306	21.14
Greenbriar (Regional Activity Center)	0.13	330	25.58
Ben Hill (Community Activity Center)	0.76	139	18.75
Westgate (Neighborhood Activity Center)	0.53	412	20.3
Harbin (Neighborhood Activity Center)	5.98	222	15.84
Willis Mill (Neighborhood Residential)	12.12	409	19.3
Willowbrook (Neighborhood Residential)	6.44	99	14.1
Fort McPherson (Neighborhood Activity Center)	0.62	80	52.42

FUTURE LAND USE & ZONING ANALYSIS METHODOLOGY (CONT.)

Atlanta's zoning code has over 250 unique designations, many of which are neighborhood specific, business district specific, or a special interest district (SPI). The zoning designations that are most commonly present in the corridor are SPI-2 Fort McPherson, SPI-20 Greenbriar, and various Community Business (C-1), Commercial Service (C-2), Industrial (I), Residential (R), Multifamily Residential (MR), Mixed Residential Commercial (MRC), Residential-Limited Commercial (R-LC), and Residential General (RG).

Much of the corridor was rezoned following the adoption of the Campbellton-Cascade Corridors Redevelopment Plan and Greenbriar and Fort McPherson LCI plans, resulting in a zoning pattern designed to focus growth, density, and activity in key nodes throughout the corridor. The community's desire to support walkability and limit uses that could potentially hinder economic redevelopment in the corridor led to the inclusion of conditional terms when parcels were rezoned, the presence of which are signified with the addition of the suffix "-C" to the zoning code. These additional stipulations can be viewed through the City of Atlanta's Planning Viewer GIS Portal under "Rezoning Cases."

Zoning designations that are most supportive of TOD in the Corridor include the MRC and MR designations, the intent of which is described in the City of Atlanta's Zoning Ordinance as follows:

- **MRC-1** - Low density residential and commercial uses intended to serve a single neighborhood or small group of adjacent neighborhoods.
- **MRC-2** - Medium density residential and commercial uses along corridors and intended to serve a group of adjacent neighborhoods.
- **MRC-3** - High density commercial and residential uses along major corridors intended to serve larger areas of the city, and provide larger commercial uses with a significant employment concentration.
- **MR-1** - Primarily single-family dwellings which may have zero-lot-line along one side yard.
- **MR-2** - Two- to three-story multi-family dwellings.
- **MR-3** - Eight-story, zero-lot-line multi-family dwellings.
- **MR-4A** - Eight-story, multi-family dwellings.
- **MR-4B** - Five-story, zero-lot-line multi-family dwellings.

The project team also evaluated the future land use map to assess alignment with transit-oriented development. Parcels with land use designations that are unaligned with existing zoning or that are unsupportive of zoning designations that align with TOD were identified for revision, as well as locations that may be supportive of TOD but could be revised to allow greater density.

Several additional regulatory constraints exist within the corridor, including five zoning overlay districts:

BELTLINE OVERLAY DISTRICT

This District does not permit or prohibit any additional uses outside of the underlying zoning, but establishes additional requirements related to urban form, such as transitional uses and yards, open space, and sidewalk requirements, which impact walkability, multimodal access, and influence TOD.

CAMPBELLTON ROAD OVERLAY DISTRICT

Prohibit numerous uses, many of which are undesirable or unsupportive in Transit Oriented Development, such as adult businesses, discount stores and pawn shops, new and used car sales, and repair shops. This overlay also contains requirements for sidewalks and the relationship between the buildings and the street. Both overlays have significant implications for TOD and mobility throughout the corridor, as the use restrictions, open space requirements, and sidewalk guidelines will impact neighborhood character and impact how people move throughout and experience the station areas

INTOWN SOUTH COMMERCIAL CORRIDOR

Prohibits flea markets and convenience stores on parcels that have frontage along major streets, including Campbellton Road. These are generally not transit-supportive uses, so prohibiting them along the primary corridor aligns with the goals of this effort.

FORT MCPHERSON AND C-2 SIGN OVERLAYS

Adds additional restrictions to the signage code in these areas and has limited impact on TOD.

The City of Atlanta 2021 Comprehensive Development Plan was also reviewed as part of the existing conditions analysis, which has several key components in the Campbellton corridor. The plan identifies the Greenbriar area as a growth node, which is a developed area suitable to absorb additional development and activity. This is aligned with the future land use map, which designates the westernmost part of the corridor as a mixed-use district and is transit supportive. The eastern portion of the corridor is designated primarily as single-family residential and low-density commercial uses in the future land use plan, with a small industrial node near Oakland City, which conflicts with the goals and urban form of good transit-oriented development.

OAKLAND CITY

EXISTING CONDITIONS

The area around Oakland City station is currently characterized by single-family and low-density multifamily residential, low-density commercial, and industrial uses, with a significant industrial distribution site under construction in the southeast quadrant of the site. The eleven acres owned by MARTA adjacent to the rail station currently hosts a bus transfer station and large expanses of underutilized parking. The area is primarily zoned for industrial, commercial, and single-family residential uses, with parcels with multifamily zoning interspersed. The property owned by MARTA, however, is zoned for high-density, mixed-residential commercial.

The future land use map is largely aligned with existing zoning and land use patterns, with the primary exception being the areas designated for mixed-use surrounding the station. There are 3 zoning overlay districts that impact parcels within the station area, including the Beltline Overlay, Intown South Commercial Corridor, and the C-2 Sign Overlay. The BeltLine Overlay adds additional restrictions for building form, open space, and transitions, but does not restrict uses beyond those present in the underlying base zoning. The Intown South Commercial Corridor prohibits flea markets and convenience stores on parcels fronting major roads, regardless of the underlying zoning.

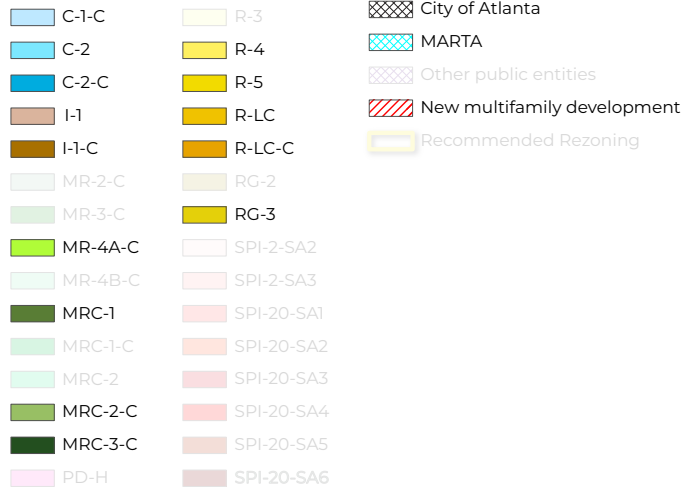
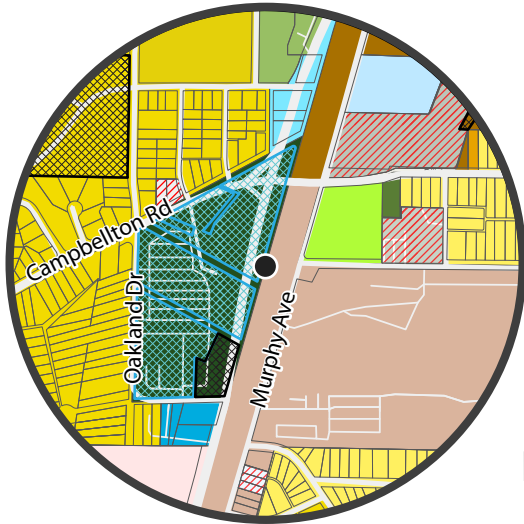
ZONING AND LAND USE TRANSIT COMPATIBILITY

Numerous existing land uses zoning designations around the station are incompatible with or unresponsive of transit-oriented development, or that allow uses that may not be compatible with TOD. The most incompatible of these are the large swaths of industrial east of Lee St, particularly the large warehouses under construction on the south side of Arden Ave. Many of the commercial and industrial districts allow uses such as adult businesses, repair garages, vehicle sales, service stations, warehousing, storage yards, which generally conflict with TOD. The future land use map also includes designations unresponsive of transit, including industrial, Single-family, low density residential, and low density commercial. Additionally, there are several discrepancies between future land use designations and existing zoning. The parcels between Oakland Ln and Campbellton Road identified as future mixed-use are currently zoned as single family and medium-density commercial, and several areas of future mixed-use east of Murphy St are currently zoned for Single-family. Additionally, there are numerous parcels west of Oakland Drive with single-family zoning and future land use designations. While these designations are aligned with each other, they are also unresponsive of TOD.

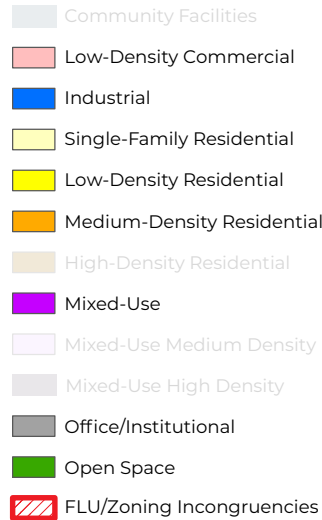
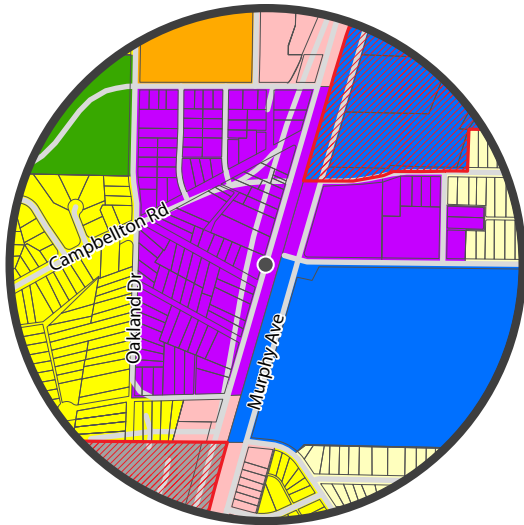
RECOMMENDATIONS

- Upzone parcels within future mixed-use areas to zones that allow dense mixed-use development to occur, such as MRC-3, MR-3, or MR-4
- Replace industrial designations in the future land use map with mixed-use or medium or high density residential in the station area
- Consider developing a transit station overlay for parcels within $\frac{1}{4}$ or $\frac{1}{2}$ mile of stations that preclude uses that are unresponsive of TOD.

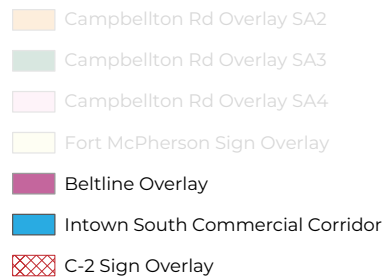
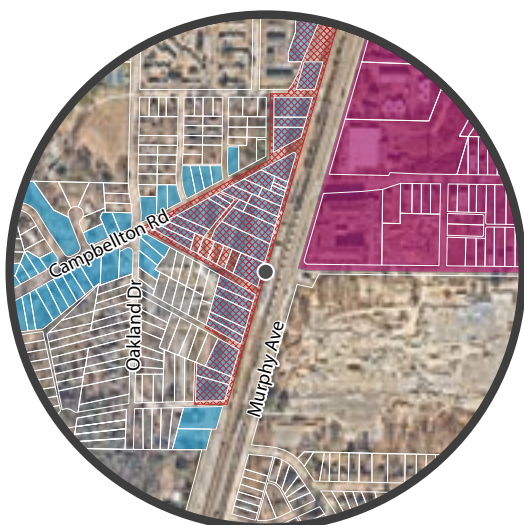
EXISTING ZONING



EXISTING LAND USE & REGULATORY OVERLAYS



FUTURE LAND USE



DELOWE

EXISTING CONDITIONS

Existing land uses around Delowe are generally unsupportive of TOD goals. Numerous multifamily developments are present in the area, though they are generally lower density than what is currently allowed. The majority of commercial development consists of strip malls and small stand-alone buildings, and there are numerous vacant parcels in the area.

The majority of the Delowe station area already has zoning and future land use designations that are supportive of TOD, particularly parcels fronting Campbellton Road. However, some of these zoning districts allow automobile service stations, new and used car sales, and single-family dwellings, which are not conducive to transit-oriented development.

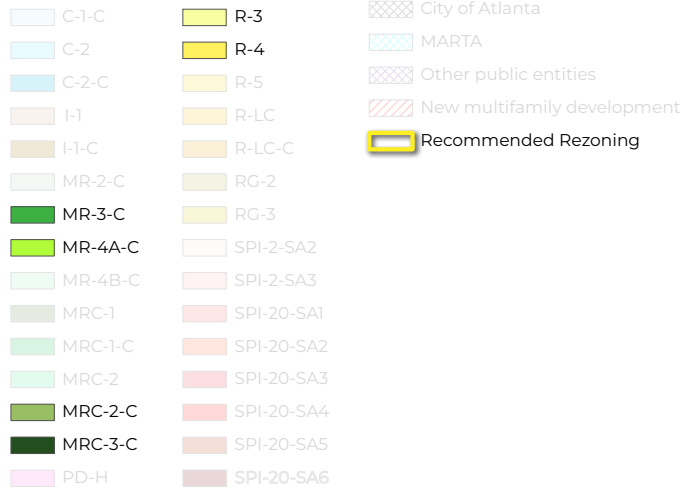
ZONING AND LAND USE TRANSIT COMPATIBILITY

Zoning and land use designations are closely aligned in the Delowe area and are highly supportive of TOD. While there is some single-family present within the ¼ and half mile radius around the station, it is predominantly located on side streets off the corridor.

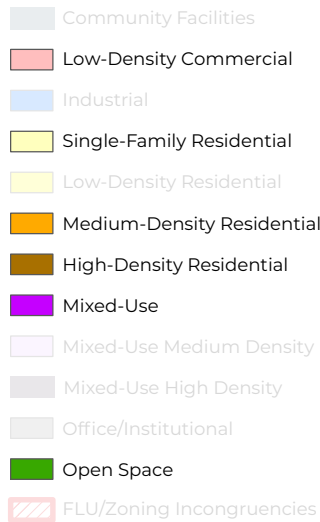
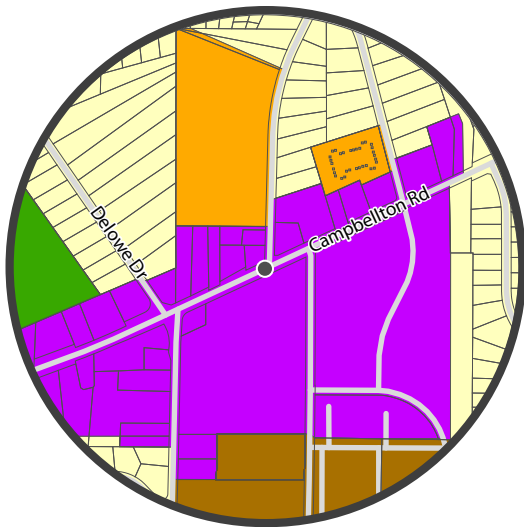
RECOMMENDATIONS

- Consider developing a transit station overlay for parcels within ¼ or ½ mile of stations that preclude uses that are unsupportive of TOD.
- Consider development incentives to spur new development that is more closely aligned with zoning and the future land use map.

EXISTING ZONING



EXISTING LAND USE & REGULATORY OVERLAYS



FUTURE LAND USE



GREENBRIAR

EXISTING CONDITIONS

The predominant land use in the Greenbriar station area is low rise commercial, with small areas of residential development in the southern and eastern edges of the area. Greenbriar Mall and strip-style development occupy most of the area, together with large expanses of parking that provide opportunities for significant redevelopment. The area is attracting investments in new residential development, with numerous multifamily residential projects either planned or under construction in the area, most of which include affordable housing components.

Nearly all of the station area falls within one of the SPI-20 subdistricts, with small pockets of single-family zoning south of the station area. These zoning districts are supportive of the future land use map, which identifies nearly the entire area as future mixed use or medium density residential. A small northern portion of the area falls within the Intown South Commercial Corridor overlay, which prohibits flea markets and new convenience stores along major roads. The existing residential du/acre is .13, which is far below the potential density of 28.58 allowed under the existing zoning designations.

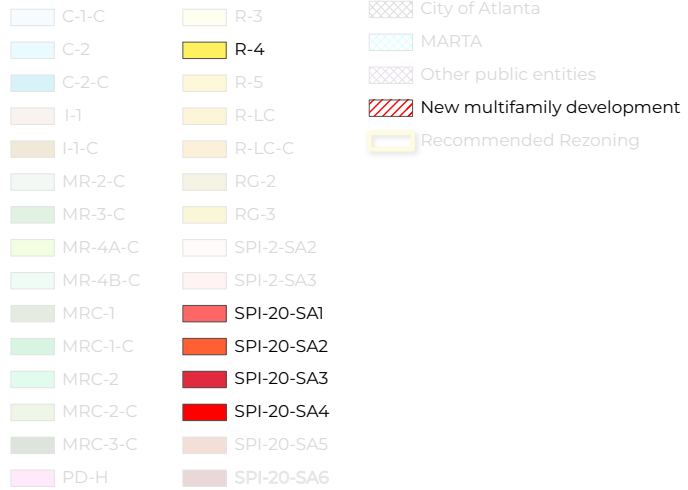
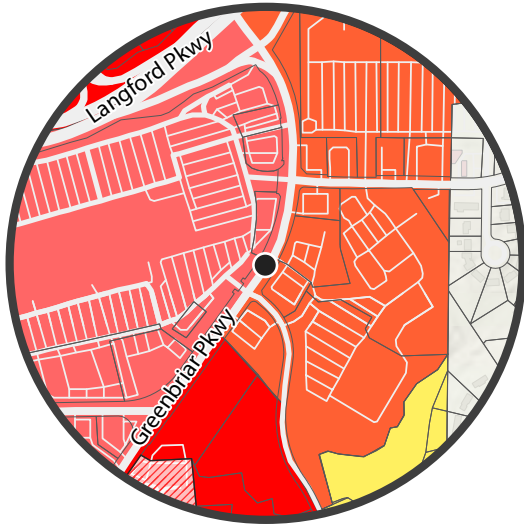
ZONING AND LAND USE TRANSIT COMPATIBILITY

The current zoning and future land use plan are closely aligned in this area, as the SPI zoning supports a wide mix of uses. However, the SPI 20 zoning subdistricts also allow some uses by right that are unresponsive of transit-oriented development, including single-family residential, package stores, and drive throughs. Most of the subdistricts currently have low maximum FARs that restrict the development potential of the area, which limits the capacity of the station area to serve as the dense, regional activity center envisioned in numerous community plans.

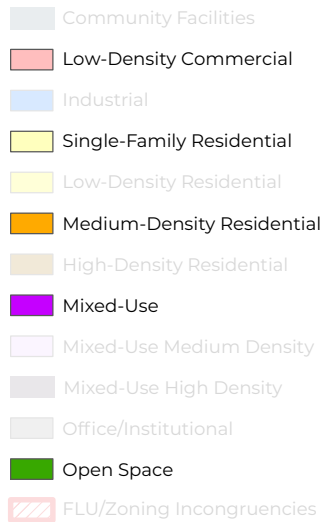
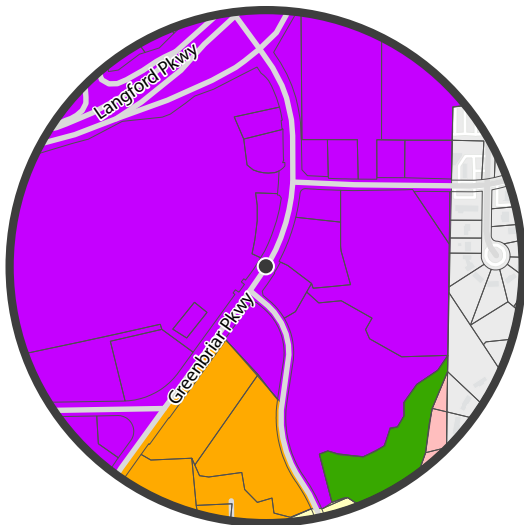
RECOMMENDATIONS

- Increase the maximum FAR allowed within all SPI-20 subdistricts to 3.2, the amount allowed in zoning designations such as MRC-3.
- Amend uses allowed by right in SPI-20 zones to prohibit uses unresponsive of TOD, such as single family residential, package stores, and drive throughs
- Consider developing a transit station overlay for parcels within $\frac{1}{4}$ or $\frac{1}{2}$ mile of stations that preclude uses that are unresponsive of TOD.

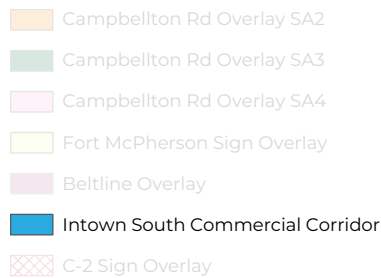
EXISTING ZONING



EXISTING LAND USE & REGULATORY OVERLAYS



FUTURE LAND USE



BEN HILL

EXISTING CONDITIONS

The current land uses around Ben Hill station area contain a mix of single family residential and low-rise commercial uses, as well as substantial tracts of undeveloped property. Zoning in the station area largely reflects existing uses; R-4 Single Family, MRC-2-C, and SPI-20 subdistricts are the predominate zoning designations. The future land use map in the area envisions a substantial core of mixed use centered around the intersections of Campbellton Road with Fairburn and Barge roads. Further to the west, the Future Land Use map also identifies some areas of Low-density commercial. Current zoning designations would allow for an average of 18.75 du/acre, while the density of current development is only .76 du/acre

Parcels fronting Campbellton Rd between Barge and Fairburn Roads are also included in the Campbellton Rd SA2 overlay district, which restricts most uses in the underlying zoning district that conflict with Transit oriented development, including new and used car sales, repair garages, and single-family dwellings. There are also several publicly owned properties in the area; the MARTA park and ride leased from the Georgia Department of Transportation, Atlanta Fire Rescue Station 31, and the Ben Hill Recreation Center.

ZONING AND LAND USE TRANSIT COMPATIBILITY

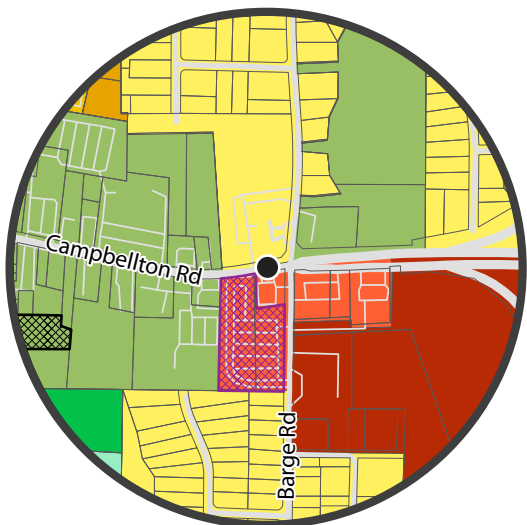
The future land use map is generally supportive of transit-oriented development in the Ben Hill Area. The mixed-use core and medium-density residential to the southeast are highly supportive of future density, though the large areas of single family and low-density commercial further from the station are not. The largest incompatibility is the single-family zoning directly adjacent to the northeastern corner of the Barge Rd and Campbellton Rd intersection.

The current zoning designations are not well-aligned with the Future Land-Use map. MRC-2-C zoning in the area allows for mixed-use development with FAR's up to 1.499, which is supportive of transit. However, the parcels northeast of Barge Rd and Campbellton currently zoned MRC-2-C are identified as Single-Family in the FLUP. The inverse is true on the church property directly northwest of Barge and Campbellton rd, which is identified for future mixed use but is currently zoned R-4. The SPI-20 subdistricts SA2 and SA5 are also incongruent with transit-oriented development due to their low FAR limits of .696

RECOMMENDATIONS

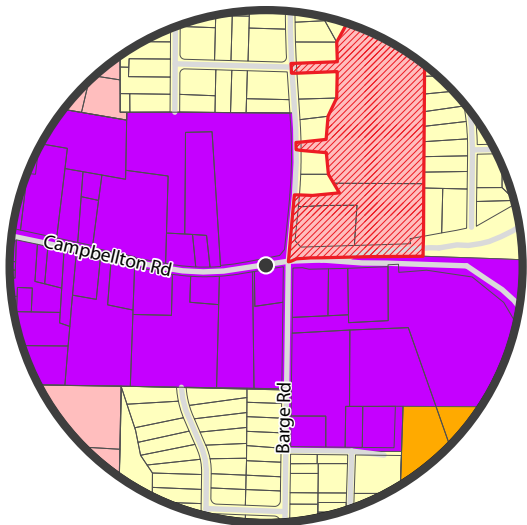
- Increase the maximum FAR allowed within all SPI-20 subdistricts to 3.2, the amount allowed in zoning designations such as MRC-3.
- Amend uses allowed by right in SPI-20 zones to prohibit uses unsupportive of TOD, such as single family residential, package stores, and drive throughs
- Update the FLUP to mixed-use to align with the MRC-2-C zoning northeast of Campbellton Rd and Barge Rd
- Amend the FLUP for parcels with MRC-2-C zoning northeast of Campbellton and Barge Rd, from single-family to mixed-use.
- Rezone parcels northwest of Barge Rd and Campbellton that are currently shown as mixed use in the FLUP from R-4 to MRC-2-C.
- Consider developing a transit station overlay for parcels within ¼ or ½ mile of stations that preclude uses that are unsupportive of TOD.

EXISTING ZONING



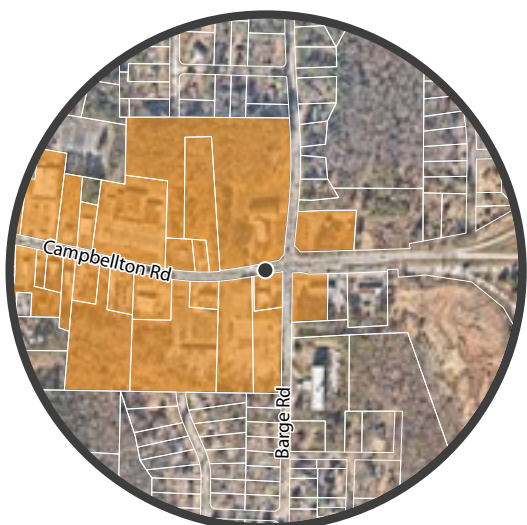
- | | | |
|---------|------------|-----------------------------|
| C-1-C | R-3 | City of Atlanta |
| C-2 | R-4 | MARTA |
| C-2-C | R-5 | Other public entities |
| I-1 | R-LC | New multifamily development |
| I-1-C | R-LC-C | Recommended Rezoning |
| MR-2-C | RG-2 | |
| MR-3-C | RG-3 | |
| MR-4A-C | SPI-2-SA2 | |
| MR-4B-C | SPI-2-SA3 | |
| MRC-1 | SPI-20-SA1 | |
| MRC-1-C | SPI-20-SA2 | |
| MRC-2 | SPI-20-SA3 | |
| MRC-2-C | SPI-20-SA4 | |
| MRC-3-C | SPI-20-SA5 | |
| PD-H | SPI-20-SA6 | |

EXISTING LAND USE & REGULATORY OVERLAYS



- Community Facilities
- Low-Density Commercial
- Industrial
- Single-Family Residential
- Low-Density Residential
- Medium-Density Residential
- High-Density Residential
- Mixed-Use
- Mixed-Use Medium Density
- Mixed-Use High Density
- Office/Institutional
- Open Space
- FLU/Zoning Incongruities

FUTURE LAND USE



- Campbellton Rd Overlay SA2
- Campbellton Rd Overlay SA3
- Campbellton Rd Overlay SA4
- Fort McPherson Sign Overlay
- Beltline Overlay
- Intown South Commercial Corridor
- C-2 Sign Overlay

WESTGATE

EXISTING CONDITIONS

Development along Campbellton road in the Westgate station area is comprised predominantly of strip-mall and low-rise commercial. Areas north of the corridor are single-family in nature, while parcels south of Langford parkway and along Greenbriar Parkway consist of big-box stores, outparcels, and low-rise commercial. The single-family areas north of the corridor have R-4 zoning, while nearly all of the immediate corridor and areas south are part of the SPI-20 zoning districts. Parcels in the Westgate shopping center are a mix of SPI-20 SA4 and SA5, parcels to the east on Campbellton are SPI-20 SA3, and parcels south of Langford parkway are a mix of SPI-20 SA1 and SA2.

The FLUP identifies all parcels along the corridor and south of Langford parkway as future mixed use, with the exception of a small number of parcels between Childress Drive and Grass Valley Rd and the single-family residential neighborhoods north of Campbellton Road. Parcels fronting Campbellton Road in the station area are part of the intown South Commercial Corridor Overlay, which prohibits flea markets and convenience stores.

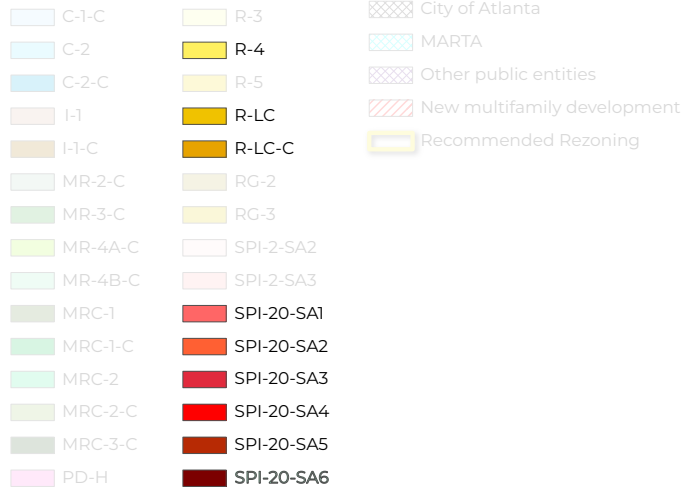
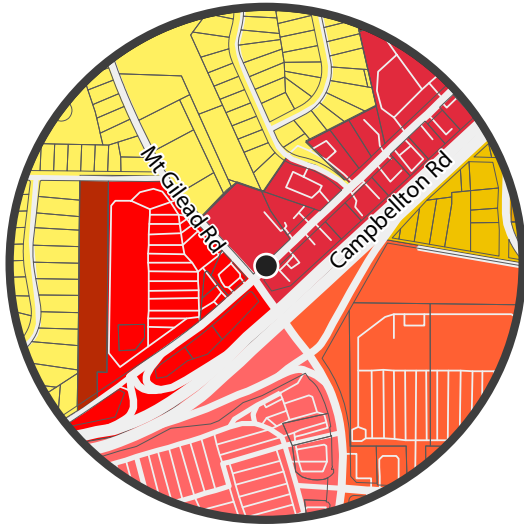
ZONING AND LAND USE TRANSIT COMPATIBILITY

Mixed-use is the predominant future land use in the Westgate station area, which is highly supportive of transit-oriented development. The SPI zoning districts are aligned with the future land use max, but allow some uses that are unsupportive of mixed use, such as discount stores and single-family dwellings. Additionally, SPI-20 SA1, SA-2, SA5, and SA6 all limit developments to FAR's of .696 or less, which limits the potential density of new development in the area. The westgate shopping plaza is the only area with an FAR of 2.0, which allows for greater density close to the station.

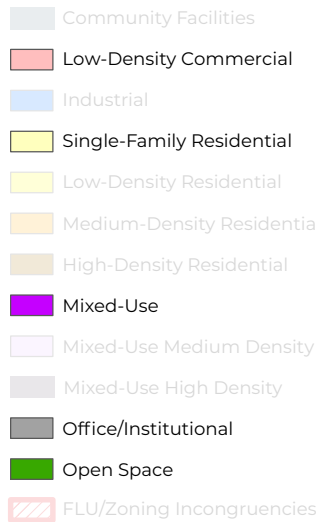
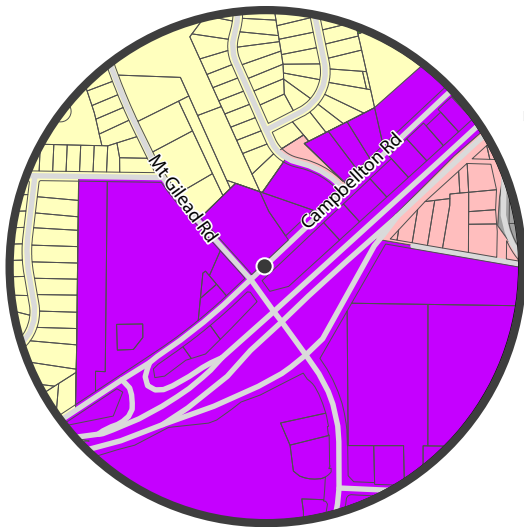
RECOMMENDATIONS

- Increase the maximum FAR allowed within all SPI-20 subdistricts, especially those parcels that are not adjacent to single family development.
- Amend uses allowed by right in SPI-20 zones to prohibit uses unsupportive of TOD, such as single family residential, package stores, and drive throughs
- Consider developing a transit station overlay for parcels within 1/4 or 1/2 mile of stations that preclude uses that are unsupportive of TOD.

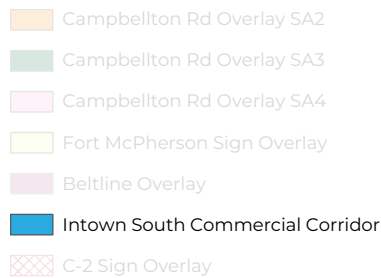
EXISTING ZONING



EXISTING LAND USE & REGULATORY OVERLAYS



FUTURE LAND USE



HARBIN

EXISTING CONDITIONS

The Harbin station area is characterized by large commercial parcels along Campbellton road, with some single and multifamily development behind. Commercial parcels south of Campbellton road are predominantly warehouses and auto-related businesses, while the north side of the corridor has several small business parcels, a new gas station, Mt. Carmel Baptist Church, and a city fire station. The station area has a du/Acre of 5.98 due to the Hills at Greenbriar Apartments in the northwest quadrant of the station area. However, the station area has a potential build out of 15.84 du/acre under existing zoning designations.

Most parcels along the corridor are identified as low-density commercial in the FLUP, with existing residential areas identified as a mix of single-family, low-density residential, and medium density residential. Existing zoning allows for higher densities than envisioned in the future land use plan, with many parcels directly adjacent to Campbellton Rd zoned as MRC-2. Parcels further from the corridor are a mix of single family r-4,r-5, or multifamily RG-2. As of the writing of this report, parcels along Campbellton between Dodson Dr. and Mt. Carmel Baptist church are in the process of being rezoned to MRC-2-C for a large site plan proposal.

Parcels fronting Campbellton Road in this area are part of the Campbellton Road Overlay District Subarea 4, which prohibits drive-through uses and includes numerous design and form requirements that promote walkability.

ZONING AND LAND USE TRANSIT COMPATIBILITY

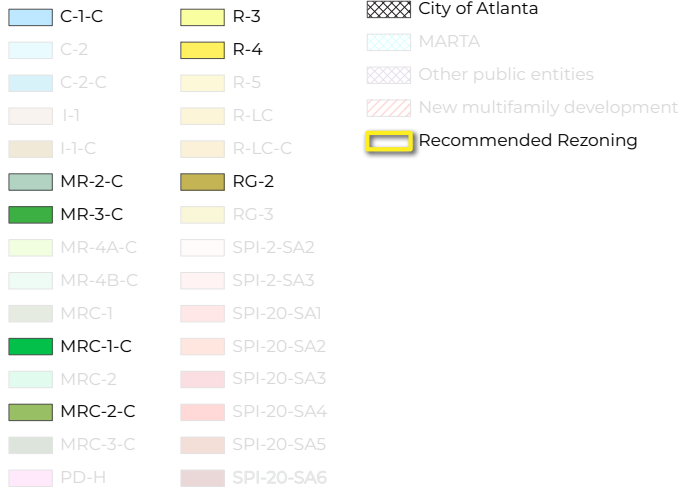
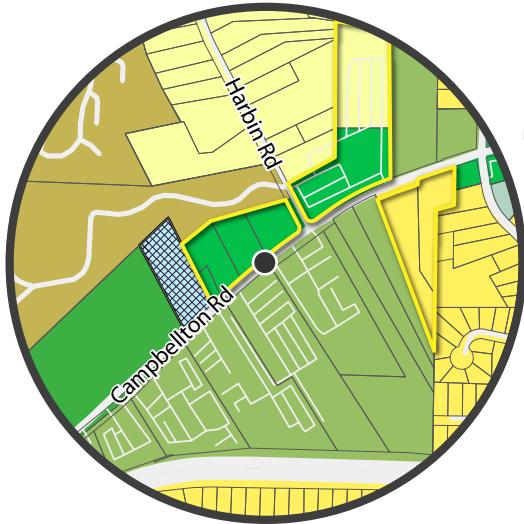
The Future land use plan is largely not aligned with existing zoning and is unsupportive of high capacity transit. Most parcels along Campbellton Rd are identified as future low density commercial, while existing multifamily northwest of the Harbin/Campbellton intersection call for low-density residential. The densities and allowed uses in these future land-uses are too restrictive for good TOD.

Existing zoning, however, largely allows for development that is supportive of TOD south of Campbellton Road. Parcels north of Campbellton are currently unsupportive of densities for TOD, with RG-2 allowing for densities of only .348 and MRC-1-C allowing densities of .696.

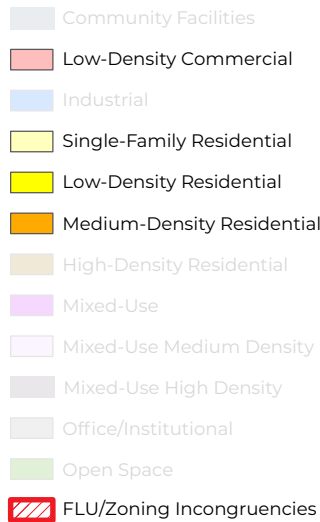
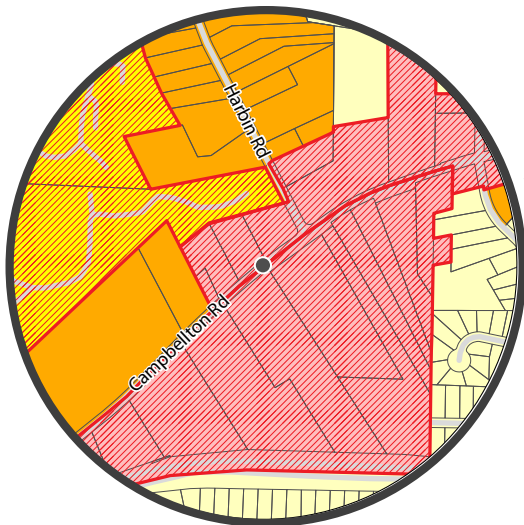
RECOMMENDATIONS

- Amend the future land use map to replace low density commercial with mixed use medium density or mixed use high-density.
- Amend the future land use map to replace low-density residential with medium or high density residential.
- Amend the zoning map to replace MRC-1-C zoning with MRC-2-C or MRC-3-C to allow greater density
- Consider developing a transit station overlay for parcels within 1/4 or 1/2 mile of stations that preclude uses that are unsupportive of TOD.

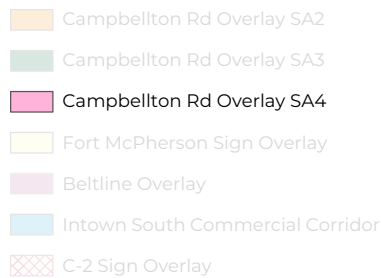
EXISTING ZONING



EXISTING LAND USE & REGULATORY OVERLAYS



FUTURE LAND USE



WILLIS MILL

EXISTING CONDITIONS

The Willis Mill station area has the highest residential density along the corridor, with a du/acre of 12.12, with a potential build-out of 19.3 du/acre under existing zoning regulations and is the only station area that currently meets the recommended minimum density to supportive of transit. Multifamily constitute most of the parcels south of Campbellton Road, with some single family to the far west of the station area and the YMCA to the far east. The Alfred Tup Holmes Golf Course occupies the portion of the station area north of Campbellton Rd and east of Willis Mill Rd. Parcels along the north side of Campbellton Rd immediately west of the Willis Mill Rd are occupied by low rise commercial buildings, with senior living and multifamily further west. Single family parcels are present north of these commercial properties and west of the Blue Harmony Apartments and Townhomes.

Several parcels on the far western edge of the station area fall within the Campbellton Road SA4 Overlay, but most of the station area falls outside of any overlay districts. The proposed station type is neighborhood residential, which is the lowest intensity proposed in the corridor.

ZONING AND LAND USE TRANSIT COMPATIBILITY

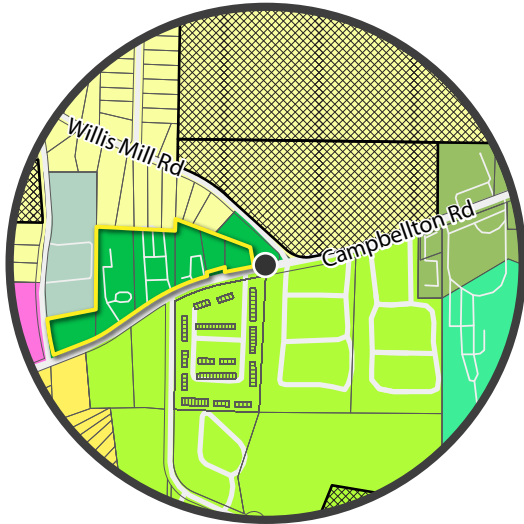
Areas south of Campbellton Rd zoned MR-4A-C allow FARs of 1.49, which is supportive of transit-oriented development, and provide a large number of affordable housing units along the corridor. Areas east of the multifamily complexes also allow for mixed-use developments with FARs of 1.49 . However, the MRC-1-C and MR-2-C zoning northwest of the station only allows for FARs of .696 and .348, respectively, which is inadequate to support new TOD. Because of the lack of an overlay in most of this station area, the underlying zoning allows some uses that conflict with TOD, such as automobile service stations, repair garages, used car sales, and single-family residential.

The future land use map is generally aligned with existing zoning. However, the low-density commercial designation for some parcels along Campbellton restricts density to levels that are incompatible with TOD and should be changed to medium density mixed-use or medium density commercial. Because these parcels are adjacent to single family zoning along their northern boundary, a buffer or step-downs in building height may be needed to complement the upzoning and minimize conflicts between new development and single-family homes.

RECOMMENDATIONS

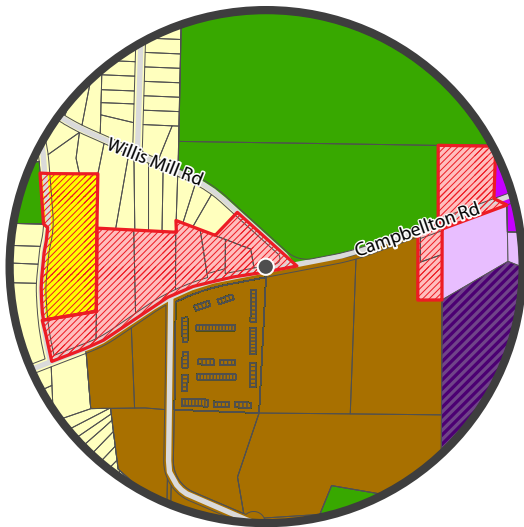
- Rezone parcels with MRC-1 and MR2-C zoning to MRC-2 or MRC-3 to allow greater density and add conditions for transitions between new development and existing single family.
- Amend the future land-use map to replace low-density commercial with medium of high-density mixed use.
- Consider developing a transit station overlay for parcels within ¼ or ½ mile of stations that preclude uses that are unsupportive of TOD.

EXISTING ZONING



- | | | |
|---------|------------|-----------------------------|
| C-1-C | R-3 | City of Atlanta |
| C-2 | R-4 | MARTA |
| C-2-C | R-5 | Other public entities |
| I-1 | R-LC | New multifamily development |
| I-1-C | R-LC-C | Recommended Rezoning |
| MR-2-C | RG-2 | |
| MR-3-C | RG-3 | |
| MR-4A-C | SPI-2-SA2 | |
| MR-4B-C | SPI-2-SA3 | |
| MRC-1 | SPI-20-SA1 | |
| MRC-1-C | SPI-20-SA2 | |
| MRC-2 | SPI-20-SA3 | |
| MRC-2-C | SPI-20-SA4 | |
| MRC-3-C | SPI-20-SA5 | |
| PD-H | SPI-20-SA6 | |

EXISTING LAND USE & REGULATORY OVERLAYS



- Community Facilities
- Low-Density Commercial
- Industrial
- Single-Family Residential
- Low-Density Residential
- Medium-Density Residential
- High-Density Residential
- Mixed-Use
- Mixed-Use Medium Density
- Mixed-Use High Density
- Office/Institutional
- Open Space
- FLU/Zoning Incongruities

FUTURE LAND USE



- Campbellton Rd Overlay SA2
- Campbellton Rd Overlay SA3
- Campbellton Rd Overlay SA4
- Fort McPherson Sign Overlay
- Beltline Overlay
- Intown South Commercial Corridor
- C-2 Sign Overlay

WILLOWBROOK

EXISTING CONDITIONS

The station area has a density of 6.44 du/acre, which is the third highest in the corridor, with the potential for densities of 14.1 units per acre under existing zoning. Residential development occupies nearly the entirety of the Willowbrook station area, with the exception of a gas station, a small strip development, and Love Center Atlanta church at the intersection of Campbellton and Stanton roads, as well as the former Venetian Hills elementary school. Two multifamily complexes and a senior living facility are in the center of the station area, and single family residential makes up the remainder of the area. Existing land uses conform with zoning in the station area, which is primarily R-3 and R-4, with some MR-2-C, MR-3-C, and MRC-1-C. All MR and MRC zones have conditional zoning ordinances attached that requires a special use permit or prohibits most uses incompatible with TOD, such as automotive related businesses, pawn shops, tattoo, and truck shops. The ordinances also limit all structures to a maximum of 4 stories and 54 ft in height.

There are no overlays present in the station area, and the future land use map is congruent with existing zoning, consisting almost completely of single family, low density, and medium density residential, with small areas of low density commercial and community facilities. The proposed station type is neighborhood residential, which is the lowest intensity proposed in the corridor.

ZONING AND LAND USE TRANSIT COMPATIBILITY

The single-family neighborhoods present in most of the station area are generally not supportive of TOD, particularly the larger lot sizes present in area. However, the larger multifamily developments directly adjacent to the future station provide opportunities for additional density that supports the neighborhood residential station type. The two parcels that border the Venetian Hills Apartment Complex in the center of station area are currently zoned R-4, but are large enough to support multifamily development if the zoning is amended to MR-2-C. The former venetian elementary school, also currently zoned R-4, could also be redeveloped or adaptively reused if the zoning is amended to MRC-1-C or MR-2.

The conditions attached to the MR-2-C, MR-3-C, and MRC-1-C that limit building heights to 4 stories prevent the construction of podium mixed-use (5 over 1) typical to other parts of the city.

The future designations in the FLUM are generally unsupportive of TOD, as all residential and commercial development other than Venetian Hill Apartments identified as single family or low density. To support TOD and support upzoning in the station area, areas identified as incongruent should be upgraded to medium density residential or mixed-use medium density.

RECOMMENDATIONS

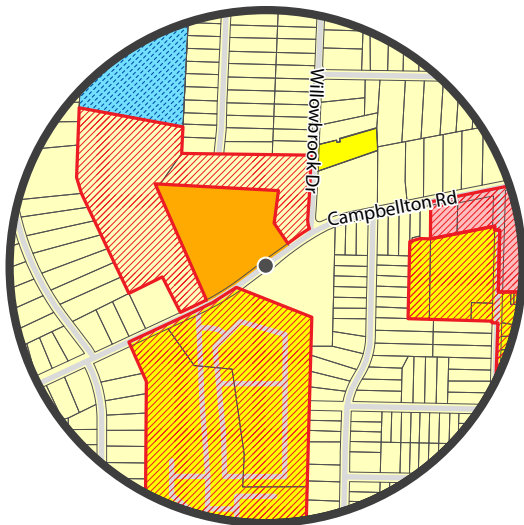
- Rezone Venetian Hills Apartments, the two adjacent parcels, and the former Venetian Hills Elementary parcel to MR-2-C or MRC-1-C
- Amend the future land-use map to replace low-density commercial with medium-density mixed use.
- Consider developing a transit station overlay for parcels within $\frac{1}{4}$ or $\frac{1}{2}$ mile of stations that preclude uses that are unsupportive of TOD, allowing for the removal of conditional zoning requirements and streamlining the regulatory requirements.
- If conditional zoning is left in place, amend conditions to allow for the construction of 6-story podium development.

EXISTING ZONING



- | | | | | | |
|--|---------|--|------------|--|-----------------------------|
| | C-1-C | | R-3 | | City of Atlanta |
| | C-2 | | R-4 | | MARTA |
| | C-2-C | | R-5 | | Other public entities |
| | I-1 | | R-LC | | New multifamily development |
| | I-1-C | | R-LC-C | | Recommended Rezoning |
| | MR-2-C | | RG-2 | | |
| | MR-3-C | | RG-3 | | |
| | MR-4A-C | | SPI-2-SA2 | | |
| | MR-4B-C | | SPI-2-SA3 | | |
| | MRC-1 | | SPI-20-SA1 | | |
| | MRC-1-C | | SPI-20-SA2 | | |
| | MRC-2 | | SPI-20-SA3 | | |
| | MRC-2-C | | SPI-20-SA4 | | |
| | MRC-3-C | | SPI-20-SA5 | | |
| | PD-H | | SPI-20-SA6 | | |

EXISTING LAND USE & REGULATORY OVERLAYS



- Community Facilities
- Low-Density Commercial
- Industrial
- Single-Family Residential
- Low-Density Residential
- Medium-Density Residential
- High-Density Residential
- Mixed-Use
- Mixed-Use Medium Density
- Mixed-Use High Density
- Office/Institutional
- Open Space
- FLU/Zoning Incongruities

FUTURE LAND USE



- Campbellton Rd Overlay SA2
- Campbellton Rd Overlay SA3
- Campbellton Rd Overlay SA4
- Fort McPherson Sign Overlay
- Beltline Overlay
- Intown South Commercial Corridor
- C-2 Sign Overlay

FORT MCPHERSON

EXISTING CONDITIONS

Existing conditions at the Fort McPherson Station area are unique among stations on the corridor. The former site of Fort McPherson occupies the entirety of the station area south of Campbellton Rd and Ingram St, and currently has no residential development. This is reflected in the area's low du/acre of just .62, though the potential density under existing zoning is over 50 du/acre. The areas closest to Campbellton Road are owned by the Fort Mac Local Redevelopment Authority (LRA), and the T.D. Jakes Development team has developed a master planned development that will eventually include over 1000 units of mixed use multifamily along Campbellton Rd, with single family, townhome, and civic uses on the remainder of the site. All property south of the Fort Mac LRA is owned by Perry Studios, which has erected a barrier preventing connectivity between their site and Campbellton Rd. A small number of low-rise commercial uses, including a car wash, restaurant, and dollar store, occupy the parcels between Venetian Drive and Campbellton and on either side of the Campbellton/Venetian/ Kenilworth intersection, while all other parcels north of Venetian and Ingram are Single Family.

The Future Land Use Map is congruent with existing zoning for parcels north of Campbellton. However, the former Fort McPherson site is classified as future Office/Institutional, which is not aligned with current development plans. Parcels at the intersection of Venetian and Campbellton Rds, as well as parcels adjacent to Campbellton Rd east of Venetian Drive, fall within the Intown South Commercial Corridor Overlay. The proposed station type is Neighborhood Activity Center, although some parcels fall within both the Fort McPherson and the Oakland City Station Area, which is designated as a Community Activity Center.

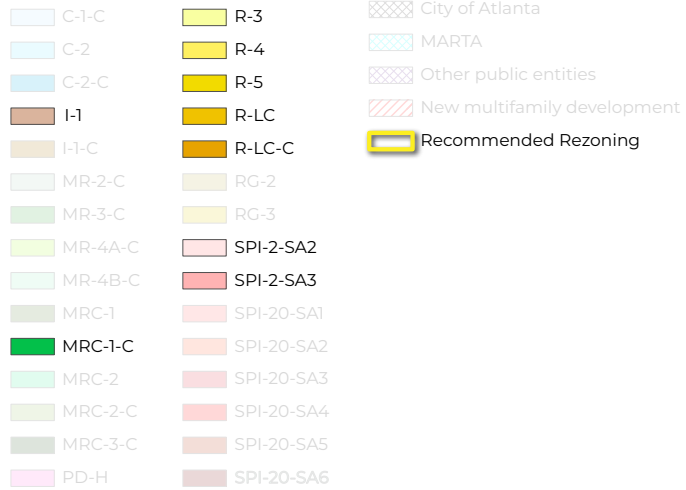
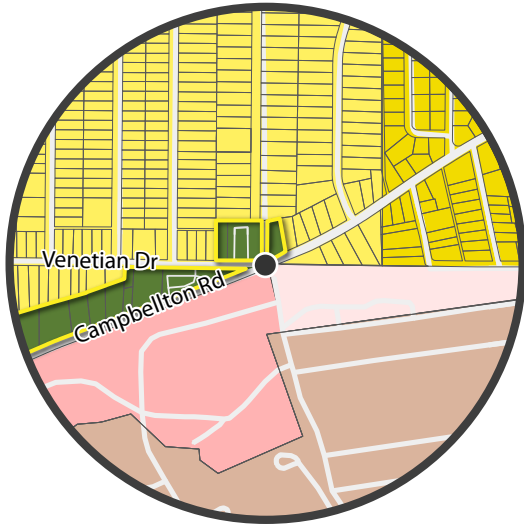
ZONING AND LAND USE TRANSIT COMPATIBILITY

Parcels currently zoned MRC-1-C should be rezoned to MRC-2-C to align with the station area's designation of Neighborhood Activity Center and proximity to Oakland City. The future land use map should be amended to show these parcels as medium density commercial or medium density mixed-use to reflect the potential for more intense development. Although the northern half of the station area is large-lot, single-family residential, the potential development on the Fort mac LRA site is more than adequate to provide the additional density needed to support effective high-capacity transit.

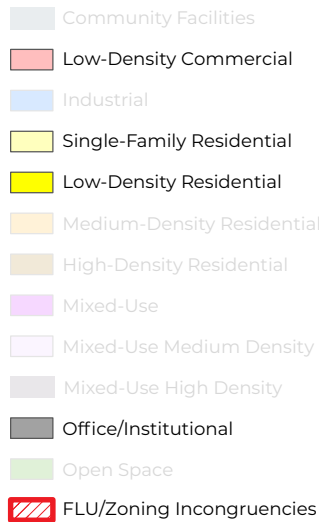
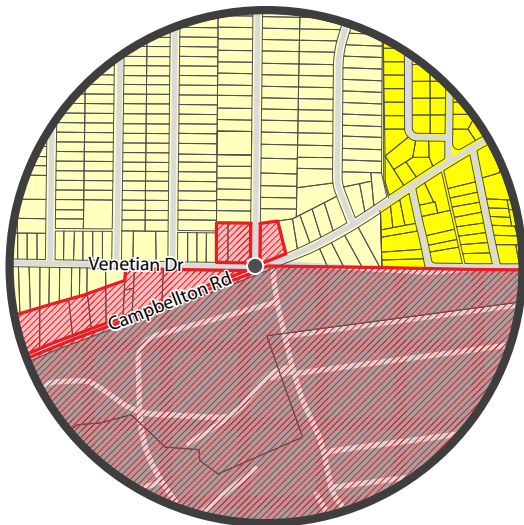
RECOMMENDATIONS

- Amend the Future Land Use Map designation for the Fort Mac LRA to medium density or high density mixed use to support future development plans for the area.
- Amend the Future Land Use Map to replace current low-density commercial with medium density commercial or medium density mixed use
- Consider developing a transit station overlay for parcels within ¼ or ½ mile of stations that preclude uses that are unsupportive of TOD, allowing for the removal of conditional zoning requirements and streamlining the regulatory requirements.

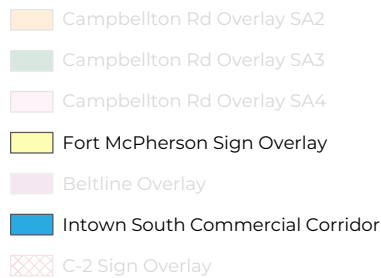
EXISTING ZONING



EXISTING LAND USE & REGULATORY OVERLAYS



FUTURE LAND USE



RECOMMENDATION MATRIX

Station Area	Recommendation Type (Z) - Zoning (L) - Future Land Use Map (O) - Overlay (P) - Policy	Recommendation
Corridor Wide	(O)	Consider developing a transit station overlay for parcels within ¼ or ½ mile of stations that preclude uses that are unresponsive of TOD, allowing for the removal of conditional zoning requirements and streamlining the regulatory requirements.
	(Z)	If conditional zoning is left in place, amend conditions to allow for the construction of 6-story podium development.
Oakland City (Community Activity Center)	(Z)	Upzone parcels within future mixed-use areas to zones that allow dense mixed-use development to occur, such as MRC-3, MR-3, or MR-4
	(L)	Replace industrial designations in the future land use map with mixed-use or medium or high density residential in the station area
	(P)	Consider development incentives to spur new development that is more closely aligned with zoning and the future land use map.
Greenbriar (Regional Activity Center)	(Z)	Increase the maximum FAR allowed within all SPI-20 subdistricts to 3.2, the amount allowed in zoning designations such as MRC-3.
	(Z)	Amend uses allowed by right in SPI-20 zones to prohibit uses unresponsive of TOD, such as single family residential, package stores, and drive throughs
Ben Hill (Community Activity Center)	(Z)	Increase the maximum FAR allowed within all SPI-20 subdistricts to 3.2, the amount allowed in zoning designations such as MRC-3.
	(Z)	Amend uses allowed by right in SPI-20 zones to prohibit uses unresponsive of TOD, such as single family residential, package stores, and drive throughs
	(L)	Update the FLUP to mixed-use to align with the MRC-2-C zoning northeast of Campbellton Rd and Barge Rd
	(L)	Amend the FLUP for parcels with MRC-2-C zoning northeast of Campbellton and Barge Rd, from single-family to mixed-use.
	(Z)	Rezone parcels northwest of Barge Rd and Campbellton that are currently shown as mixed use in the FLUP from R-4 to MRC-2-C.

RECOMMENDATION MATRIX

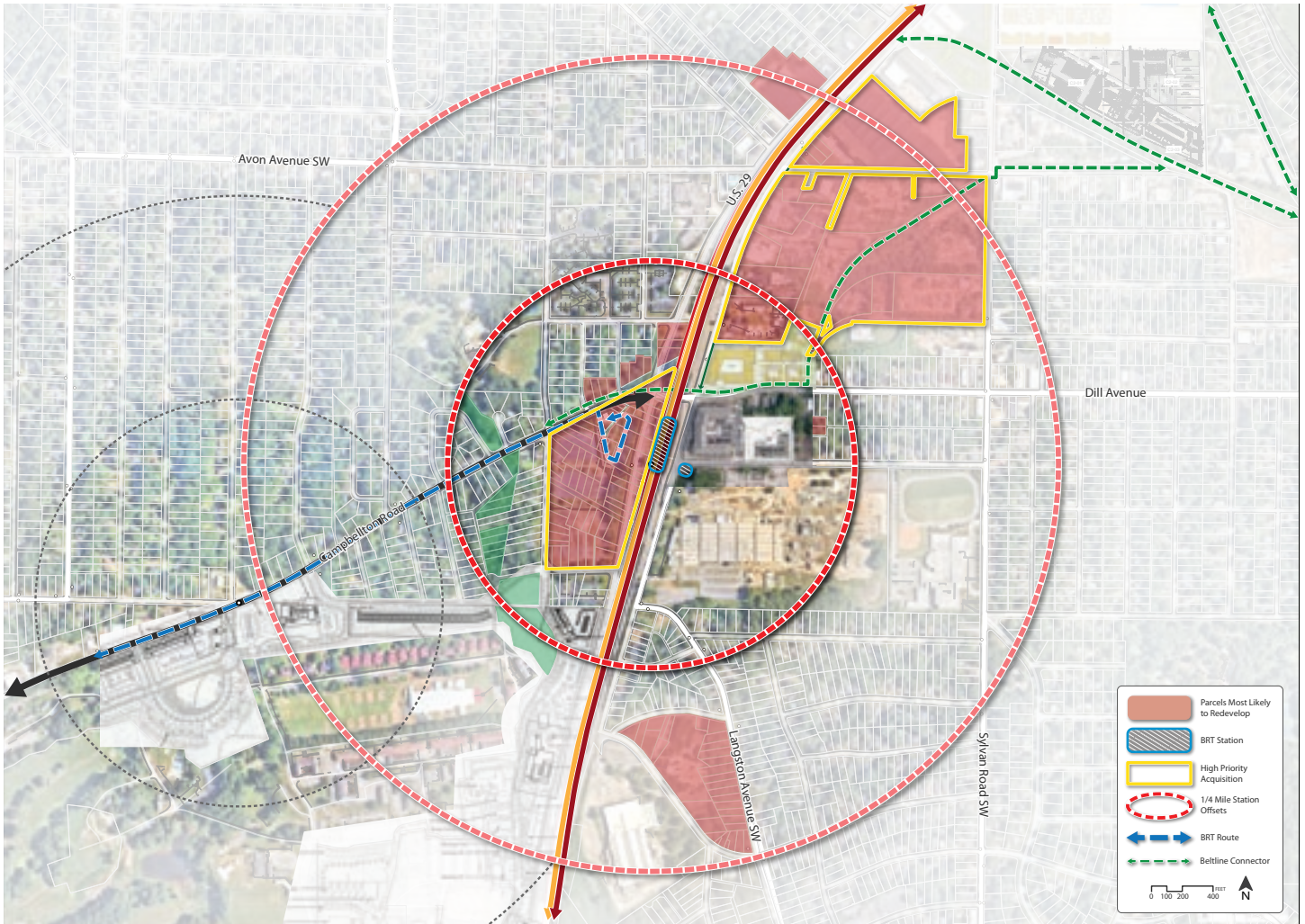
Station Area	Recommendation Type (Z) - Zoning (L) - Future Land Use Map (O) - Overlay (P) - Policy	Recommendation
Westgate (Neighborhood Activity Center)	(Z)	Increase the maximum FAR allowed within all SPI-20 subdistricts, especially those parcels that are not adjacent to single family development.
	(Z)	Amend uses allowed by right in SPI-20 zones to prohibit uses unresponsive of TOD, such as single family residential, package stores, and drive throughs
Harbin (Neighborhood Activity Center)	(L)	Amend the future land use map to replace low density commercial with mixed use medium density or mixed use high-density.
	(L)	Amend the future land use map to replace low-density residential with medium or high density residential.
	(Z)	Amend the zoning map to replace MRC-1-C zoning with MRC-2-C or MRC-3-C to allow greater density
Willis Mill (Neighborhood Residential)	(Z)	Rezone parcels with MRC-1 and MR2-C zoning to MRC-2 or MRC-3 to allow greater density and add conditions for transitions between new development and existing single family.
	(L)	Amend the future land-use map to replace low-density commercial with medium of high-density mixed use.
Willowbrook (Neighborhood Residential)	(Z)	Rezone Venetian Hills Apartments, the two adjacent parcels, and the former Venetian Hills Elementary parcel to MR-2-C or MRC-1-C
	(L)	Amend the future land-use map to replace low-density commercial with medium-density mixed use.
Fort McPherson (NeighborhoodActivity Center)	(L)	Amend the Future Land Use Map designation for the Fort Mac LRA to medium density or high density mixed use to support future development plans for the area.
	(L)	Amend the Future Land Use Map to replace current low-density commercial with medium density commercial or medium density mixed use

APPENDIX V

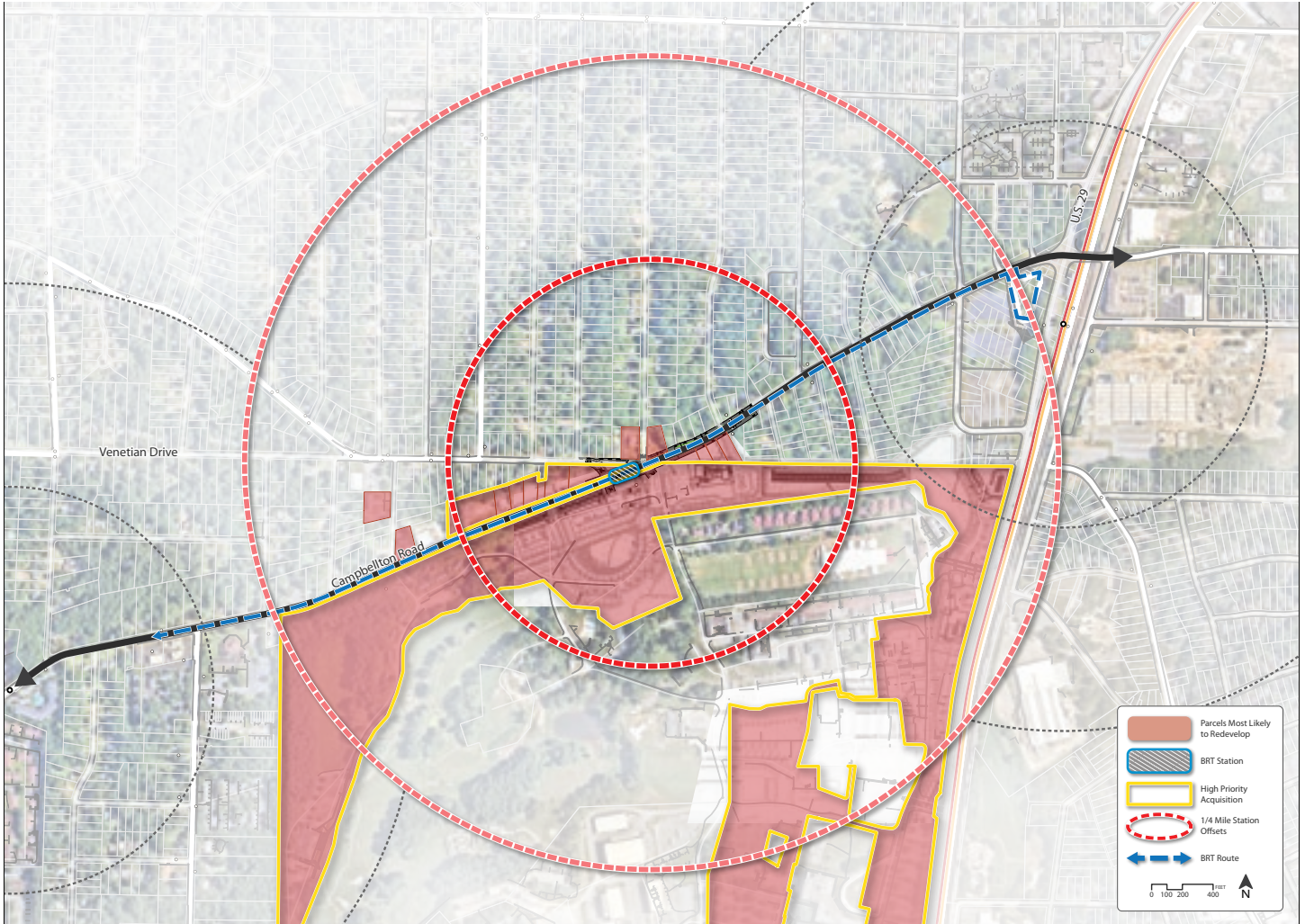
PARCEL AQUISITION

SUBMITTED BY KIMLEY-HORN JUNE 2023

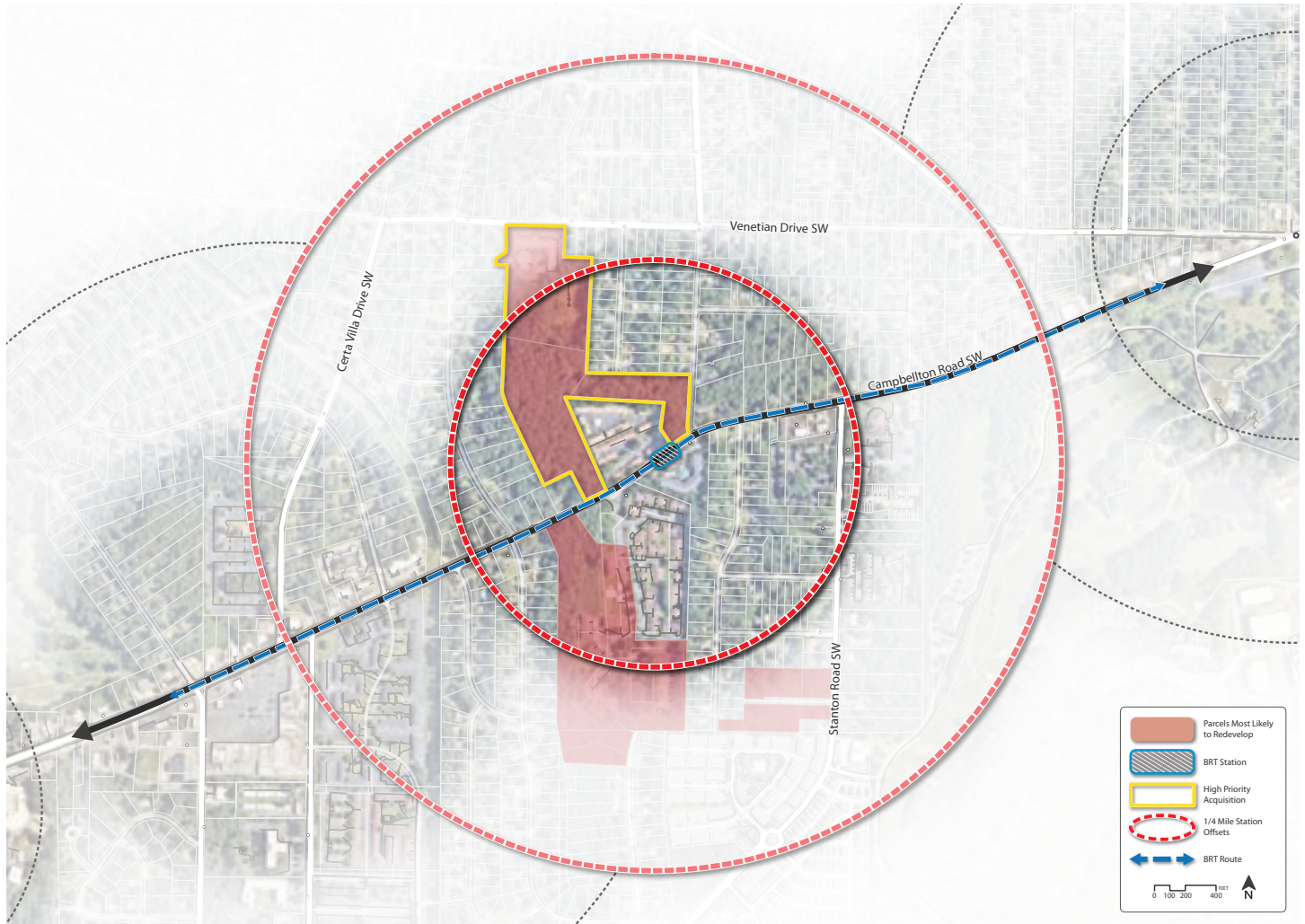
OAKLAND CITY STATION



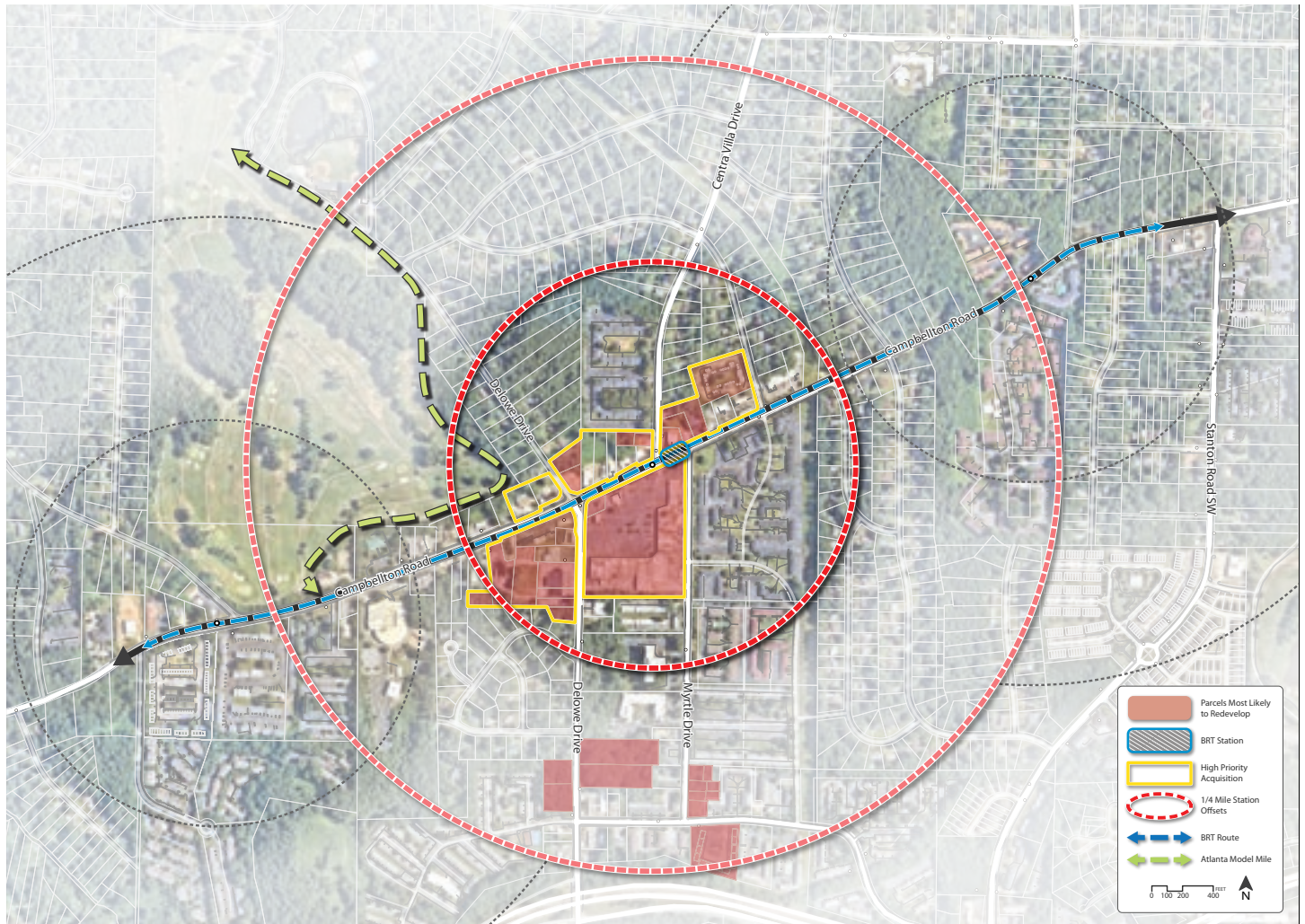
FORT MCPHERSON



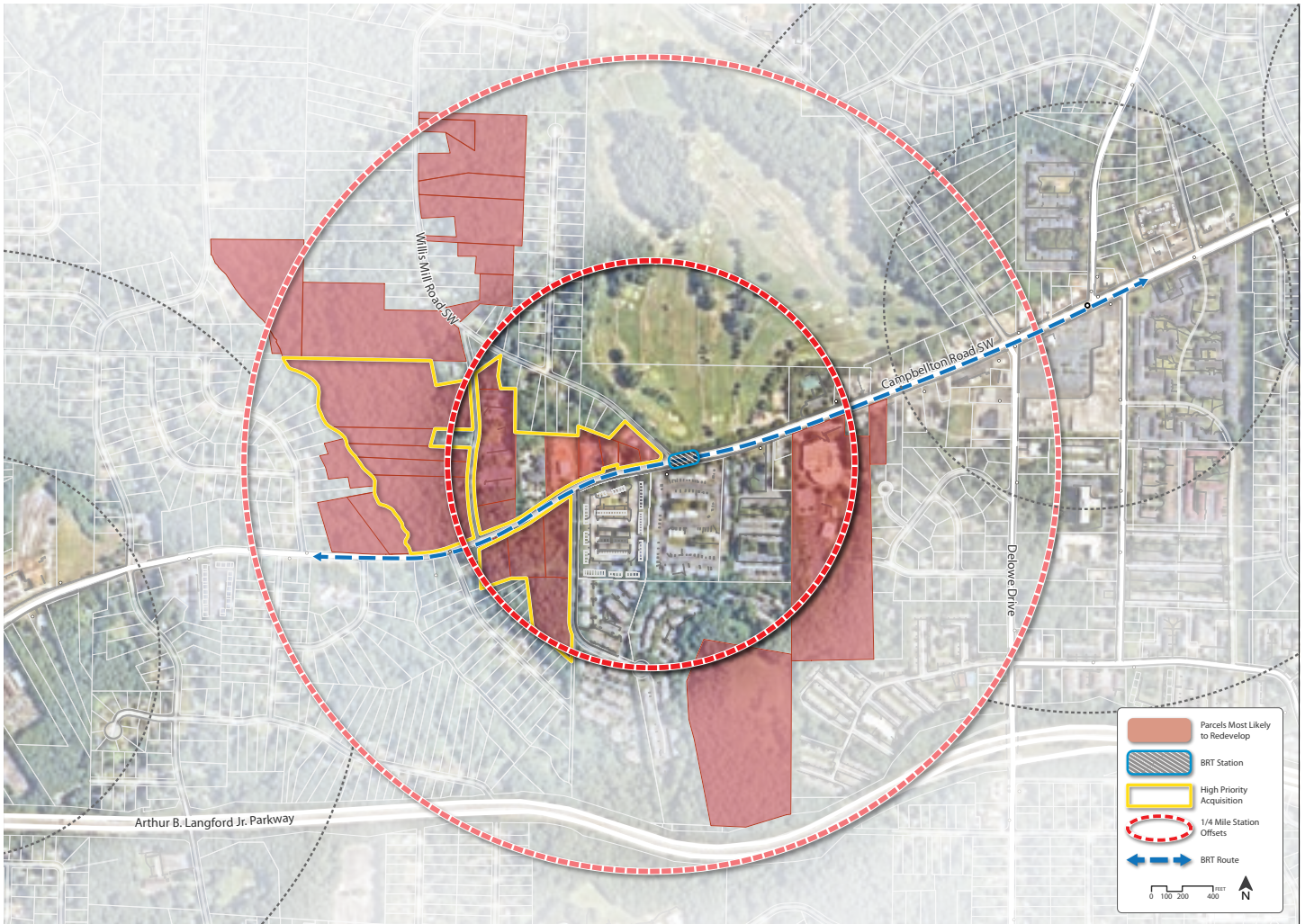
WILLOWBROOK



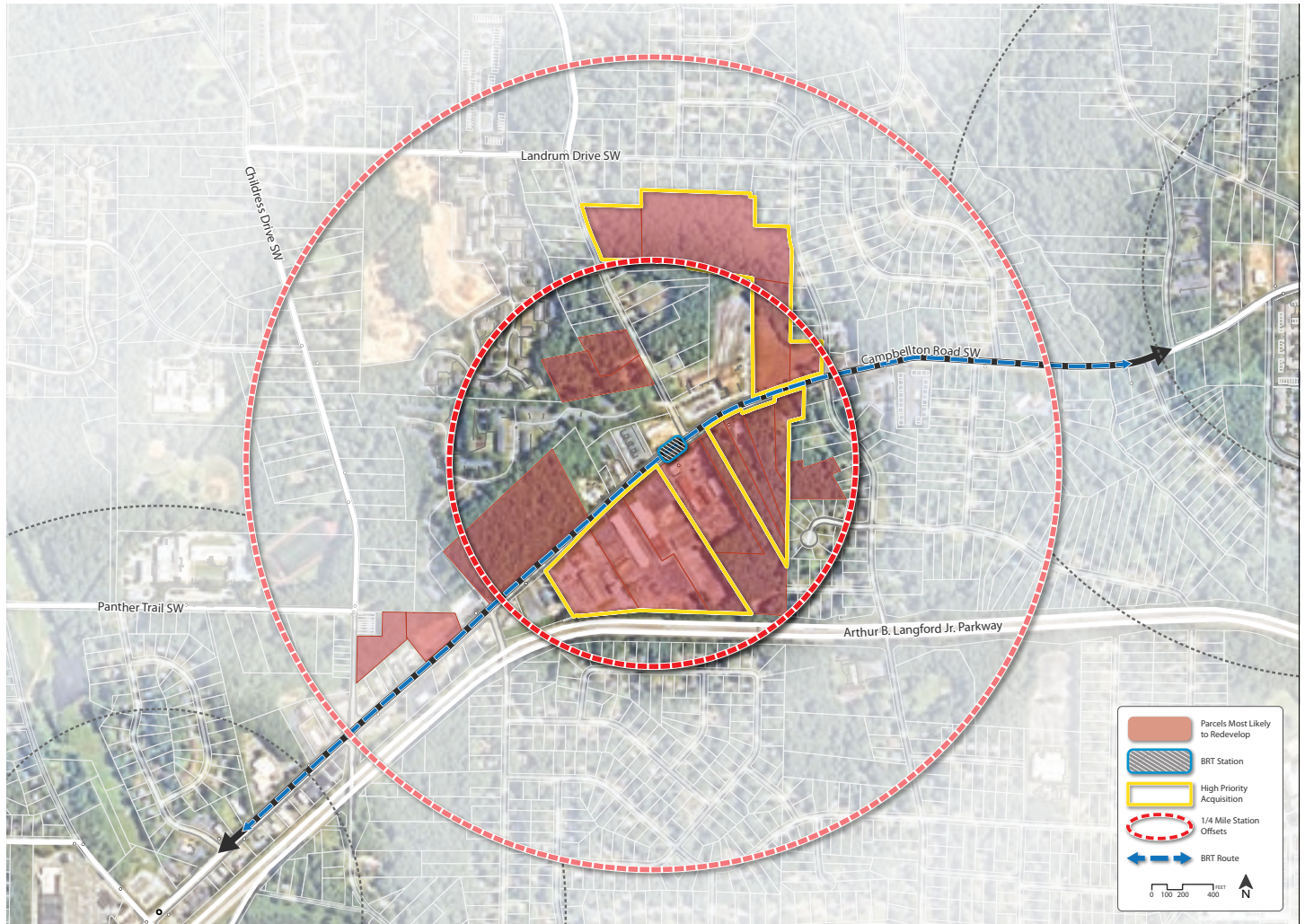
DELOWE



WILLIS MILLS



HARBIN



GREENBRIAR



BEN HILL



WESTGATE



APPENDIX VI

DEVELOPMENT ACTIVITY

SUBMITTED BY KIMLEY-HORN JUNE 2023

1. INTRODUCTION

The purpose of this technical memorandum is to provide an update regarding real estate development activity along Atlanta's Campbellton Road corridor, in support of the *Campbellton Corridor TOD Master Plan*. HR&A Advisors originally developed the *Campbellton Road Corridor Study - Initial Market Scan Findings*, published in August 2020, which provided a comprehensive snapshot of demographics, market trends, and detailed the anticipated pipeline of major real estate development projects along the corridor through 2029. However, these findings were developed using 2019 data, and did not account for the impact that COVID-19 has had since early 2020 on the real estate market along the corridor (and nationally). This memorandum serves to summarize for reference the major findings from the 2020 market scan (in Section 2) and compare those findings with the real estate market trends observed along Campbellton Road since early 2020 (in Section 3). The memorandum concludes with a summary of findings to guide the *Campbellton Corridor TOD Master Plan* that is due to be published in June 2023.

2. HR&A MARKET SCAN OVERVIEW

The focus of HR&A's Market Study was to: (1) assess developer readiness for transit-oriented development (TOD) at potential target areas along the corridor; (2) determine current barriers and opportunities for future residential, retail, or office in the corridor market area; and (3) present five-year and ten-year estimates of demand (2019-2029) within the market area.

As shown in **Figure 1**, HR&A's 2020 scan separated the nine proposed corridor transit stations into three corridor segments. As market activity, land patterns, and market drivers vary along the corridor, this enabled the study to illustrate the contrasting opportunities and barriers for transit-oriented development (TOD) along Campbellton Road. Note that while station areas as defined for evaluation and planning purposes reflect a one-half (1/2) mile radius around each proposed station location, **Figure 1** depicts only one-quarter (1/4) mile radii.

The specific segments and their associated stations are as follows, from east to west:

- **East**
 - ▶ Oakland City
 - ▶ Fort McPherson
- **Middle**
 - ▶ Willowbrook
 - ▶ Delowe
 - ▶ Willis Mill
- **West**
 - ▶ Harbin

- ▶ Westgate
- ▶ Greenbriar
- ▶ Ben Hill

Figure 1. Campbellton BRT Corridor Segments (not to scale)¹



2.1 MARKET BARRIERS AND OPPORTUNITIES (2020)

While pre-existing development patterns vary along the three segments, the future health and prospects for all three segments are interrelated. As of early 2020, the study found that all three segments share significant barriers to redevelopment, including:

- **Lack of Market Potential for New Development:** This stems from a deficit of both the demand drivers and ease of walkability necessary to incentivize development.
- **Challenging Lending Environment:** Residential/commercial lending within this market has been very minimal. Due to lender lack of interest or confidence in this market, required returns on loans can be as high as 15%, causing projects to become too expensive to be considered feasible.
- **Lack of Impactful Institutional Anchor:** Developers like to build in areas with established anchors (universities, large employers, etc.) as these serve as long-term investments to the surrounding communities, offering security to the nearby real estate. While MARTA can be

¹ Campbellton Road Corridor Study - Initial Market Scan Findings, HR&A, August 2020

viewed as an institutional anchor along the corridor, the market is not strong enough to rely on high-capacity transit along Campbellton alone as a means of transforming the corridor. The risk of Greenbriar Mall closing and Tyler Perry Studios’ abundance of temporary production workers were also listed as limitations and risks.

- **Lower-Income Communities:** Residential communities in the corridor are primarily lower-income. Stakeholders expressed the need to attract higher-income residents in order to entice developers to produce substantial real estate product within the corridor, while also catering to the needs of its current residents.
- **Lack of Will for Development:** Due to political and racial difficulties surrounding gentrification within these communities, the development timeline or overall cost can increase for new development if the support of City officials and community residents are not aligned with the vision outlined for the corridor. Also, many existing property owners have not expressed a desire for redevelopment of their properties in the near-term.

Specifically, the study found each segment to possess a blend of barriers and opportunities, as summarized below.

2.1.1 East Segment



The East segment contains the most meaningful drivers for transit-oriented development on the corridor, including underutilized industrial buildings and existing access to MARTA rail service. This area also contains the largest concentration of single-family homes within the Study Area. Nearly one out four of properties is vacant in this segment.

This segment possesses the smallest inventory of multi-family housing, but also has the highest level of occupancy and highest rents, when compared with the Middle and West segments. While this area includes mostly single-family housing, vacant industrial properties around Oakland City and Fort McPherson represent strong opportunities for mixed-use development and multi-family infill. Major developments at these sites will compliment single-family home renovation projects throughout neighborhoods like Sylvan Hills, Capitol View, Oakland City and Adair Park.

- Multi-Family: 15% / Single-Family: 85%
- Renter: 59% / Owner-Occupant: 41%

Opportunities

- The segment currently lacks a “demand driver” but recent activity at sites like Fort McPherson could be leveraged to spur redevelopment

- If acquired, industrial properties near Oakland City and Lakewood-Fort McPherson MARTA stations can help advance redevelopment in this segment
- Conversion of properties to a mixed-use character will improve walkability

2.1.2 Middle Segment



This segment has the largest inventory of existing multi-family housing. Multi-family housing stock in this segment is clustered in large complexes, most of which were originally developed in the 1960s and 1970s. Nearly one out of five properties is vacant in this segment, and the renovation needs are significant in this portion of the corridor.

With the lack of a clear anchor for development, and with the highest levels of poverty on the corridor, the Middle segment faces the clearest barriers to redevelopment interest of the three segments. Existing housing stock presents an opportunity to address the significant regional demand for affordable housing through major renovation projects.

- Multi-Family: 61% / Single-Family: 39%
- Renter: 74% / Owner-Occupant: 26%

Opportunities

- Rehabilitation of existing multi-family housing stock, given the large supply in the area; this would address concerns around gentrification and displacement
- Reinvestment and mixed-use development moving west from catalytic sites in the East segment
- Presence of existing incentives along the corridor, like tax abatements and property tax credits, to attract development

2.1.3 West Segment



This segment contains the most barriers to development. Opportunities for the redevelopment of Greenbriar Mall as well as other aging retail centers within the West segment are dependent on the successful redevelopment of properties within the East and Middle Corridor segments.

While the West segment has the fewest housing units of any segment on the corridor, it has the lowest vacancy, and the highest proportion of owner-occupants. It also has the newest and largest multifamily housing projects, totaling 2,320 units at 14 properties. Most of these developments were built after 2000 and are located south of Greenbriar Mall. This segment also has the largest and most expensive units found on the corridor.

- Multi-Family: 56% / Single-Family: 44%
- Renter: 56% / Owner-Occupant: 44%

Opportunities

- Redevelopment of the Greenbriar Mall as an entertainment district with restaurants is a key corridor opportunity. This anchor reinvestment could catalyze the development of two-story townhomes and mid-rise multi-family developments.

2.2 RECENT AND PIPELINE DEVELOPMENT (2020)

Prior to the onset of COVID-19, HR&A inventoried the major development projects that were proposed, under construction, or recently completed along the corridor. In As of early 2020, residential development activity was limited; however, numerous major development projects had been proposed. These pipeline projects were heavily concentrated in the East segment, and primarily east of the Oakland City MARTA Station and, Fort McPherson (see **Figure 2**).

Figure 2. Campbellton BRT Corridor – Recent & Pipeline Development (2018- 2020)²



² Campbellton Road Corridor Study - Initial Market Scan Findings, HR&A, August 2020

HR&A anticipated that redevelopment would occur in phases for all three segments of the corridor:

- **1st Phase – East Segment:** Redevelopment of industrial and vacant properties to new mixed use developments near the Oakland City MARTA station area and at Fort McPherson. It was anticipated that BRT service would be constructed on this corridor in 2024 (the estimated date is now 2028), and that by the time BRT service is fully operational many development projects in the pipeline during the HR&A study will have been completed around the two existing MARTA stations.
- **2nd Phase – West Segment:** Redevelopment of the Greenbriar Mall as a revitalized anchor institution (with restaurants and entertainment facilities) that is focused around a new Greenbriar station. Successful revitalization of this mall will help to spur new mixed use, residential and commercial development.
- **3rd Phase – Middle Segment:** Redevelopment centered around the new Delowe BRT station in the Middle segment, including transformation of Campbellton Plaza into a neighborhood retail center, and renovation of existing single and multi-family housing to increase the stock of quality affordable housing on the corridor.

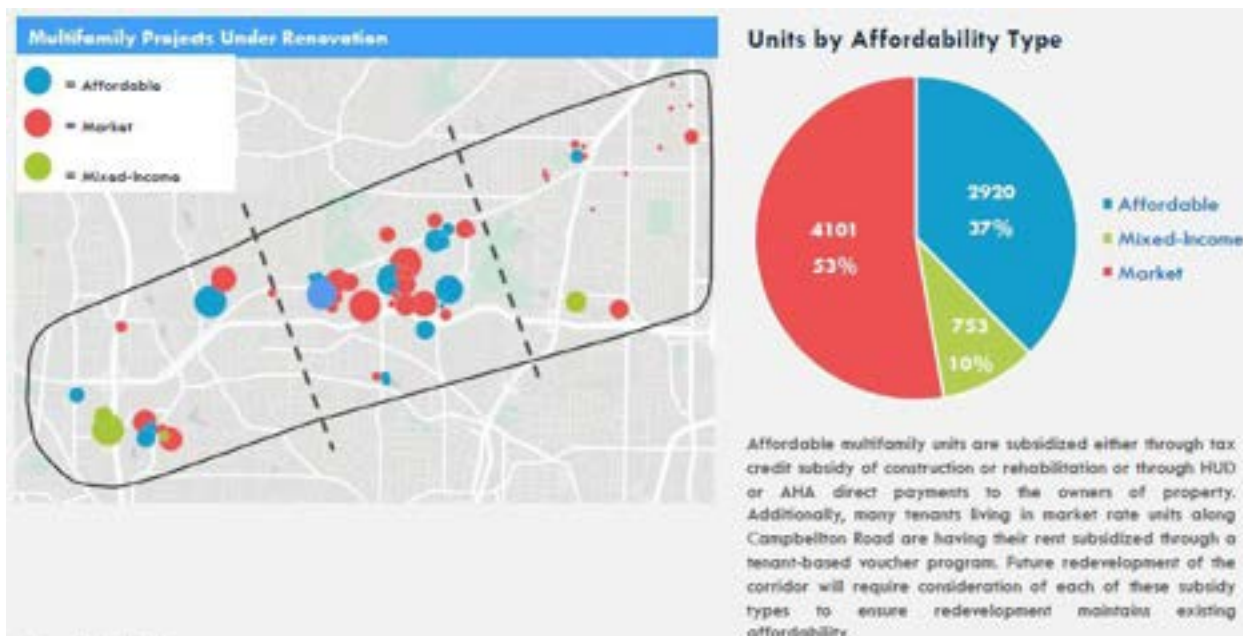
To successfully leverage redevelopment opportunities across the entire corridor, HR&A noted that the City of Atlanta can utilize various economic development incentives like tax abatement, property tax credit programs, and funds from the *Campbellton Road Tax Allocation District*³ (established in 2006). The HR&A report emphasized that these incentives should be directed towards investments that strengthen community anchors and infrastructure, improve site control and development-readiness, and increase market stability and confidence. These investments would increase the willingness developers to overcome the barriers to new construction and rehabilitation within the Study Area.

2.3 HOUSING AFFORDABILITY PATTERNS (2020)

The HR&A report found a large percentage of subsidized or affordable housing along the Campbellton Road corridor, particularly in the West and Middle segments (see **Figure 3**), where subsidized or mixed-income multifamily rental units comprise 47% of the total rental units on the corridor. Additionally, many of the market rate units have “naturally-occurring affordable rents” due to the high vacancy, older properties, and lower incomes of residents in the area. Preserving and upgrading these existing units through renovation is key to increasing occupancy and supporting quality of life on the corridor.

³ [*Microsoft Word - campbelltonreport draftv9.doc \(atlantaga.gov\)*](#)

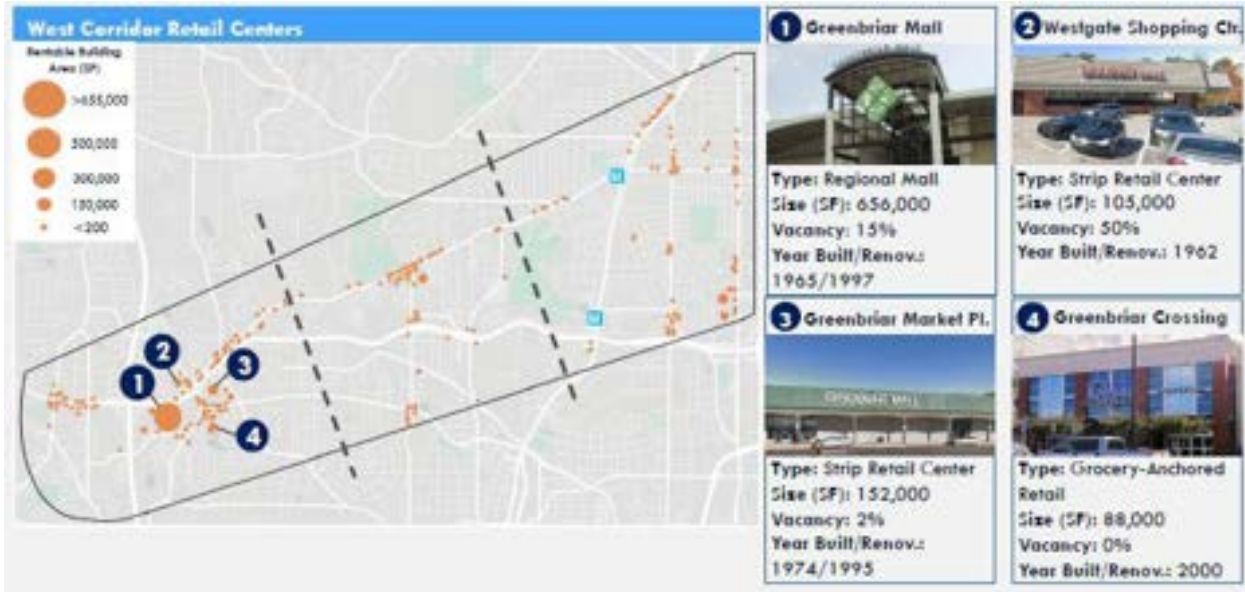
Figure 3. Campbellton BRT Corridor – Multi-Family Rental Units by Affordability Type⁴



2.4 RETAIL & OFFICE MARKET PATTERNS (2020)

With the exception of the Greenbriar Mall and the surrounding cluster of auto-oriented commercial development in the West segment, retail uses are mostly small in scale along the corridor (see **Figure 4**). The West segment included 1.7M SF of commercial use in early 2020, the Middle segment included 0.5M SF (mostly in Campbellton Plaza), and the East segment included 1.2M SF (but most of that inventory was not located on the Campbellton Road corridor).

⁴ Campbellton Road Corridor Study - Initial Market Scan Findings, HR&A, August 2020

Figure 4. Campbellton BRT Corridor – Retail Centers⁵

The HR&A study found that the primary retail need is to upgrade offerings to fill a business quality gap rather than a business type gap. Most retail development will likely be adaptive reuse of existing commercial and industrial buildings; as the quality of retail establishments improves on the corridor the marketshed will expand, bringing much needed assets to the corridor, such as a quality grocery store. BRT service and the redevelopment projects at Fort McPherson will only serve to support this marketshed expansion.

Office uses are minimal and scattered throughout the corridor. There is no significant office concentration on the Campbellton corridor, with 72% of the inventory having less than 10,000 rentable square feet, according to CoStar.

Because retail would largely follow residential or catalytic anchor development, and office uses would be ancillary to other commercial uses, HR&A only developed a projection of corridor demand for residential development.

2.5 HR&A DEMAND PROJECTIONS (2020)

To project the 10-year capturable demand for residential along the corridor, the study established the following methodology for estimating the “number of capturable new construction units” in each corridor segment:

- Projections were for 10 years, 2019 through 2029, with an assumption that trends would continue beyond that

⁵ Campbellton Road Corridor Study - Initial Market Scan Findings, HR&A, August 2020

- The younger demographic (25-44) is higher income with an increasing preference for rental options in all three corridor segments
- Demand for multi-family buildings over 4 units is concentrated in the East segment, with demand for townhomes and single-family homes occurring throughout all segments; the development format for single-family housing is more urban in the East and suburban in the West
- Projections identified overall market segment demand and then “station area capture” potential
- All townhomes and single-family homes would be for purchase, while all multi-family units would be rental
- Only single-family homes would have near term demand for renovation, but multi-family renovation would become increasingly more viable in years 5-10 as BRT service begins.

Figure 5 summarizes HR&A’s demand projections by unit type and by corridor segment through 2029. Overall findings regarding anticipated residential development over the 10-year demand period are then summarized below.

Figure 5. Campbellton Corridor – 10-Year Demand Capture for New Residential Product⁶



⁶ Campbellton Road Corridor Study - Initial Market Scan Findings, HR&A, August 2020

- Redevelopment should start in the East segment (due to existing developer activity) with new construction on vacant sites and single-family renovation projects. Residential demand will move westward in later years.
- Acquire vacant industrial lots and redevelop with both market-rate and affordable multi-family rental units and townhomes.
- Once BRT service is in place, other sectors (retail and office) will respond and focus around station nodes.
- In the Middle segment, the focus should be on rehabilitation of aging single- and multi-family units.
- Since the strongest existing catalysts for new development in the short term are in the East segment, it is expected that new residential development will reach the West segment last. In the meantime, the focus in the West should be on redeveloping the mall property into a quality retail and entertainment center.
- The City should encourage developers to pursue the highest density possible through zoning changes and incentives. This will support improving walkability and placemaking in station areas along the corridor.
- The Willis Mill, Willowbrook, and Delowe station areas should be prioritized for affordable housing preservation, based on the transit equity goals those areas support, applying the affordability preservation strategies they require.

3. RECENT DEVELOPMENT TRENDS AND ACTIVITY

Since the completion of HR&A's Market Scan in 2020, various national, regional and local trends have impacted and altered the market for residential development along the Campbellton Road corridor, necessitating a reevaluation of the market scan findings. Following a discussion of overall trends, development activity that has occurred in the interim is documented.

3.1 Major Trends

Major trends observed in the period since the Market Scan concluded include:

- **Continued Population Growth:** Between 2020 and 2021, the Atlanta-Sandy Springs-Alpharetta metropolitan statistical area has experienced nearly 1% population growth, adding over 50,000 new residents to the region within that timeframe.
- **Steady Growth in Regional Home Prices:** Starting in 2020, the COVID-19 pandemic and historically low interest rates induced a sharp increase in demand for housing nationally. Demand in Atlanta mirrors this national trend, and since 2018, the region's median home price has increased by 1.3% year over year.⁷
- **Declining Demand for Single-Family Homes, Increasing Demand for Multi-Family:** The median price for single-family homes peaked in May 2022, and has since declined. Simultaneously, the permits pulled for new single-family detached homes in the region

⁷ *US News – Real Estate: Atlanta Housing Market Forecast (March 14, 2023)*

dropped by 43% between January 2022 and January 2023. Over that same period, permits pulled for new multi-family units increased by 126%. The Atlanta region's vacancy rate (5.4%) continues to be below the national average (5.8%).⁸

- **Progress of Major Developments:** Since 2020, sixteen new residential development projects have either been completed, are under construction, or have been permitted or proposed along the corridor. These will be delivering almost 2,000 new units, which are distributed across the three corridor segments, with the greatest volume in the West segment. Additionally, TD Jakes continues to develop concepts for significant future mixed use development at the Fort McPherson site.
- **Reinvestment in Single-Family Housing:** As identified from a project site visit in March 2023, reinvestment and rehabilitation of single-family housing is happening along the corridor, particularly in the Eastern segment. This is evidenced in the permit data presented below, although not all of this activity is necessarily captured accurately in the permit data.
- **Success and Commitment of Community Partners:** Entities like Invest Atlanta and the Local Initiatives Support Corporation (LISC) have continued to build momentum for residential reinvestment along the corridor.

3.2 Research Methodology

While the 2023 analysis conducted for this technical memorandum did not go into the level of detail of the 2020 HR&A Market Scan, the research focused on two primary areas for assessing changes in the residential development market along the corridor. Data was collected and compiled for the time period of January 2019 through March 2023.

- **Residential Construction Permit Activity:** Using online data available from the City of Atlanta⁹, the current pipeline of projects by structure type (single-family, multi-family or townhome), market type (market rate or subsidized affordable), and by corridor segment (West, Middle, East) was identified. The available City permit data was not broken out into two categories of multi-family development, so comparison was made to a compiled total of anticipated capturable multi-family demand as identified by HR&A.
- **Major Developments Review:** In addition to the permit data, major development projects were inventoried from stakeholder interviews with Invest Atlanta and LISC, online research using project-specific websites, articles on "Whatnow Atlanta," and Google Street View.

This updated analysis was constrained to publicly available online data, news articles, and two stakeholder interviews. Inclusion of proprietary real estate market data and broader stakeholder data would naturally broaden and deepen the findings in this technical memorandum. To that end, the reinvestment activity captured in this research primarily focuses on new construction projects, versus rehabilitation of existing structures, as accurately tracking the scale and nature

⁸ [*US News – Real Estate: Atlanta Housing Market Forecast \(March 14, 2023\)*](#)

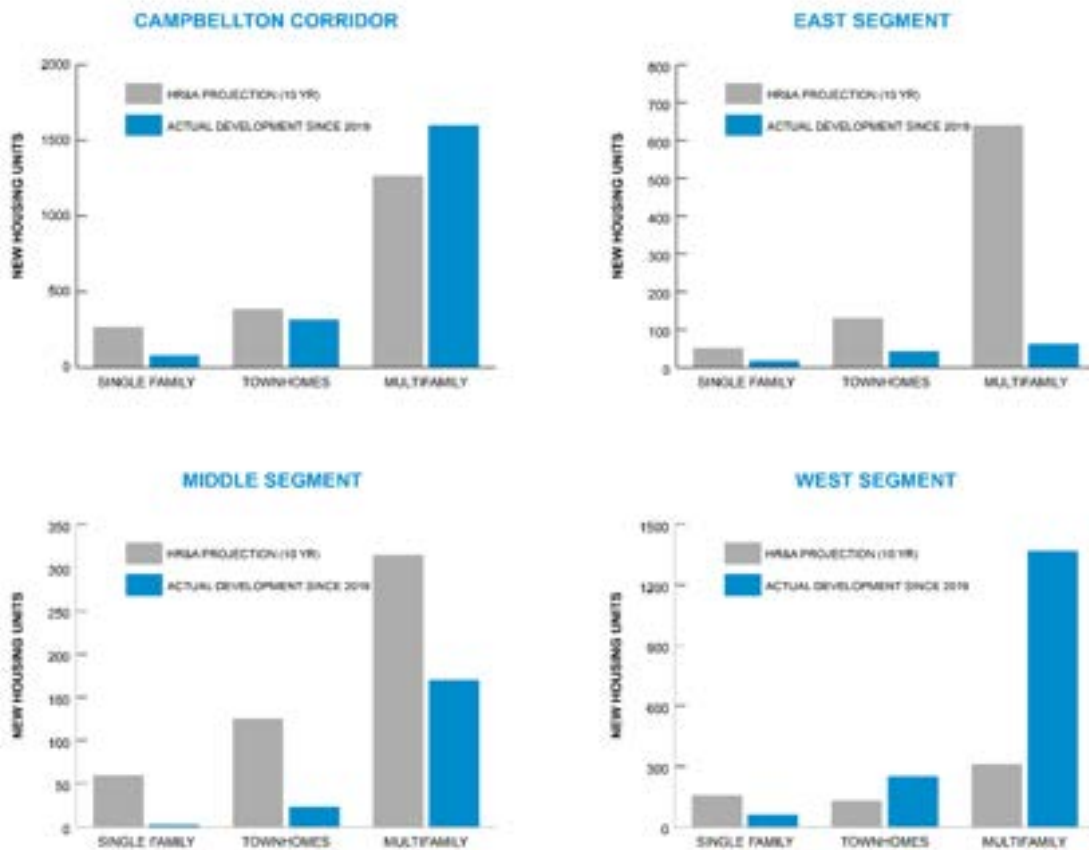
⁹ [*City of Atlanta's Building Permits Tracker*](#)

of rehabilitation activity is more complicated exercise, since it is not always captured in public datasets.

3.3 Development Activity

As reflected in the City’s building permit data for the time period of January 2019 through March 2023, nearly 1,600 multi-family units have been constructed, are underway, or are planned on the corridor, in addition to 317 townhomes and 36 single-family homes. The overwhelming majority of these units are planned for and being constructed in the West segment, comprising 85% of the corridor’s new multi-family units and 79% of its new townhomes. While a comparatively small percentage of the new construction activity is occurring in the Middle segment, 87% of the new units in this segment are multi-family in format. New construction in the East segment is more balanced between townhome, single-family, and multi-family development, but also much smaller in scale than the activity now occurring in the West. However, 50% of the new single-family homes constructed in the corridor are in the East segment. This data is summarized graphically in **Figure 6** below.

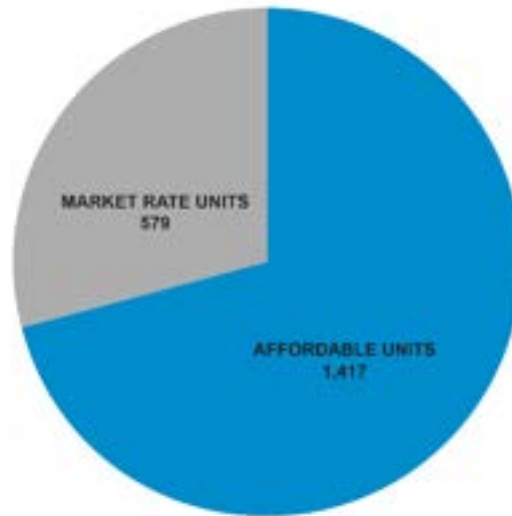
Figure 6. Campbellton Corridor – Permit Data Comparison to Prior Demand Estimate



When compared with the “5-year total capturable demand” projection in the HR&A report, it is already evident that the forecasts for new multi-family units constructed will be exceeded and that the development potential for the West segment was underestimated. By 2023, the forecasted total for new multi-family units has already been exceeded by 334, and specifically by 1,058 within the West segment. The West segment has also already exceeded the forecasted 5-year total for new townhome units.

Subsidized affordable housing represents a significant portion of the new residential units along the corridor, including 85% of the new multi-family units and 23% of the new townhomes. Additionally, there is also a significant presence of “naturally occurring affordable housing” particularly in the Middle segment, where no “subsidized affordable” units have been planned or constructed, but where median household incomes are the lowest on the corridor, nearly \$11,000 less than median incomes in West and East segments (according to the HR&A’s 2020 Market Scan). As HR&A noted in 2020, strategies to protect and maintain this existing affordable housing stock is a critical component of addressing housing demand in the corridor over the long term, in addition to bringing new housing product online.

UNIT TYPE BREAKDOWN (CORRIDOR)



Additionally, much of the recent and proposed development will also be transit accessible. Of the 1,368 new multi-family units being constructed in the West segment, 1,055 (or 77%) will be within one-half mile of the Greenbriar BRT station. Additionally, 100% of the multi-family units being constructed in the Middle Segment will be within one-half mile of the Delowe station, and 100% of the townhomes and multi-family units being constructed in the East Segment will be within one-half mile of the Oakland City station.

3.4 Major Development Projects

As of 2023, 16 major real estate projects are now in the development “pipeline” along the corridor. These projects are included in the compiled data above and are worthy of additional discussion due to their scale and impact along the corridor. As reflected in **Figure 7**, once complete, these will deliver over 1,900 new apartments and townhomes to the corridor. 10 out of the 16 pipeline development projects (and 85% of the units) are in the West segment. One

key factor driving the current development in the West segment is likely the prevalence of large developable parcels, compared with the East and Middle segments.

Figure 7. Major Development Projects in the Pipeline (since 2019)

Key Number*	Name	Segment	Type	Total Units
1	Avenue at Oakland City	EAST	Townhomes	36
2	1055 Arden	EAST	Apartments	58
3	1351 Brewster	EAST	Townhomes	6
4	Triplex at 1500 Murphy	EAST	Apartments	3
5	Townhomes in Pomona Park	MIDDLE	Townhomes	23
6	Harmony Plaza	MIDDLE	Apartments	170
7	Brentwood Commons	WEST	Apartments	113
8	Bridges at Landrum	WEST	Apartments	200
9	Campbell 10	WEST	Townhomes	10
10	3092-3130 Imperial Cir	WEST	Townhomes	51
11	Briarwood	WEST	Apartments, Townhomes	143
12	Flats/Villas at Stone Hogan	WEST	Apartments	448
13	Briar Park	WEST	Apartments	244
14	Paramount	WEST	Apartments	240
15	Aviary Park	WEST	Townhomes	73
16	Southwood Reserve Townhomes	WEST	Townhomes	98
			TOTAL	1,916

*See Figure 8 below

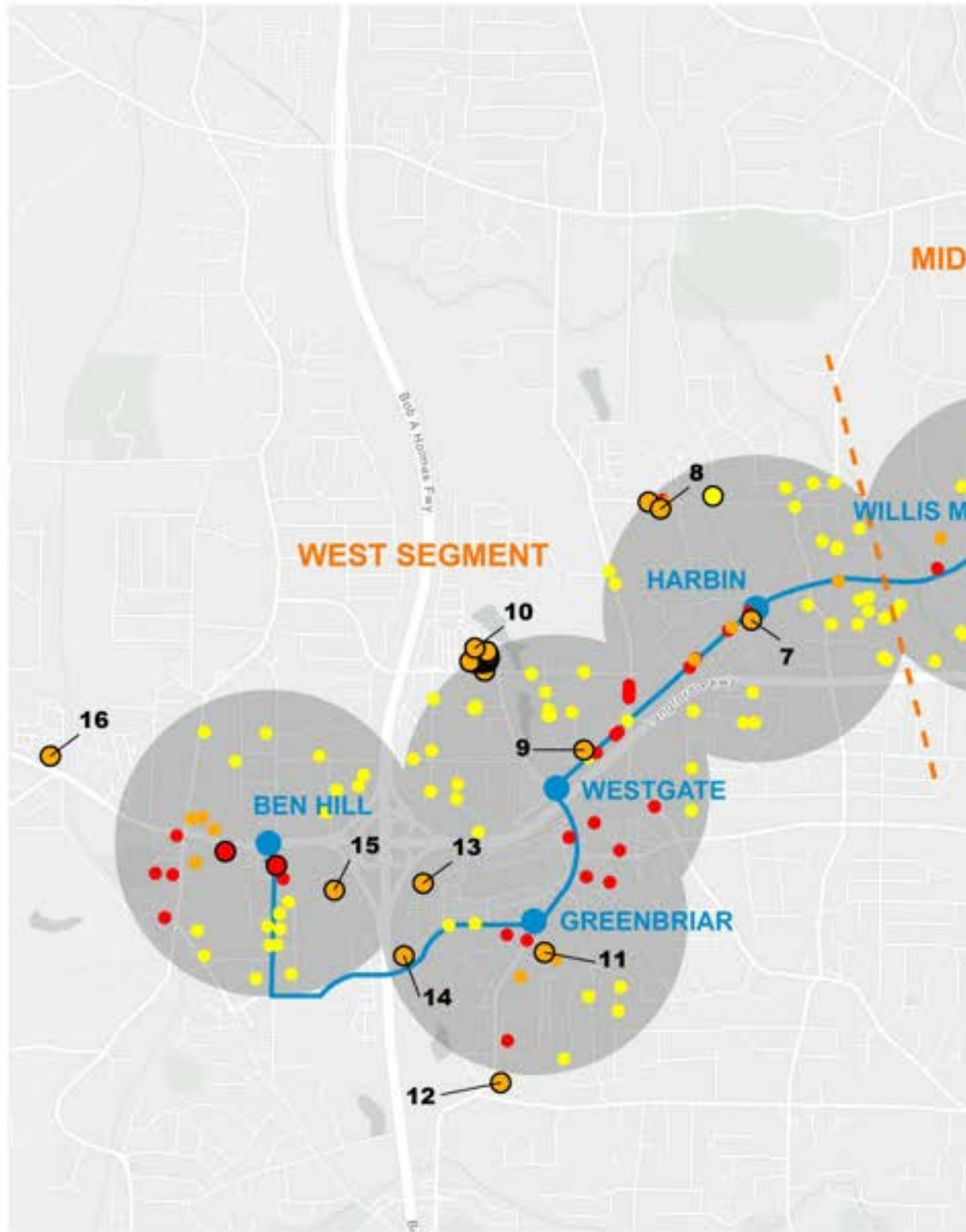
In addition to development projects underway primarily east of but near the Oakland City MARTA station, TD Jakes Real Estate Ventures continues to refine plans for large-scale mixed-use development at Fort McPherson immediately to the west and south (as depicted in **Figure 8**). Specific plans remain unclear; however, the project has the potential to be a major market driver on the corridor, potentially delivering approximately 900 multi-family and 200 townhome units that are not yet included in the pipeline. The impact of this project will be significant, in particular directly west of the Oakland City MARTA (and future BRT) station and the proposed Fort McPherson BRT station in the “wedge” area between Campbellton Road and the fort property, which is currently experiencing significant single-family home rehabilitation.

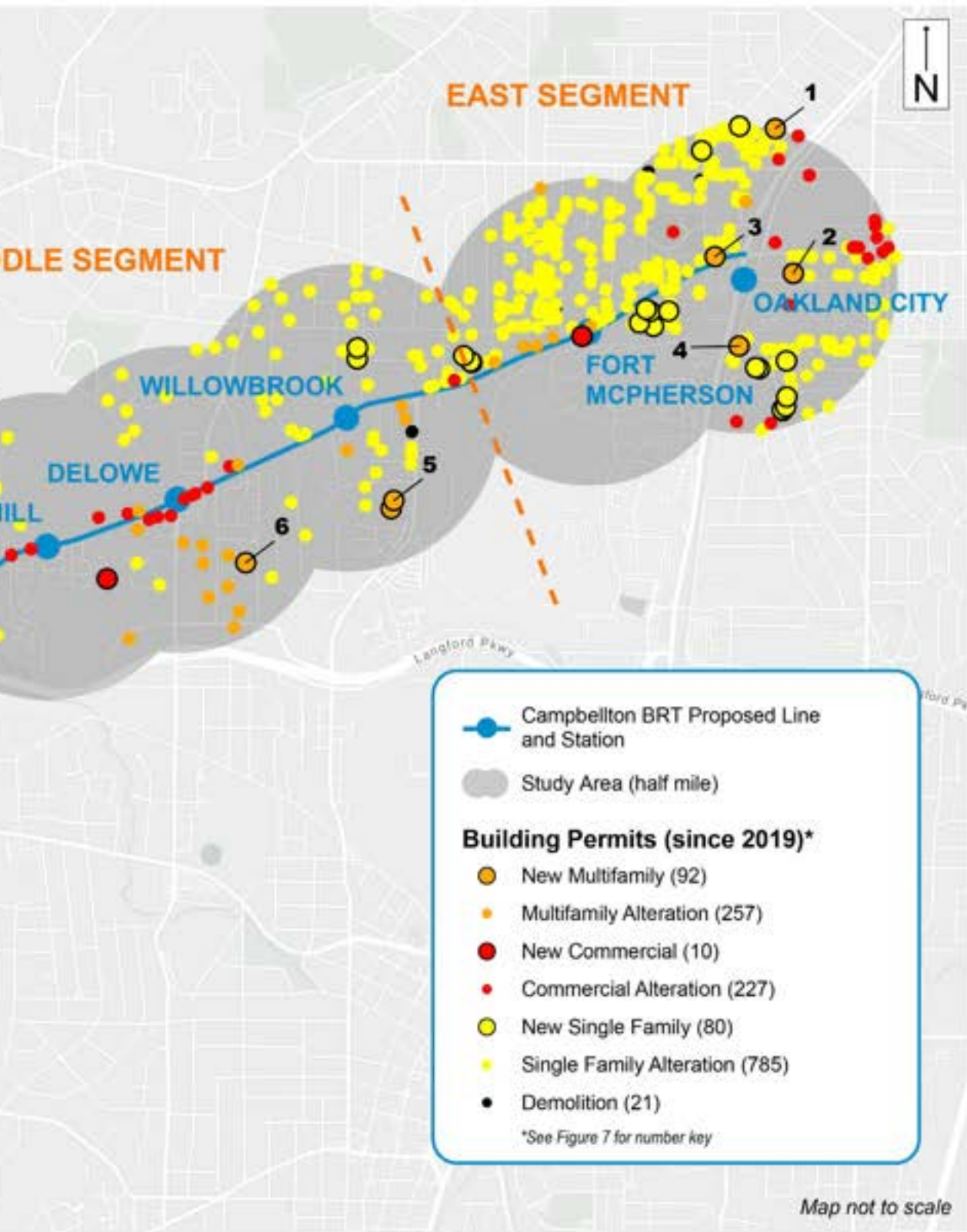
Figure 8. Fort McPherson Master Plan (Aerial Facing West) – TD Jakes Real Estate Ventures



Figure 9 provides a corridor-wide depiction of the distribution of recent development and reinvestment activity, using City permit records from January 2019 to March 2023. Projects described in **Figure 7** are numbered on the map.

Figure 9. Major Development Activity in the Campbellton Corridor (since 2019)





4. SUMMARY OF UPDATED FINDINGS

This section summarizes refined conclusions by corridor segment and corridor-wide, taking into consideration the recent and pipeline development documented since early 2020 and emerging development trends observed in the post-pandemic period.

4.1 EAST SEGMENT

HR&A anticipated that the East segment would experience redevelopment activity earliest, with redevelopment of industrial and vacant properties near the Oakland City MARTA station and at Fort McPherson, and single-family renovation activity throughout the station area. This has proven to be true, as transit-aligned reinvestment is already well underway in the East segment near the Oakland City MARTA station well in advance of BRT service being added to the network.

New multi-family development has occurred to the east of the Oakland City MARTA station, buoyed by the potential for a future Atlanta Beltline trail connection that would also serve this area. Activity north of the station and west of the rail line has primarily been single-family reinvestment and infill development, also as predicted. East of the MARTA line, development decisions will continue to be influenced by the proposal to extend Beltline connectivity into the station area; more so than future Campbellton Corridor BRT service.

The master plan and development timeline for the northern portion of the Fort McPherson property that would be served by the Campbellton BRT are still not finalized, and significant opportunities remain to create walkable connections to both the Oakland City rail and BRT stations and the future Fort McPherson BRT station. The demand for and appropriate siting of future neighborhood-supportive retail and service uses will be heavily influenced by the Fort McPherson redevelopment plans and should be focused on walkable nodes at both BRT station areas.

A single-family neighborhood scale and character should be maintained north of the Campbellton BRT corridor, while managing conversion of single-family uses directly along the corridor and in the wedge between the corridor and Fort McPherson to a transit-supportive multi-family residential density, accommodating a mix of price points and formats. At the Oakland City MARTA property itself, higher density multi-family can be accommodated in careful coordination with the on-site BRT terminal/transfer facility, transit parking, private parking, and small-scale retail and service uses.

4.2 WEST SEGMENT

HR&A anticipated that the West segment would not see immediate developer interest in multi-family development, but would rather see redevelopment of Greenbriar Mall as a revitalized anchor, including restaurant and entertainment uses, that would then spur new mixed-use, residential and commercial development. As described in Section 3, however, significant multi-

family residential activity is underway on several sites in this segment, already exceeding the anticipated demand identified in the 2020 study for the period through 2029.

This early multi-family development activity has been influenced by the availability of large development parcels, and it now provides a significant opportunity for improved neighborhood-scale connectivity to the planned bus transfer hub and future BRT station at the mall. The focus in the West segment should remain on redeveloping the mall property into a quality retail and entertainment center, perhaps incorporating additional community-focused “anchor” uses in addition to multi-family residential.

The strong recent multi-family development trends will catalyze opportunities for retail or service uses at the mall property, but the location of future transit facilities will be critical to understand before fully refining any mall property redevelopment opportunities. Careful consideration of first and last mile transit options, and neighborhood pedestrian and micro-mobility options, will be key to ensuring that new and future residents in the mall area will choose transit as a convenient transportation option. A mall-focused subarea plan is strongly recommended, to be developed when the final alignment and placement of transit facilities is known. Until then, approval of piecemeal development projects that might preclude a cohesive future neighborhood structure that supports use of transit should be avoided.

4.3 MIDDLE SEGMENT

HR&A anticipated that the Middle segment would see redevelopment activity last, which has been borne out by data indicating less major reinvestment activity since 2020 in the center of the corridor. It was anticipated that eventual redevelopment activity would center around the new Delowe BRT station, transforming Campbellton Plaza into a more vibrant neighborhood retail center. Renovation of existing multi-family residential complexes and single-family housing to increase the stock of quality affordable housing on the corridor was also predicted.

HR&A’s recommendation that the focus in the Middle segment should be rehabilitation of aging multi-family and single-family housing units remains valid. The Willis Mill, Willowbrook, and Delowe station areas should be prioritized for affordable housing preservation, while ensuring that affordability is preserved through the structure of the project and community partners. The Delowe station area should include the potential addition of new multi-family housing in conjunction with a mixed-use redevelopment of Campbellton Plaza to serve transit user and neighborhood retail and service needs; protective City acquisition of this property due to its critical importance as a corridor catalyst site should be considered.

4.4 CORRIDOR-WIDE

Relevant conclusions that are not segment-specific are summarized below.

4.4.1 Single-Family Residential

Rehabilitation of single-family residential will continue to be a critical component of corridor revitalization, meeting a demonstrated need to maintain naturally occurring affordable housing. Robust reinvestment in single-family units is already being observed in the East segment and should continue to be encouraged north of the corridor in the East and West segments, and throughout the Middle segment. Zoning and funding strategies applied to the corridor should clarify where protection and rehabilitation of single-family units is desirable, versus areas in which to allow a controlled conversation to higher density over time.

4.4.2 Multi-Family Residential

Multi-family residential rehabilitation and development, and selected mixed-use development in immediate BRT station areas, can serve to catalyze additional future investment on surrounding parcels. Opportunities to add density at existing multi-family complexes should be evaluated, with careful consideration of unit format and price points, to ensure a robust housing mix and support for eventual retail and services at station areas.

4.4.3 Non-Residential

HR&A noted that once BRT service is in place, non-residential sectors (retail and office) will respond and focus around station nodes. Key locations in the West and Middle segments for viable future retail development once BRT is operating should be reserved, as the market will eventually “catch up” as population increases. Key to success for retail will be the ability to attract transit riders and nearby residents, while also accommodating some driving customer traffic, which will require thoughtful site planning.

Demand for office will likely remain minimal as HR&A had anticipated, but the need for community-focused services should be considered in the post-Covid era as potential anchors for mixed-use nodes convenient to stations. Medical offices, daycare facilities, education facilities, and other critical community services could provide these anchors for redevelopment at station areas throughout the corridor and would drive ancillary retail demand once established.

The City, MARTA, and regional and community partners should identify needs and potential locations for community-serving anchors, and site these anchors strategically at high profile sites that will eventually be served by BRT stations.

4.4.4 Implementation Considerations

The City has applied high density by right in much of the corridor through proactive zoning changes, which will support improving walkability and placemaking in station areas along the corridor. However, zoning updates are also needed to ensure that uses allowable by right are transit-supportive, and auto-oriented uses (gas stations, drive-through restaurants, etc.) are subject to heightened review to ensure no conflict with planned future station access prior to approval.

A robust corridor-wide analysis should be completed to inform housing development decisions throughout the entire corridor, addressing location, format, and use of transitional densities such as townhomes.

A robust analysis should also be undertaken to consider parcel acquisition needs along the BRT route, not just minimally for construction but to also support effective redevelopment patterns (at station area nodes in particular). Where small residential parcels are directly adjacent to the transit corridor, there are locations where “full takes” are advisable rather than partial acquisitions to later consolidate viable redevelopment sites and avoid disinvestment on reduced parcels that cannot be used effectively after ROW expansion.

HR&A noted that the City of Atlanta can utilize various economic development incentives like tax abatement, property tax credit programs, and funds from the Campbellton Road Tax Allocation District (established in 2006) to support desirable redevelopment patterns. The HR&A report emphasized that these incentives should be directed towards investments that strengthen community anchors and infrastructure, improve site control and development readiness, and increase market stability and confidence. Such investments can be identified and undertake strategically well in advance of BRT construction and start of operations, if carefully coordinated with MARTA.



**CAMPBELLTON
CORRIDOR**
TRANSIT PROJECT