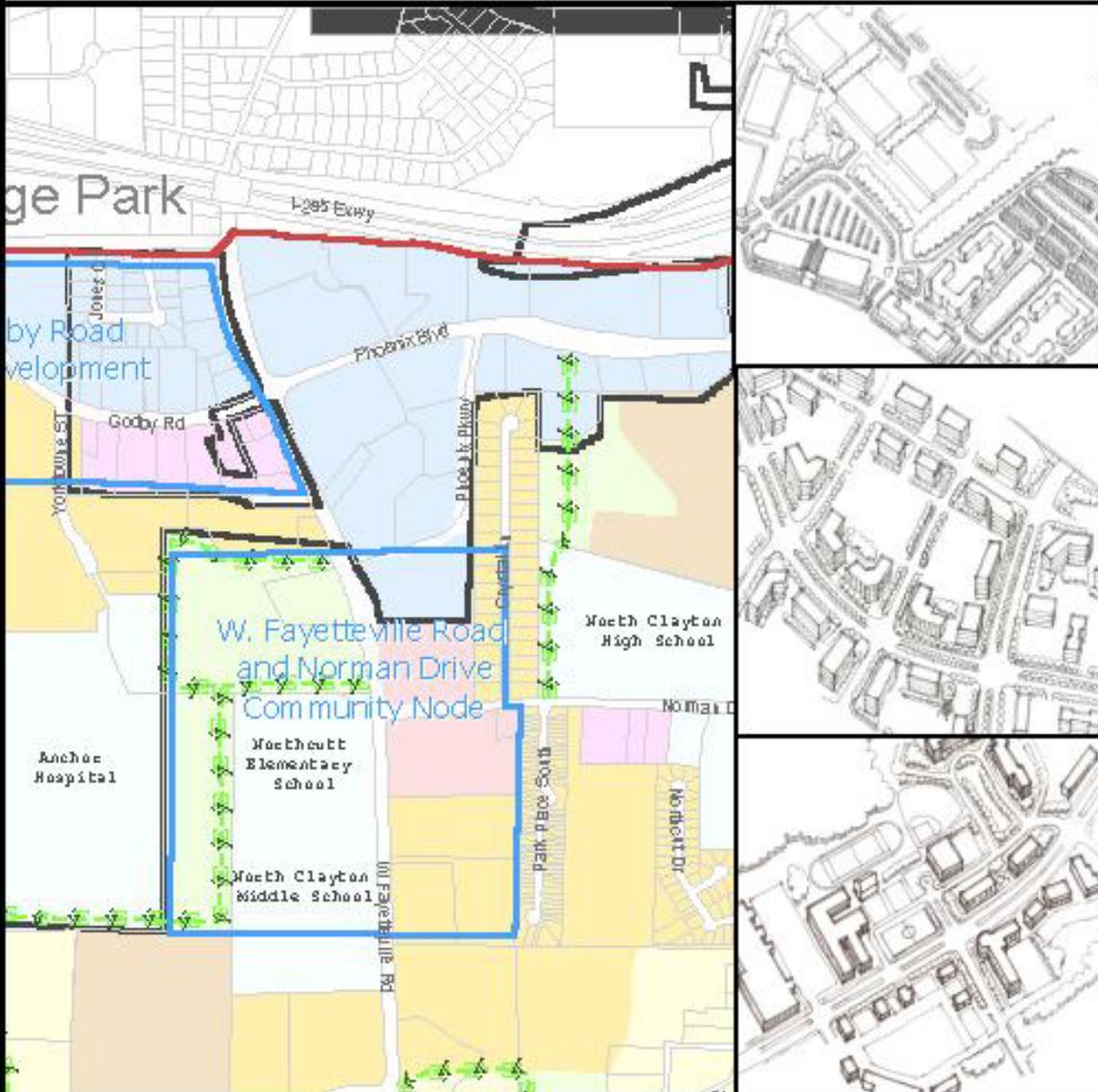


Northwest Clayton LCI Plan

Atlanta Regional Commission's Livable Centers Initiative



December 2004



Acknowledgements

This document represents over eight months of work by the Robert and Company Planning Team, including market research and public participation assistance from The Collaborative Firm, LLC and transportation planning from Grice Associates, Inc. This team worked in conjunction with Clayton County staff and elected officials, area residents and community stakeholders. The Planning Team wishes to thank the following individuals who participated in the development of the NW Clayton LCI Study by committing their time and leadership.

Clayton County Commission

Commission Chairman, Eldrin Bell
Commissioner, J. Charley Griswell
Commissioner, Carl Rhodenizer
Commissioner, Virginia Burton Gray
Commissioner, Wole Ralph

Project Manager

Teresa Crow, Long Range Planner,
Clayton County Transportation and
Development

Core Team

Al Lane, City of College Park
Cheryle DeDios, Hartsfield Area
Transpiration Management Association
Felicia Smith, Study Area Resident
Geneasa Elias, Fulton County,
Environment and Community
Development Dept.
Innis Claude III, Cherry Hills
Neighborhood Association
Jan Claude, Cherry Hills Neighborhood
Association
Jay Byce, Developer, Rivers Station
Development
Jeff Metarko, Clayton County
Transportation & Development Dept.
Jeffery Turner, Clayton County Police
Chief
Joe Crowe, Study Area Resident
K.W. White, Sr., Clayton County Public
Schools

Lena Young, Clayton County
Commission District 2

Lynette Roberts, Fulton County,
Environment and Community
Development Dept.

Matt Carlson, Clayton County Chamber
of Commerce

Olen Smith, Clayton County Police
Department

Rev. McCall, Christian Fellowship
Baptist Church

Robin Roberts, Clayton County
Development Authority

Shelley Lamar, Hartsfield Jackson
International Airport

Tracie Claude, Cherry Hills
Neighborhood Association

Consultant Team

Robert and Company
Lee Walton, AICP, Senior Associate
E. Megan Will, AICP, Senior Planner
Osman Ercin, GIS Coordinator
Holly Shiver, Intern

Grice & Associates, Inc
John Funny, Principal
Chris Pruitt, Transportation Engineer

The Collaborative Firm, LLC
Michael Hightower, Managing Partner
Elizabeth McClendon, Principal Planner
Nicole Brown, Project Manager

The Northwest Clayton Livable Centers Initiative

Executive Summary

Introduction

The Northwest Clayton Livable Centers Initiative (LCI), sponsored by Clayton County and the Atlanta Regional Commission will have a significant impact on the future of northern Clayton County. The goal of the Northwest Clayton LCI is the implementation of a plan that will aide in the redevelopment of this changing area and support a community where individuals can live, work and play.

The Northwest Clayton area is facing significant challenges, many of which also bring substantial opportunities. The Livable Centers Initiative addresses these issues with the input of community members and stakeholders. Challenges addressed in the study include the significant impacts of the construction of the 5th runway at Hartsfield-Jackson Atlanta International Airport and the impacts the runway will have on the area when it becomes operational in 2008 (anticipated). Additionally, the study considers traffic congestion and related impacts on connectivity within the study area, linkages to other county and regional centers, the potential for large-scale redevelopment of the Cherry Hills subdivision and the opportunity to bring new community facilities to the area.

The Livable Centers Initiative provides the leaders of Clayton County and the Northwest Clayton community with tools to manage and make the most of significant opportunities. LCI implementation funding can assist with the enhancement of public spaces and parks, additions of new public facilities, and improved bicycle and pedestrian facilities. Promotion of Northwest Clayton as an LCI community will boost potential for infill development and redevelopment, and continued good planning will help to realize opportunities to expand access to transportation alternatives through enhanced transit service, improved traffic flow, and new pedestrian facilities.

There is a clear opportunity to improve Northwest Clayton County as a vibrant, mixed-use regional activity center. Implementation of LCI recommendations will result in significant employment opportunities, quality new home construction, improved pedestrian mobility, enhanced retail opportunities and additional parks and public spaces. Though Northwest Clayton and other airport-area communities have not experienced the full potential of economic and community improvements in the past, the future holds promise for the Northwest Clayton community to become a vibrant mixed-use regional center that contributes greatly to the overall economic health of Clayton County and metro Atlanta's south side.

Process and Analysis

The Robert and Company team has assisted Clayton County with preparation of the Northwest Clayton Livable Centers Initiative planning study. The process has included four phases leading to recommendations for implementation of policy changes and capital improvement projects.

Phase One: Project Data Collection/Analysis

The Robert and Company team reviewed and analyzed the existing conditions of the project area, including collection of traffic counts, survey of existing land use, collection of retail and residential market data, and analysis of statistics pertaining to demographics and economics. Detailed descriptions of analytical findings are documented in the LCI Plan.



Northwest Clayton residents participating in the Community Design Charette

Phase Two: Community Participation

Key public meetings that were milestones in the LCI planning process included the following:

- Visual Preference Survey: August 21, 2004
- Community Vision Meeting: September 28, 2004
- Open House/Draft Presentation: Nov. 16, 2004

In addition to these major public events, the LCI planning process involved monthly meetings with a committee of community representatives referred to as the Core Team. Survey results, public meetings and input from the Core Team have guided the process from identification of issues to refinement of recommendations.



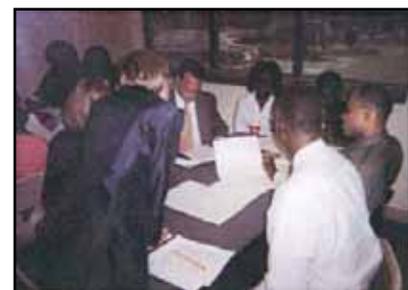
Photos of two of the most preferred images from the Community Design Preference Survey

Phase Three: LCI Recommendations

Resulting from the planning process are recommendations related to land use, zoning regulations, traffic mobility, parking, bicycle/pedestrian conditions, transit, parks/open spaces and development/ redevelopment concepts.

Phase Four: Final Plan Preparation

The final product of the Northwest Clayton LCI planning process is the compilation of analysis and recommendations into a 5-Year Implementation Plan. This plan serves as the master plan for future development and improvements in and around Northwest Clayton County.



LCI Study Core Team meeting

Issues and Opportunities

Northwest Clayton County is facing significant challenges, concerns and opportunities. Through an extensive process of public and stakeholder consultation, which included monthly meetings of a twenty-member Core Team, and three public meetings, the NW Clayton LCI project team conducted an assessment of the Study Area. This assessment identified the crucial development and redevelopment nodes of the LCI Study Area and the opportunities and challenges associated with each. The following is a summary of identified issues and opportunities.

Issues

- ❖ Negative Effects of the Expansion of the Airport
- ❖ Poor Image/The Area Needs “Place Recognition”
- ❖ Numerous Blighted Housing Areas
- ❖ Outdated Retail Centers
- ❖ No Curb Appeal/Poor Pedestrian Facilities (Unsafe, Outdated, Poor Condition)
- ❖ High Crime Rates and/or the Perception of Crime
- ❖ Lack of Diversity of Housing Types
- ❖ Poor or Inadequate Infrastructure and Amenities (Roads, Parks, Water and Sewer)
- ❖ Lack of Public Transportation Resources
- ❖ Most Residentially Zoned Property is Restricted to Single-Family/Low Density Developments
- ❖ Overcrowded Households
- ❖ Lack of Services and Programs for Youth

Opportunities

- ❖ Major Employers Support the Area (Delta, U.S. Army, Southern Regional Medical Center, Georgia Department of Revenue)
- ❖ Accessibility to the Area/Transportation Hub
- ❖ Airport Expansion/Construction of the Fifth Runway will Provide Easy Access and Encouragement of New Jobs and Economic Benefits
- ❖ Unique Economic Activities (Hartsfield-Jackson Atlanta International Airport, Atlanta State Farmer’s Market, Tradeport)
- ❖ Market Conditions are Favorable as a Regional, National, and International Point of Interest for Development Growing Population/Continued Population Growth
- ❖ Large Tracts of Undeveloped Land are Available (25% of the Land is Available for Development)
- ❖ Revitalization and Redevelopment of nearby Old National Corridor is Supported by the Community
- ❖ South Development Market is Remaining Relatively Stable During the Current Economic Downturns
- ❖ New Convention Center
- ❖ Proximity to Clayton College and State University

Vision for Northwest Clayton

Based upon a volume of public input received through a number of community gatherings, informal discussions with community leaders, and a series of stakeholder meetings, the vision for Northwest Clayton has been defined as follows:

The Northwest Clayton LCI Study Area will:

- ❖ Be redeveloped into a hub for business, commercial, residential and recreational activities with a strong regional and international identity,
- ❖ Realize the economic potential of its unique location adjacent to Atlanta’s Hartsfield-Jackson International Airport,
- ❖ Be planned so as to anticipate the air quality, mobility and accessibility needs of residents, employees, businesses and visitors and in a manner that mitigates the potential impacts of airport noise on adjacent land uses,
- ❖ Be revitalized to provide economic, residential, and recreational opportunities for persons of all ages and backgrounds, and
- ❖ Experience change as a result of the cooperative efforts of Clayton County, College Park and other governmental and private entities.

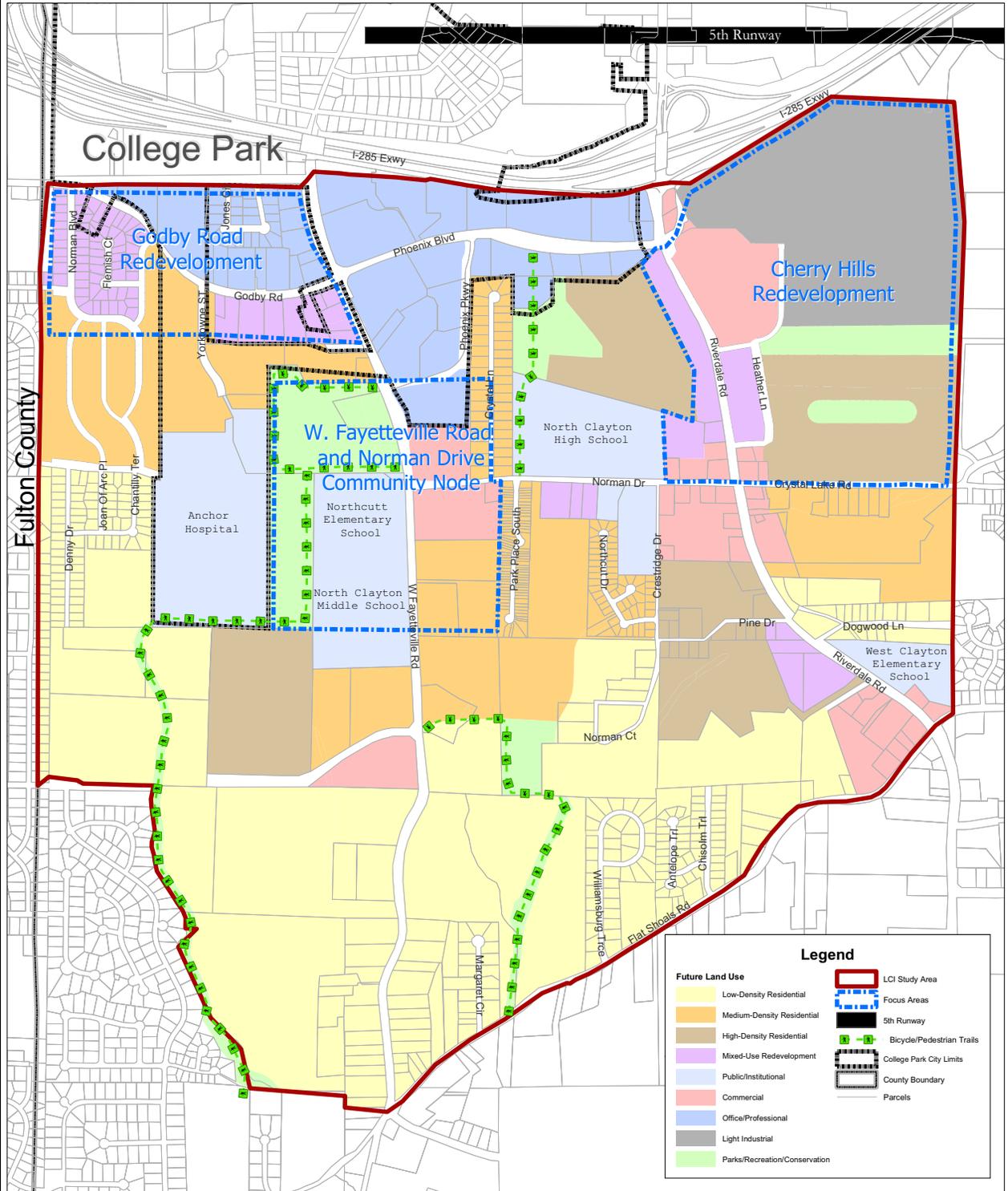
Land Use and Focus Area Recommendations

To achieve the vision for Northwest Clayton crafted through stakeholder and public input, coordination of capital improvements, redevelopment projects, and regulatory and organizational changes is necessary. To provide an organizational framework for the overall revitalization of the Northwest Clayton area, the LCI study includes a future land use plan for the Study Area and redevelopment concept plans for three focus areas. The following pages include the recommended future land use map and summaries of the existing conditions and potential future development activities in these key areas along with recommended strategies for implementation.

Preferred Images from Community Visioning Exercise

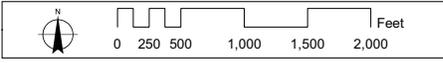


Future Land Use - Northwest Clayton LCI



Legend

	Low-Density Residential		LCI Study Area
	Medium-Density Residential		Focus Areas
	High-Density Residential		5th Runway
	Mixed-Use Redevelopment		Bicycle/Pedestrian Trails
	Public/Institutional		College Park City Limits
	Commercial		County Boundary
	Office/Professional		Parcels
	Light Industrial		
	Parks/Recreation/Conservation		

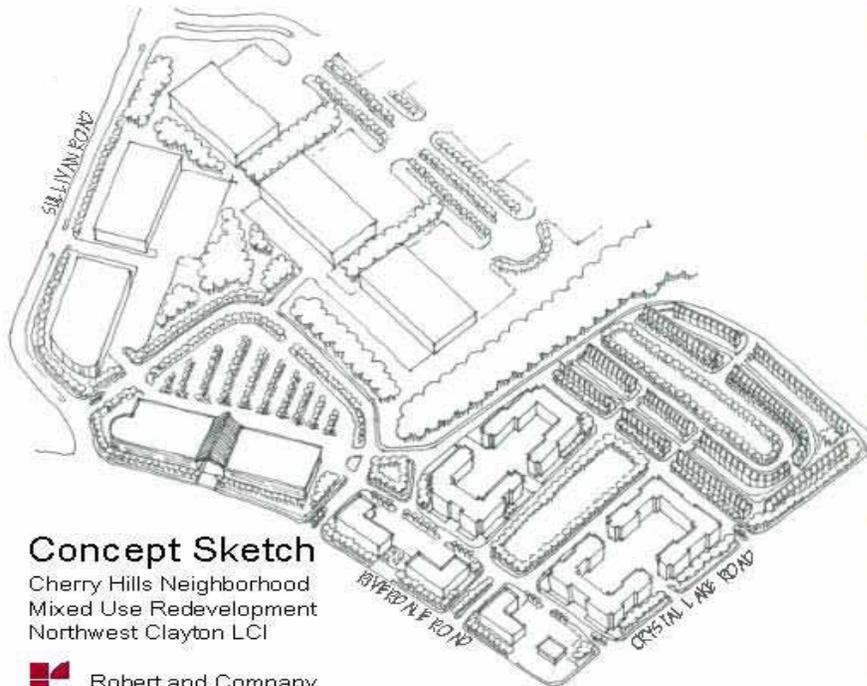


Northwest Clayton Livable Centers Initiative
R.A.C. Number: 04040-10

Clayton County, Georgia

Robert and Company
Engineers, Architects, Planners
96 Poplar Street N.W., Atlanta, GA 30303
<http://www.robertandcompany.com/>

FOCUS AREA: CHERRY HILLS SUBDIVISION REDEVELOPMENT



Concept Sketch

Cherry Hills Neighborhood
Mixed Use Redevelopment
Northwest Clayton LCI



Robert and Company



LOCATION

Northeast corner of the LCI Study Area, bounded by I-285, Riverdale Road, Crystal Lake Road and the eastern edge of the Cherry Hills neighborhood (land lot line).

EXISTING CONDITIONS

Approximately 220 acres. Single family residential neighborhood including approximately 450 homes. Area also includes some small-scaled commercial development along Riverdale Road and vacant light industrial buildings near I-285 (recently purchased by Airport). Riverdale Road and Sullivan Road provide excellent access to transportation system and Airport.

CHALLENGES

Community has been impacted by construction activity associated with the 5th Runway, and the neighborhood is increasingly renter-occupied. The general community sentiment supports homeowner relocation and redevelopment of the property, but the large number of individual property owners presents a challenge to land assembly.

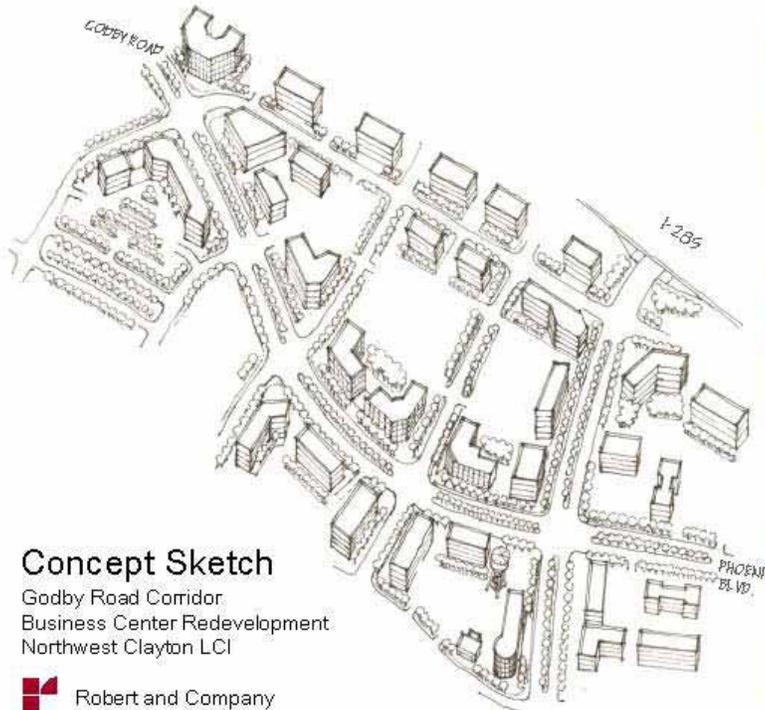
OPPORTUNITIES

Assuming community cooperation with a credible redevelopment initiative, there is great potential for light industrial, commercial and planned residential redevelopment.

IMPLEMENTATION

Cherry Hills Redevelopment Task Force initiation.
Redevelopment Plan preparation and adoption.
Future Land Use Map changes and rezonings.
Redevelopment and relocation phasing.

FOCUS AREA: GODBY ROAD CORRIDOR REDEVELOPMENT



Concept Sketch

Godby Road Corridor
Business Center Redevelopment
Northwest Clayton LCI



Robert and Company



LOCATION

Northwest corner of the LCI study area along Godby Road extending from West Fayetteville Road to Southampton Road/Clayton County line (west) and I-285 (north).

EXISTING CONDITIONS

Approximately 85 acres. Mixture of residential, small-scaled commercial and office uses, much in moderate to poor condition...

CHALLENGES

Poor property conditions, a large unincorporated island within the City of College Park (along Godby Road) and uncertainty about future Airport impacts contribute to deterioration. Property must be assembled from numerous owners. Godby Road is also in poor condition.

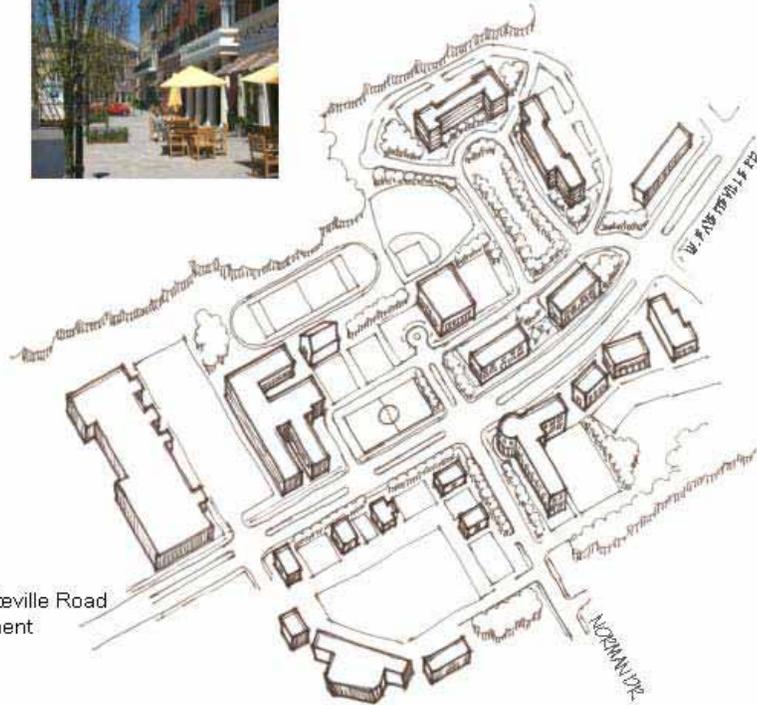
OPPORTUNITIES

Many property owners in the area are apparently willing sellers. A master planned business district can develop along the Godby Road corridor as an extension of the Royal Phoenix Business Park, capitalizing on the access to Airport facilities and interstate highways. Redevelopment can occur incrementally as market support improves.

IMPLEMENTATION

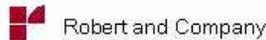
Redevelopment Task Force initiation
Redevelopment Plan preparation and adoption
Land Use Plan changes and rezonings
Property assembly in public-private arrangement
Godby Road improvements to include business corridor streetscaping and additional network of streets

FOCUS AREA: NORMAN DRIVE @ WEST FAYETTEVILLE ROAD



Concept Sketch

Norman Drive @ West Fayetteville Road
Community Center Development
Northwest Clayton LCI



Robert and Company

LOCATION

Area surrounding the intersection of West Fayetteville Road and Norman Drive.

EXISTING CONDITIONS

Approximately 120 acres. Mixture of institutional (North Clayton Middle and Northcutt Elementary schools) office, residential, and small-scaled commercial uses, as well as large tracts of undeveloped land.

CHALLENGES

Existing schools are highway-oriented, located along the busy and pedestrian-unfriendly West Fayetteville Road corridor. Few other streets exist to provide a network basis for center development...

OPPORTUNITIES

A major development (River's Station) is planned, including a commercial center at the southeast corner of West Fayetteville and Norman as well as mixed-density residential along the east side of West Fayetteville Road and south of the schools. Vacant land exists to the north of the schools, and the northeast corner at West Fayetteville and Norman is very underdeveloped – effectively vacant. Establishment of a community/recreation center adjacent to the north of the schools could provide community families with centrally-located public activities, and infill development can provide commercial/mixed-use opportunities.

IMPLEMENTATION

Community/Recreation Center site location and planning
Land Use Plan changes and rezonings
Public/Private infill development initiatives

Recommended Transportation Improvements

There are several different programmed transportation improvement projects within the Study Area. These include projects both from the Atlanta Regional Commission (ARC) and those funded by Clayton County's Special Purpose Local Options Sales Tax (SPLOST), such as ongoing traffic/pedestrian studies, intersection improvements and roadway capacity improvement projects.

To aid in development of the LCI community envisioned for Northwest Clayton, a number of additional transportation enhancements will be necessary. These include:

- ❖ Primary streetscape improvements including sidewalks, curbs, and ramps along the east side of Riverdale Road from Kingswood to Crystal Lake, along Phoenix Boulevard and along Flat Shoals Road.
- ❖ A determination of the feasibility of new traffic signals at West Fayetteville Road and Pleasant Hill Road.
- ❖ The possible construction of a new I-285 on-off ramp to serve the industrial redevelopment of the Cherry Hills subdivision.
- ❖ New roadways or extensions of existing roads to include the extension of East Pleasant Hill Road to Fulton County, an extension of Denny Drive and the construction of a grid network of local streets to promote traffic flow throughout the Study Area.
- ❖ Expanding transit routes in the area to include Godby Road, West Fayetteville Road (south of Phoenix Boulevard) and East Pleasant Hill Road and the construction of covered bus stops along these routes.

The recommended transportation improvements and related recommended capital improvements are estimated to cost a total of \$7,650,000 and as much as 80% may be funded from Federal and State transportation allocations to LCI and other programs.

Recommended Regulatory Changes

In order to encourage the involvement of private developers in the redevelopment of Northwest Clayton LCI focus areas, a number of land use changes will be required.

- ❖ The area of Riverdale Road frontage between Phoenix Boulevard and Norman Drive should be changed from commercial to mixed use.
- ❖ The Cherry Hills Subdivision should be changed from entirely industrial to a mixture of high density residential, parks and open space, and industrial to reflect the future development pattern shown in figure 4.1.1-1.
- ❖ The northeast corner of the intersection of West Fayetteville Road and East Pleasant Hill Road should be changed from medium density residential to commercial.

These changes should be made as amendments to the County's future land use map included in the Comprehensive Plan.

One specific text amendment to the Comprehensive Plan is also recommended. Policy 2.2 of the Housing Element should be revised to direct new residential development to areas outside of the projected 65 DNL contour for the 5th Runway to reduce the negative impacts of airport related noise and to require new housing development within areas nearby the airport area to employ noise reducing construction methods and materials.

Regarding zoning ordinance changes, it will be necessary for the county to review and revise setback, parking, and landscaping requirements in order to produce the vibrant, pedestrian friendly environment envisioned by the community. These factors should be considered as part of a needed comprehensive zoning ordinance update. To aid the redevelopment process the county might consider working with the NW Clayton community to pursue county initiated rezoning of key properties to help attract potential developers.

Implementation

Implementation of the Northwest Clayton LCI Plan will be a long-term process that must include coordinated public-private efforts and investments in order to be successful. While it is ultimately the involvement of the private development community and investment of private capital that will carry out the redevelopment of the Study Area, these private entities and investments must be directed by the local community and government to ensure that the vision for the area expressed in the LCI plan is achieved. The responsibilities of the local community and various governmental entities with interest in this area are defined as follows.

The *Clayton County Commission* must adopt the Northwest Clayton LCI Plan and assign a staff person from the Planning and/or Economic Development Department to coordinate the county government's role in the implementation of the LCI Plan. Additionally, the College Park City Council should review and consider the Northwest Clayton LCI Plan and include pertinent polices and land use recommendations of the Plan in the city's 2005 Comprehensive Plan Update.

The *Development Authority of Clayton County* has a large role to play in the LCI plan implementation. First and foremost the Authority must obtain funding for and oversee the preparation of an Urban Redevelopment Plan for Northwest Clayton, including the Cherry Hills area, consistent with this plan and in conjunction with the Cherry Hills Redevelopment Task Force and other similar organizations. The Authority should spearhead efforts to implement Tax Allocation Districts and other incentives within the Study Area to help entice redevelopment. And the authority should work with the State Department of Economic Development to develop a state-level package of incentives

for area redevelopment and develop a marketing plan for the Northwest Clayton LCI Study Area, including a database of available land and buildings.

Finally, a *Task Force* comprised of local officials, residents, and potential developers must be established to oversee the redevelopment of the Cherry Hills subdivision. This Task Force should be staffed and overseen by county planning or economic development personnel.

Results

The full results of the implementation of Northwest Clayton LCI study recommendations will not be felt overnight. Implementation will require the concerted efforts of the community, private developers and county leadership over many years. However the ongoing dedication and commitment of these entities and individuals will have a lasting impact on the future of the community. For example, a comparison of the future demographic conditions of the Northwest Clayton community with and without implementation of LCI recommendations suggests that the achievement of the LCI plan has the potential to bring an additional 1,270 jobs, 2,814 residents, and 924 households, to the Northwest Clayton community over the next two decades, a significant community and economic impact.

TABLE OF CONTENTS

1.0 INTRODUCTION TO STUDY AREA.....	1
1.1 CONTEXT: DESCRIPTION OF NORTHWEST CLAYTON LCI STUDY AREA.....	1
2.0 EXISTING CONDITIONS.....	4
2.1 DEMOGRAPHICS	4
2.1.1 <i>Population</i>	4
2.1.1.1 Age.....	5
2.1.1.2 Race.....	5
2.1.1.3 Income.....	6
2.1.2 <i>Employment</i>	6
2.1.3 <i>Housing</i>	7
2.1.3.1 Housing Types	7
2.1.3.2 Age.....	7
2.1.3.3 Tenure	7
2.1.3.4 Cost and Value	7
2.2 EXISTING LAND USE.....	8
2.2.1 <i>Residential</i>	10
2.2.2 <i>Retail/Service</i>	10
2.2.3 <i>Parks, Trails, and Open Space</i>	10
2.2.4 <i>Office/Professional</i>	11
2.2.5 <i>Institutional Land Uses</i>	11
2.2.6 <i>Industrial/Manufacturing</i>	11
2.2.7 <i>Vacant Land/Buildings</i>	11
2.3 TRAFFIC AND TRANSPORTATION	11
2.3.1 <i>Methodology</i>	12
2.3.1.1 Data Collection.....	12
2.3.1.2 Analysis.....	12
2.3.1.3 Facility and Service Inventory.....	12
2.3.1.4 Traffic Operations Analysis	12
2.3.1.5 Geometry.....	13
2.3.2 <i>Existing Transportation Network</i>	13
2.3.3 <i>Historical AADT Traffic Volumes and Growth Rates</i>	14
2.3.4 <i>Level of Service Analysis</i>	18
2.3.5 <i>Crash History</i>	18
2.3.6 <i>Transit Routes and Pedestrian Facilities</i>	20
3.0 ASSESSMENT.....	22
3.1 ISSUES AND OPPORTUNITIES.....	22
3.1.1 <i>Housing</i>	23
3.1.2 <i>Economic Development</i>	24
3.1.3 <i>Traffic and Transportation</i>	25
3.1.3.1 Transportation Issues.....	25
3.1.4 <i>Community Facilities and Quality of Life Issues</i>	27
4.0 VISION.....	28
4.1 FUTURE LAND USE RECOMMENDATIONS	28
4.1.1 <i>Land Use Recommendations</i>	29
4.1.1.1 Single-Family Residential	30
4.1.1.2 Medium-Density Residential.....	30
4.1.1.3 High-Density Residential	31
4.1.1.4 Mixed-Use Development	31
4.1.1.5 Public/Institutional	32

4.1.1.6 Commercial	32
4.1.1.7 Office/Professional.....	33
4.1.1.8 Light Industrial.....	33
4.1.1.9 Parks/Recreation/Conservation	33
4.1.1 <i>Transportation Recommendations</i>	34
4.1.2.1 Programmed Improvements	34
4.2.1.2 Transportation Opportunities	34
4.2 FOCUS AREAS.....	39
5.1 IMPLEMENTATION ROLES DEFINED.....	47
5.1.1 Clayton County	47
5.1.2 City of College Park.....	48
5.1.3 Development Authority of Clayton County	48
5.1.4 Other Organizations	48
5.2 REGULATION AND POLICY REVISIONS	49
5.2.1 Comprehensive Plan Amendments.....	49
5.2.2 Zoning Changes	49
5.3 FIVE YEAR WORK PROGRAM.....	50
6.0 PROJECTIONS	55
6.1 ESTIMATED POPULATION, HOUSEHOLDS, AND HOUSING UNITS FOR NW CLAYTON LCI STUDY AREA.....	55
6.2 ESTIMATED EMPLOYMENT FOR THE NW CLAYTON LCI STUDY AREA	56

Appendix A

Appendix B

Appendix C

Appendix D

1.0 Introduction to Study Area

1.1 Context: Description of Northwest Clayton LCI Study Area

The Northwest Clayton LCI Study Area includes approximately 1,569 acres of land in northwest Clayton County. This geographic area extends immediately south from I-285 and is also immediately to the south of the location of the Hartsfield-Jackson Atlanta Airport's Fifth Runway, currently under construction. The Study Area includes all of one census tract, 0402.01, and a portion of a second census tract, 0402.02. The numbers presented in this report assume that the majority of the residents in census tract 0402.02 reside within the LCI Study Area boundaries, either within or in close proximity to the Cherry Hills neighborhood.

Major transportation corridors and political boundaries define the LCI Study Area. The north edge of the Study Area is I-285. Other boundaries are Flat Shoals Road to the south, the Fulton County/ Clayton County line to the west, and to the east a land lot line running north from the intersection of Flat Shoals and Riverdale Road to I-285.

This study area contains a portion of the City of College Park that is located in the northernmost section of the LCI Study Area. A number of residential neighborhoods exist in the southern and eastern portions of the Study Area.

The following pages include a context map and an aerial photo of the Study Area.

Figure 1.2.1-1 Northwest Clayton LCI Study Area

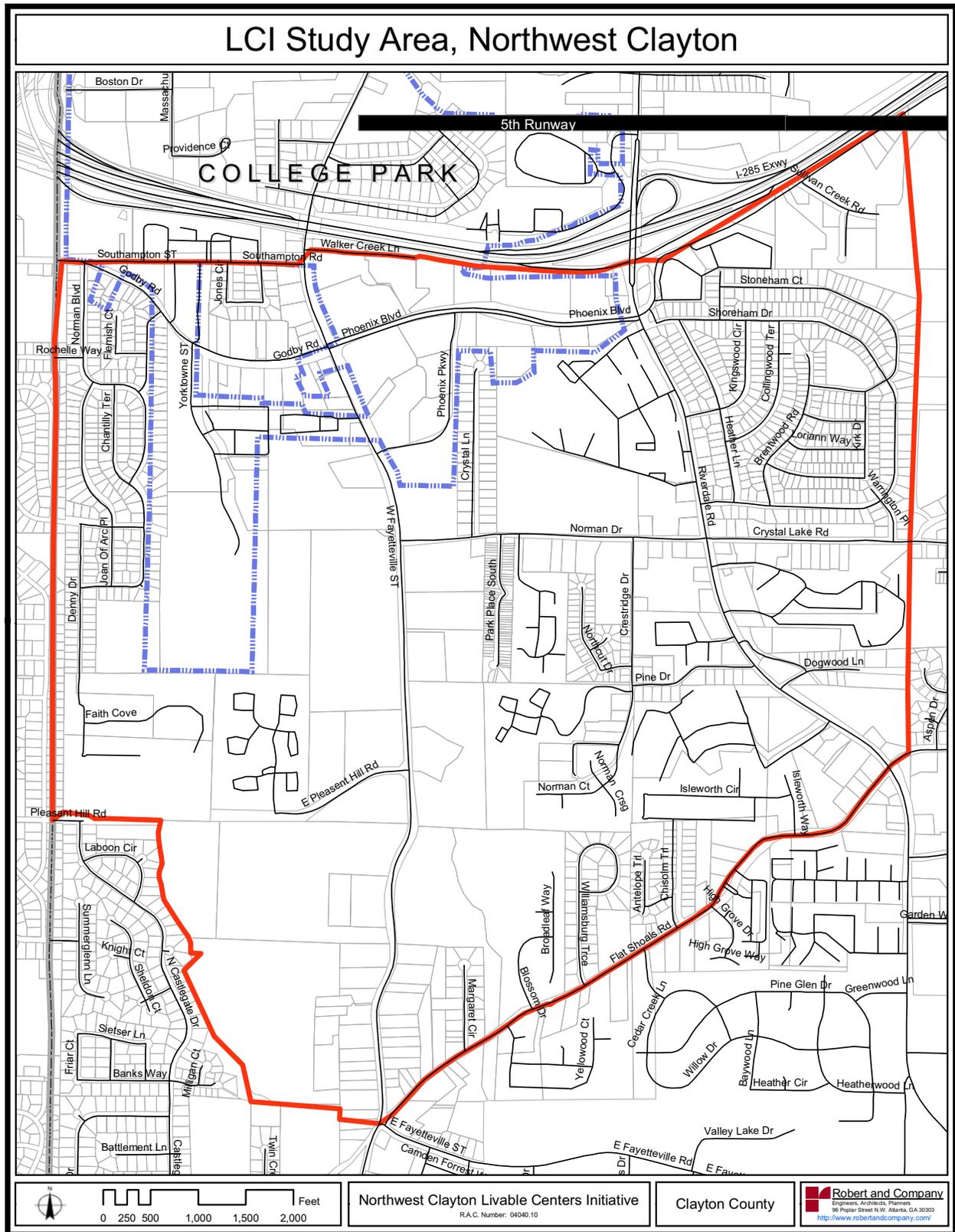
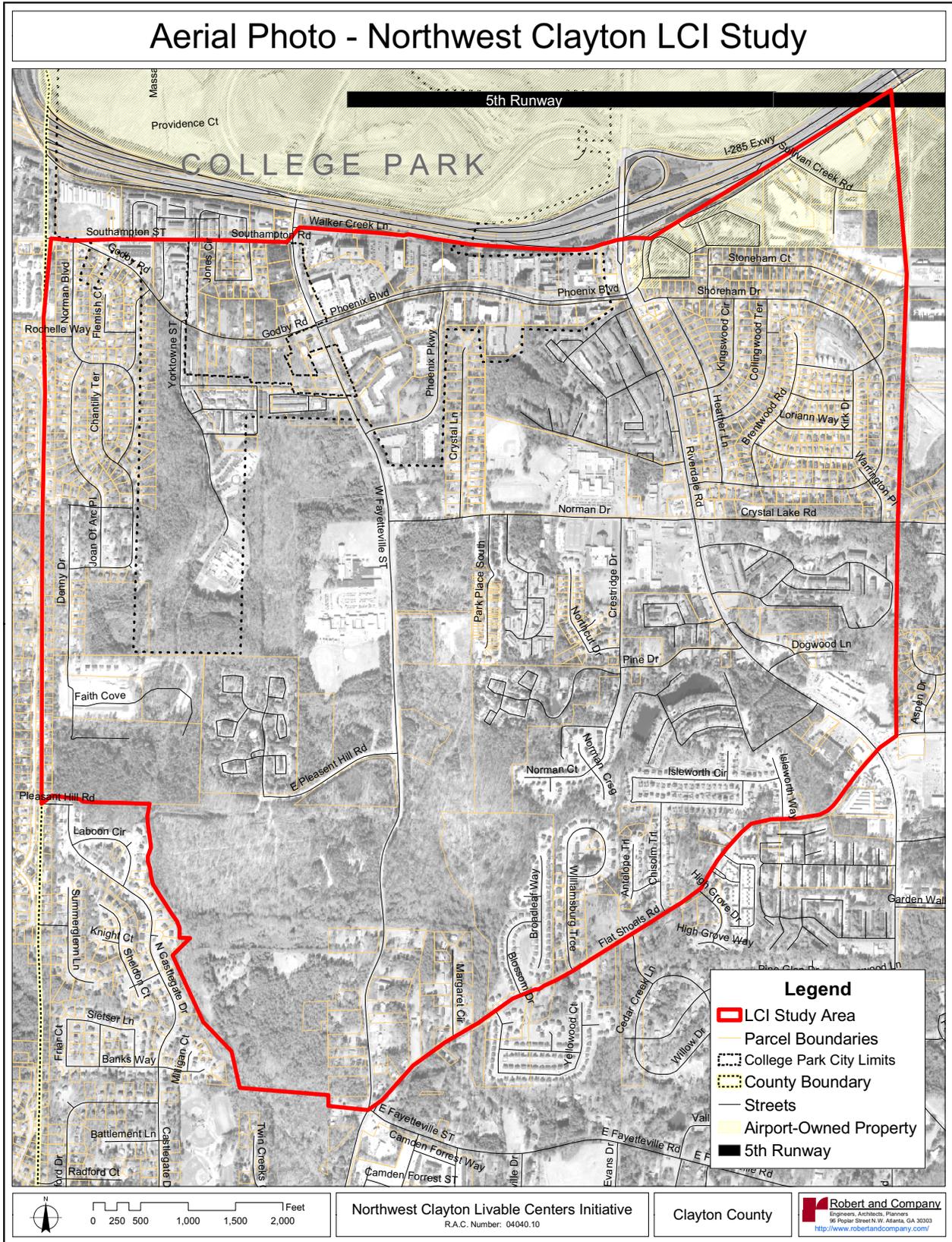


Figure 1.2.1-2 Aerial Photo of the Northwest Clayton LCI Study Area



2.0 Existing Conditions

2.1 Demographics

The following sections include demographic analysis of the Northwest Clayton LCI Study Area with comparisons to the entirety of Clayton County.

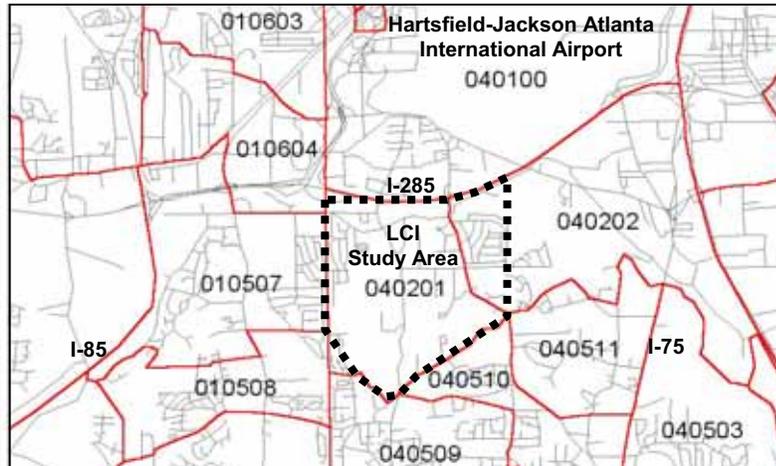


Figure 2.1.1-1 2000 Census Tracts

2.1.1 Population

The 2000 Census reports the resident population of the LCI Study Area as being approximately 12,149. The population is majority nonwhite (93%) with a small portion of elderly (>65 years old) residents and households with elderly residents. There is a high portion of non-family households and a very high portion of renter occupied housing units.

A comparison of 2000 Census statistics with 1990 statistics for the Study Area reveals some significant patterns of change as compared to the demographics of Clayton County over the same period of time. In general, the Study Area experienced slower rates of population growth than Clayton County at large. The study area also experienced little growth in housing units, though vacancy rates were significantly lowered. A summary of the trends from 1990 to 2000 follows:

LCI Study Area – Change compared to Clayton County (1990 to 2000)

- Slower total population growth than Clayton County
- No change in elderly population
- Faster decline in white population percentage than Clayton County
- Slower growth in nonwhite population percentage than Clayton County
- Slower growth in total households than Clayton County
- No change in total housing units
- Faster decline in housing vacancy rate than Clayton County
- Slower growth in non-family households than Clayton County
- Equivalent growth in family households
- Faster growth in average size of renter units than Clayton County

2.1.1.1 Age

The following chart describes the age distributions of the populations of the LCI Study Area and Clayton County. The population of the LCI area is younger than that of the County as a whole, and the LCI Study Area has a higher percentage of working age population (defined as 18 – 64) than Clayton County.

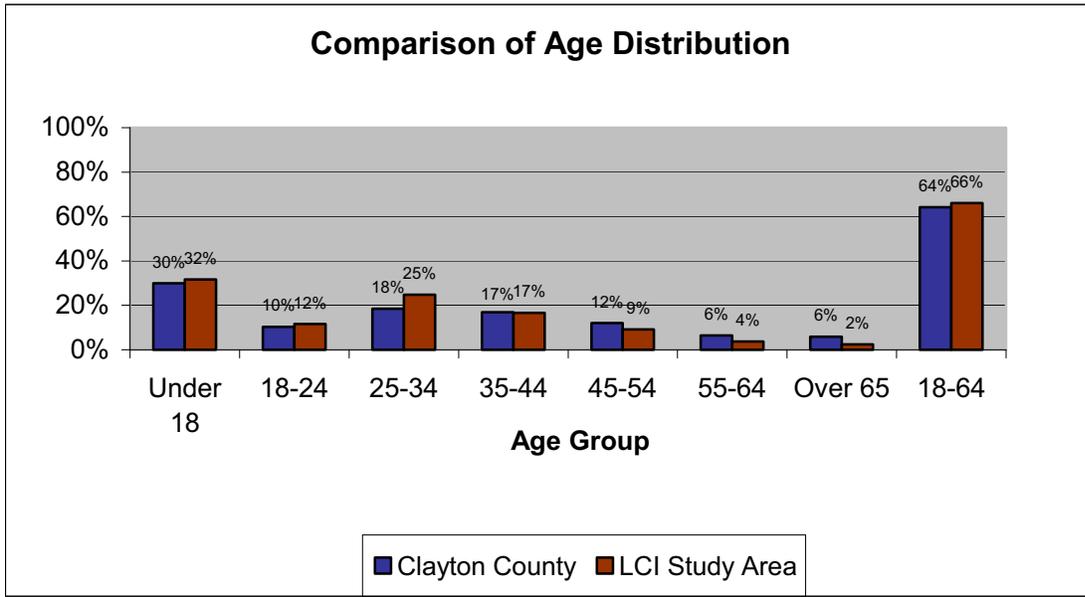


Chart 2.1.1.1 - 1

2.1.1.2 Race

The following table shows the racial distributions of the populations for the LCI Study Area and Clayton County from the 2000 Census. These populations are majority African-American with the second most prevalent racial group being Caucasian. The LCI Study Area has a higher percentage of African American population than the rest of Clayton County. There is some representation of other ethnic or racial groups; 4% of the LCI study area population is of Hispanic Origin and 9% is made up of races other than African American, Caucasian, and Hispanic. The population of Clayton County is more diverse than that of the LCI Study Area and there is a smaller gap between the percentage of African Americans and Caucasian populations.

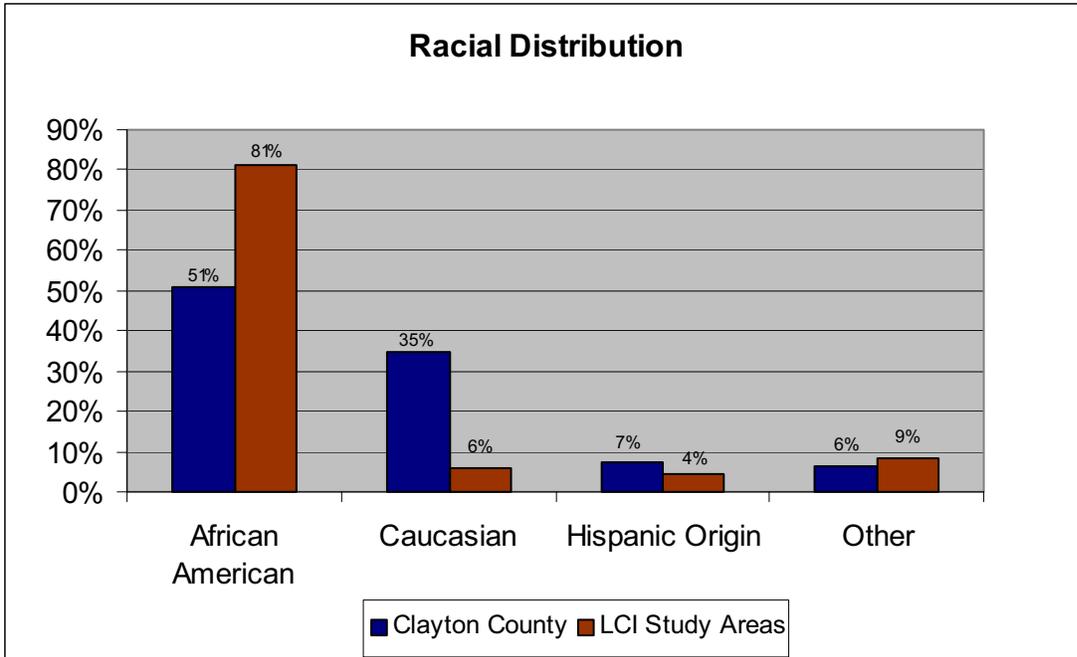


Chart 2.1.1.2 - 1

2.1.1.3 Income

In 2000 the median household income levels in the two census tracts that make up the LCI Study Area were \$34,992 and \$36,910 per year.¹ This is significantly lower than the median income for Clayton County, which was \$42,697 per year. These incomes are also lower than the state and national medians; \$42,433 and \$41,994 respectively. The per capita income was also lower in the LCI Study Area census tracts, \$17,157 and \$16,864 as compared to \$18,079 for the County and approximately \$21,000 at the state and national levels.

2.1.2 Employment

According to ARC projections for employment, in the year 2000 there were 3,952 people employed in Census tract 0402.01. While a portion of census tract 0402.02 is located in the study area, that portion is assumed to be entirely residential based on land use analysis. The jobs located within Census tract 0402.01 are projected by industry in the table below.

Table 2.1.2 - 1

Construction	Manufacturing	TCU	Wholesale	Retail	FIRE	Services	Government	TOTAL
0	2	454	401	286	861	1,395	553	3,952

The largest employment sector in the LCI Study Area is service industries. The service sector employs 1,395 individuals, providing 35% of the jobs within the study area. The second greatest sector of employment within the Study Area is Finance, Insurance, and

Real Estate (FIRE), which account for 22% or 861 jobs. This employment distribution mirrors that of the Atlanta Metropolitan Statistical Area where the services sector accounts for the majority of employment. However, in Clayton County, the sector with the most jobs is Transportation Communications and Utilities (TCU), followed by retail.

2.1.3 Housing

According to tract level data from the 2000 Census there are 4,750 households within the LCI Study Area. Approximately 39% of households had children in the home; single parents headed 19% of these households. The average household size was 2.68, which is slightly smaller than the 2.84 average household size reported for Clayton County. The housing vacancy rate in the LCI study area is low at 5.9%.

2.1.3.1 Housing Types

There are a variety of housing options in the LCI Study Area. However, there is a greater concentration of multi-family residential housing than other types. According to the 2000 Census, over half (63%) of the housing in the Study Area is attached housing for more than one family (duplexes, apartments, etc.).

2.1.3.2 Age

The 2000 Census showed that most of the Study Area's housing (64%) was constructed between 1970 and 1990. Approximately 21% of the housing stock was constructed prior to 1970 and only 3% of the housing was built prior to 1959.

2.1.3.3 Tenure

In the LCI Study Area, the majority (73%) of occupied housing units are renter-occupied. Owner-occupied units account for the remaining 27% of occupied housing units. This is significantly different from countywide statistics for Clayton, where less than 40% of housing units are renter-occupied and over 60% are owner-occupied.

2.1.3.4 Cost and Value

In the LCI Study Area, the median rent asked for vacant housing units in 2000 varied significantly between the two census tracts that compose the Study Area. In tract 0402.01, the median rent asked was \$639/month, while in tract 0402.02 it was \$525/month. The median selected monthly owner costs for mortgaged housing units also varied by over \$100 between the two census tracts. In the first tract (0402.01) the monthly median owner costs were \$958/month, while in the other tract (0402.02) they were \$852. The median value of owner occupied housing also differs significantly among the two census tracts. In the first tract (0402.01), the median value was \$92,600; in the second tract (0402.02) median value was lower at \$80,300. This places the cost of housing in the western portion of the LCI Study Area higher than in the rest of Clayton County, while the housing in the eastern portion of the LCI area costs comparatively less than the County as a whole. In Clayton County, the median rent was \$630 and median value of owner occupied housing was approximately \$90,900.

2.2 Existing Land Use

By assessing the existing land use, the Study Team was able to determine the current pattern of development within the LCI Study Area. The existing land use data for the study was gathered through analysis of aerial photographs, and data collected via windshield and walking surveys of the LCI Study Area.

The Study Area includes a variety of land uses and conditions, including office, highway commercial, multi-family residential, single family residential, parks and undeveloped open space.

A significant portion of the land in the area, approximately 25%, remains undeveloped. This land includes important floodplains and creek corridors. The largest concentration of undeveloped land is located on either side of West Fayetteville Road south of East Pleasant Hill Road, totaling approximately 300 acres.

The largest amount of land in the Study Area is in residential land use. Single-family neighborhoods range from approximately 30 years old to new development. Larger lots, larger houses and newer houses are generally located farther south from I-285. Multi-family residential properties are located adjacent to the major road corridors and, similar to single-family neighborhoods, newer developments are farther south of I-285.

The current existing land use map and percentages of each land use are presented on the following pages, including descriptions of each category.

Figure 2.2-1 Existing Land Use

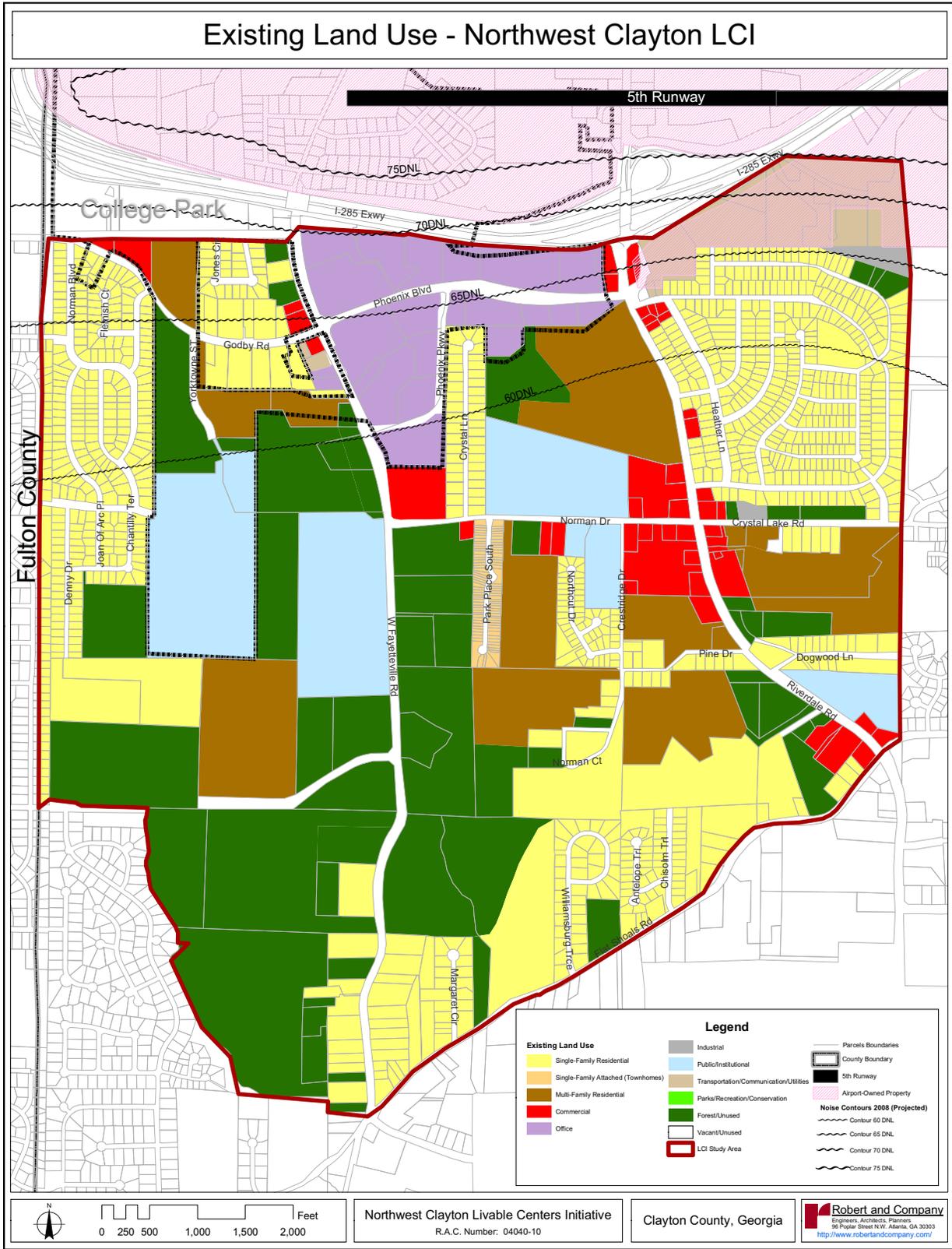


Chart 2.2-1 Existing Land Use

Existing Land Use - Northwest Clayton LCI Study Area		
Land Use	Acres	%
Single-Family Detached Residential	474.5	30.2%
Single-Family Attached Residential (Townhomes)	8.8	0.6%
Multi-Family Residential	209.7	13.4%
Commercial	69.6	4.4%
Office/Professional	87.0	5.5%
Public/Institutional	131.5	8.4%
Parks/Recreation/Conservation	0.0	0.0%
Light Industrial	4.7	0.3%
Transportation/Communication/Utilities (Excluding Road Right of Way)	56.0	3.6%
Road Right of Way	136.6	8.7%
Forest/Vacant	390.6	24.9%
TOTAL	1,568.9	100.0%

2.2.1 Residential

In 2000 there were approximately 5,049 housing units within the LCI Study Area limits. The percentage of occupied units at that time was 94%. Of the occupied units, renters held the majority (72.9%). Of the 6% that were vacant housing units, 90% were for rent while only 10% were for sale.

As seen on the existing land use map, the prevalent residential land use type within the Northwest Clayton LCI Study Area is single-family, which accounts for 30% of the acreage. Multi-family residential accounts for 13.4% of the acreage in the Study Area. There has been only minor infill single-family housing development in the Study Area since the 2000 Census, though two residential developments of significant size are currently in the planning/development stage.

2.2.2 Retail/Service

Commercial activities account for only 4.4% of the land use in the LCI Study Area. The main areas in which commercial activity is centered are located along the Riverdale Road corridor, with some extending along Norman Drive to the west of Riverdale Road. The Riverdale Road corridor is a mix of strip commercial centers and light industrial uses such as auto body and auto repair shops.

2.2.3 Parks, Trails, and Open Space

There are currently no public parks or County maintained open spaces located within the LCI Study Area. However, the four public school

facilities in the area do provide some recreation and playground areas available for public use.

2.2.4 Office/Professional

Office/professional land uses account for 5.5% of the land in the Study Area and are strictly corridor-oriented, with the exception of the Royal Phoenix Business Park located in the northern portion of the Study Area along Phoenix Boulevard. Retail commercial properties are primarily along Riverdale Road, and there are also several vacant buildings on these corridors. With a few exceptions, office properties are concentrated in the Royal Phoenix Business Park.

2.2.5 Institutional Land Uses

Public and Institutional land uses in the Study Area include four public schools, a medical facility geared towards mental illness and chemical dependency located within the College Park Study Area limits, and several churches. These facilities account for 8.4% of the acreage in the LCI Study Area.

2.2.6 Industrial/Manufacturing

There is very little industrial or manufacturing activity within the LCI Study Area. The small percentage (less than 1%) of industrial land is used for light industrial purposes.

2.2.7 Vacant Land/Buildings

Approximately 25% of the land in the Study Area is vacant. The largest tract of undeveloped land is located on either side of West Fayetteville Road south of East Pleasant Hill Road, totaling approximately 300 acres.

2.3 Traffic and Transportation

As part of establishing a series of improvements, programs or plans to initiate a Livable Center, the current conditions, including those for transportation, must be evaluated. The assessment of current conditions includes review and location of existing transportation facilities and operational conditions of key locations within the Northwest Clayton LCI Study Area. The results of the existing conditions analysis will be used for the development of alternative transportation improvements, which will enhance the livability of the community while meeting the intent of the Livable Centers Initiative program.

Within the general Study Area are four intersections that will be reviewed in greater detail. The locations were selected because they are key nodes within the Study Area. These intersections include the following:

- West Fayetteville Road at Godby Road / Phoenix Boulevard
- West Fayetteville Road at Norman Drive

- Riverdale Road at Phoenix Boulevard / Sullivan Road
- Riverdale Road at Norman Drive / Crystal Lake Road

2.3.1 Methodology

The existing conditions assessment includes the collection of current traffic volumes at the four intersections noted above, analysis of current operations of these intersections and an inventory of existing and programmed transportation facilities and services throughout the Study Area.

2.3.1.1 Data Collection

The traffic count data collection effort included acquisition of turning movement counts at the key intersections for the AM, Midday and PM peak hours. All new counts were obtained on Tuesday, Wednesday and Thursday during the first week of December 2004. The turning movement counts were manually conducted for two-hour periods for each of the peaks. The counts were conducted for the AM period from 7:00-9:00 AM, the Midday from 11:30 AM – 1:30 PM, and the PM from 4:00-6:00 PM.

Accident data within the general project Study Area was obtained for a two-year period (2001 and 2002). Locations of incidents within the Study Area were made available by the Georgia Department of Transportation (GDOT) database.

2.3.1.2 Analysis

The analysis of the existing conditions was conducted consistent with the methodologies and practices defined by the Highway Capacity Manual, a recognized resource in assessment of transportation conditions. The analytical software packages SYNCHRO and HCS2000 were used to conduct the operational assessment.

2.3.1.3 Facility and Service Inventory

Existing facility conditions were obtained through field review and existing inventory from Clayton County. Programmed facility and service improvements were obtained from the current Atlanta Regional Commission (ARC) Transportation Improvement Program 2003-2005 and information provided by Clayton County. The inventory includes the general location of sidewalks, bus routes and programmed improvements. Specific inventory of focus areas and direct transit service to these areas are also provided.

2.3.1.4 Traffic Operations Analysis

Traffic conditions are evaluated in terms of average vehicle delay and based on Level of Service (LOS) measurements from the 2000 Highway Capacity Manual (HCM). LOS is a measure of a roadway facility's ability

to accommodate a moving stream of vehicles. LOS measurements range from “A” to “F”, with LOS "A" being the best operating conditions and LOS "F" the worst. Generally, LOS D or better is acceptable. LOS E and F are unacceptable in most cases and warrant improvements to the intersection geometry or signal timing adjustments. Table 2.3.1.4-1 lists the LOS criteria for signalized intersections.

Table 2.3.1.4 –1
Level of Service (LOS) Criteria for Signalized Intersections

LEVEL OF SERVICE	AVERAGE STOPPED DELAY PER VEHICLE (SEC)
A	< 10
B	> 10 and < 20
C	> 20 and < 35
D	> 35 and < 55
E	> 55 and < 80
F	> 80

Reference: Highway Capacity Manual, 2000 HCM

2.3.1.5 Geometry

The individual intersection geometries for the four major intersections in the Study Area were collected from field reviews.

2.3.2 Existing Transportation Network

This section provides an overview of the existing transportation network within the Study Area. Specifically; existing and historical traffic volumes, level of service, crash history, transit routes and pedestrian facilities are discussed in detail.

The existing transportation system within the NW Clayton LCI Study Area includes a network of state and local roads serving residential, business and regional transportation needs. Functional classification is the process of grouping roads into systems or classes. The functional classifications depend on whether the road is to provide more mobility (and less access) or less mobility (and more access). Figure 2.3.2-1 shows the general relationships between mobility and access for different classes of roads.

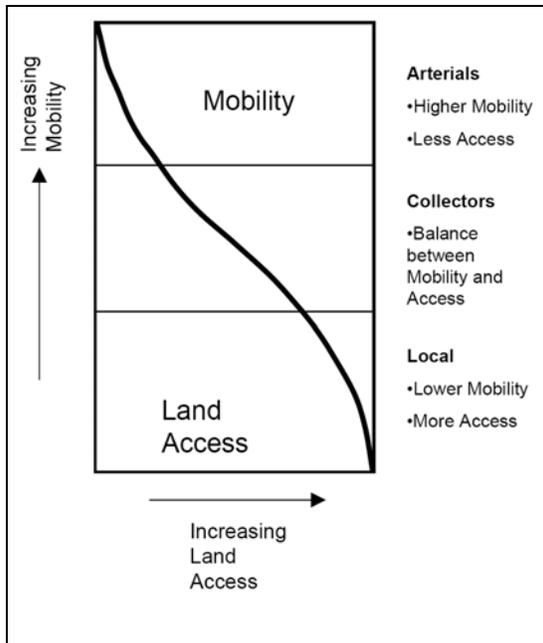


Figure 2.3.2-1 - Functional Classification

Many of the existing residential areas are provided with local transportation access via two-lane roadways. Area-wide and regional access is provided by Interstate I-285, which serves as the northern boundary of the Study Area. West Fayetteville Road and Riverdale Road provide north-south access throughout the Study Area. Riverdale Road interchanges with I-285 near the northern boundary of the Study Area. The primary east-west routes include Phoenix Boulevard and Norman Drive. Flat Shoals Road, which serves as the area's southern boundary, provides access to residential developments along the corridor and provides limited east-west connectivity.

Riverdale Road and West Fayetteville Road are classified as Minor Arterials according to the Clayton County Comprehensive Plan (2004). Minor Arterials are designated to provide cross-town mobility and are usually multi-lane, but may be two lane roads in less developed areas. Flat Shoals Road is classified as a Minor Collector. Minor Collectors are designated to collect traffic from local networks and transport to the arterial system.

Phoenix Boulevard and Norman Drive are currently classified as local streets. The primary purpose of local streets is to provide access to adjacent land. The remainder of the facilities within the core Study Area are considered local streets.

2.3.3 Historical AADT Traffic Volumes and Growth Rates

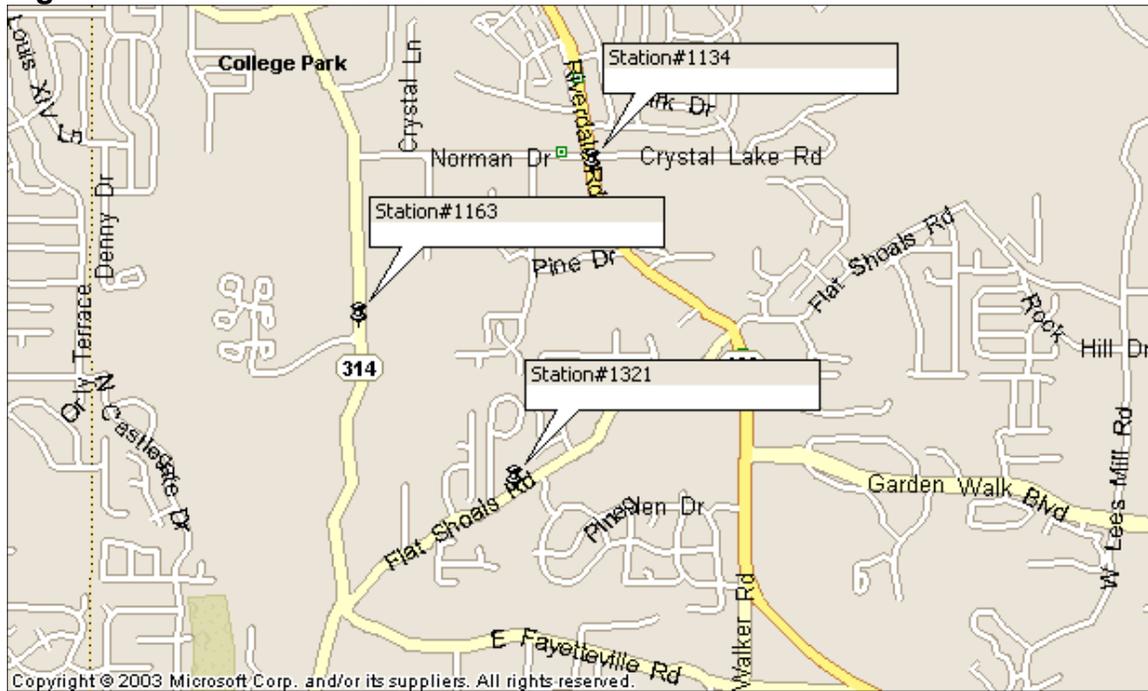
Historic Average Annual Daily Traffic (AADT) within the Study Area was obtained from the Georgia Department of Transportation (GDOT) database for the time period of 1998 to 2002. AADT values were obtained from three count stations on three roads in the Study Area. These volumes are summarized in Table 2 and

the count station locations are illustrated in Figure 2.3.3-1. Based on the AADT values, average increase in traffic volume per year and annual average growth rates were calculated for each of the count stations. These values are presented in Table 2.3.3-1.

Table 1 .3.3-1 Historical Average Annual Daily Traffic (AADT)

Location	Station	1998	1999	2000	2001	2002	Average Increase per year	Average Annual Rate of Growth%
Riverdale Road	1134	35,342	34,133	34,360	35,935	37,802	615	1.8%
Fayetteville Road	1163	16,670	19,616	17,940	17,282	18,278	402	2.8%
Flat Shoals Road	1321	5,007	5,435	5,343	5,671	5,662	164	3.2%
AVERAGE		19,006	19,728	19,214	19,629	20,580	394	2.0%

Figure 2.3.3-1 - Count Station Locations

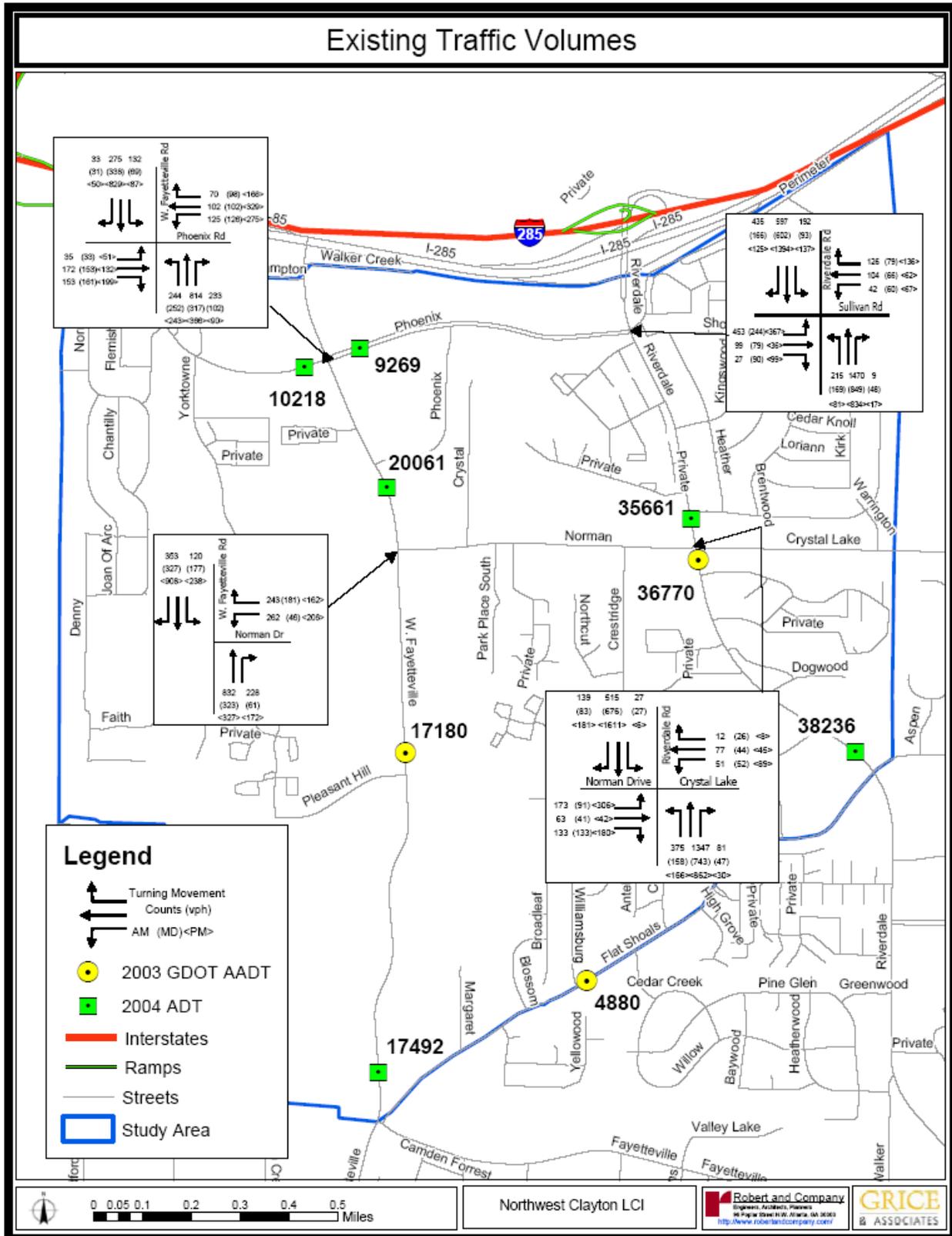


The historical traffic counts show a strong upward trend in traffic volumes within the Study Area, with an average growth rate of 2.0%. Although the volumes were relatively lower, the highest percentage increase in growth was on Flat Shoals Road with average growth rate of 3.2%. This was followed by West Fayetteville Road and Riverdale Road with 2.8% and 1.8% increase in growth

rates respectively. The existing traffic volumes within the Study Area are provided on Figure 2.3.3-2 and the data sheets are included in Appendix A.

Turning movement counts (TMC's) were conducted at the intersections of West Fayetteville Road at Godby Road / Phoenix Boulevard, West Fayetteville Road at Norman Drive, Riverdale Road at Phoenix Boulevard / Sullivan Road, and Riverdale Road at Norman Drive / Crystal Lake Road. The traffic counts were taken for the AM, Midday and PM peak periods during the first week of December 2004. The location and duration of the TMC's were based on the locations of the focus areas within the LCI Study Area.

Figure 2.3.3-2 Existing Traffic Volumes



2.3.4 Level of Service Analysis

The existing conditions were evaluated using the traffic data collected and the software programs HCS 2000 and SYNCHRO. The resulting levels of service within the primary nodes of the NW Clayton LCI Study Area under current conditions are summarized in Table 2.3.4-1 and the calculation sheets are in Appendix B.

Table 2.3.4-1- Existing Level of Service

Intersection	Level of Service		
	AM	MIDDA	PM
West Fayetteville Road at Godby Road / Phoenix Boulevard	F	C	F
West Fayetteville Road at Norman Drive	C	B	B
Riverdale Road at Phoenix Boulevard / Sullivan Road	F	D	E
Riverdale Road at Norman Drive / Crystal Lake Road	D	C	C

The intersection of West Fayetteville Road at Godby Road / Phoenix Boulevard operates at LOS F during the AM and PM Peaks. The intersection of Riverdale Road at Phoenix Boulevard / Sullivan Road operates at LOS F during the AM peak. It should be noted the intersection of Riverdale Road at Phoenix Boulevard / Sullivan Road was under construction while this study was being completed.

2.3.5 Crash History

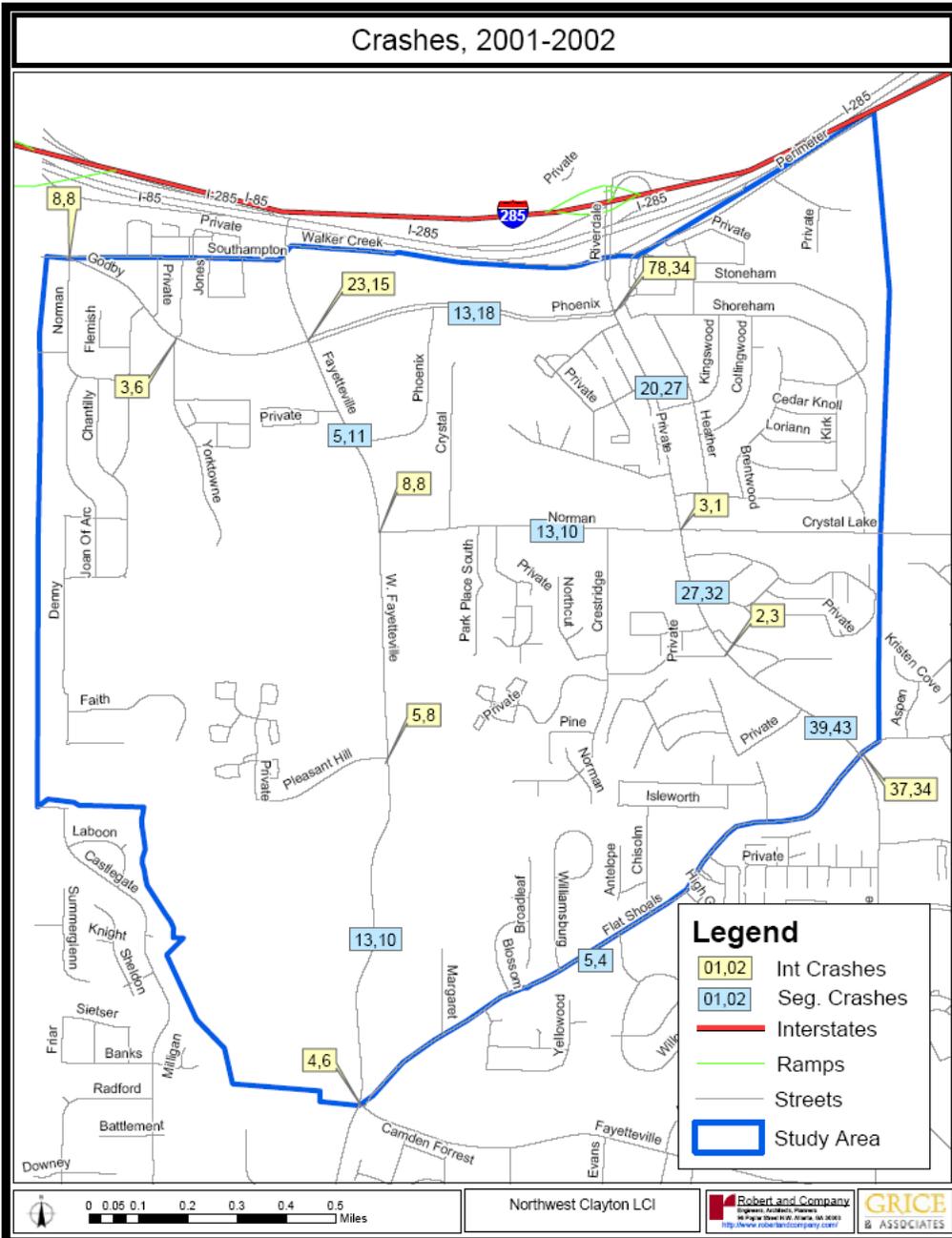
Two years of summary incident statistics were obtained from the GDOT database. Figure 2.3.5-1 provides the location and number of crashes for the two individual years of 2001 and 2002 at intersections and mid-block sections in the LCI Study Area.

In 2001, high numbers of intersection crashes were reported at the intersections of Riverdale Road at Phoenix Boulevard, Riverdale Road at Flat Shoals Road, and West Fayetteville Road at Phoenix Boulevard, with 78, 37 and 23 crashes respectively. Two mid-block sections along Riverdale Road between Flat Shoals Road and Norman Drive reported 39 and 27 crashes in 2001. The section on Riverdale Road from Norman Drive to Phoenix Blvd reported 20 crashes. These locations are indicated in Figure 2.3.5-1.

In 2002, the highest number of crashes occurred at the intersections of Riverdale Road at Flat Shoals Road and Riverdale Road at Phoenix Boulevard, with both reporting 34 crashes during the year. A total of 15 crashes were reported at the intersection of Phoenix Boulevard and West Fayetteville Road. In 2002 high mid-block crashes were observed at the same locations that reported high crashes in 2001 along Riverdale Road between Flat Shoals Road and Norman Drive and from Norman Drive to Phoenix Blvd with 43, 32 and 27 crashes respectively.

It should be noted that the crash trends in 2001 and 2002 are consistent with locations reporting similar number of crashes during both years. In general it was observed that the east side of the LCI area along Riverdale Road experienced relatively greater number of crashes during the studied years of 2001 and 2002.

Figure 2.3.5-1- Crashes in Years 2001 and 2002



2.3.6 Transit Routes and Pedestrian Facilities

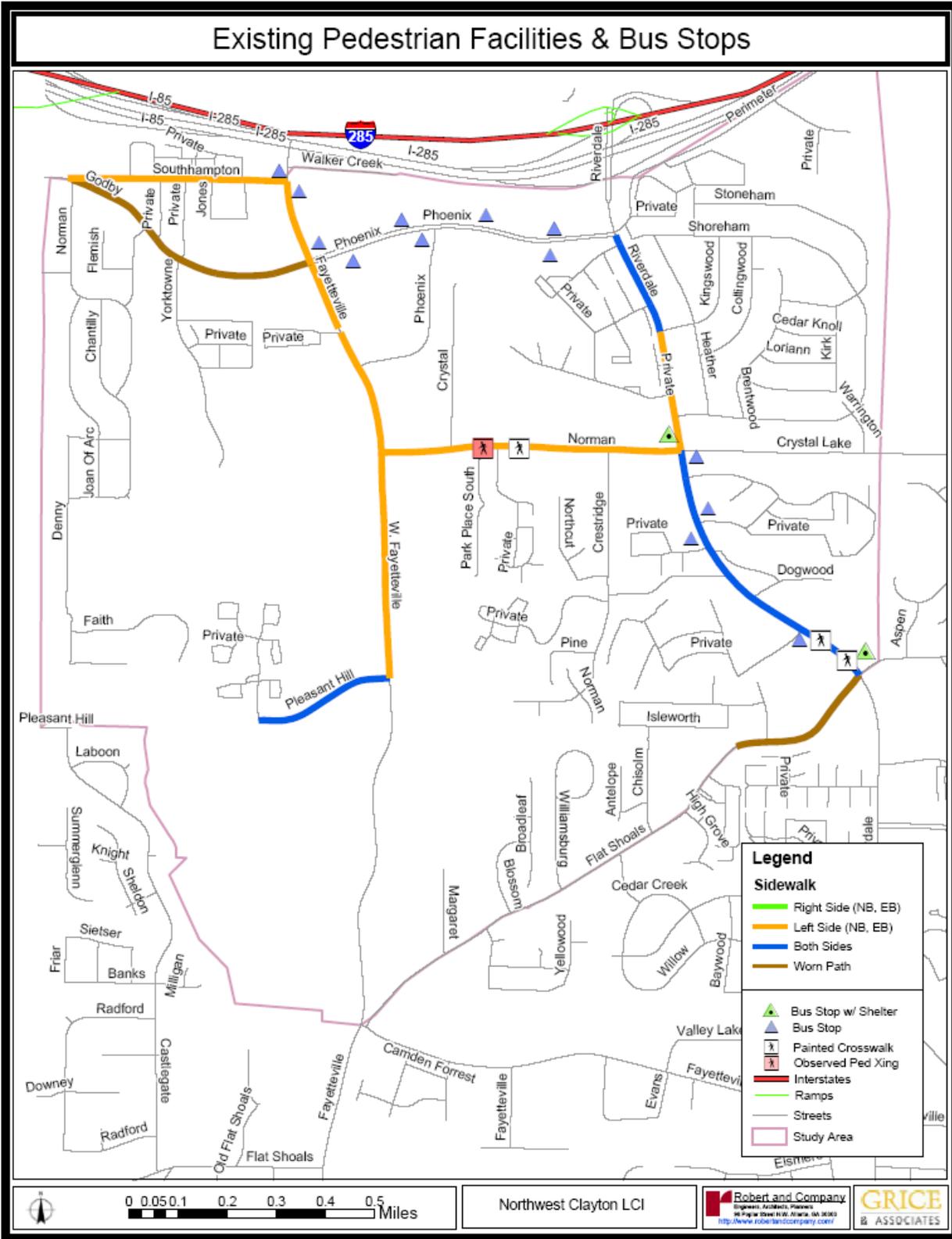
The only bus route within the project Study Area is C-Tran route 503 (Riverdale /Mt. Zion Parkway). This route provides access from the MARTA Airport station to the Clayton County Performing Arts Center. Within the Study Area, route 503 travels along West Fayetteville Road, Phoenix Boulevard and Riverdale Road.

The headways vary depending upon several factors including time of day and day of week. For weekends, the headways are approximately one hour. During weekdays, the northbound frequency varies from 20 minutes to 30 minutes and the southbound frequency varies from 15 minutes to 30 minutes depending upon the bus stop location and peak/off-peak periods.

There are several bus stop locations along the route, the majority of which are uncovered. Figure 2.3.6-1 shows the bus stop locations within the Study Area.

Figure 2.3.6-1 also shows the existing pedestrian facilities and bus stops within the project Study Area. There are no sidewalks located along Phoenix Boulevard, Godby Road, West Fayetteville (south of Pleasant Hill Road) and Flat Shoals Road. There is a painted mid block cross-walk on Norman Drive (near Park Place South) and on Riverdale Road (just north of Flat Shoals Road). During field observations, pedestrians were observed crossing mid block at unmarked cross-walks on Norman Drive.

Figure 2.3.6-1 Existing Pedestrian Facilities and Bus Stops



3.0 Assessment

Through consultation with the Northwest Clayton LCI Study Core Team (consisting of local government department and agency officials, business owners and residents), input gathered in public visioning meetings, and information gathered through the existing conditions inventory, the key opportunities and challenges associated with the study are were identified.

3.1 Issues and Opportunities

There are many challenges in the community that have been identified through the public participation process and research on the Study Area. These issues are listed below, with some discussed in detailed sections. The issues are seen as challenges that may be overcome, especially when taking into consideration the existing positive aspects of the Study Area, discussed in the opportunities section below.

Issues

- ❖ Negative Effects of the Expansion of the Airport
- ❖ Poor Image/The Area Needs “Place Recognition”
- ❖ Numerous Blighted Housing Areas
- ❖ Outdated Retail Centers
- ❖ No Curb Appeal/Poor Pedestrian Facilities (Unsafe, Outdated, Poor Condition)
- ❖ High Crime Rates and/or the Perception of Crime
- ❖ Lack of Diversity of Housing Types
- ❖ Poor or Inadequate Infrastructure and Amenities (Roads, Parks, Water and Sewer)
- ❖ Lack of Public Transportation Resources
- ❖ Most Residentially Zoned Property is Restricted to Single-Family/Low Density Developments
- ❖ Overcrowded Households
- ❖ Lack of Services and Programs for Youth

Opportunities

- ❖ Major Employers Support the Area (Delta, U.S. Army, Southern Regional Medical Center, Georgia Department of Revenue)
- ❖ Accessibility to the Area/Transportation Hub
- ❖ Airport Expansion/Construction of the Fifth Runway will Provide Easy Access and Encouragement of New Jobs and Economic Benefits
- ❖ Unique Economic Activities (Hartsfield-Jackson Atlanta International Airport, Atlanta State Farmer’s Market, Tradeport)
- ❖ Market Conditions are Favorable as a Regional, National, and International Point of Interest for Development Growing Population/Continued Population Growth

- ❖ Large Tracts of Undeveloped Land are Available (25% of the Land is Available for Development)
- ❖ Revitalization and Redevelopment of nearby Old National Corridor is Supported by the Community
- ❖ South Development Market is Remaining Relatively Stable During the Current Economic Downturns
- ❖ New Convention Center
- ❖ Proximity to Clayton College and State University

3.1.1 Housing

As detailed in the existing conditions section of the report, the housing in the Study Area currently includes primarily two types, single-family detached houses and multi-family rental apartments. Single-family houses account for 1,739 housing units in the Study Area, while multi-family housing accounts for 3,186 units (63 %) in the Study Area, according to the 2000 U.S. Census.

Housing currently in the planning/development stage includes the River's Station development along West Fayetteville Road. This development falls under the Planned Unit Development category of land use and contains approximately 112 acres of land. River's Station is planned to contain a mixture of Office/ Retail/ Commercial spaces and a variety of residential densities and housing types. The housing types planned include detached and attached townhouses as well as single-family detached homes. The maximum density allowed in residential areas is 10 units per acre (allowed in all townhouse sections of the development). The other residential areas will have maximum densities of 5 to 6 units per acre. There are 550 total housing units proposed within the River's Station development, which will add significant housing stock with ownership to the Study Area.

There are a number of smaller vacant parcels in the Study Area that could be developed with infill housing. Additionally there are a few large parcels that are vacant or well positioned for redevelopment. These tracts could provide opportunities for the development of mixed-use complexes and attached owner-occupied housing products such as condominiums and townhouses. Zoning regulations that promote mixed uses and a diversity of housing densities and types should be developed to guide development and redevelopment efforts. These measures will help ensure that a mix of housing types are available at a variety of price points to accommodate all income levels in the Study Area.

Other considerations related to the current and future housing stock in the area include the impacts created by the Atlanta Airport. The noise impacts from the Airport will increase as the 5th Runway becomes operational in the near future. For that reason, the number of residential areas directly adjacent to the 5th Runway (across I-285) should be minimized and future housing in the Study Area should be located in areas outside of the 65 DNL noise contour.

New housing within the LCI Study Area should be ownership focused to help reduce the overall percentage of rental units in the area. Increased home ownership will add stability to the community. In association with the focus on owner-occupied housing, new housing construction should still include a variety of housing options. Given current rents and home values there is a market for lower cost housing that can include affordable products. Some opportunity for this could exist in apartment to condominium conversions. New construction should also include higher end homes, which are currently lacking in the area. The creation of new high-end housing should serve to attract some of the higher paid airport workers and office workers to move their residences to the area. The creation of housing for workers near their employment locations could reduce traffic impacts if combined with expanded public transit opportunities.

3.1.2 Economic Development

In planning for future development in the Study Area, the jobs and workforce of the area must be examined, including the balance between jobs and workers in the area. It is important to assess whether the jobs available meet the skills of the workforce. If not, it is important to explore what types of additional jobs are needed and the types of facilities needed to accommodate the jobs wanted. In providing the facilities for jobs and services to be provided to the community, there should be specific knowledge of what types of additional commercial uses are needed and what types should not be encouraged.

The July, 2000 Urban Land Institute (ULI) study of Atlanta's "Southern Crescent" area confirmed that office/commercial development is needed. ULI recommendations include the establishment of a major commercial center immediately to the south of the airport which would be recognized as an International Business Center with Class A office space, hotels, related retail/services, and transit accessibility. (ULI, 2000)

There are numerous precedents for the development of business activity centers adjacent to major airport hubs. Significant examples include Crystal City near Reagan National Airport in Washington D.C., Las Colinas near the Dallas/Fort Worth International Airport, and new international developments in Hong Kong and South Korea. John D. Kasarda, Professor at the Kenan-Flagler Business School of the University of North Carolina, has predicted that one of the greatest development trends of this century will be the concentration of commercial activity in clusters adjacent to major gateway airports. Kasarda calls this development type "aerotropolis"².

The opportunity currently exists to promote this aerotropolis type of redevelopment near Hartsfield-Jackson Airport. Construction of the 5th Runway and associated improvements to local roads, as well as the long term potential for a new South Terminal, will create opportunities for development in the Study Area where easy

² ULI-the Urban Land Institute
ULI on the Future: Cities in the 21st Century
2000, ISBN: 0-87420-847-5

access can be provided to airport terminals. Strategic redevelopment planning will encourage the kinds of development that will bring jobs and economic benefits while also preserving the quality neighborhoods that house employees and customers.

There should also be focus given to establishing better direct connections to the airport for airport workers who live in the area, as well as job training focused on airport related jobs. This job training could occur through the initiation of internship or vocational-technical programs in local high schools.

Clayton County should continue to sponsor redevelopment planning for the Study Area, anticipating that infrastructure improvements and tax benefits will attract businesses and jobs. Along with the attraction of new businesses and jobs, the community should work toward attracting retail and other service related entities in order to ensure the adequate provision of services for the residents of the area.

3.1.3 Traffic and Transportation

The purpose of this section is to identify transportation issues within the Study Area, identify programmed improvements and make recommendations to improve the transportation network within the Study Area.

3.1.3.1 Transportation Issues

The key transportation issues include poor sidewalk connectivity, limited east-west access in the southwest quadrant of the Study Area, limited transit routes and school pedestrian/circulation issues.

The roads that do not have sidewalks include a short section along the east side of Riverdale Road (from Kingswood to Crystal Lake), along both sides of Phoenix Boulevard and along both sides of Flat Shoals Road.

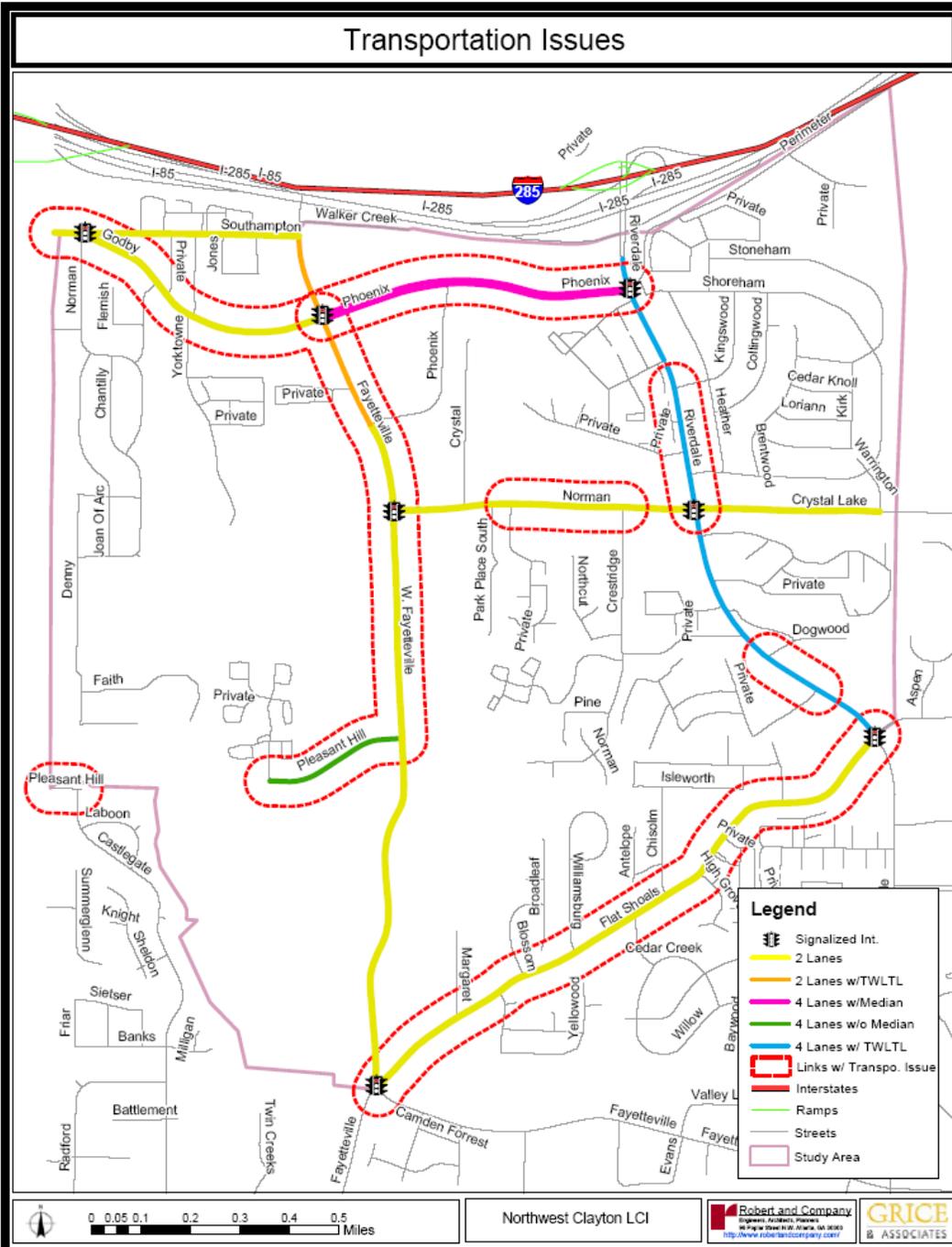
Within the Study Area, the primary east-west routes include Phoenix Boulevard and Norman Drive. However, there is limited east-west connectivity in the southwest quadrant of the Study Area because the Clayton and Fulton County sides of Pleasant Hill Road are not linked.

The existing transit routes are located on West Fayetteville Road (north of Phoenix Boulevard), on Phoenix Boulevard and along Riverdale Road. Transit service is not provided on West Fayetteville Road, south of Phoenix Boulevard. Additionally, many of the transit stops are not covered.

There are several circulation and pedestrian issues associated with the four public schools in the Study Area. The key issues include the locations of student pick up/drop off areas, vehicular/pedestrian conflicts and inadequate driveway storage lengths. It should be noted, a study is ongoing that specifically addresses the circulation and pedestrian issues within the Study Area, but was not completed prior to completion of this report.

Figure 3.1.3-1 shows a summary of the transportation issues within the Study Area.

Figure 3.1.3-1 Transportation Issues



3.1.4 Community Facilities and Quality of Life Issues

Generally, the Study Area lacks a framework of community spaces and safe pedestrian routes. There is a need to connect schools with residential areas via safe sidewalks and also a need for increased parks and green space. The current lack of these facilities may be due to the fact that there is a concentration of residences, especially in older multi-family communities that lack yard or recreation areas for residents. An opportunity for development of a recreation center as part of the county's recent SPLOST initiative currently exists and it may be possible to develop the recreation center in NW Clayton County.

In addition to the need for recreation, the Study Area also faces a need for increased police presence in order to help reduce crime or the perception of its presence. The perception that there is prevalent crime especially exists in older apartment communities. The unincorporated island in College Park, located along Godby Road to the west of West Fayetteville Road, adds to this issue as there is evidence that the provision of services to this area is lacking, potentially due to jurisdictional confusion.

One way to create more stability and reduce the perception of the presence of crime is to increase the number of homeowners in the area. Other initiatives that may assist in decreasing the perception of crime-related activities include neighborhood watches and homeowners associations. Additionally, environmental design can contribute to public safety efforts. Community facilities such as parks and sidewalks should be highly visible from the public right-of-way, and landscaping should be well-maintained so as to improve the attractiveness of the community and perception of safety.

4.0 Vision

Taking into consideration the issues and opportunities discussed above, as well as data collected through the study's public participation process, which included a Community Visioning Session and Design Charette, (see Appendix D) the following statements were created to represent the future vision for the Northwest Clayton LCI Study Area.

The Northwest Clayton LCI Study Area will:

- ❖ Be redeveloped into a hub for business, commercial, residential and recreational activities which has a strong regional and international identity,
- ❖ Realize the economic potential of its unique location adjacent to Atlanta's Hartsfield-Jackson International Airport,
- ❖ Be planned so as to anticipate the air quality, mobility and accessibility needs of residents, employees, businesses and visitors and in a manner that mitigates the potential impacts of airport noise on adjacent land uses,
- ❖ Be revitalized to provide economic, residential, and recreational opportunities for persons of all ages and backgrounds, and
- ❖ Experience change as a result of the cooperative efforts of Clayton County, College Park and private entities

4.1 Future Land Use Recommendations

Using public input (see Appendix D), assessment of existing conditions and the market conditions analysis (see Appendix C) as guides, the project team developed Future Land Use Recommendations. This plan provides an overview of the key development, redevelopment, and transportation projects required to actualize the vision for the future of the NW Clayton created through the LCI planning process.

The plan includes land use recommendations for development and redevelopment areas as well as recommended transportation improvement projects. Details of these projects are provided below. The plan also highlights three focus areas which include concentrations of recommended development/redevelopment and transportation improvements to these key areas serve as catalysts for improvements elsewhere in the Study Area. The focus areas are: The Cherry Hills Subdivision, Godby Road/Phoenix Boulevard Area, and Norman Drive/West Fayetteville Road.

Details of the focus areas are provided on pages 43 to 46.

4.1.1 Land Use Recommendations

The Future Land Use Recommendations map is presented below. Descriptions of each land use category shown below are provided on the following pages.

Figure 4.1.1-1 Future Land Use Recommendations

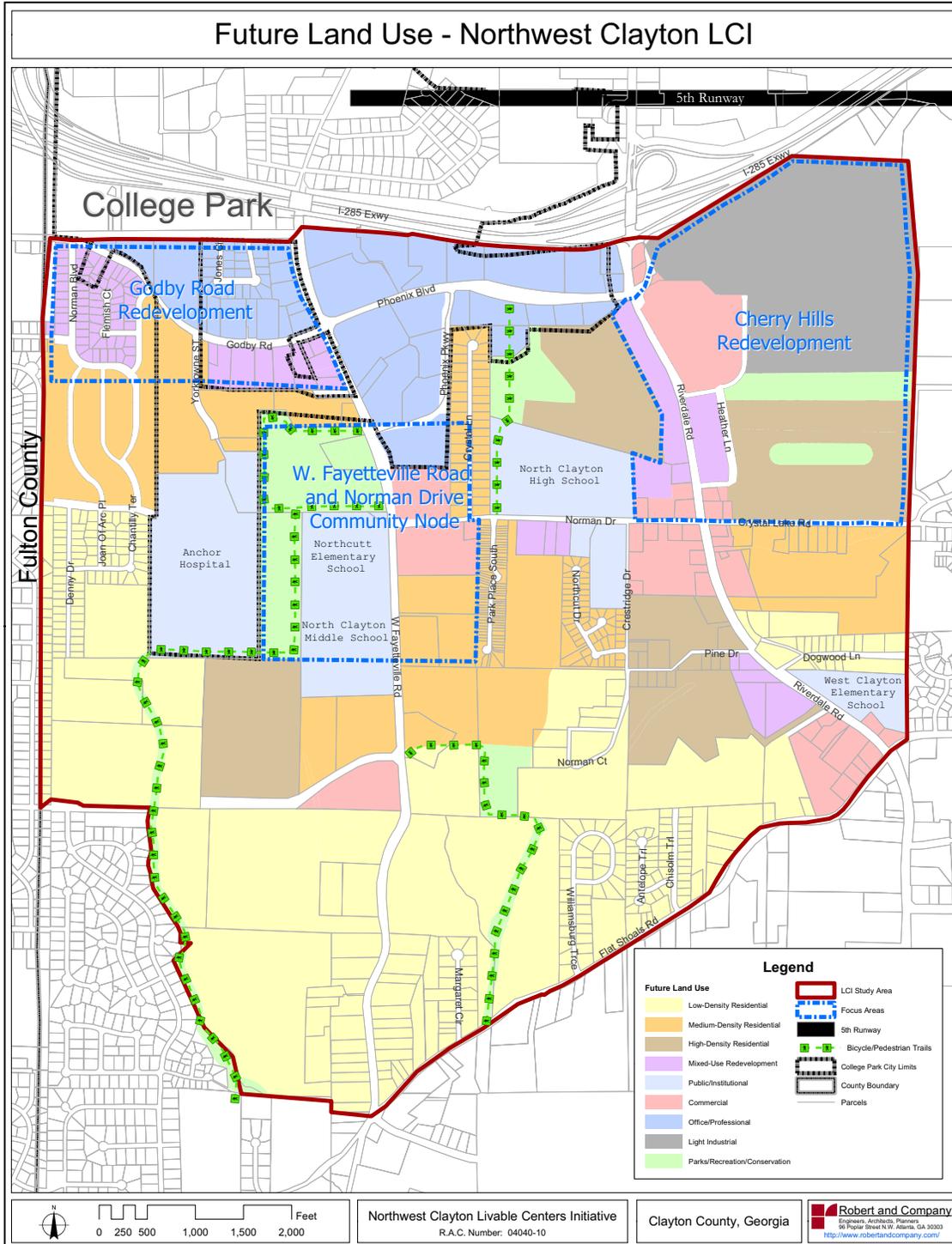


Chart 4.1.1-1 Future Land Use

Land Use - Northwest Clayton LCI Study Area			
Land Use	Future Acres	Future %	Existing %
Low-Density Residential	443.9	28.3%	29.9%
Medium-Density Residential	228.7	14.6%	6.6%
High-Density Residential	147.9	9.4%	6.8%
Commercial	71.2	4.5%	3.7%
Office/Professional	120.8	7.7%	5.6%
Mixed-Use	55.6	3.5%	0.0%
Public/Institutional	139.2	8.9%	9.1%
Light Industrial	136.3	8.7%	0.3%
Parks/Recreation/Conservation	99.7	6.4%	0.0%
Transportation/Communication/Utilities	0.0	0.0%	3.1%
Road Right of Way	125.7	8.0%	8.8%
Vacant	0.0	0.0%	26.1%
TOTAL	1,568.9	100.0%	100.0%

4.1.1.1 Single-Family Residential

Single-Family Residential development is recommended to have a maximum density of two (2) single family detached units per acre. It is possible for some of the future low density residential to be planned as Conservation Residential neighborhoods where large land parcels are available for development.

Within the Single-Family residential classification, an allowance for *Conservation Residential* would help to achieve the county’s goal of providing greenspace in the Study Area. Home sites should be clustered in order to help preserve open space and protect those areas, such as wetlands and floodplains, which are not appropriate for development of any kind. New housing developments in these areas should be required to employ appropriate conservation subdivision design principles. The area in which a conservation subdivision is most appropriate is vacant land west of Fayetteville Road and south of East Pleasant Hill Road.

The overall amount of land consumed by low-density single family housing will be slightly reduced in the future (from 30.2% to 28.3%) due to the need for a wider variety of housing types and the redevelopment of several areas into mixed-use developments with higher densities.

4.1.1.2 Medium-Density Residential

The *Medium Density Residential* classification indicates areas where a more suburban density of single-family homes is appropriate. Density in these areas should be four (4) units per acre or more. The areas are meant to serve as a transition between areas of less intensity such as low density residential and

higher intensity uses such as mixed use or office/professional development. New housing developments in these areas are encouraged to include “neo-traditional” design elements such as sidewalks and interconnected or “grid pattern” street networks.

The amount of land consumed by medium density housing more than doubles between the existing land use and the future land use recommendations. This is due to the proposed and anticipated increase in residential development and redevelopment throughout the Study Area. Areas where medium density housing is recommended for future development include the Rivers Station development (currently under construction), portions of the existing low-density neighborhood south of the Godby Road Corridor, and an existing apartment development south of Cherry Hills.

4.1.1.3 High-Density Residential

Areas designated for *High-Density Residential* development in Northwest Clayton are shown in brown on the Future Land Use Recommendations map. Recommended housing types for these areas include attached and detached single-family homes, townhouses, condominiums, and apartments with a density of 8-12 units per acre or more. Most areas designated for this use are existing large-scale apartment home communities. It is also recommended that some new higher density residential development be directed into areas designated for redevelopment, where higher density will help promote pedestrian activity and the “traditional neighborhood” feel of an environment where residences are located above or near retail and office uses. The majority of new future high-density housing will be located in the southern portion of the Cherry Hills subdivision redevelopment area.

4.1.1.4 Mixed-Use Development

To help achieve redevelopment, a *Mixed-Use* land use classification has been incorporated in the future land use recommendations. The Mixed-Use land classification supports the traditional town planning philosophy of new communities, which include residential, commercial, office/ professional and public/institutional land uses, resulting in live/work/play environments. This land use pattern is appropriate for many of the identified redevelopment areas, including the Upper Riverdale Road corridor and Cherry Hills neighborhood, The West Fayetteville/Norman Drive area, and the Godby Road redevelopment area.

Nodal mixed-use development should incorporate office/commercial cores surrounded by or adjacent to residential areas of varied densities. Greenspace and public facilities should be integrated throughout these nodes. Corridor mixed-use development should incorporate vertical integration of land uses. This might include retail or office ground floor uses with housing located above.

4.1.1.5 Public/Institutional

Public/Institutional land uses include public buildings, schools, libraries, churches and similar uses. Most Public/Institutional uses in Northwest Clayton County are schools and churches. It is recommended that the existing school facilities remain and expand in their current locations as they are of great value to the community. Land to be added to the public/institutional category in the future includes land recommended as a site for the development of a new recreation center adjacent to the north of the existing school properties on West Fayetteville Road. This will lead to a slight increase in the overall percentage of land dedicated to public uses.

4.1.1.6 Commercial

To avoid strip commercial conditions, commercial land uses should be organized into nodes. Commercial land use is vitally important to the success of traditional neighborhood or mixed-use developments. Often, such developments are planned and initiated but result only in the completion of the residential component of the community. For master planned, mixed-use development in the Study Area, the inclusion of appropriate amounts of commercial land use should be required.

Commercial redevelopment must be regulated in an appropriate manner and it is imperative for the county to develop appropriate and detailed design regulations. Good design can help to preserve the visual quality of the roadway and landscape of commercial land use along major corridors. Limiting curb cuts along major corridors can improve the visual quality and also maintain good traffic flow. Standards for consistent landscaping and building materials also support visual quality. Building setbacks should be appropriately proportional to the scale of the roadway, with greater setbacks required from larger arterial roadways. Additionally, new commercial developments and large-scale redevelopment projects must include pedestrian elements such as sidewalks, crosswalks, and landscaped buffers between walkway and automobile travel lanes.

The commercial classification recommended here for future development is largely *Neighborhood Commercial*. Neighborhood serving businesses such as banks, dry cleaners, grocery stores, and small restaurants typically locate in these areas. Some of the proposed neighborhood commercial areas shown on the future land use recommendations are existing areas that may need renovation, such as those along Riverdale Drive. New areas of commercial retail are proposed adjacent to larger residential areas, such as at the southwest corner of the intersection of W. Fayetteville Road and East Pleasant Hill Drive.

In addition to the neighborhood commercial centers, there is potential for a unique destination entertainment and retail area associated with the Cherry Hills subdivision redevelopment.

4.1.1.7 Office/Professional

Distinct from the commercial land use classification, *Office/Professional* includes lighter intensity business uses that are not retail-oriented. Appropriate developments within Office/Professional include low to mid-rise office buildings, office parks, office/distribution facilities, and research and development facilities. The main areas recommendation for development of Office/Professional land uses within the Study Area are infill and expansion of the Royal Phoenix Business Park located on Phoenix Boulevard and the redevelopment of residential properties along Godby Road into offices to reduce the land use incompatibility with the new 5th Runway.

4.1.1.8 Light Industrial

It is important for industrial land use to be conveniently located proximate to major arterial and Interstate transportation routes. The potential for economic development that is created by access to Hartsfield-Jackson Atlanta International Airport and the region's major highways and interstates makes it advisable to provide adequate amounts of land for industrial expansion in strategic locations. Specifically, industrial land use is recommended as a large portion of the redevelopment within the Cherry Hills Subdivision. This redevelopment to light industrial use should occur in the northern portion of Cherry Hills, adjacent to and extending south from Sullivan Road and to the east of Riverdale Road. Air cargo related businesses will be attracted to this location due to its proximity to the airport and accessibility via Sullivan Road and I-285. Trucking traffic associated with light industrial development here should use Sullivan Road and I-285 and should not be allowed to interfere with traffic on Riverdale Road and other roads in the Northwest Clayton LCI Study Area. The *Light Industrial* classification is intended to accommodate industrial uses such as warehousing, distribution and assembly in an industrial park setting.

4.1.1.9 Parks/Recreation/Conservation

The set aside of additional lands for *Parks/Recreation/Conservation* is needed in Northwest Clayton County in order to meet the needs of current and future populations. Flood plains throughout the area are designated as Parks/Recreation/Conservation areas on the Future Land Use Map. The restriction of development in these areas will help maintain water quality, provide contiguous habitats for plants and wildlife and encourage use for passive recreation. An increase in the amount of *Parks/ Recreation/ Conservation* land is recommended countywide and for Northwest Clayton County. For lands acquired for parks and recreation facilities in the future, it is recommended that the county choose land that is appropriately located with respect to population centers and consistent with adopted greenspace preservation policies. Within the Study Area, the addition of a new recreation center adjacent and to the north of the public school facilities on West Fayetteville Road is recommended along with the creation of a new park in the residential portion of the redeveloped Cherry Hills Subdivision.

4.1.1 Transportation Recommendations

4.1.2.1 Programmed Improvements

There are several different programmed improvement projects within the Study Area. These include projects both from the Atlanta Regional Commission (ARC) and Special Purpose Local Options Sales Tax (SPLOST). Table 4 provides a listing of the projects, brief description of the project and an estimated schedule. As shown in the Table, there are several programmed improvements within the Study Area including ongoing traffic/pedestrian studies, intersection improvements and roadway capacity improvement projects.

Chart 2.1.2-1 - Programmed Improvements

Project	Description	Schedule
West Clayton Elementary, North Clayton Middle, Northcutt Elementary: Traffic and Pedestrian Studies	Study analyzes the traffic pedestrian and circulation around schools	Study is expected to be completed early 2005
West Fayetteville / East Fayetteville / Flat Shoals Roads	To improve intersection geometry and operations	Scheduled design completion date is February 2005
Improve Norman Drive to 3-lanes with sidewalk and curb/gutter	Widening and improvement project	Scheduled design completion date is December 2005
North Clayton High School Traffic and Pedestrian Study	Study analyzes the traffic pedestrian and circulation. To be completed in conjunction with widening of Norman Drive	Scheduled design completion date is December 2005
Widening of Godby Road (Southampton to West Fayetteville Road)	Widening of Godby Road to four-lanes, curb and gutter, and sidewalks	Construction is estimated to be completed in October 2008
Godby Road at Southampton Road	Improve intersection geometry and operations. To be completed in conjunction with widening of Godby Road	Construction is estimated to be completed in October 2008
West Fayetteville Road (Norman Boulevard to Riverdale Road)	Widening to four-lanes	Construction is estimated to be completed in 2009
West Fayetteville Road (Norman Boulevard to Fayette County)	Widening to four-lanes	Construction is estimated to be completed in 2012

4.2.1.2 Transportation Opportunities

The NW Clayton area has a mix of land uses, including multi-family/single family residential development, commercial land uses, parks, institutional uses and

undeveloped open space. The Study Area is in close proximity to I-285 and Hartsfield-Jackson Atlanta International Airport. The existing noise levels related to the Airport restrict certain types of land uses in portions of the Northwest Clayton LCI Study Area.

Changes to existing and future land use patterns will affect the nature of the current transportation conditions. The evaluation of changes to land use patterns or uses due to zoning changes were addressed to determine impacts to the transportation system. Generally, the future land use concepts include mixed-use areas of higher density residential, commercial, small offices along major corridors and a residential focal point for the area.

The following briefly describes the recommended land uses for the areas of Cherry Hills, the Godby Road corridor, Norman Drive/West Fayetteville Road and the Pleasant Hill Road corridor. The redevelopment strategies for these areas are discussed below in detail in section 4.2 Focus Areas. The northern portion of Cherry Hills is recommended for light industrial (warehouse) redevelopment. The southern portion of Cherry Hills is recommended to be mixed-use and high density residential. Along the Godby Road corridor, office-commercial uses, including airport related businesses, are recommended. For the Norman Drive/West Fayetteville Road area, new residential and mixed uses, including Rivers Station (currently in development), are planned. The Norman Drive/West Fayetteville Road area is planned as a focal point of the area and is a potential location for the proposed County Recreation Center (just north of the schools on West Fayetteville Road). Along the East Pleasant Hill Road corridor, a master planned development potentially including a golf course, single-family homes, smaller residential units/condos and commercial uses at the West Fayetteville Road and Pleasant Hill Road intersection is recommended. This master planned development could be conservation oriented residential development.

The key transportation opportunities corresponding to these recommended development nodes include the following and are also shown on Figure 4.1.2-1 (refer to number system to locate project).

Primary streetscape improvements to include sidewalk, curb, and ramp

- 1) Riverdale Road (Kingswood to Crystal Lake): Install sidewalk on the east side.
- 2) Phoenix Boulevard: Install sidewalk.
- 3) Flat Shoals Road: Install sidewalk.

Intersection/interchange improvements

- 4) Intersection improvements.
- 5) Determine feasibility of new traffic signal at West Fayetteville Road and Pleasant Hill Road.
- 6) Construct new I-285 on-off ramp for redeveloped area (Cherry Hills area).

New Roadways / extensions

- 7) Extend East Pleasant Hill Road to Fulton County.
- 8) Extend Denny Drive.
- 9) Construct local streets throughout Study Area.

Transit

- 10) Construct covered bus stops along transit routes.
- 11) Expand transit routes to include Godby Road, West Fayetteville (south of Phoenix Boulevard) and Pleasant Hill Road.

Figure 4.1.2-1 - Transportation Opportunities

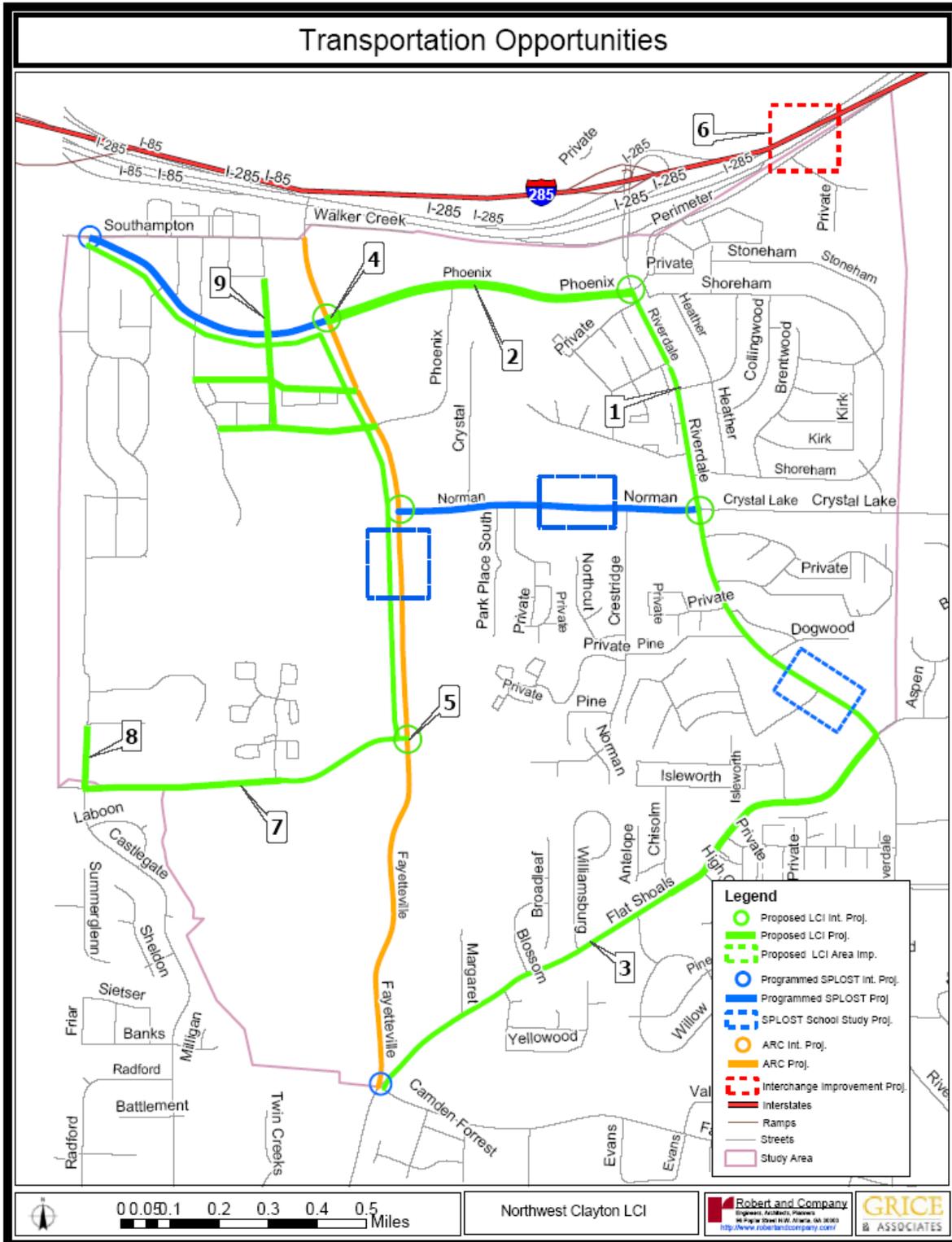
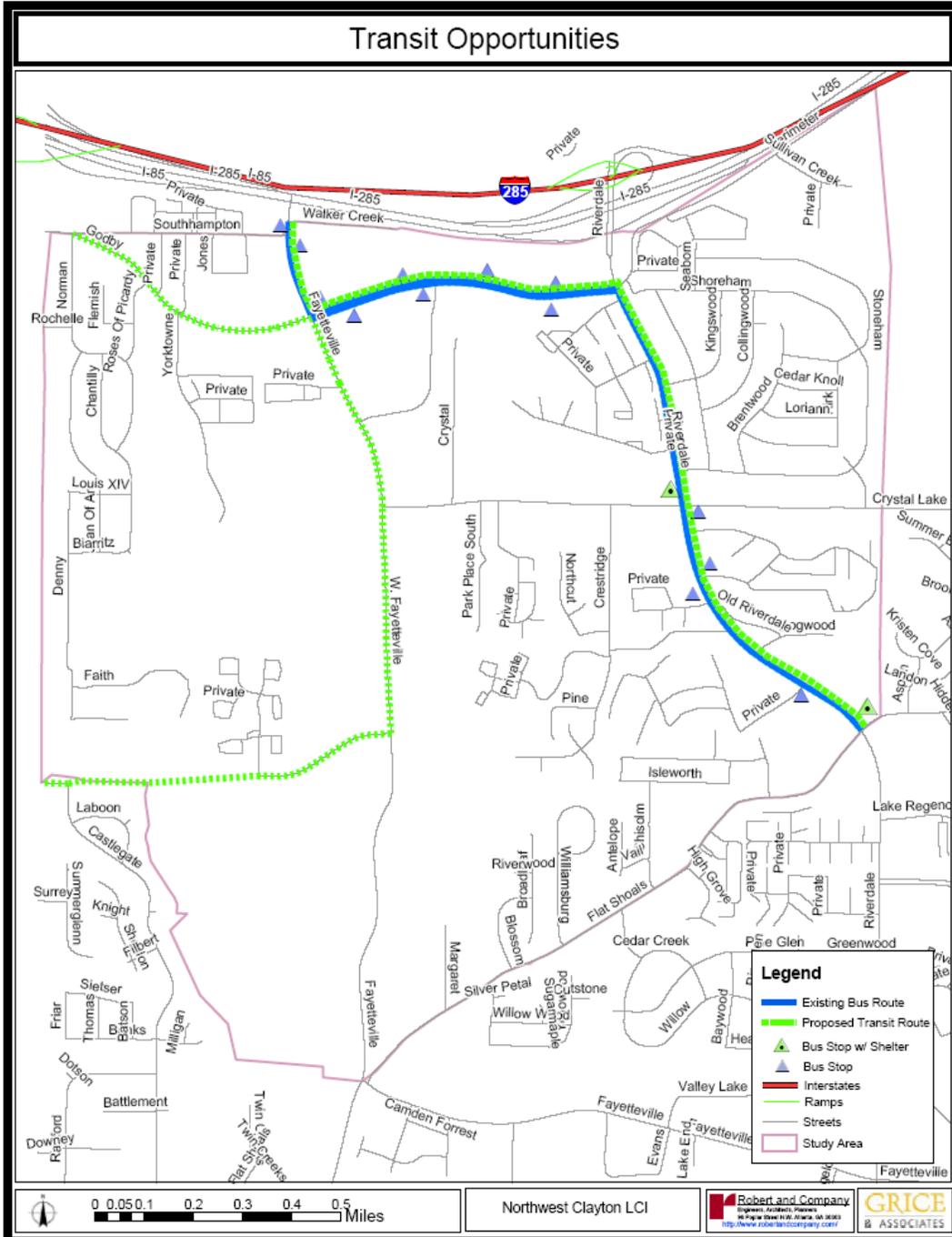


Figure 4.1.2-2 shows the transit opportunities within the Study Area. It should be noted the existing transit routes and bus stop locations are also

included on the figure. The key transit opportunities include expanding transit services along Godby Road, West Fayetteville Road and East Pleasant Hill Road.

Figure 4.1.2-2 - Transit Opportunities



4.2 Focus Areas

Through an extensive process of public and stakeholder consultation, which included monthly meetings of a twenty-member Core Team, and three public meetings, the NW Clayton LCI project team conducted an assessment of the Study Area. This assessment identified the crucial development and redevelopment nodes of the LCI Study Area and the opportunities and challenges associated with each. The following is a summary of the existing conditions and potential future development activities in key focus areas along with some recommended strategies for each identified focus area.

❖ **Cherry Hills Subdivision**

The Cherry Hills community is located in the northeast corner of the Study Area, south of I-285 between Riverdale Road to the west and I-75 to the east. The large single-family residential neighborhood has been heavily impacted by the recent construction of the 5th Runway at Hartsfield-Jackson Atlanta International Airport and will be further impacted by airplane related noise once the runway becomes operational in 2005.

The airport related impacts have contributed to the recent decline of the neighborhood; increasing numbers of homes in the community have become rental properties and the general upkeep and curb-appeal of the area has declined. Evidence of this decline is seen in the recent drop in home sales in the community from a high of 19 in 2002 to only 4 in 2004, 3 of which were due to foreclosure.

As the impacts from the airport will continue into the foreseeable future, the project team determined that redevelopment is the most viable strategy for this community. The following redevelopment recommendations for the Cherry Hills Subdivision take into consideration adjacent land uses, transportation access, costs associated with redevelopment and general market conditions as reported in the Market Conditions Analysis (see Appendix C).

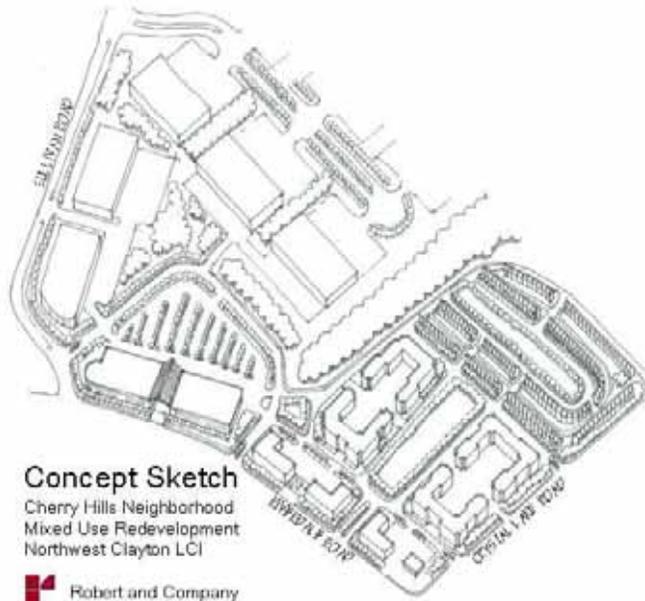
The northern portion of Cherry Hills is recommended for light industrial (warehouse and distribution) redevelopment. A High-density residential development with some preserved greenspace is recommended for the southern portion of Cherry Hills. A wide buffer should be located between this development and proposed industrial uses to the north.

A commercial center is recommended at the intersection of Riverdale Road and Sullivan Road, and existing commercial development along Riverdale Road should be retained and revitalized with the addition of limited mixed-use buildings.

Transportation Projects recommended for this focus area include:

- Construction of bus stop shelters for stops along existing routes. Roadway redesign, and possible construction of a new on/off ramp to I-285 connecting Cherry Hills via Sullivan Road with the interstate – to keep industrial truck traffic out of residential areas and off of Riverdale Road.
- Intersection improvements to ease traffic flow along at Phoenix Blvd and Riverdale Road, and Riverdale Road and Norman Drive.
- Streetscape project for Crystal Lake Road.

FOCUS AREA: CHERRY HILLS SUBDIVISION REDEVELOPMENT



Concept Sketch
Cherry Hills Neighborhood
Mixed Use Redevelopment
Northwest Clayton LCI

 Robert and Company



LOCATION

Northeast corner of the LCI Study Area, bounded by I-285, Riverdale Road, Crystal Lake Road and the eastern edge of the Cherry Hills neighborhood (land lot line).

EXISTING CONDITIONS

Approximately 220 acres. Single family residential neighborhood including approximately 450 homes. Area also includes some small-scaled commercial development along Riverdale Road and vacant light industrial buildings near I-285 (recently purchased by Airport). Riverdale Road and Sullivan Road provide excellent access to transportation system and Airport.

CHALLENGES

Community has been impacted by construction activity associated with the 5th Runway, and the neighborhood is increasingly renter-occupied. The general community sentiment supports homeowner relocation and redevelopment of the property, but the large number of individual property owners presents a challenge to land assembly.

OPPORTUNITIES

Assuming community cooperation with a credible redevelopment initiative, there is great potential for light industrial, commercial and planned residential redevelopment.

IMPLEMENTATION

Cherry Hills Redevelopment Task Force initiation.
Redevelopment Plan preparation and adoption.
Future Land Use Map changes and rezonings.
Redevelopment and relocation phasing.

❖ **Godby Road/ Phoenix Boulevard**

The Godby Road/Phoenix Boulevard area is located in the northern and northwestern portions of the Study Area. Godby Road is currently a residential area with a mix of single and multi-family developments. As this area will also experience noise related impacts with the opening of the 5th Runway at H-JAIA, redevelopment from housing to non-residential land uses in the area is recommended to reduce land use conflicts.

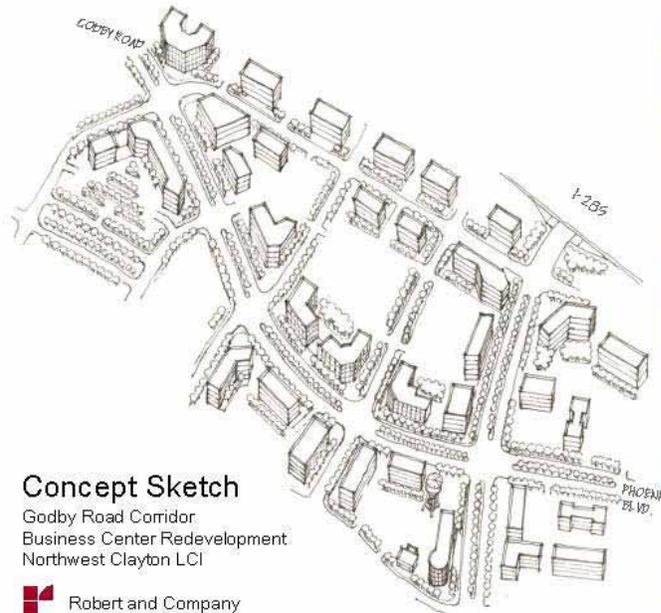
The City of College Park has adopted residential construction standards for the portion of this area falling within its boundaries, which will assist in mitigating airport noise issues and will allow for the acceptable continuation of residential development in this area. Clayton County is encouraged to consider adopting similar residential construction requirements for the area of the unincorporated county affected by the 5th Runway.

In addition to noise-resistant residential construction, the project team concluded that redevelopment in this area should focus on the extension of the mid-rise office development, as currently exists in Royal Phoenix Business Park, across West Fayetteville Road to the west. Phoenix Boulevard, located directly south of I-285 between W. Fayetteville and Riverdale Roads, represents the Study Area's primary office market and includes the Royal Phoenix Business Park. The Market Conditions Analysis (Appendix C) shows that the area is doing well economically, with vacancy rates remaining low and rents competitive with other office clusters in the Metro-Atlanta region. Given these positive market indices and the excellent accessibility of this area to the airport and regional transportation routes, continued development of office space is recommended for this area. However, it is expected that major new development will not occur in the short term based on the current sluggish nature of the regional office market.

Transportation Projects recommended for this focus area include:

- Improvement of intersection of Phoenix Boulevard, W. Fayetteville Road, and Godby Road
- Improvement of Godby Road from W. Fayetteville Road to Southampton Road, including widening, a median, and sidewalks with streetscape
- Construction of new local streets to create a more distributed network in this area to ease traffic congestion
- Construction of sidewalks along Phoenix Boulevard
- Expand C-Tran bus routes to provide service east of the Royal Phoenix Business Park along Godby Road

FOCUS AREA: GODBY ROAD CORRIDOR REDEVELOPMENT



Concept Sketch

Godby Road Corridor
Business Center Redevelopment
Northwest Clayton LCI

 Robert and Company

LOCATION

Northwest corner of the LCI study area along Godby Road extending from West Fayetteville Road to Southampton Road/Clayton County line (west) and I-285 (north).

EXISTING CONDITIONS

Approximately 85 acres. Mixture of residential, small-scaled commercial and office uses, much in moderate to poor condition...

CHALLENGES

Poor property conditions, a large unincorporated island within the City of College Park (along Godby Road) and uncertainty about future Airport impacts contribute to deterioration. Property must be assembled from numerous owners. Godby Road is also in poor condition.

OPPORTUNITIES

Many property owners in the area are apparently willing sellers. A master planned business district can develop along the Godby Road corridor as an extension of the Royal Phoenix Business Park, capitalizing on the access to Airport facilities and interstate highways. Redevelopment can occur incrementally as market support improves.

IMPLEMENTATION

Redevelopment Task Force initiation
Redevelopment Plan preparation and adoption
Land Use Plan changes and rezonings
Property assembly in public-private arrangement
Godby Road improvements to include business corridor streetscaping and additional network of streets

❖ **Norman Drive/ W. Fayetteville Road**

The area surrounding the intersection of Norman Drive and W. Fayetteville Road represents the civic hub of the Study Area due to the location of three schools; North Clayton High School, North Clayton Middle School and Northcutt Elementary School.

Due to the existing concentration of institutional uses, the overall need for the development of a focal point for the entire Study Area, and new mixed-use developments already planned for this area, it is recommend that continued institutional and mixed-use development be encouraged in this area. Specifically, Norman Drive should be redesigned to become a major pedestrian corridor connecting residential, commercial and civic uses.

A key civic use recommendation is the location of the proposed Clayton County Recreation Center on the undeveloped tract of land on W. Fayetteville Road, north of the schools. The recreation center should be developed on the southern end of the parcel adjacent to the schools to provide a direct connection with the institutional land uses. By locating the recreation center on the southern portion of this vacant parcel, space would be available for a small residential development on the northern portion. This residential development should be designed to front on a “town green” area between the residences and the recreation center, which could also serve as a community gathering place and further emphasize this focus area as the activity hub for the entire Study Area.

The undeveloped area located behind the schools should be acquired by the school system to provide a buffer between the schools and adjacent Anchor Hospital. This land could also serve as a potential site for school expansion in the future. The schools, parks, recreation center, and residential areas should be connected via a system of trails and sidewalks.

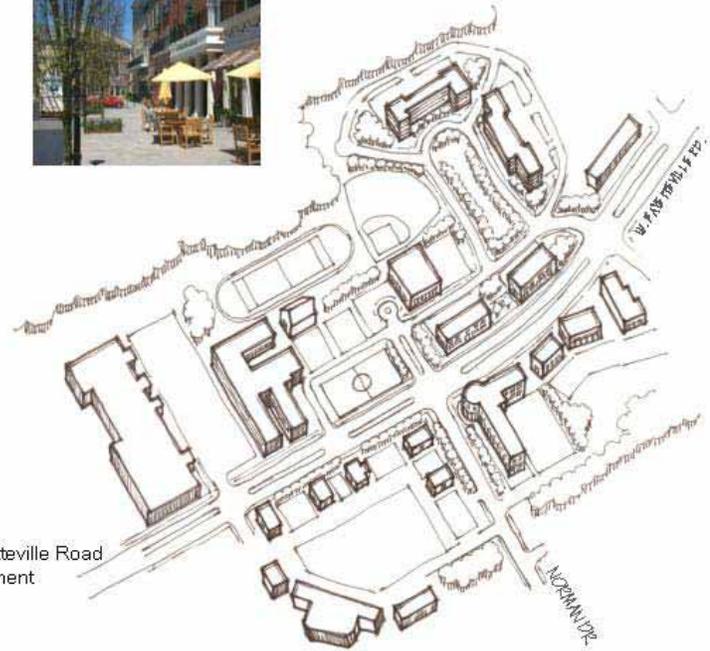
South of the schools on W. Fayetteville Road there are a number of parcels of vacant land. Due to their location proximate to schools and proposed civic uses, and the distance from the noise impacts related to H-JAIA, residential development is recommended for the large tract of undeveloped land south of East Pleasant Hill Road. Due to the size and potential impact of development here, the area should be master planned. To help provide additional recreational amenities in the Study Area, a small golf course or other open space amenity could be included in a development of upscale single-family homes. Smaller residential units (condos) are also recommended for inclusion in a residential development to provide housing for seniors and other small households. To provide services for this new residential area, a small node of neighborhood

focused commercial uses is recommended for the intersection of W. Fayetteville and East Pleasant Hill Roads.

Transportation Projects recommended for this focus area include:

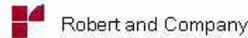
- Undertake a study to determine the feasibility of installation of a traffic light at the intersection of West Fayetteville Road and East Pleasant Hill Road
- Extend East Pleasant Hill Road west to Fulton County line
- Extend Deny Drive
- Expand C-Tran bus routes to provide service south of Phoenix Boulevard, along W. Fayetteville Road and Pleasant Hill Road

FOCUS AREA: NORMAN DRIVE @ WEST FAYETTEVILLE ROAD



Concept Sketch

Norman Drive @ West Fayetteville Road
Community Center Development
Northwest Clayton LCI



LOCATION

Area surrounding the intersection of West Fayetteville Road and Norman Drive.

EXISTING CONDITIONS

Approximately 120 acres. Mixture of institutional (North Clayton Middle and Northcutt Elementary schools) office, residential, and small-scaled commercial uses, as well as large tracts of undeveloped land.

CHALLENGES

Existing schools are highway-oriented, located along the busy and pedestrian-unfriendly West Fayetteville Road corridor. Few other streets exist to provide a network basis for center development...

OPPORTUNITIES

A major development (River's Station) is planned, including a commercial center at the southeast corner of West Fayetteville and Norman as well as mixed-density residential along the east side of West Fayetteville Road and south of the schools. Vacant land exists to the north of the schools, and the northeast corner at West Fayetteville and Norman is very underdeveloped – effectively vacant. Establishment of a community/recreation center adjacent to the north of the schools could provide community families with centrally-located public activities, and infill development can provide commercial/mixed-use opportunities.

IMPLEMENTATION

Community/Recreation Center site location and planning
Land Use Plan changes and rezonings
Public/Private infill development initiatives

5.0 Implementation Strategy

The realization of the Future Land Use Recommendations created through the LCI Study process is dependent on the success of a number of development and redevelopment projects. However, the completion of these projects is contingent upon the establishment and or designation of strong organizational mechanisms to provide leadership for the visionary projects. Also required will be a number of policy and regulatory changes initiated by local governments.

Recommendations for implementation of the NW Clayton LCI are grouped under three headings: Definition of Implementation Roles and Strategies, Required Regulation and Policy Revisions, and the Five Year Work Program which includes recommended capital improvements and initiatives to be undertaken in the Study Area.

5.1 Implementation Roles Defined

Implementation of the NW Clayton LCI Plan will be a long-term process that must include coordinated public-private efforts and investments in order to be successful. While it is ultimately the involvement of the private development community and investment of private capital that will carry out the redevelopment of the Study Area, these private entities and investments must be directed by the local community and governments to ensure that the vision for the area expressed in the LCI plan is achieved. The responsibilities of the local community and various governmental entities with interest in this area are defined below.

5.1.1 Clayton County

- ❖ The County Commission must adopt the Northwest Clayton LCI Plan.
- ❖ A staff person from the Planning and/or Economic Development Department must be designated and directed to coordinate the county government's role in the implementation of the LCI Plan. Specifically this staff person must:
 - Provide regular updates on implementation efforts to the County Commission and solicit their involvement in appropriate redevelopment planning efforts;
 - Staff and Coordinate all task forces or groups created to oversee the implementation of various LCI Plan recommendations such as the Cherry Hills Task Force (see below);
 - Initiate the application process for zoning and land use map changes required to implement the LCI Plan (see regulation revision section below);
 - Coordinate with the Recreation Department to initiate County Commission consideration of a potential land swap or public-private

partnership for development of a Recreation Center in the Northwest Clayton LCI area, potentially on the parcel of land located north of the public schools on W. Fayetteville Road;

- Coordinate with other county departments (i.e. recreation and Transportation) and prepare applications for LCI Implementation Funds.

5.1.2 City of College Park

- ❖ The City of College Park should review and consider the NW Clayton LCI Plan and include pertinent polices and land use recommendations of the Plan in the city's 2005 Comprehensive Plan Update.
- ❖ The City of College Park should annex the unincorporated island located along Godby Road in the northwest of the LCI Study Area to clarify service delivery jurisdiction and provide clear municipal boundaries.

5.1.3 Development Authority of Clayton County

- ❖ Obtain funding for and oversee the development of an Urban Redevelopment Plan for Northwest Clayton, including the Cherry Hills area, consistent with this plan and in conjunction with the Cherry Hills Redevelopment Task Force and other similar organizations.
- ❖ Spearhead efforts to implement Tax Allocation Districts and other incentives within the Study Area to help entice redevelopment in the Study Area.
- ❖ Work with the State Department of Economic Development to develop a state-level package of incentives for area redevelopment.
- ❖ Develop a marketing plan for the Northwest Clayton LCI Study Area, including a database of available land and buildings.

5.1.4 Other Organizations

A task force must be established to oversee the redevelopment of the Cherry Hills subdivision. This group should include the following individuals or representatives from the following organizations/agencies:

- ❖ Homeowners and residents of Cherry Hills;
- ❖ Clayton County Commission District 2 Commissioner;
- ❖ The Cherry Hills Neighborhood Association;
- ❖ Clayton County Planning Department;
- ❖ Clayton County Development Authority;
- ❖ Hartsfield-Jackson Atlanta International Airport;
- ❖ Clayton County Housing Authority and other organizations that can assist with the relocation of current residents;
- ❖ Developer(s) involved in redevelopment projects in the area.

A focus group should be established to address the coordination of transit within the LCI Study Area and connections between other activity nodes and the Study Area. This group should include representatives of

- ❖ C-Tran,
- ❖ Clayton County Transportation Department,
- ❖ HATMA,
- ❖ Clayton County Planning Department.

5.2 Regulation and Policy Revisions

5.2.1 Comprehensive Plan Amendments

- ❖ The county's Future Land Use map should be amended to reflect the recommended land use changes included in this plan for the Study Area.
 - The area of Riverdale Road frontage between Phoenix Boulevard and Norman Drive should be changed from commercial to mixed use.
 - Cherry Hills Subdivision should be changed from entirely industrial to a mixture of high density residential, parks and open space, and industrial to reflect the future development pattern shown in figure 4.1.1-1.
 - The northeast corner of the intersection of West Fayetteville Road and East Pleasant Hill Road should be changed from medium density residential to commercial.

- ❖ Revise Policy 2.2 of the Housing Element of the Clayton Comprehensive Plan to direct new residential development to areas outside of the projected 65 DNL contour for the 5th Runway to reduce the negative impacts of airport related noise and to require new housing development within areas nearby the airport area to employ noise reducing construction methods and materials.

5.2.2 Zoning Changes

In order to fulfill the vision for the NW Clayton LCI Study Area as articulated in this plan, Clayton County will need to initiate a number of zoning changes. First and foremost, the county needs to establish a mixed-use zoning district ordinance for application to areas along Riverdale and Godby Roads as indicated on the future land use map. In addition to this new zoning district the county could elect to initiate selective rezonings of property in the Study Area to facilitate private development. Areas that could be considered for county initiated rezoning include:

- ❖ The area south of North Clayton Middle School on W. Fayetteville Road and the area near the intersection of W. Fayetteville and E. Pleasant Hill Roads are currently zoned for light industrial. Rezoning to a variety of residential classifications ranging from lower to higher density residential zoning will be required to accomplish the residential development envisioned in the LCI Plan.
- ❖ The land at the southwest corner of the intersection of W. Fayetteville and E. Pleasant Hill Roads should be rezoned from light industrial to neighborhood commercial to accomplish the recommended development of neighborhood serving retail uses. To stimulate the redevelopment of the Cherry Hills subdivision, Clayton County should consider initiating rezoning of the area. The specific rezonings necessary to accomplish the redevelopment recommended in the LCI Plan include rezoning the northern portion of the subdivision to light industrial and the southern portion for high density residential. The county's highest density residential district currently allows for a maximum of 8 units per acre, however significantly higher density is recommended for this area. Additionally the area on the east side of Riverdale Road and the intersection of Riverdale and Phoenix Blvd/Sullivan Road should be rezoned to general commercial use. Develop a specific Clayton County and City of College Park policies for the redevelopment of older multi-family housing and development of new multi-family housing within the study area. These policies should include construction and design standards for multi-family housing.
- ❖ Establish landscape design standards for the Study Area.
- ❖ Adopt a city and county policies requiring utilities serving new development and redevelopment within the study area be located underground.

5.3 Five year work program

The five-year action plan outlines and prioritizes transportation capital improvement projects and initiatives that should be undertaken in the near future. The plan details a number of projects of varied size, in addition to those projects already planned and/or programmed for the study area, that can be accomplished on an individual basis or in coordination with other public and private efforts aimed at increasing the quality of life in the Northwest Clayton LCI area.

Transportation Projects

Description	Type of Improve-ment	Engineering Year	Engineering Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Match Source & Amount
Primary streetscape improvements to include sidewalk, curb, and ramp									
<i>Construct sidewalk/streetscape on the east side from Kingswood to Crystal Lake</i>	Streetscapes	2006	\$27,000	2007	\$180,000	\$207,000	CC	LCI, SPLOST, GDOT	20% \$ 41,400
<i>Construct sidewalk/streetscape from West Fayetteville to Riverdale</i>	Streetscapes	2007	\$129,000	2008	\$860,000	\$989,000	CC	LCI, SPLOST, GDOT	20% \$ 197,800
<i>Construct sidewalk from West Fayetteville to Riverdale</i>	Streetscapes	2006	\$130,000	2007	\$862,000	\$992,000	CC	LCI, SPLOST, GDOT	20% \$ 198,400
Intersection/ Interchange Improvements									
<i>I-285 Interchange Study for redeveloped area (Cherry Hills area)</i>	Intersection	2007	\$300,000	TBD	TBD	\$300,000	CC, GDOT	LCI, SPLOST, GDOT	20% \$ 60,000
<i>Improve traffic capacity, safety and operations</i>	Intersection	2007	\$100,000	2008	\$510,000	\$610,000	CC	LCI, SPLOST, GDOT	20% \$ 122,000
<i>Intersection Improvement (W. Fayetteville and Pleasant Hill)</i>	Intersection	2007	\$90,000	2008	\$480,000	\$570,000	CC	LCI, SPLOST, GDOT	20% \$ 114,000
New roadways/ extensions									
<i>Extend East Pleasant Hill Road to Fulton County Line</i>	Roadways	2007	\$75,000	2008	\$720,000	\$795,000	CC, GDOT	LCI, CC SPLOST, GDOT	20% \$ 159,000
<i>Extend Denny Drive to Pleasant Hill Road</i>	Roadways	2007	\$45,000	2008	\$450,000	\$495,000	CC	LCI, CC	20% \$ 99,000

Description	Type of Improve-ment	Engineering Year	Engineering Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Match Source & Amount
New roads to support mixed use development area along Godby Road & W. Fayetteville Road	Roadways	2007	\$70,000	2008	\$660,000	\$730,000	CC	CC, Private Developers	20% \$ 146,000
New roads to support redevelopment area along Godby Road	Roadways	2007	\$140,000	2008	\$1,350,000	\$1,490,000	CC	CC, Private Developers	20% \$ 298,000
Transit									
Construct covered bus stops along transit routes (to include expanded routes)	Transit	2007	\$25,000	2008	\$250,000	\$275,000	C-TRAN, GRTA	GRTA, CC	20% \$ 55,000
Expand transit routes to include Godby, W. Fayetteville and Pleasant Hill	Transit	2007	\$25,000	2008	\$180,000	\$205,000	C-TRAN, GRTA	GRTA, CC	20% \$ 41,000
Recreation/Trails									
Construct a County Recreation Center in the Northwest Clayton Study Area	Recreation	2006	TBD	2007	TBD	TBD	CC	CC, SPLOST	TBD
Construct a n off-road Greenway Trail System	Recreation	2007	\$85,000	2008-2010	\$710,000	\$795,000	CC	LCI, CC, SPLOST	20% \$ 159,000
Totals									
			\$1,156,000		\$6,502,000	\$7,658,000			\$ 1,531,600

Housing Projects / Initiatives

Description/Action	Cost	Year	Responsible Party	Funding Source
Update County's zoning ordinance to allow mixed use developments.	\$15,000	2005	County	CC / LCI / DCA Grant
Coordinate with Cherry Hills Task Force to develop new higher density residential housing in this area.	n/a	on-going	County, Cherry Hills Task Force, Private Developer	n/a
Encourage conversion of rental multi-family property to condominium ownership where appropriate.	n/a	on-going	County	n/a
Develop construction and design standards for new and redeveloped multi-family housing in the Study Area.	\$15,000	2006	County Planning Department	LCI / CC / Grants

Other Local Projects / Initiatives

Description/Action	Cost	Year	Responsible Party	Funding Source
Build new County Recreation Center adjacent to Northcutt Elementary.	Coordinate with Rec. Dept.	Coordinate with Rec. Dept.	County Parks and Recreation Department	SPLOST
Develop a parks and trails master plan for the Study Area.	\$75,000	2006	County Parks and Recreation Department	SPLOST / LCI / Grants
Establish and Coordinate Cherry Hills Task Force.	n/a	2005	County Planning Department	n/a
Establish and Coordinate Transit Focus Group.	n/a	2005	County Transportation Department	n/a
Purchase property for parks and trails as identified in the master plan.	fair market value	2005 - ongoing	County Parks and Recreation Department	SPLOST
Amend the County's Future Land Use Map to reflect the recommended land use changes included in the LCI plan.	n/a	2005	County Planning Department	n/a
Develop landscape design standards for the Study Area	\$10,000	2005	County Planning Department	LCI/ CC/ / Grants
Adopt a city and county policies requiring utilities serving new development and redevelopment within the study area be located underground.	n/a	2005	County Commission / City Council	n/a
Conduct a transportation study to determine the preferred route from the recommended industrial redevelopment in Cherry Hills to the airport's planned air cargo facilities.	\$25,000	2006	County Transportation Department / H-JA/A	LCI
Develop an Urban Redevelopment Plan for the Cherry Hills area consistent with this plan.	\$18,000	2005	Clayton County Development Authority	LCI / Grants
Implement a Tax Allocation Districts and Enterprise Zones within the Study Area to help entice redevelopment in the Study Area.	n/a	2006	Clayton County Development Authority	n/a
Develop a marketing plan for the LCI Study Area, including a database of available land and buildings.	n/a	2007	Clayton County Development Authority	n/a
Rezone the area south of North Clayton Middle School on W. Fayetteville Road and the area near the intersection of W. Fayetteville and E. Pleasant Hill Roads from light industrial to an appropriate residential zoning classification.	n/a	2005 - 2006	County Planning Department	n/a
Rezone the land at the southwest corner of the intersection of W. Fayetteville and E. Pleasant Hill Roads from light industrial to neighborhood commercial.	n/a	2005 - 2006	County Planning Department	n/a
Rezone the Cherry Hills Subdivision area to conform with the recommendations of the LCI Plan.	n/a	2005 - 2006	County Planning Department	n/a

6.0 Projections

6.1 Estimated Population, Households, and Housing Units for NW Clayton LCI Study Area

Projections Under Current Development Conditions							
	Clayton County		Projected for Study Area				
	2000	2000	2005	2010	2015	2020	2025
Populations	236,517	12,149	12,725	13,561	14,440	15,348	16,293
Households	82,243	3,952	4,139	4,411	4,697	4,993	5,300
Housing Units	86,461	4,750	4,967	5,294	5,637	5,991	6,360

Assumptions:

1. The population of the Study area will remain at a constant 5% share of the county's population
2. The ratio of population to households will remain constant at 3.07:1
3. The ratio of housing units to households will remain constant at 1.2:1

Estimated Addition of New Housing Units Through LCI Implementation						
Proposed Project	Time Period					
	2005 - 2010	2010 - 2015	2015 - 2020	2020 - 2025		
River's Station*	550					
Cherry Hills Residential	478					
Plesant Hill Residential	308					
Norman Drive Mixed Use	14					
Cherry Hills Mixed Use	79					
Riverdale Rd and Dogwood Ln Mixed Use	36					
Total New Units/Units	1,465					
Units Lost to Redevelopment	60	40	40	34		
Net New Units	1,405	-40	-40	-34		

*Approved during LCI Process

Population and Housing Unit Projections with LCI Implementation						
	2000	2005	2010	2015	2020	2025
Population	12,149	12,725	16,304	17,179	18,108	19,107
Households	3,952	4,139	5,311	5,596	5,898	6,224
Housing Units	4,750	4,967	6,373	6,715	7,078	7,469

6.2 Estimated Employment for the NW Clayton LCI Study Area

Employment Projections Under Current Development Patterns						
2000 Employment						
	Study Area	Study Area Share of County	2010	2015	2020	2025
Clayton County	Study Area	County	2010	2015	2020	2025
141,987	3,952	2.78%	4,375	4,790	5,179	5,523
						5,813

Assumption

1. Study Area employment will remain a constant 2.78% of the county's total employment

Job Growth Anticipated with LCI Implementation*						
	Developed Acreage by 2010	**2010 Jobs	Developed Acreage 2010 - 2015	**2015 Jobs	Developed Acreage 2015 - 2020	**2020 Jobs
Office	25.48	637	15.50	387	13.50	338
Retail	12.89	129	2.91	29	1.12	11
Industrial	103.51	828				
Total	141.88	1594	18.41	417	14.62	349

* Proposed Mixed Use development have been considered in the office and retail projections

** Projections based on estimates of 25 employees / acre for Office, 10 employees / acre for Retail, and 8 employees / acre for Industrial (warehouse /distribution)

Employment Projections with LCI Plan Implementation				
	2010	2015	2020	2025
Base Employment	4,375	5,969	6,385	6,734
Potential Additional Jobs	1,594	417	349	349
Total Employment	5,969	6,385	6,734	7,083